"Radio Listening Patterns by Time of Day: A Correspondence Analysis"

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Abstract

While television is today’s major mass medium, radio remains a major player. Indeed, in Australia, more people listen to the radio than watch television at various times of the day. Consequently, radio is an important vehicle for advertisers, especially as some stations have niche audiences that match target segments well. However, there has been very little research into radio listening behaviour. The present study was an attempt to fill this gap as it examined one important aspect of radio listening behaviour, namely listening by time of day. That is, the study asked whether listeners were loyal to a particular radio station or moved between radio stations across the day. Data on time of day listening were obtained from a sample of consumers and correspondence analysis was used to examine the relationships between the radio stations and between the listeners. The results suggest that listeners are largely time loyal, which has important implications for both radio station managers and advertisers considering the medium.