New Listener Behavior Reports in LPCcloud

Tune-Out Versus Tune-In Graphs
This is a valuable report to show you how listeners are using your station throughout the day. Data are displayed by quarter-hour for an Average Weekday, Saturday, and Sunday and indicate listening to the selected station (or combination of stations). The length of the bars extending from the vertical axis in each column indicates the extent of the tune-in or tune-out.

Tune-In, measured by bars to the right of the axis, represents new occasions of listening to the station. The listeners may have turned the radio on, tuned in from another station, or switched location (e.g., from work to the car) while listening to the station.

Tune-Out, shown to the left of the axis, marks the end of each listening occasion. The tune-out shown for a quarter-hour indicates that listening that occurred in the prior quarter-hour has ended before the current quarter-hour. The listeners may have turned the radio off, or switched to another station, or changed the location of listening.

Blank quarter-hours on the graphs indicate no new occasions of listening to the station.

If you see tune-out at a specific time, you can find out where your listeners are going by running a Crossover report in LPCcloud. Look for changes from previous surveys. Is there a particular daypart where you see something unusual?

Flow and Tune-In Graphs
The emphasis of the Flow graphs is on when listeners stay tuned, rather than tune-out, from the previous quarter hour, which requires the continued loyalty of listeners who are already tuned to the station, versus new Tune-In, which entails new listening occasions.

Data are displayed by quarter-hour for an Average Weekday, Saturday, and Sunday and reflect listening to the selected station (or combination of stations). Flow from the prior quarter-hour is shown in black, while the new tune-in is in gray.

How well is your station recycling audience throughout the day? You can look at recycling from one daypart to another by running a Crossover report in LPCcloud. Look for changes from previous surveys. Is there a particular daypart that needs improvement?

Change in Median Age 12+ Graphs (coming soon!)
The axis shows the Median Age of Persons 12+ listening to the station (or combination of stations) by the quarter-hour versus Monday-Sunday 24 Hours. Data are shown by quarter-hour for an Average Weekday, Saturday, and Sunday. When the bars extend to the left of the vertical axis, the Median Age of the audience in the quarter-hour is younger than the 24-Hour Median Age, while a bar to the right indicates a Median Age for the station’s audience that is older than the 24-Hour Median Age. The scale showing the deviation in years is at the bottom of the graphs.

Are there particular dayparts that are much younger or older than weekly Median Age of the station? Is this by design or is an adjustment to programming needed?