

research

marketing

social



Turning Listeners Into Superfans

Morning Show Boot Camp 2016

METHODOLOGY

1,541 PERSONS 18-54

NYC, CHICAGO, LA

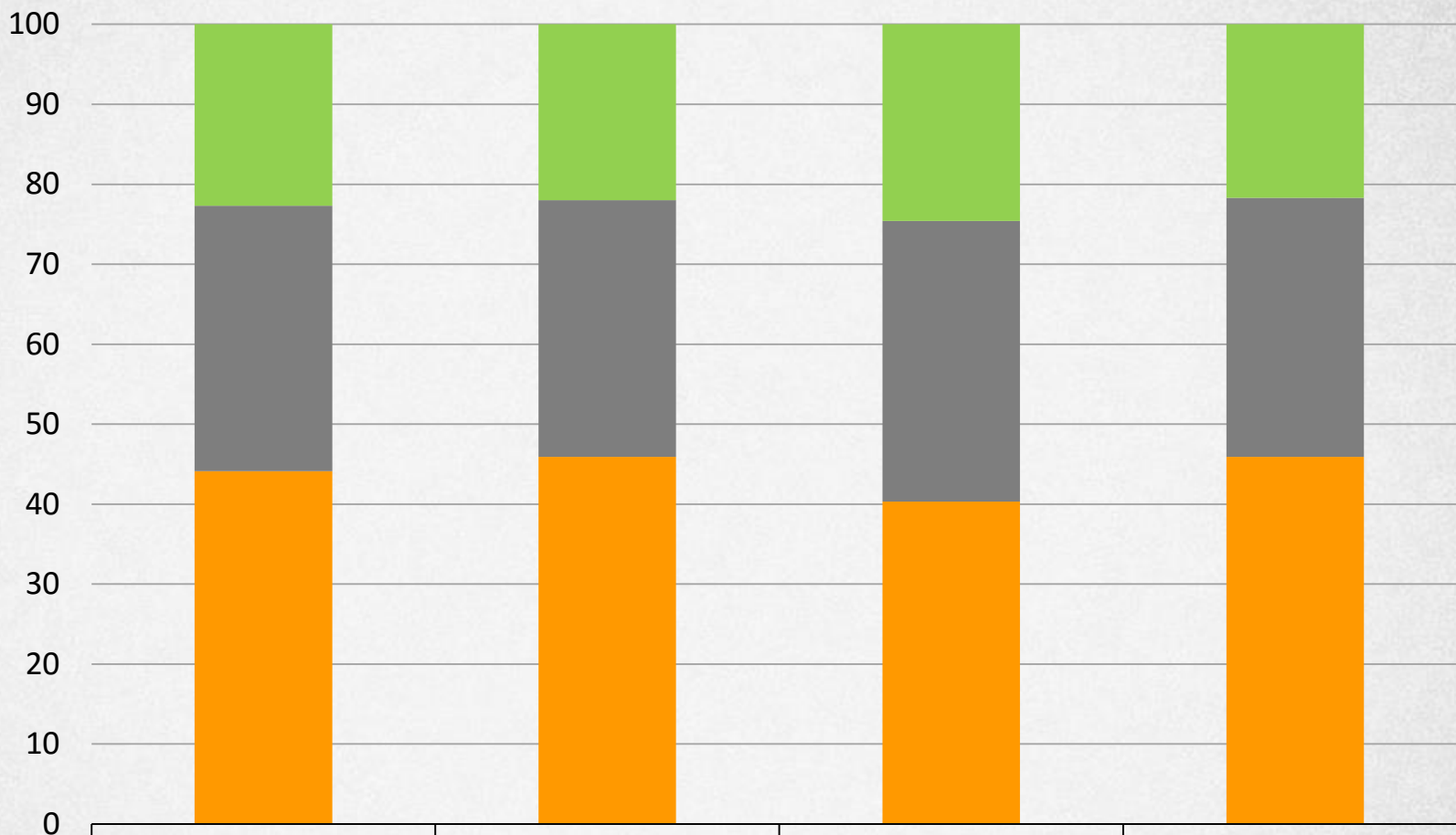
HABITUAL 5-DAY MORNING RADIO LISTENERS

INTERVIEWS CONDUCTED USING COMPENSATED ONLINE SAMPLE

FIELDDED JUNE 27-JULY 7, 2016

OVER 3/4 LISTEN AT LEAST 30 MINUTES PER DAY

This is a sample focused on habitual and fairly heavy users of morning radio. We chose NY, LA and Chicago because, while there are great morning shows in lots of markets, we felt it was reasonable to start with the three biggest.



15-29 minutes

22.7

22.0

24.6

21.7

30-59 minutes

33.2

32.1

35.1

32.4

1 hour or more

44.1

45.9

40.3

45.9



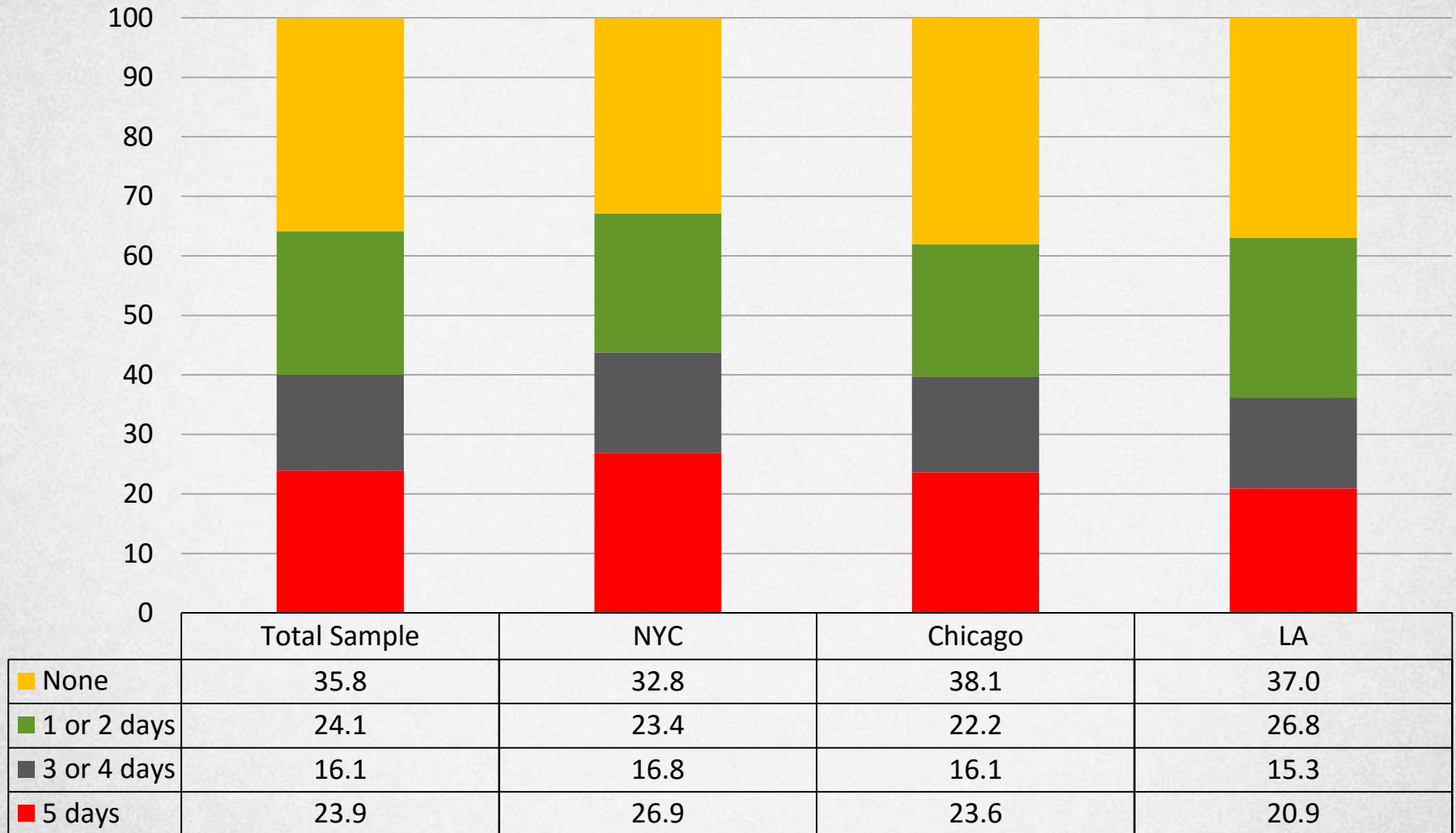
nuvoodoo

How much time do you spend listening to AM or FM radio: On a typical weekday between 5:00 and 9:00 in the morning

AT HOME LISTENING A LITTLE HIGHER IN NYC

A LITTLE LOWER IN LA

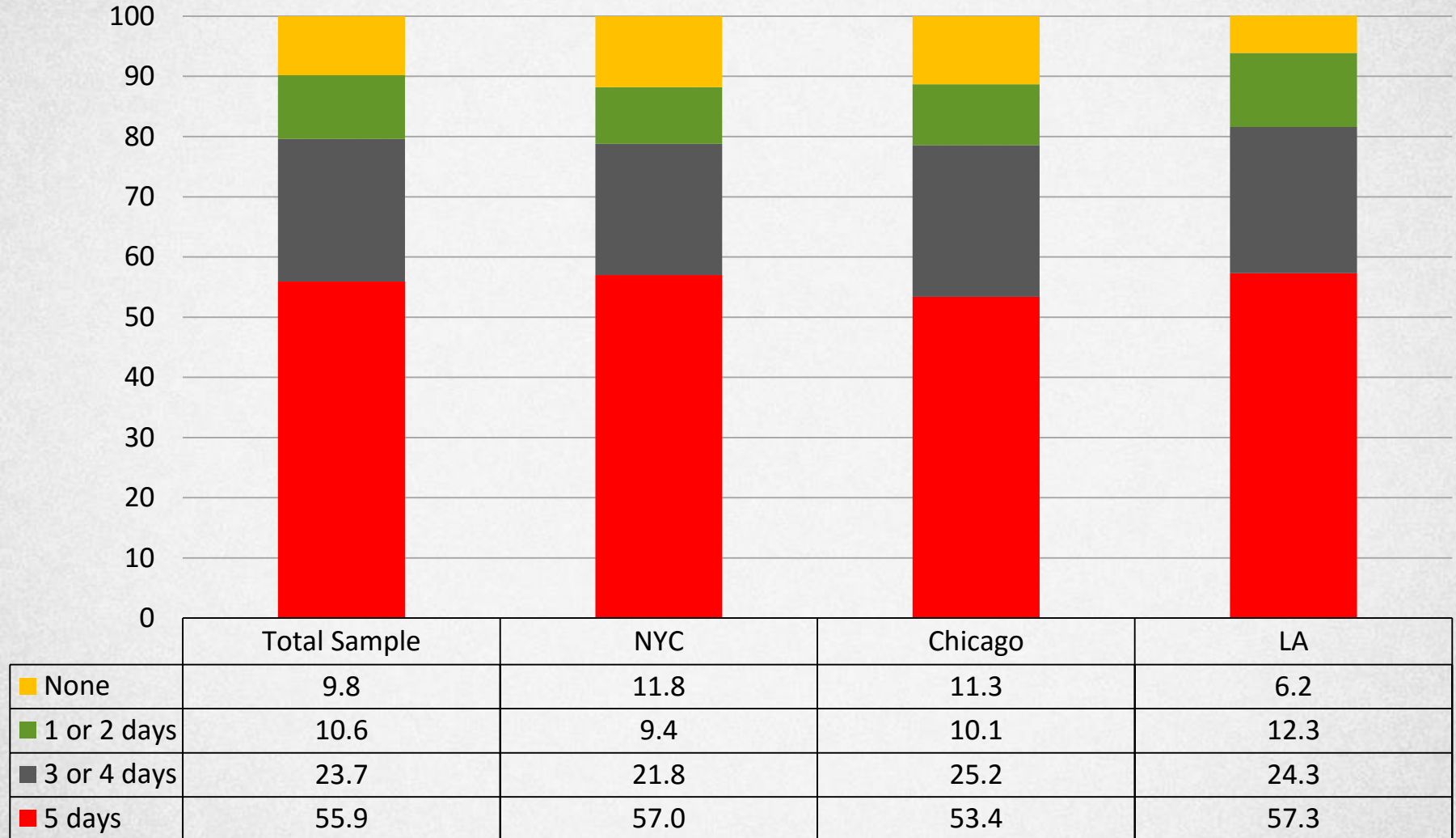
About 3/5 use the radio only occasionally or not at all at home in the morning.



IN-CAR LISTENING A LITTLE HIGHER IN LA

A LITTLE LOWER IN NYC & CHICAGO

Nearly 4/5 are fairly regular users in the car – radio's stronghold.

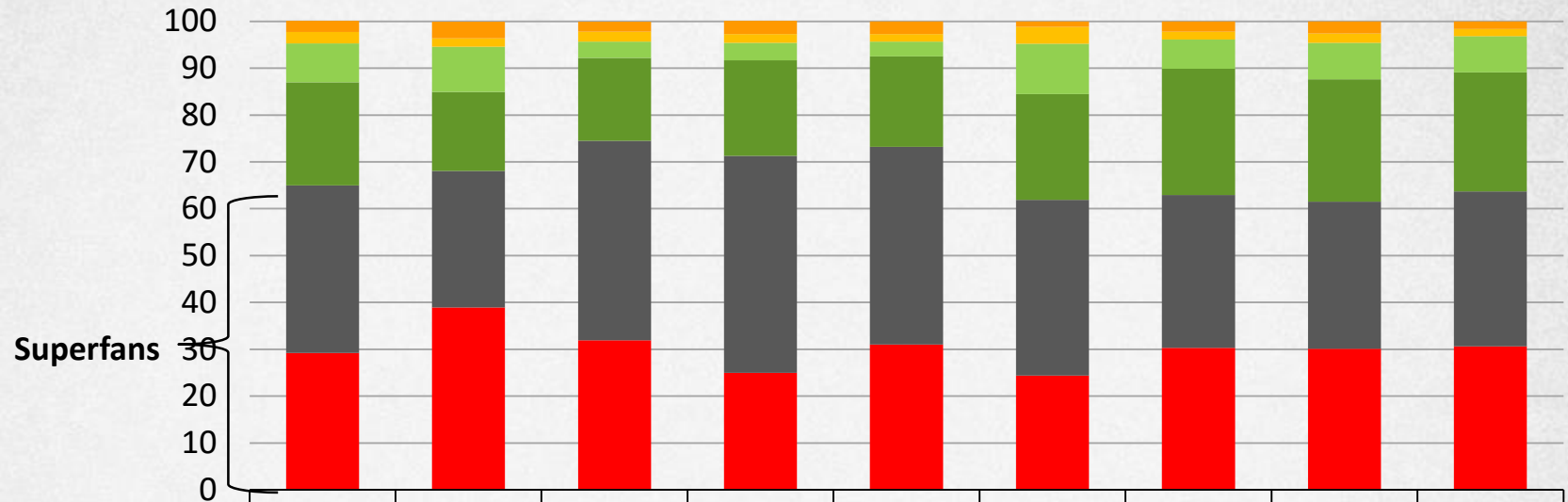


WHO ARE THE SUPERFANS?

HEAVIER LISTENERS, OVER 3/5 ARE SUPERFANS

THOSE WHO SAY THE SHOW IS ESSENTIAL IN THEIR LIVES

The people we eventually settled on to call “Superfans” are those who listen at least 30 minutes per day AND say that the station they listen to most in the morning is essential (or nearly essential).

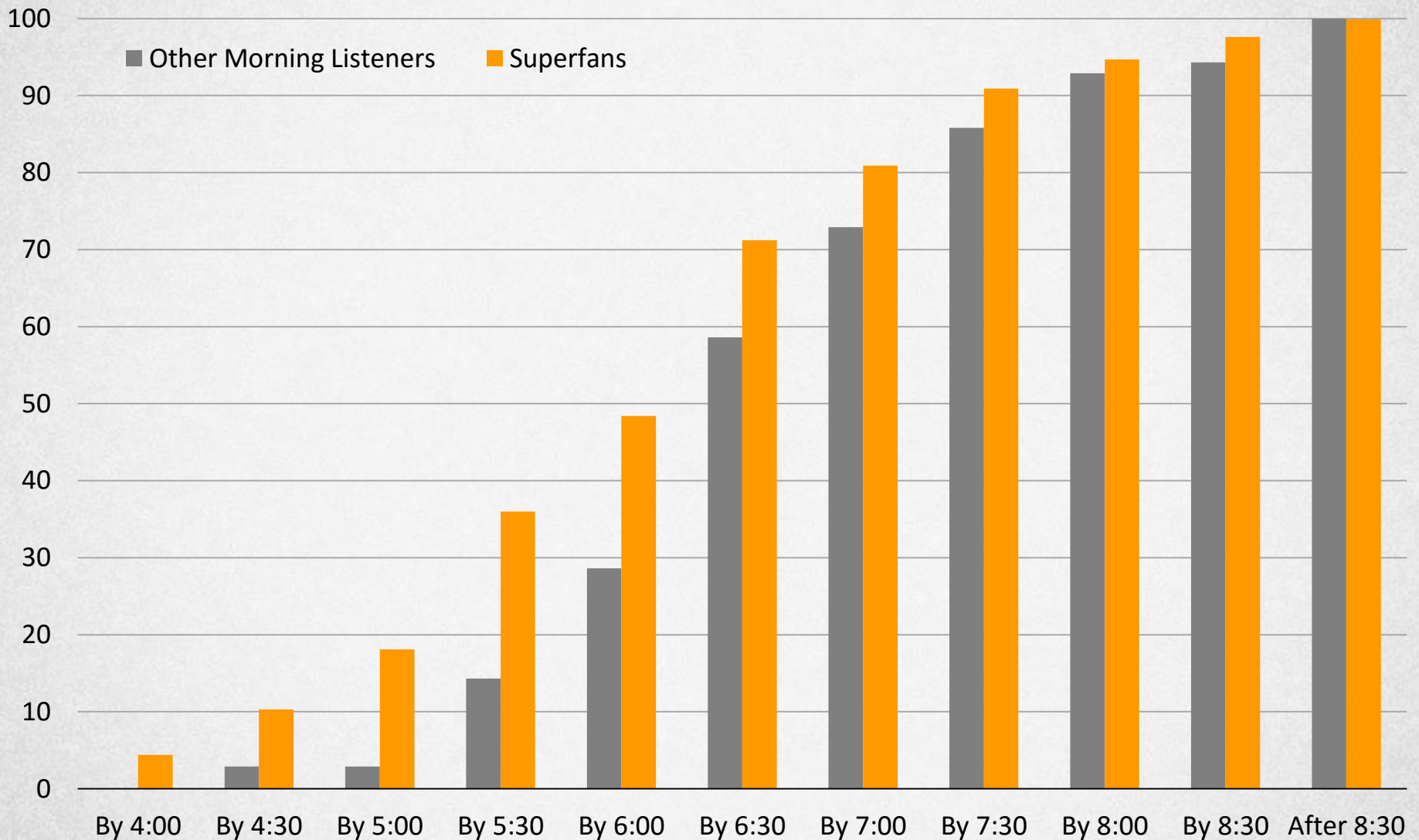


	30+ Minutes/Day	M 18-34	M 25-44	M 35-54	M 25-54	W 18-34	W 25-44	W 35-54	W 25-54
1=Not important at all	2.4	3.5	2.1	2.8	2.7	1.2	2.2	2.6	1.6
2	2.4	1.8	2.1	1.9	1.6	3.6	1.7	2.0	1.6
3	8.3	9.7	3.5	3.7	3.2	10.7	6.2	7.8	7.7
4	22.0	16.8	17.7	20.4	19.3	22.6	27.0	26.1	25.4
5	35.8	29.2	42.6	46.3	42.2	37.5	32.6	31.4	33.1
6=Absolutely essential	29.2	38.9	31.9	25.0	31.0	24.4	30.3	30.1	30.6



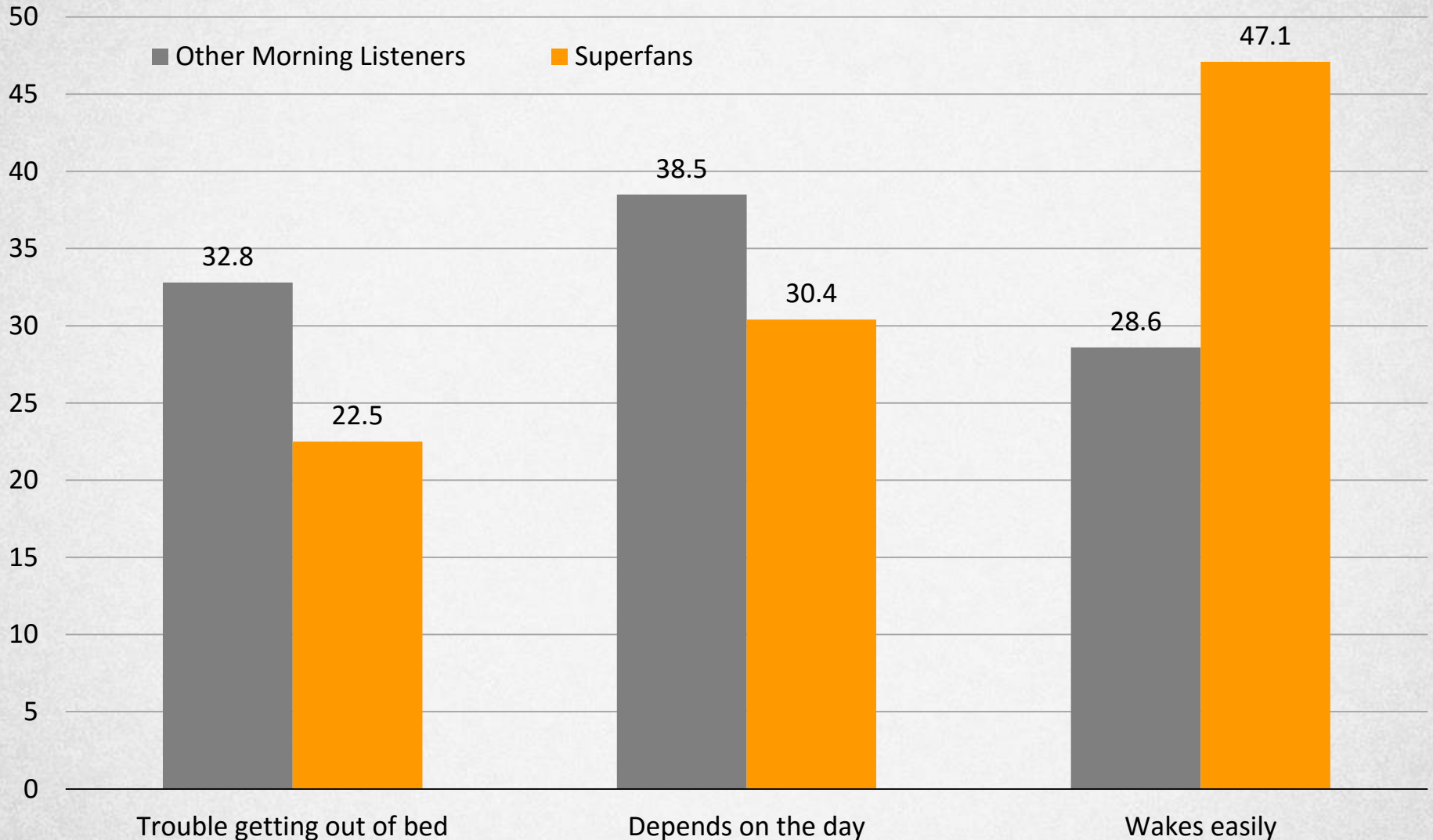
MORNING SUPERFANS ARE UP EARLIER

20 MINUTES ON AVERAGE — NEARLY 1/2 ARE UP BY 6:00



SUPERFANS TEND TO BE MORNING PEOPLE

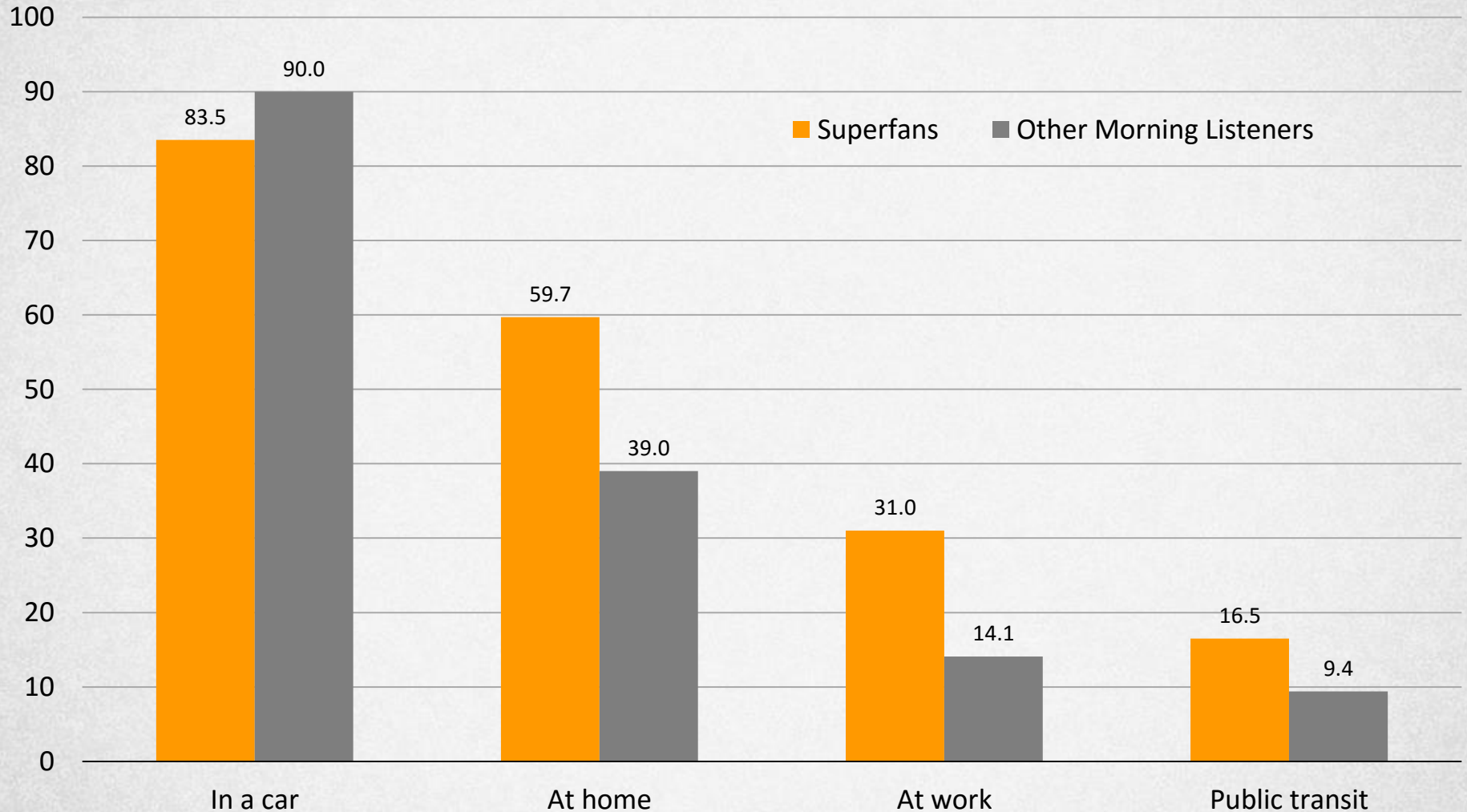
Superfans overindex among those who enjoy starting the day – those who don't have trouble getting out of bed.



SUPERFANS LISTEN IN MORE PLACES

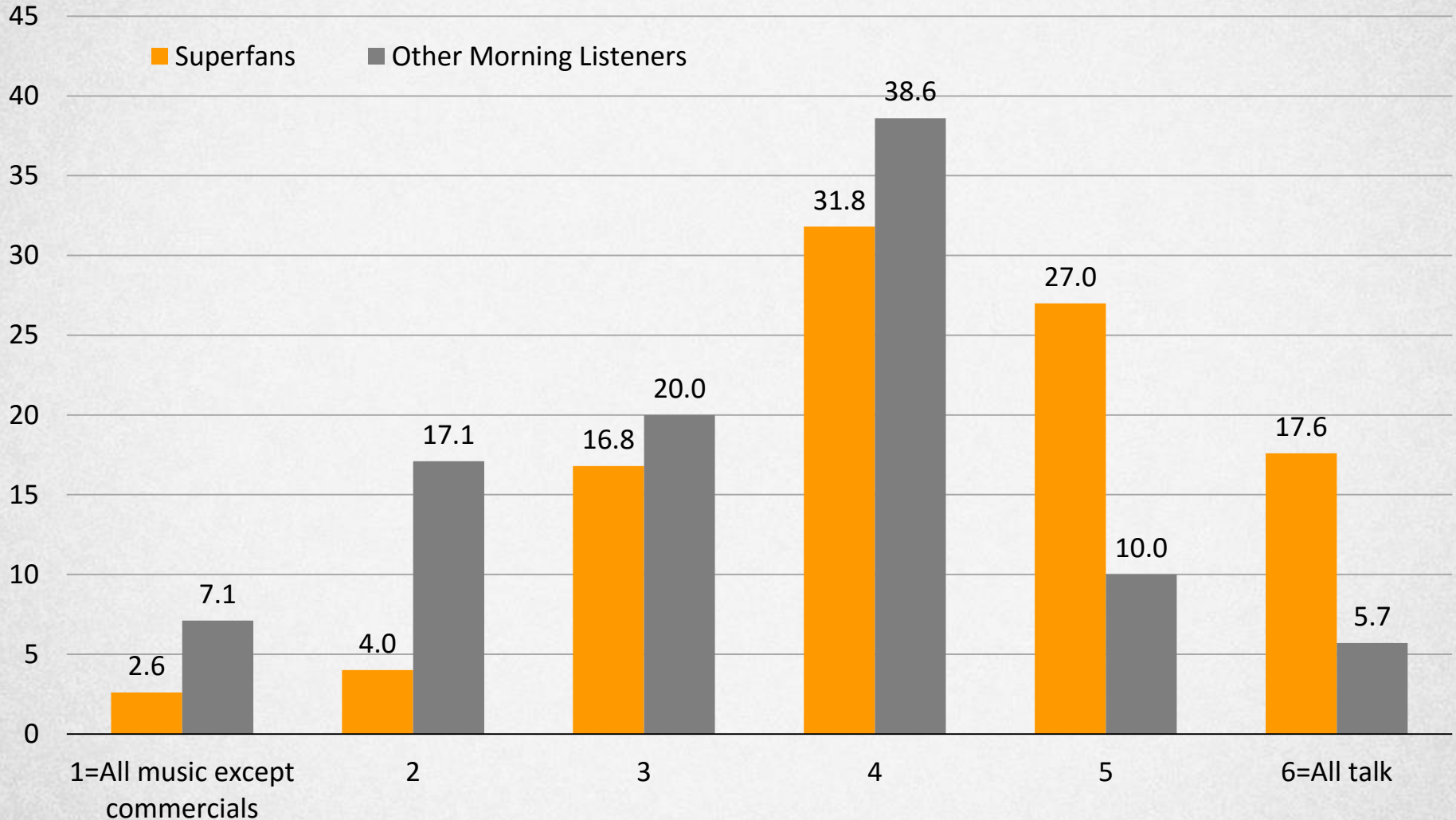
OTHERS: VERY CAR-CENTRIC

Superfans are more likely to listen at home (and elsewhere).



SUPERFANS LESS INTERESTED IN MORE MUSIC

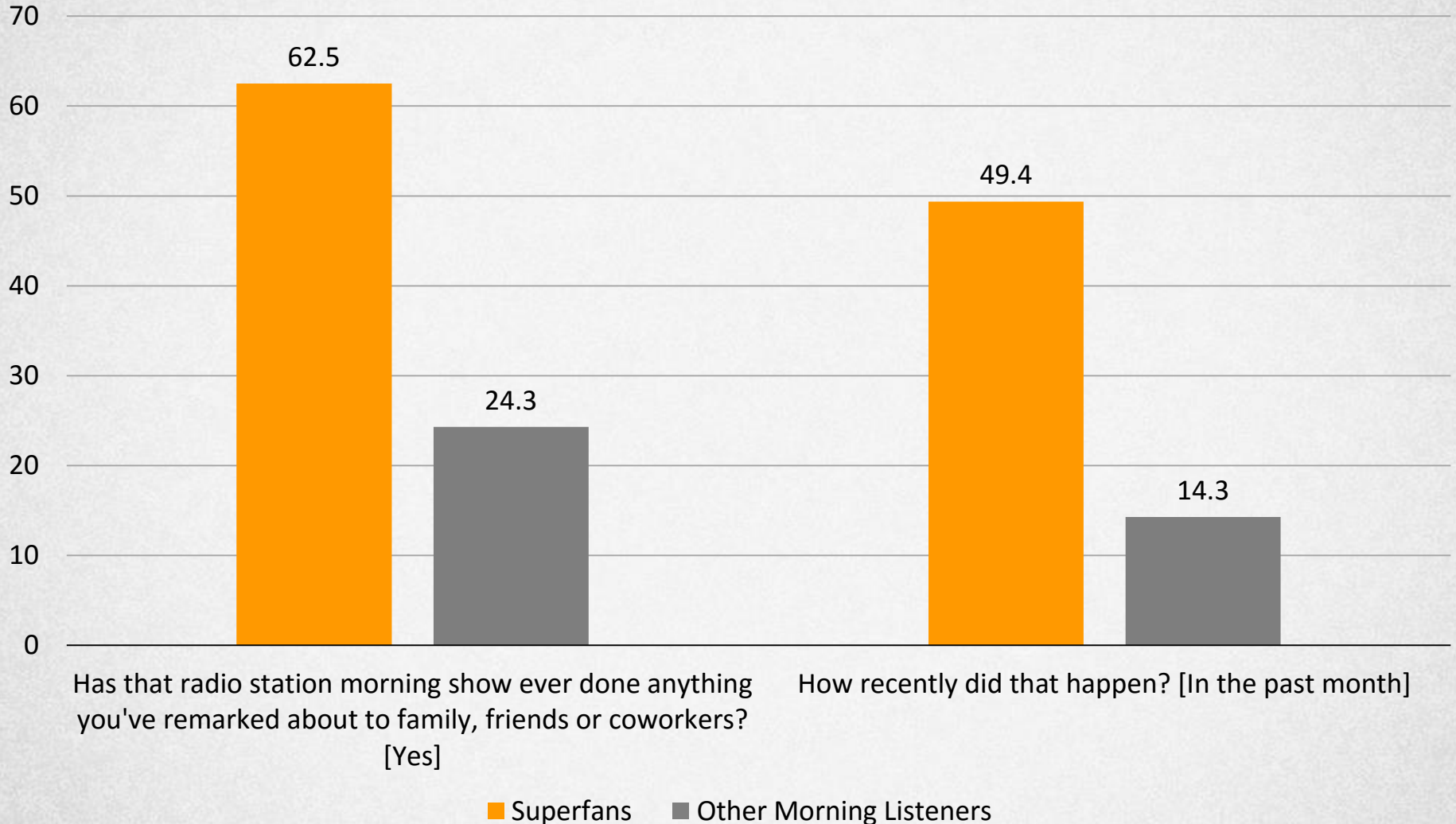
Superfans are more interested in morning shows that tend toward talk. Though even the less-connected listeners aren't looking for music-only shows.



SUPERFANS LIKELY TO TELL OTHERS ABOUT THEIR SHOW

ABOUT HALF IN JUST THE PAST MONTH

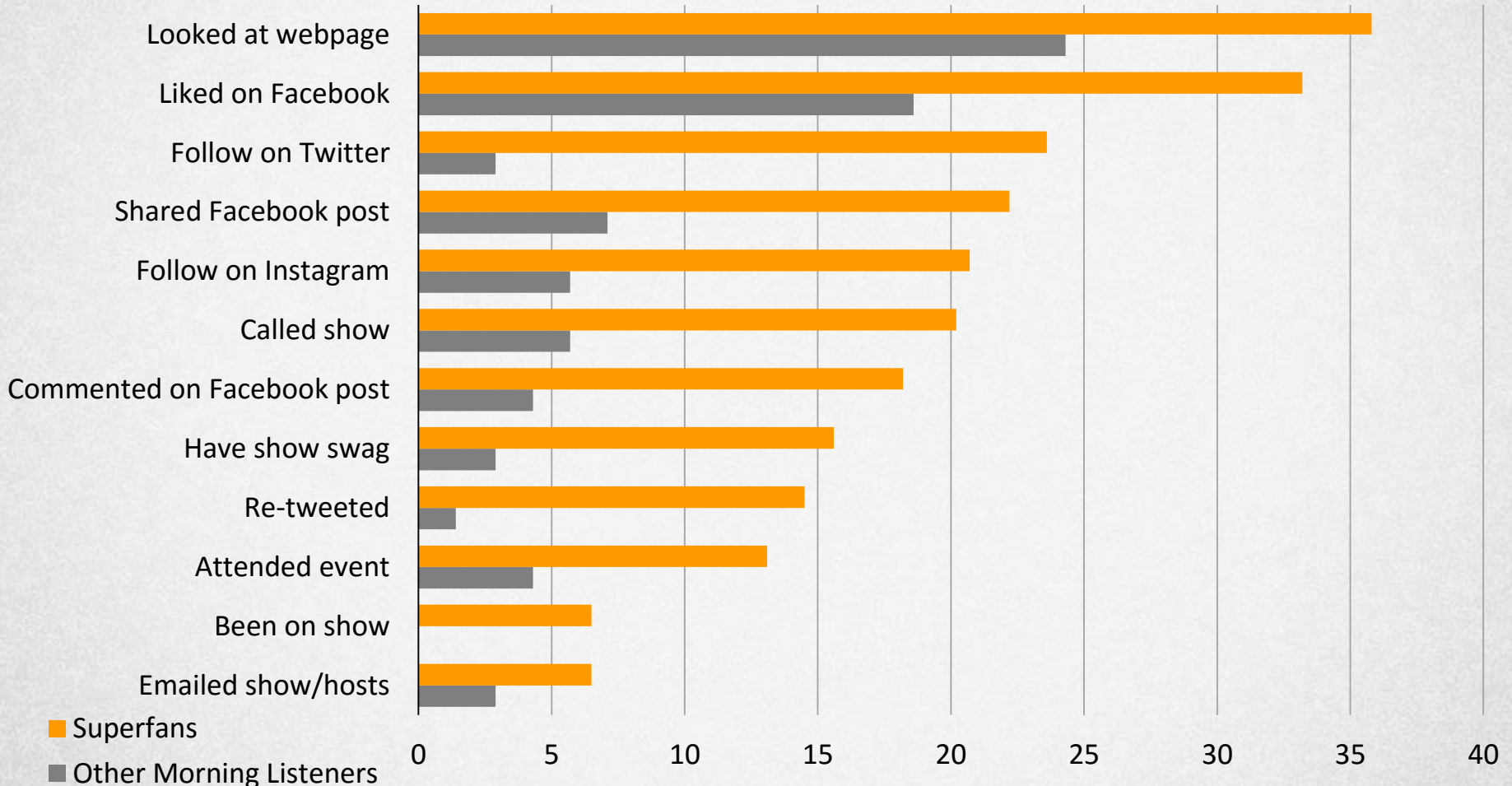
Superfans are the ones who want to talk about what they heard on their favorite station.



SUPERFANS GET INVOLVED WITH THEIR SHOWS

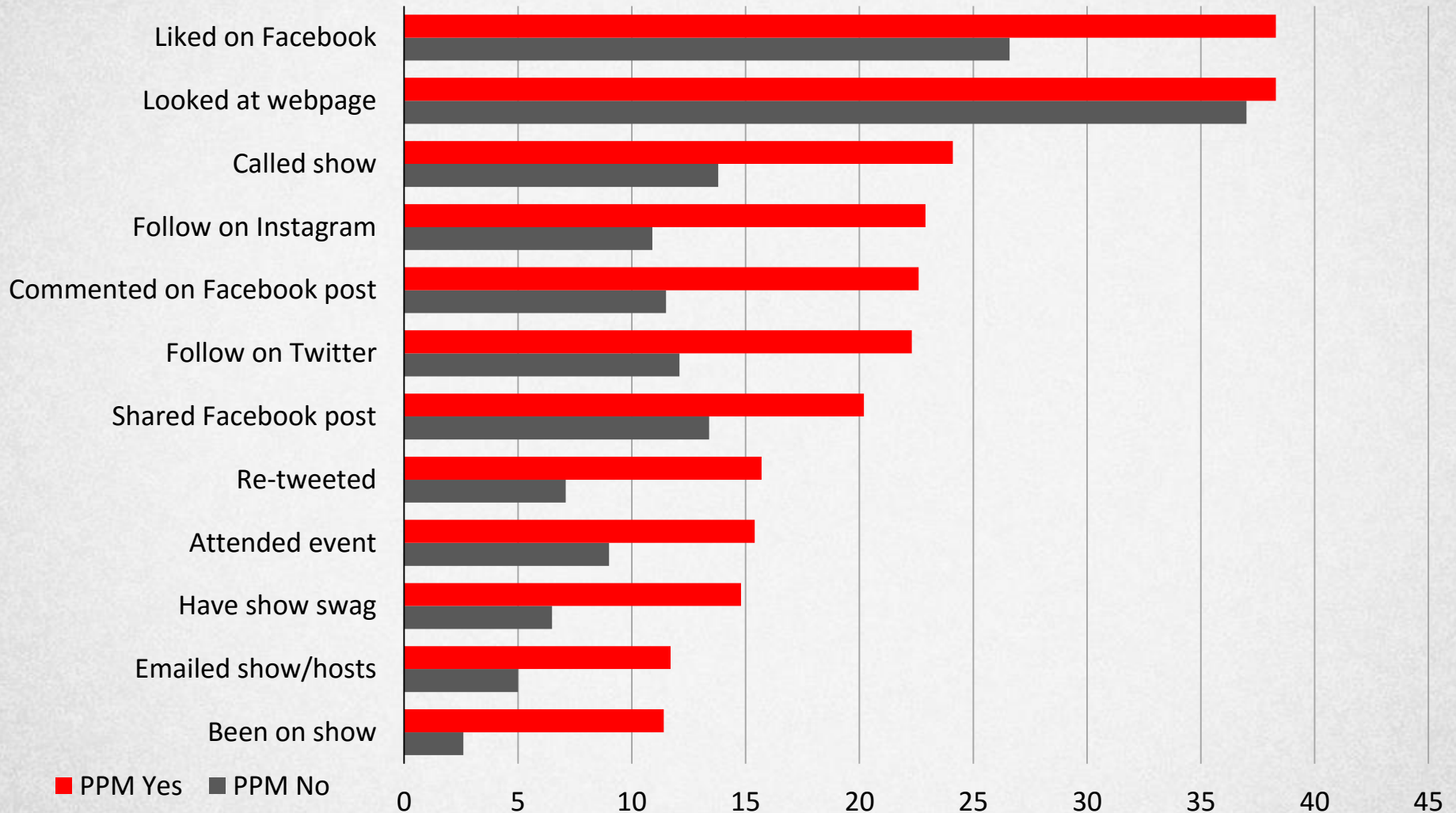
IT BEGINS WITH STALKING THE HOSTS ONLINE

And Superfans are far more likely to get involved with shows. If they took the time to call in, they're probably Superfans.

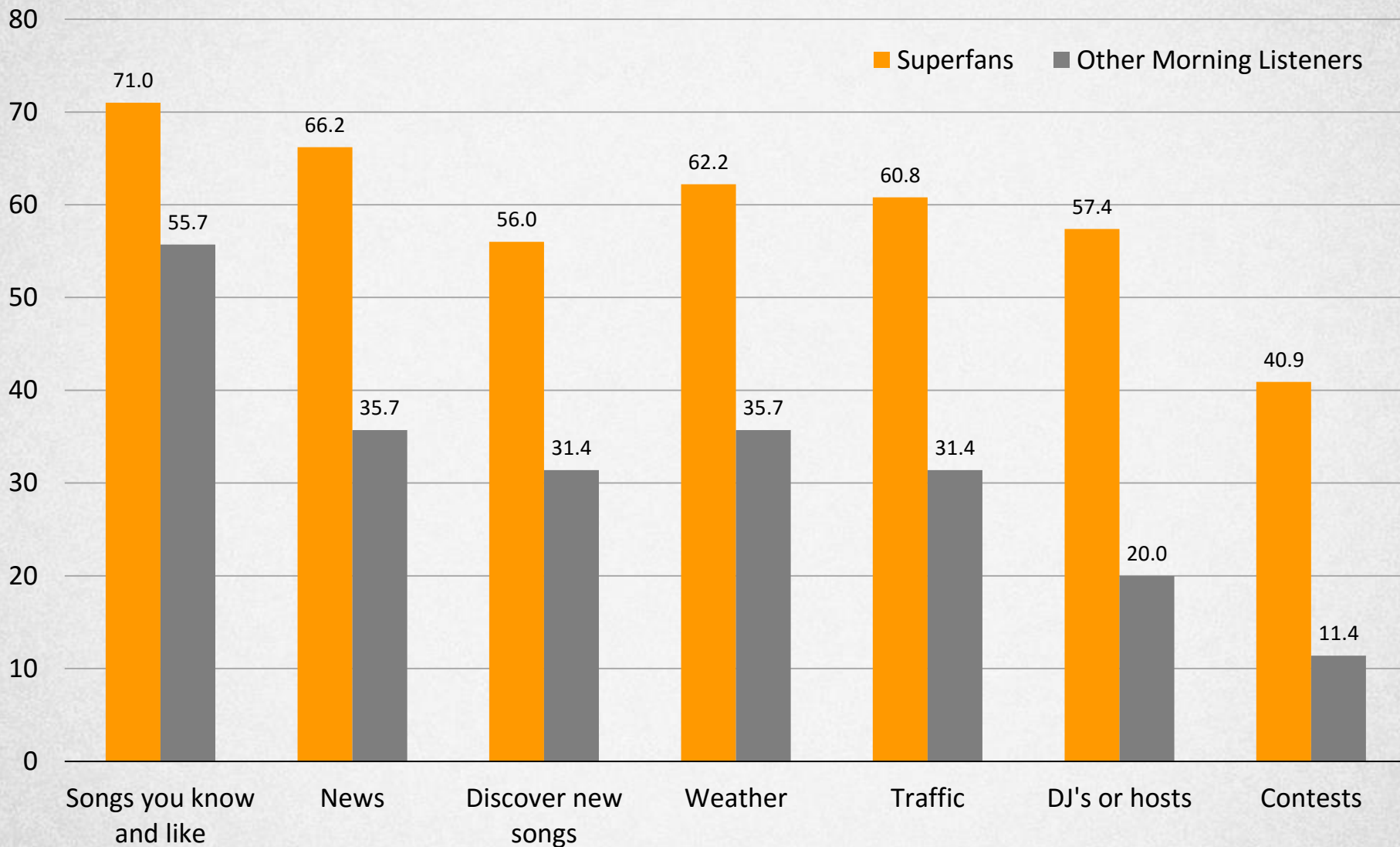


LIKELY PPM RESPONDENTS GET INVOLVED WITH SHOWS FAR MORE THAN NON-RESPONDERS

And Superfans line up fairly well with that other key constituency: those likely to take a meter if offered.

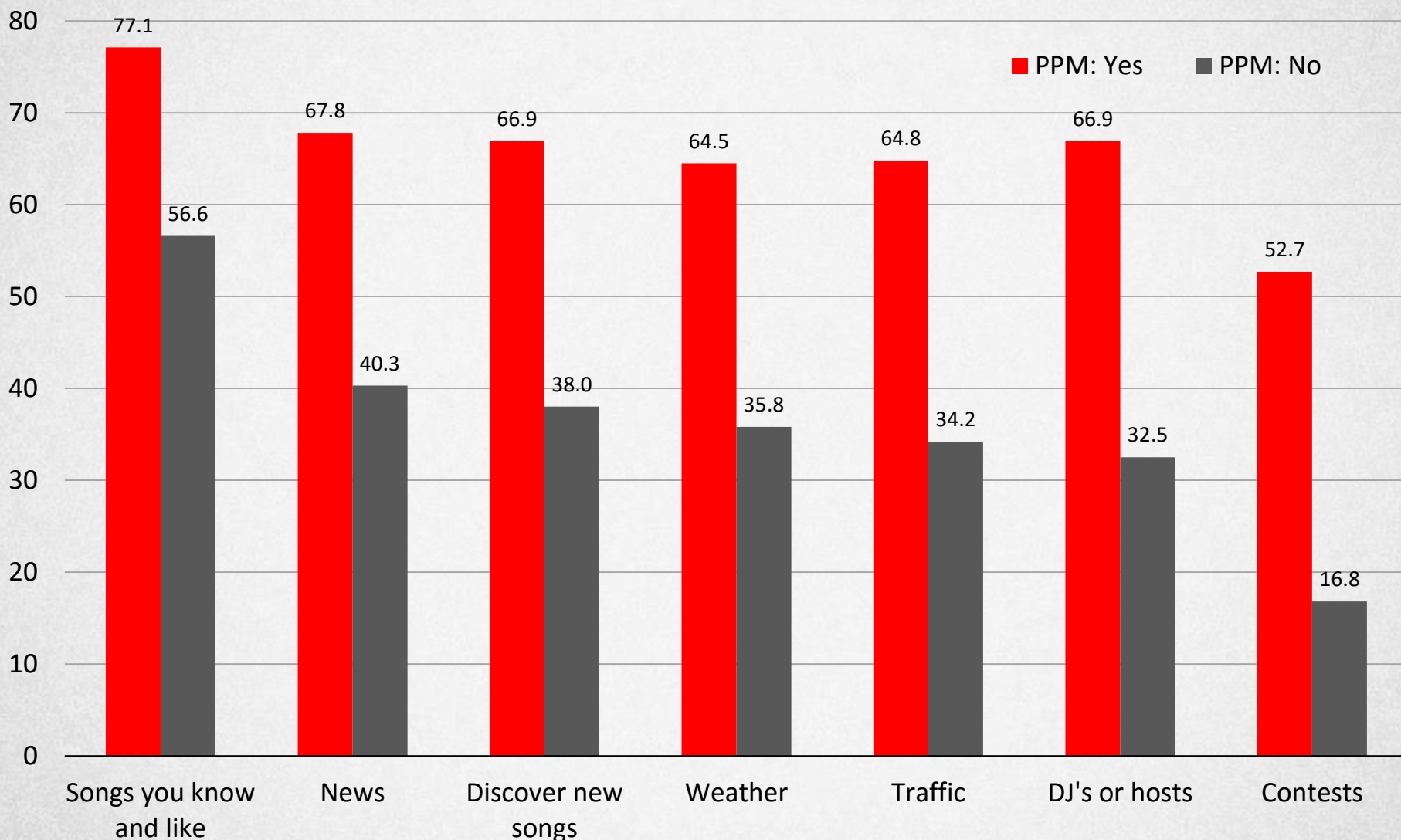


SUPERFANS NEARLY 3X MORE ATTRACTED BY HOSTS AND NEARLY 4X MORE ATTRACTED BY CONTESTS



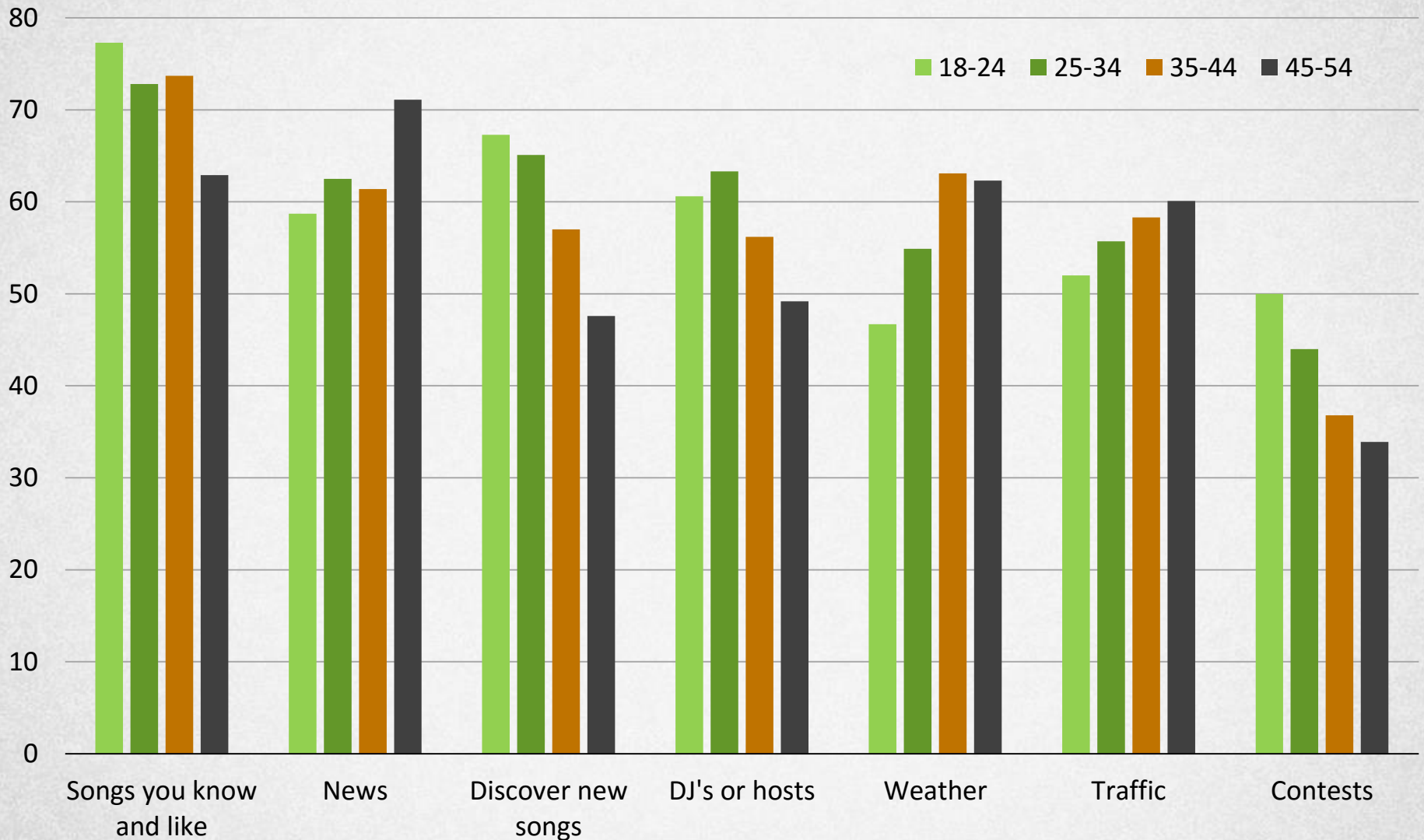
LIKELY PPM RESPONDENTS RESEMBLE SUPERFANS

AND NEARLY 4X MORE ATTRACTED BY CONTESTS



SUPERFAN INTEREST IN HOSTS PEAKS 25-34

INFO LEANS 45-54; MUSIC LEANS 18-24



THREE MARKETS, SEVEN SHOWS

HIGH-PROFILE SHOWS, VARIED FORMATS

SOME OF THESE WERE CLOSE CALLS

Lots of choices of stations to focus on in each market. Tried for a balance of formats among the top-ranking shows.



WHTZ: ELVIS DURAN & THE MORNING SHOW

WPLJ: TODD & JAYDE IN THE MORNING

WQHT: EBRO IN THE MORNING



WKSC: FRED + ANGI IN THE MORNING

WTMX: ERIC & KATHY



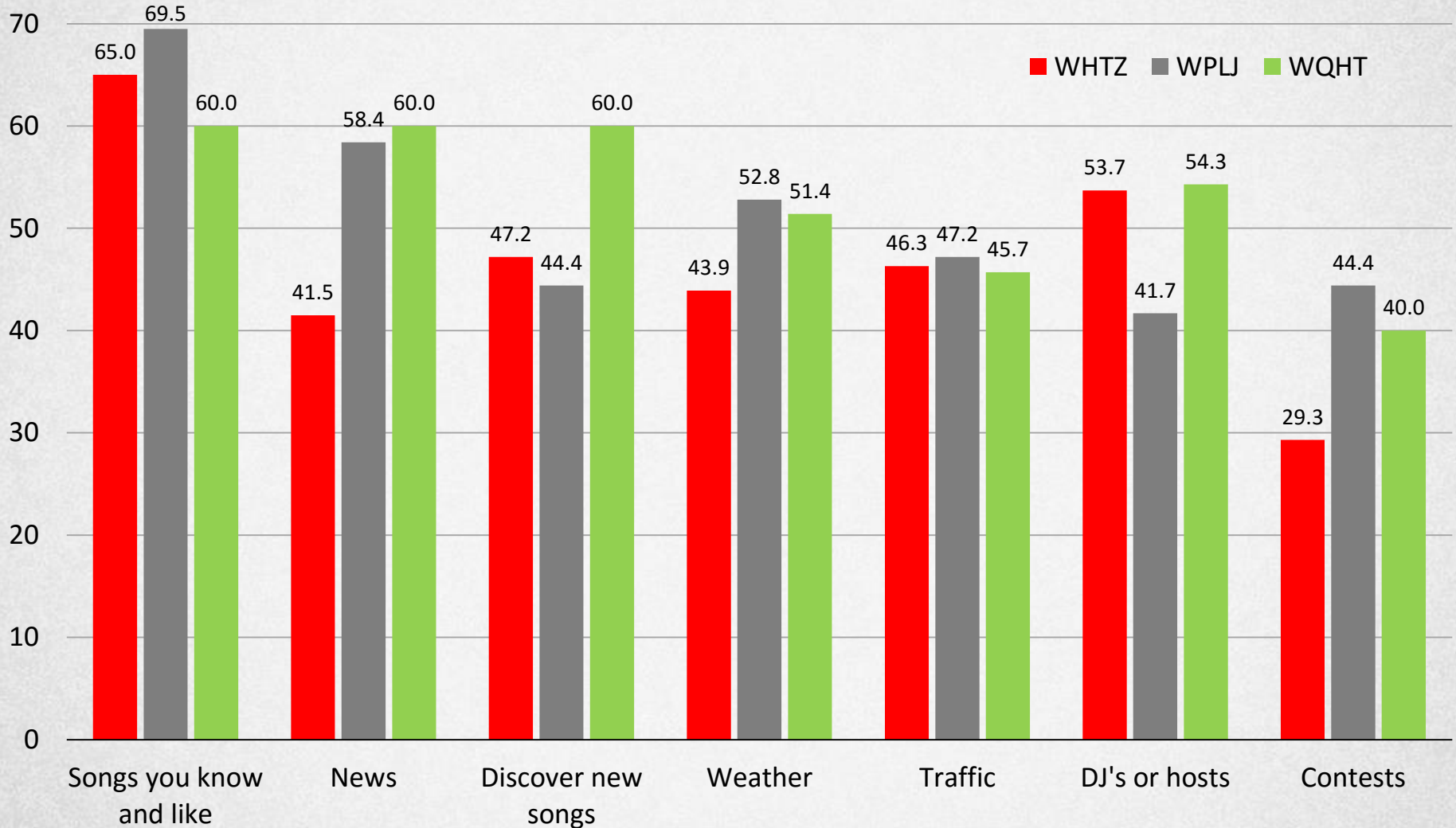
KIIS: RYAN SEACREST

KROQ: KEVIN & BEAN

MORNING SHOW FANS:
WHAT'S IMPORTANT TO YOU WHEN YOU
LISTEN TO THE RADIO IN THE MORNING?

NYC: HOSTS A LITTLE MORE FOR WHTZ AND WQHT FANS MUSIC A LITTLE MORE FOR WPLJ FANS

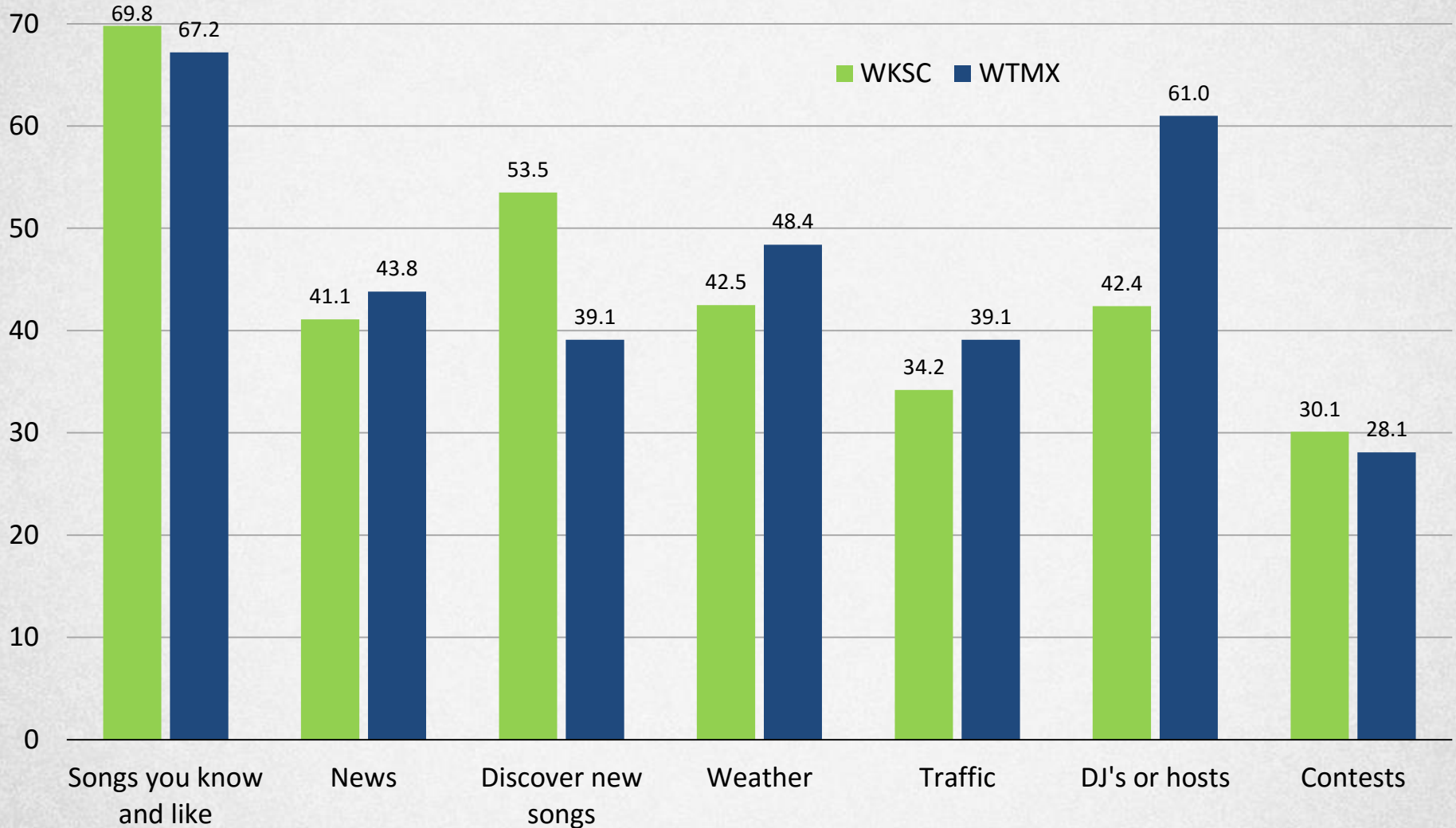
Among fans of the NYC shows, different straws stirred each drink to varying levels.



CHICAGO: HOSTS MORE IMPORTANT FOR WTMX FANS

MUSIC A LITTLE MORE IMPORTANT FOR WKSC FANS

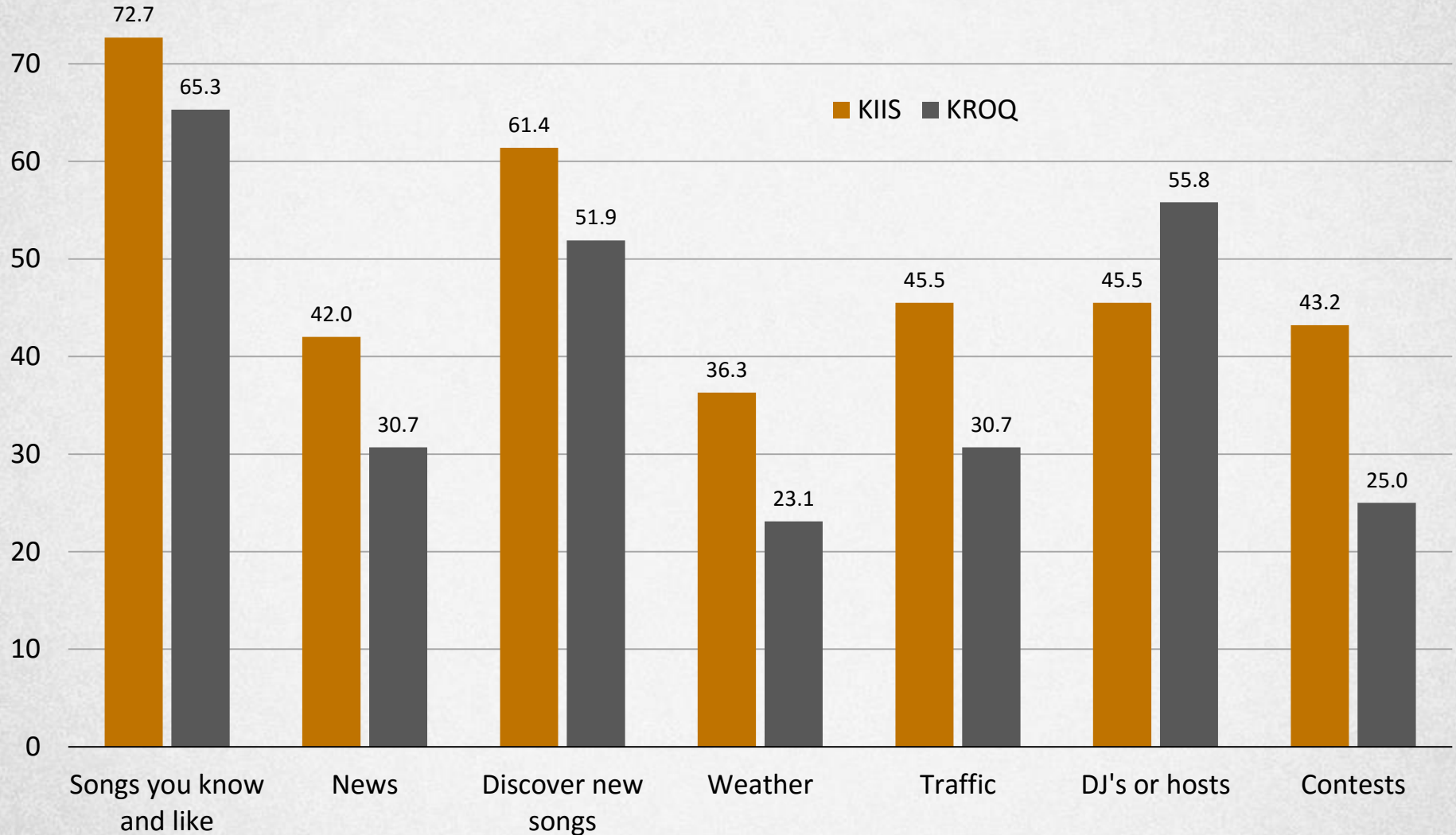
The newer WKSC show (on a CHR) is more new-music driven than the heritage WTMX (Hot AC) show.



LA: HOSTS MORE IMPORTANT FOR KROQ FANS

MUSIC, TRAFFIC, CONTESTS MORE IMPORTANT FOR KIIS FANS

Info elements less important to KROQ fans.



NOW FOCUSING ON THE SHOWS (NOT LISTENERS)

TWO DOZEN DESCRIPTORS, SEVEN SHOWS

THREE ARE COMMON AMONG NEARLY ALL SEVEN SHOWS

Nearly two dozen descriptors that respondents could choose about their show. Three showed up at 50%+ mention levels for 6 of the 7 shows.



Hilarious



Great stories



Informative

WHTZ:

SARCASM MAKES THEM PART OF THE COMMUNITY IN NYC



Hilarious



Great stories



Informative

In the 35%-50% range,
another four descriptors
came up for WHTZ.



Sarcastic



Part of the community



Up to the minute



Addictive

WPLJ:

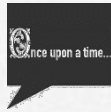
IN NYC YOU CAN BE SARCASTIC & CUTE



Informative



Hilarious



Great stories

In the 35%-50% range, another four descriptors came up for WPLJ, all reflecting an interesting relationship between the hosts.



Sarcastic



Charming



Warm



Cute

WQHT:

SATIRE REPLACES SARCASM



Informative



Hilarious



Great stories

In the 35%-50% range, another four descriptors came up for WQHT, all reflecting the show's unique relationship with listeners.



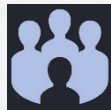
Satirical



Addictive



Up to the minute



Part of the community

WKSC:

CHARMING AND SARCASTIC



Hilarious



Informative



Great stories

Not yet accorded “part of the community,” as with WHTZ, WKSC gets “charming” with its comparatively newer team.



Up to the minute



Charming



Sarcastic



Addictive

WTMX:

PART OF THE COMMUNITY, BUT SARCASTIC ... AND WARM



Hilarious



Informative



Great stories

A heritage show with deep connections – so it can be both sarcastic and warm.



Part of the community



Sarcastic



Warm



Up to the minute

KIIS:

CHARMING & BIG HEARTED (NO SARCASM)



Hilarious



Informative



Great stories

No satire or sarcasm here –
but *big hearted* steps into the
mix at KIIS.



Up to the minute



Charming



Addictive



Big hearted

KROQ:

SARCASTIC PUSHES INTO THE TOP 3

Here's the one station where informative was pushed out of the top three – replaced by *sarcastic*.



Hilarious



Sarcastic



Great stories

And the lower four descriptors for KROQ amplify the feeling with satirical and mocking.



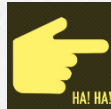
Informative



Satirical



Addictive



Mocking

MORNING SHOW FANS: WHAT THE SHOW YOU LISTEN TO MOST DOES FOR YOU...

NYC: 1/2 SAY THEY STAY IN THEIR CAR TO HEAR THE END OF A BIT

WQHT MAKES FANS FEEL GOOD ABOUT NYC

Less fully-formed connections concerning WPLJ, but all three shows get at least 1/2 to agree they sometimes stay in their cars to hear the end of a bit on the show.

	WHTZ	WPLJ	WQHT
Makes you smile	60.1	58.3	60.0
Tells great stories	60.2	52.8	68.6
Makes you feel good	60.9	50.0	62.9
Makes you laugh out loud	65.8	55.6	57.1
Concerned with things in your city	50.4	55.6	57.1
Trust them for important news	42.3	50.0	51.5
You sometimes stay in your car ...	55.3	50.0	54.3
Makes you better informed	43.1	41.6	54.3
Talk about things that interest you	49.6	38.9	65.7
Makes you feel good about your city	52.0	36.1	62.9
Gives you things to talk about with others	48.8	50.0	60.0
You know lots about people on the show	48.8	30.5	48.6

CHICAGO: LONGER TENURE MEANS MORE FEELINGS ABOUT WTMX

Less fully-formed connections concerning WKSC. WTMX even gets a majority on *talk about things that interest you*.

	WKSC	WTMX
Makes you smile	60.3	73.5
Tells great stories	53.5	75.0
Makes you feel good	53.4	68.8
Makes you laugh out loud	53.5	68.8
Concerned with things in your city	46.6	54.7
Trust them for important news	43.8	46.9
You sometimes stay in your car ...	42.5	51.6
Makes you better informed	43.8	39.1
Talk about things that interest you	41.1	57.9
Makes you feel good about your city	41.1	51.6
Gives you things to talk about with others	42.5	51.6
You know lots about people on the show	32.9	56.3

LA: NOT COMING TO KROQ FOR INFO – BUT FOR LAUGHS

2/3 say KIIS makes them smile, but nearly as many say KROQ makes them laugh out loud.

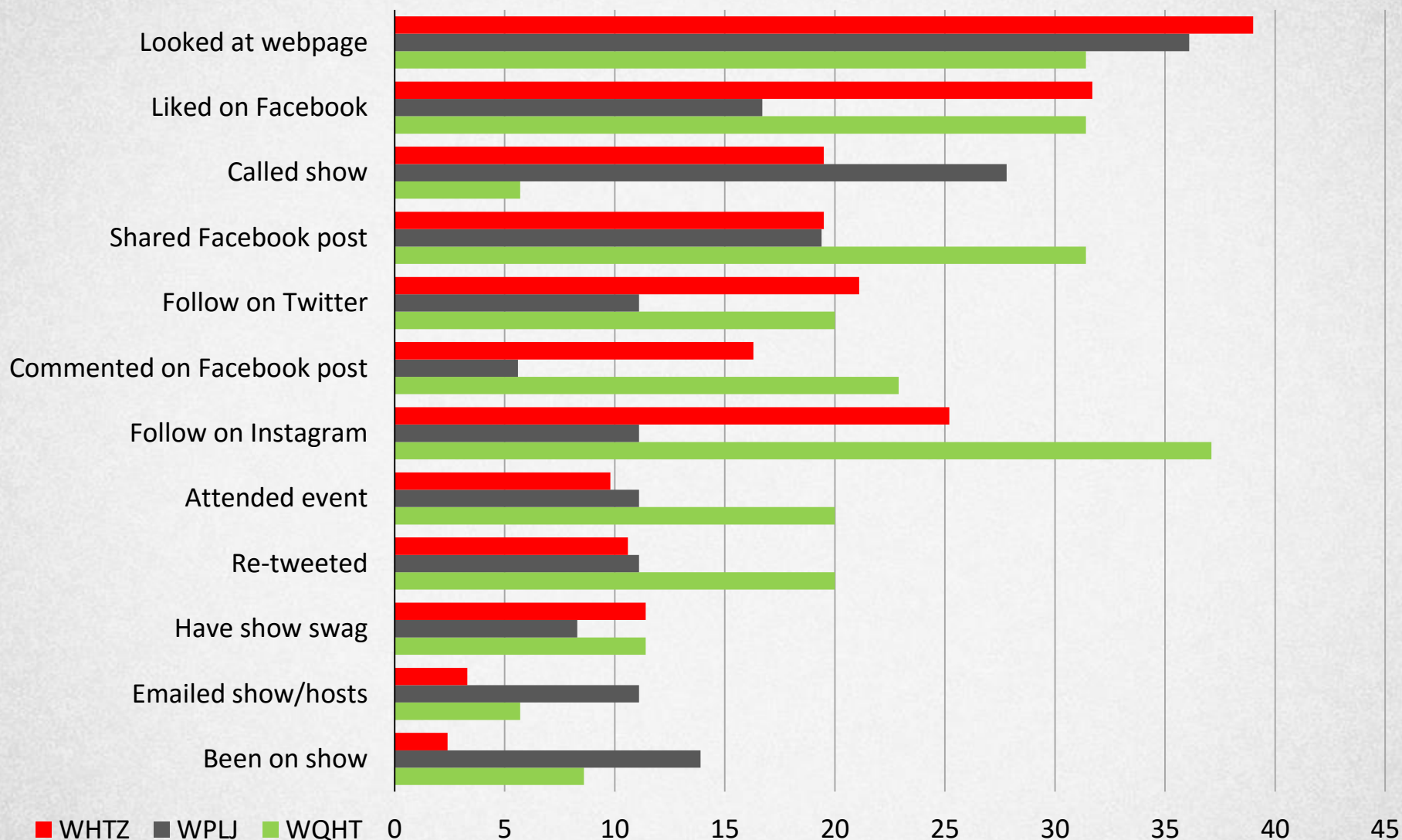
	KIIS	KROQ
Makes you smile	68.2	63.5
Tells great stories	55.7	57.7
Makes you feel good	47.8	50.0
Makes you laugh out loud	52.3	65.4
Concerned with things in your city	42.0	36.6
Trust them for important news	45.5	40.3
You sometimes stay in your car ...	51.1	53.8
Makes you better informed	47.7	25.0
Talk about things that interest you	44.3	52.0
Makes you feel good about your city	46.6	50.0
Gives you things to talk about with others	39.8	55.8
You know lots about people on the show	30.6	42.3

MORNING SHOW FANS:

HOW HAVE YOU INTERACTED OR BEEN INVOLVED WITH THE SHOW?

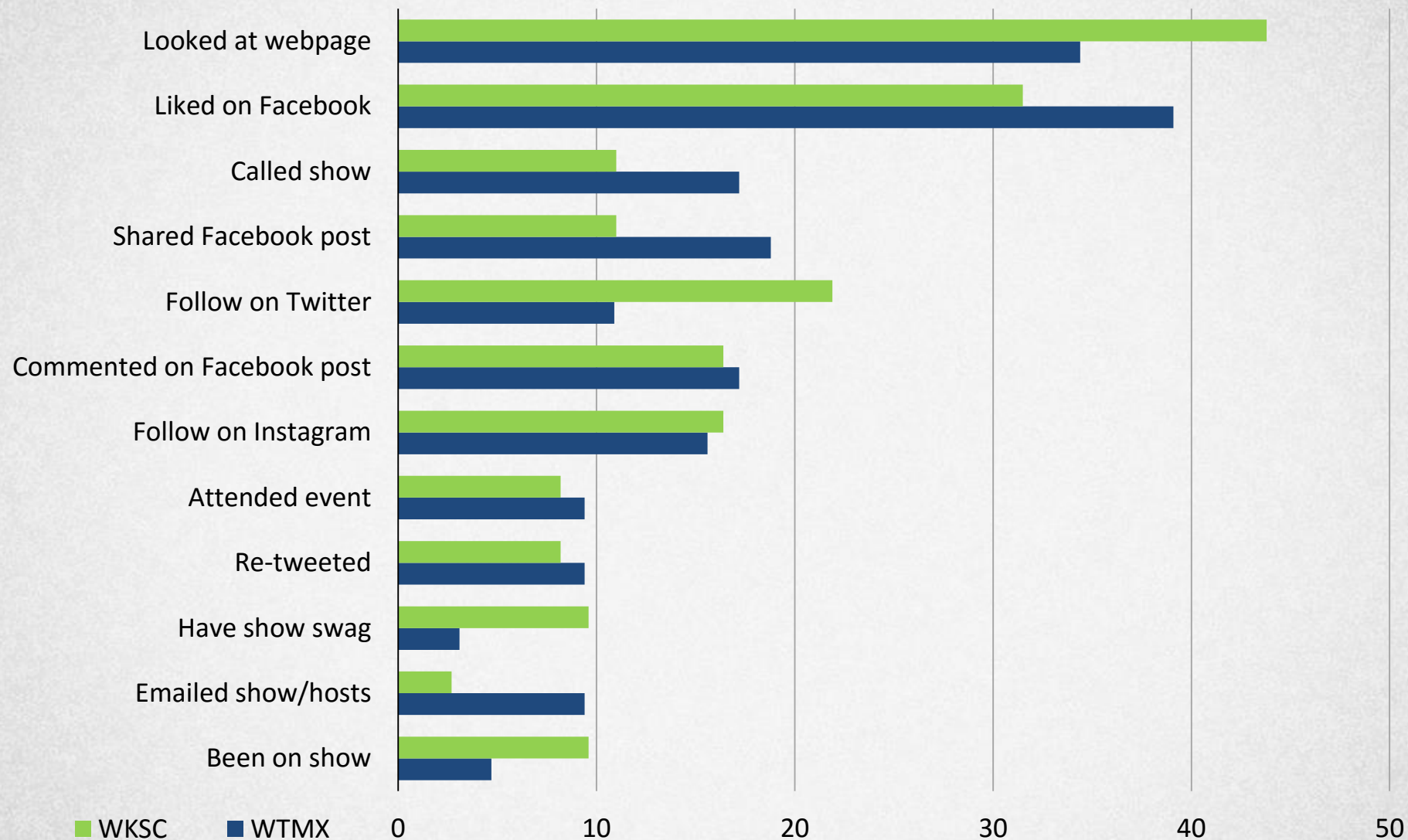
NYC: NOT EVERY SHOW GETS THE SAME INVOLVEMENT

WPLJ could improve its Social Media connections, but quite a few remember calling into the show.



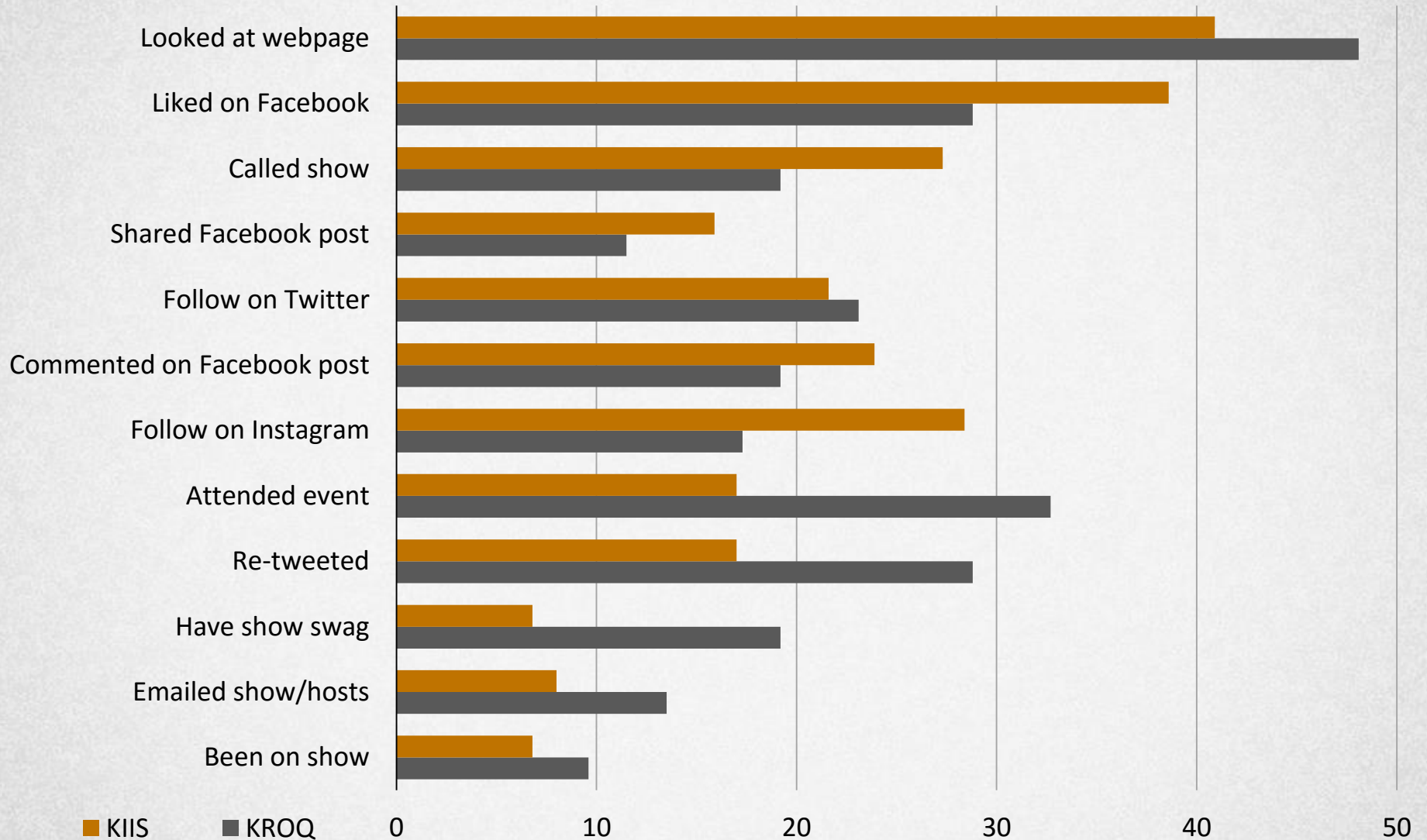
CHICAGO: SOCIAL INVOLVEMENT VARIES

Lots of website interest in the comparatively-newer WKSC show. Strong Social connections for WTMX..



LA: EVENT ATTENDANCE POPS FOR KROQ

Lots of phone calls to KIIS and lots of event attendance for KROQ.



MORNING SHOW FANS:

HOW WOULD YOU DESCRIBE THAT RADIO STATION MORNING SHOW TO SOMEONE WHO LIVED IN ANOTHER CITY?

We started with unedited verbatim answers to that question from respondents. It's a lot of words, so we start with word clouds for each station, where the relative size of a word reflects how many times it was used.

After the word cloud for each show, we've sampled notable verbatim descriptions of the show.

WHTZ FANS DESCRIBE THE SHOW TO A FRIEND





FANS DESCRIBE THE SHOW TO A FRIEND

"I love it z100 I've been listening to since I was little and I love the phone taps. Simply amazing" F23

"It's a morning show that talks about current events, plans practical jokes with callers, and plays some music" F24

"THE BEST! Funny, Elvis, Danielle, Froggy, Sceery, Gret T, Bethany I love them all" F25

"It's like having brunch with your best friends every morning" F31

"They funny who are talk about regular things going on in life but will also talk about series things when needed. They also give advice to listerners." F32

"its funny and witty. I love elvis duran. especially when h does phone taps" F35

"Elvis Duran and the morning show are so funny and you never know what they will talk about. The show has a few people who help out with fooling people doing "Phone Taps" and these are hysterical." F54

"Similar to a podcast, lots of talking, but they sometimes play music." M30

"A very lively and funny morning show. They like to make fun of each other. The is a great prank call each morning to someone that was set up by a friend. The show has alot of energy to get me going and into a good mood." M44

WPLJ FANS DESCRIBE THE SHOW TO A FRIEND





FANS DESCRIBE THE SHOW TO A FRIEND

"A bright way to get into my morning routine between music, talk, and stories to feel caught up and motivated for the day ahead." F19

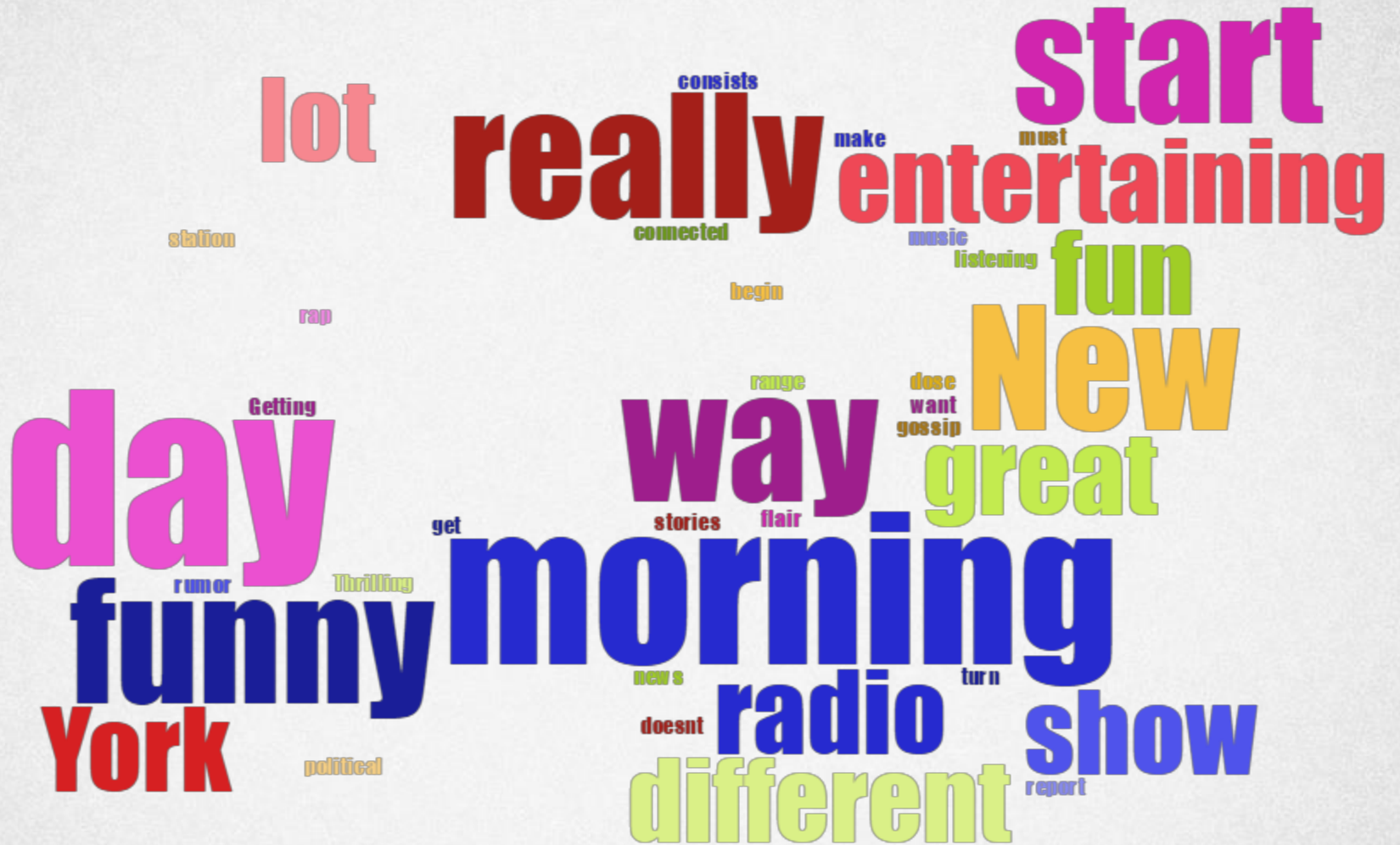
"cute and asshole at same time" F36

"A good mix of talk and music and the hosts have a good relationship together and are funny" F41

"It is very funny. The personalities are great they all mesh together. They are very on topic in the morning." F42

"I listen to this funny yet family friendly radio station, hosted by Todd, Jayde, Monkey Boy and Annie and they talk about gossip, current events, relationship problems, and what it's like to be New Yorker. Sometimes their take on these topics can be a bit unusual, which I like. My favorite segment is called Love or Leave 'em, where they talk to someone who has been on a date they enjoyed and they want to know why the other person hasn't called back. Todd and Jayde, actually call the other person live on the air, while the person who was dumped listens in. It's laugh out loud funny when you hear the reasons why it didn't work out and makes you want to avoid dating period." F45

WQHT FANS DESCRIBE THE SHOW TO A FRIEND





FANS DESCRIBE THE SHOW TO A FRIEND

"A fun way to start the morning. Getting new stories that range from political events to celebrity gossip with New York flair" F25

"It's really funny and entertaining. It doesn't make you want to turn it off." F26

"Thrilling and a must dose to begin your day." F50

"A radio station with rap that best represents New York" M22

"Its really funny and interesting to hear this radio on the morning because it really starts your day in a good vibe" M23

"You should listen. They have a lot of fun. They speak on important topics when they arise" M39

WKSC FANS DESCRIBE THE SHOW TO A FRIEND



FANS DESCRIBE THE SHOW TO A FRIEND

"I enjoy Fred and Angie's morning show that includes quirky banter between hosts, pop culture news, as well as silly call in questions daily." F19

"Funny, energetic, a little crude in a good way, Happy" F22

"I like listening to Fred and Angie in the morning, I just started listening to them recently." F23

"People who couldn't get on tv or be truly famous trying to act as if they are associated with fame and are popular and cool. Not very intelligent. Pretty obnoxious." F25

"The People who run the show are very funny they give you news and gossip. Also they play different selections of music." F26

"It's really funny and has interesting segments. It's one of the only shows I can stand to listen to." F36

"entertaining. you never know what they are going to talk about. Their blogs are usually funny and interesting. Great music" F37

"I love listening to the Fred and Angie radio block. They are very entertaining & play awesome music." F40

"It's Brutha Fred and Angie. They give local news, entertainment news, they have a segment called waiting by the phone, they play name that artist or tune, they have a blog segment, they interact with their interns and producer, they do drunk jeopardy" F49

WTMX FANS DESCRIBE THE SHOW TO A FRIEND





FANS DESCRIBE THE SHOW TO A FRIEND

"A couple guys and girls that discuss topics relating to relationships, work, and life in general. They go over news, traffic and weather regularly." F24

"It's funny, relevant, and just all-around awesome." F28

"Funny and entertaining, sometimes goes off the rails on tangents" F31

"Eric & Cathy are a great way to start your day - they are funny and help you get going" F41

"Most talk, with great hosts that keep me laughing, good music, sometimes topics are not appropriate when kids are listening." F42

"Eric & Kathy do the morning show and they're pretty funny and interesting. They have a big variety of segments that they do which keeps things fresh." F45

"Eric and Kathy chatting with a few of their friends. Usually pretty family friendly." F47

"Eric and Kathy often have callers call in about random problems / odditys in socitety today and share their funny moments along with the usual traffic, weather and news updates." M27

KIIS FANS DESCRIBE THE SHOW TO A FRIEND





FANS DESCRIBE THE SHOW TO A FRIEND

"When they are not playing the top songs, they are doing Ryan pays your bills or Ryan's Roses, great to listen to" F21

"I listen to Ryan secrest and I lovee him, I really enjoy 730 am Ryans roses and enjoy the music very much" F23

"Ryan Seacrest keeps you updated with celebrity gossip and news and provides a funny radio show about his personal life as well." F24

"It's got Ryan seacrest" F27

"It is a motivational voice in the morning that also delivers great music to help get the energy pumping and the day started off right. A familiar voice" F28

"It's a typical radio show, but Ryan Seacrest is a good, professional host." F28

"You've seen him and I'm sure you've heard of him Ryan Seacrest. His talk show is never negative and if it starts turning into something negative he makes it into a positive and the music he plays in the morning will get you moving." F35

"It's funny and smart. I like the Ryan's roses part." F41

"Ryan Seacrest is very entertaining and does a show called Ryan's Roses that I simply can't miss!" F42

KROQ FANS DESCRIBE THE SHOW TO A FRIEND





FANS DESCRIBE THE SHOW TO A FRIEND

“Very upbeat and up to date. They are sarcastic and silly. Listening to them in the morning is like hanging out with friends!” F26

“It's mostly geared towards men but they are very funny. They talk a lot about current events, popular culture, geeky news, movies, sports, etc.” F30

“Very funny and goofy but not corny like many others” F31

“annoying as fuck” F36

“Fun buddy comedy plus music” F46

“Its a funny show of two guys and a few pals talking about music and modern media in general from an older generations view.” M21

“They're an eccentric group of characters that somehow have a radio show on a station built for music. Completely silly group of people.” M29

“Kevin and Bean, two intelligent guys with a great supporting cast...funny, great interviews, always on top of things.” M44

NEXT STEPS

HILARIOUS, INFORMATIVE, GREAT STORYTELLERS

- THAT'S THE ANTE TO PLAY IN THE GAME
- DECIDE ON THE NEXT 3 CHARACTERISTICS OF YOUR SHOW
- USE THOSE AS FILTERS TO GUIDE EVERYTHING ELSE

TREAT FANS WELL

- MAKE IT WORTHWHILE TO FOLLOW THE SHOW IN SOCIAL MEDIA
- SOCIAL MEDIA IS 2-WAY COMMUNICATION
- RESPOND TO LISTENER COMMENTS
- REPLY TO EMAIL IN A TIMELY MANNER
- ANSWER THE PHONE

SUPERFANS WANT SERVICE ELEMENTS

- USE THE ONES THAT SERVE YOUR LISTENERS
- BUT MAKE SURE THEY FIT YOUR SHOW
- YOUR WEATHER APP WILL TELL YOU THE FORECAST — BUT IT WON'T GET EXCITED ABOUT A BEAUTIFUL DAY
- WAZE WILL TELL YOU THE TRAFFIC — BUT IT WON'T GET PISSED ABOUT A ROAD CREW CAUSING A JAM

MAKE CONTENT AVAILABLE ANY WAY, ANYTIME

- BLOGS, PODCASTS, CLIPS, VIDEO (AND WHATEVER'S NEXT)
- MAKE IT EASY TO SHARE SOMETHING THEY HEARD

START EARLY

- SUPERFANS ARE EARLY BIRDS — MOST LIKE THE MORNING
- THEY'RE READY FOR WHATEVER IT IS YOU HAVE TO SERVE UP

THANK YOU!

We can't expect to grow in 2016 and 2017 asking the same questions we used twenty-five years ago.

Ask better questions. Make better radio. Be fearless.

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