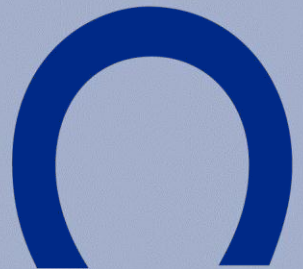


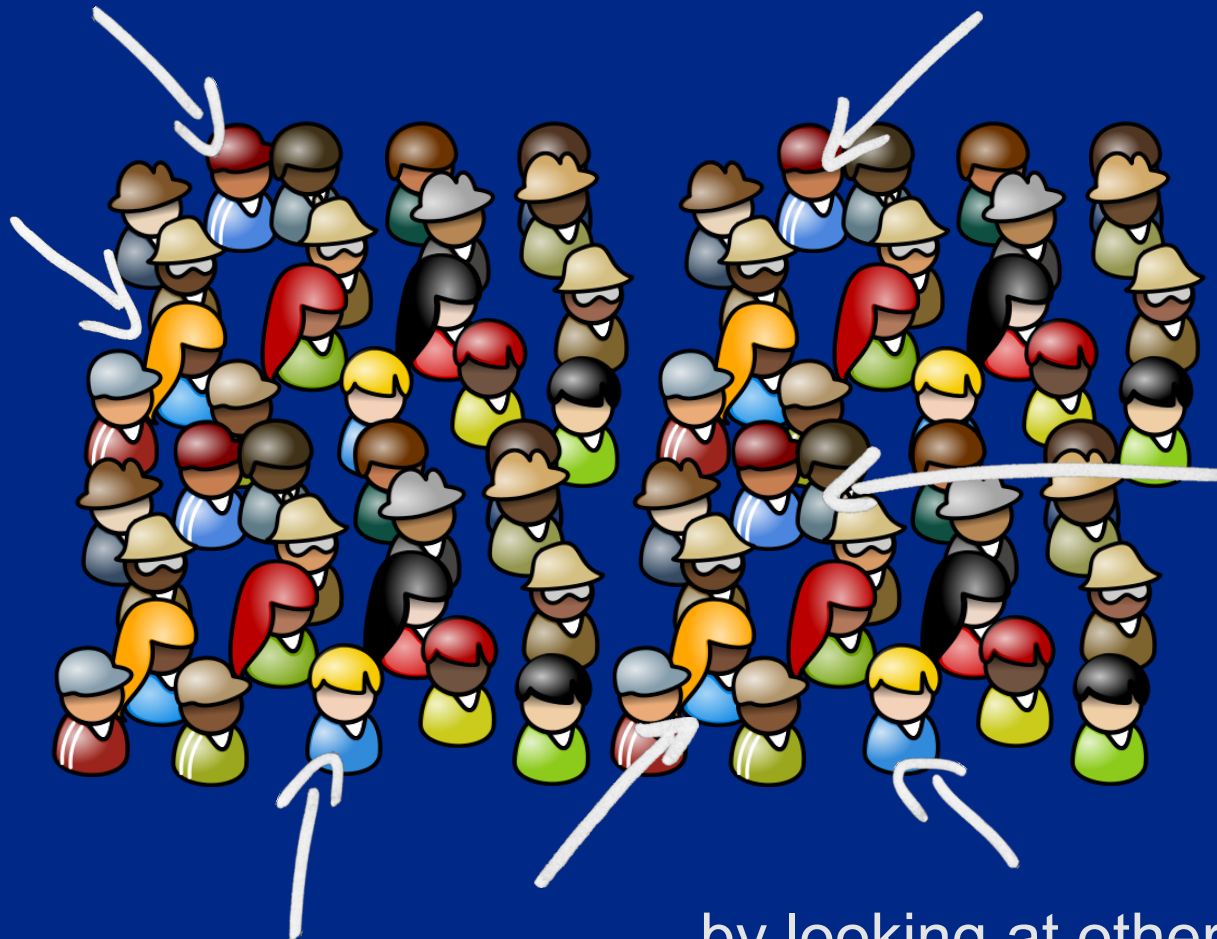
# International Radio Listeners - Do They Exist?

Colin M Wilding

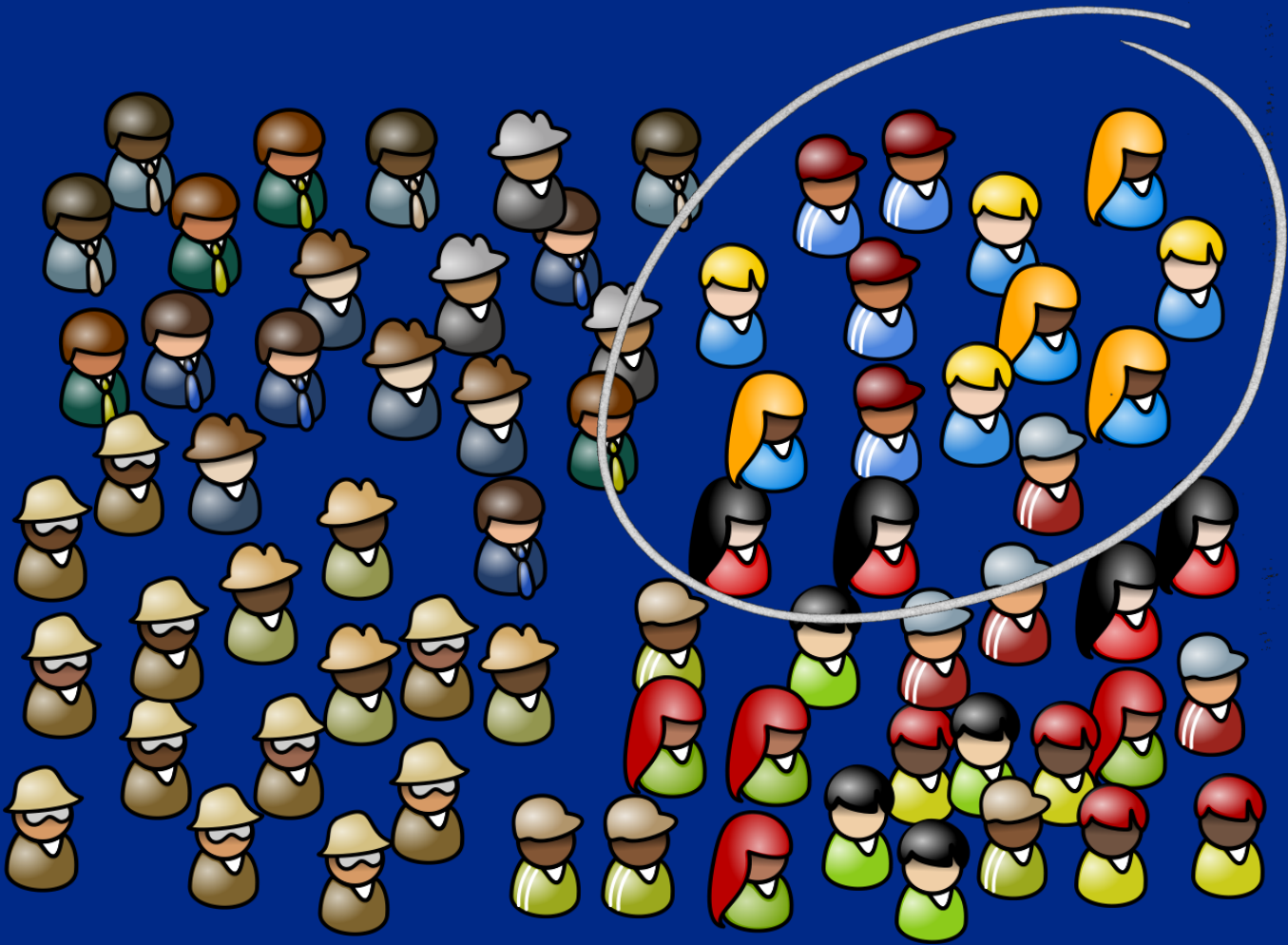
Draft



Can we identify international radio listeners...



...by looking at other attributes?



# Work Plan

- Pull together datasets with same questions
- Find variables that are common to many studies
- Export data to create combined dataset
- Explore this dataset...
  - look for relationships between international radio listening and other variables
  - try cluster analysis to see if international radio listeners show up 'naturally'
- See what else I learn along the way
- Write presentation

Many thanks to InterMedia for permission to use their data

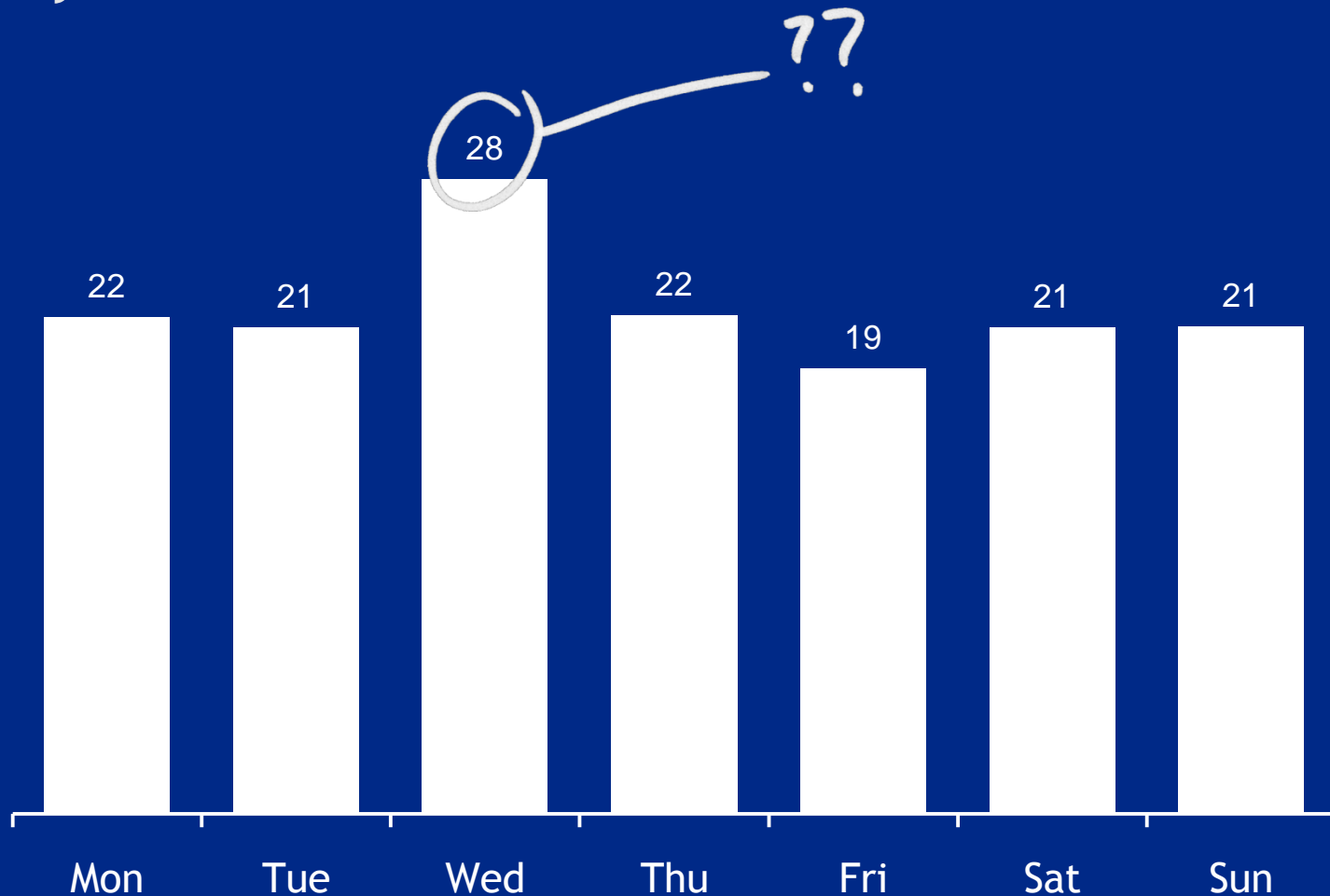
# Progress so far

- 30 variables identified
  - but some of these are unlikely to be related to international radio listening
  - and others are missing from a number of datasets
- 17 datasets combined
- Lots of exploratory analysis
- Some important lessons learned
- Much of presentation written

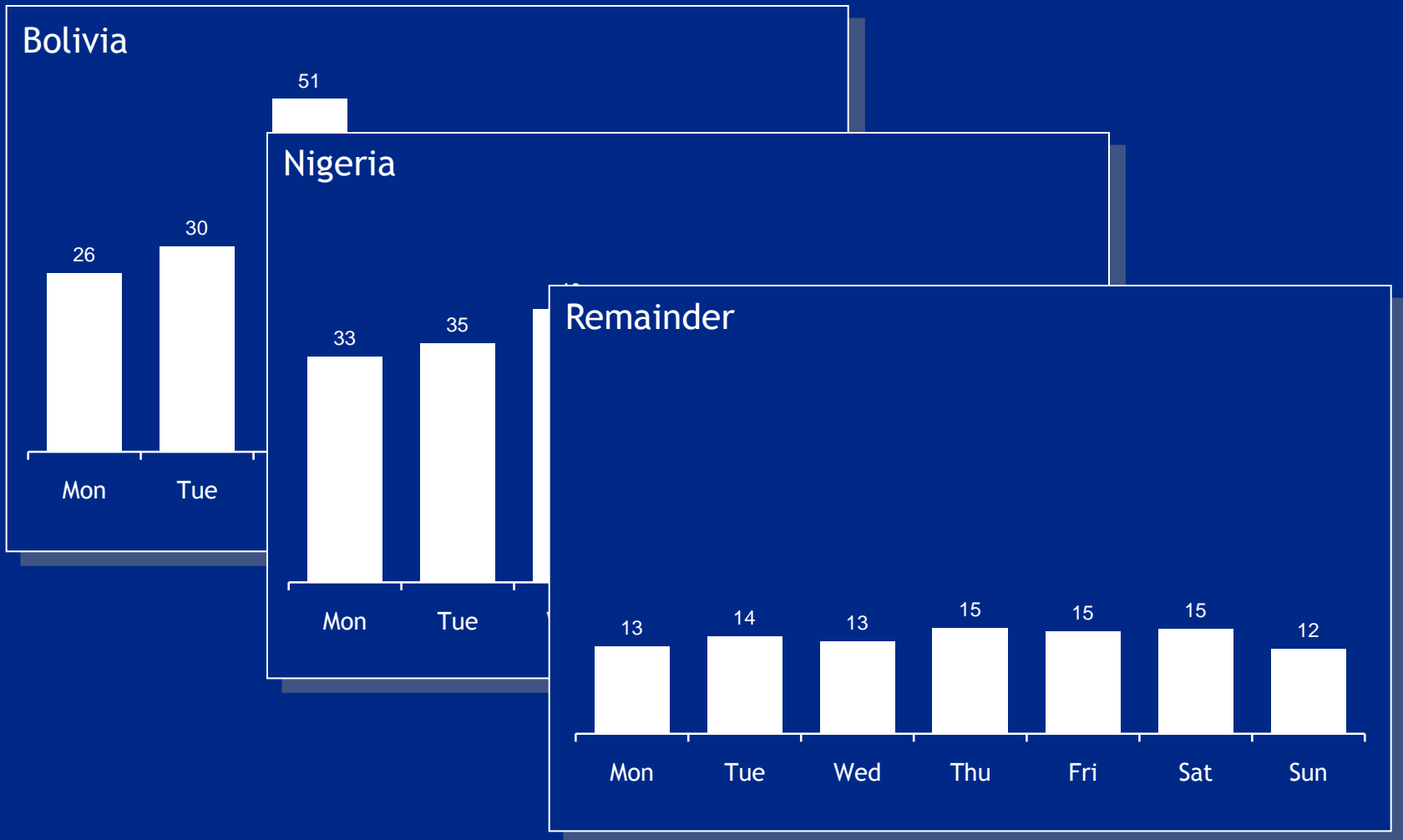
# Survey coverage



# Weekly radio listening to international radio by day of interview

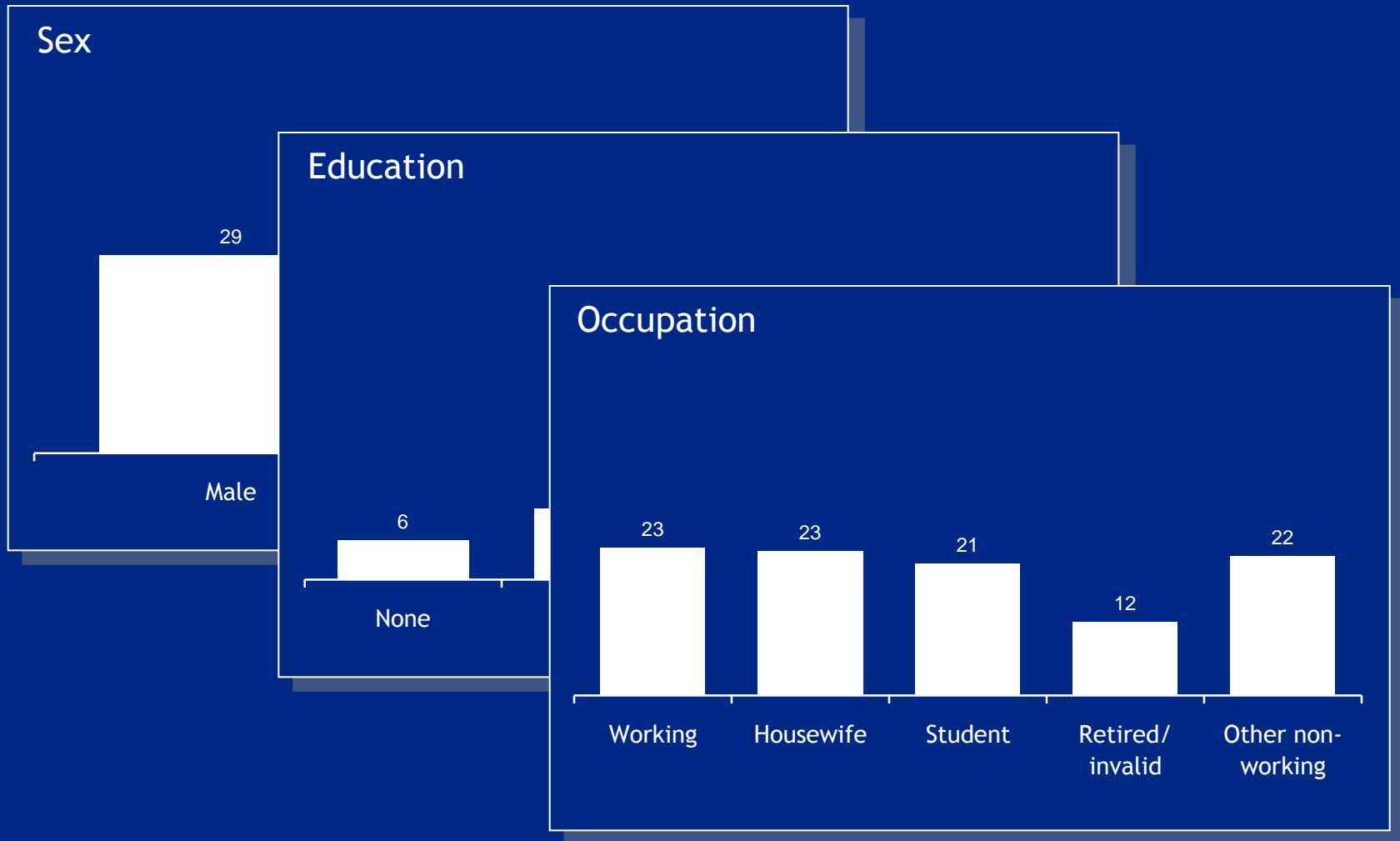


# Weekly radio listening to international radio by day of interview





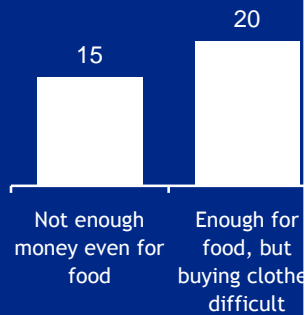
# Weekly radio listening to international radio by ...



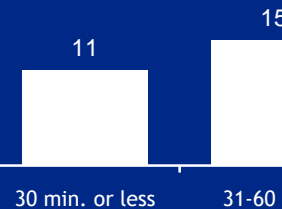
# Weekly radio listening to international radio by ...

*This bit can be cut if you are over-running*

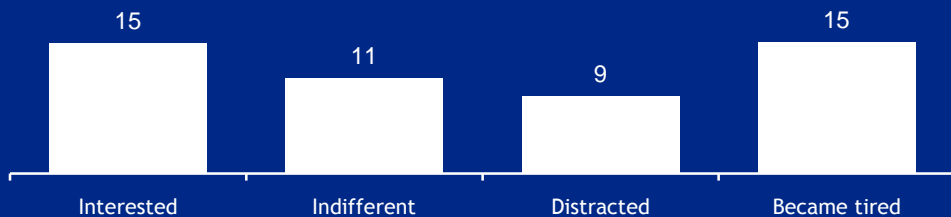
## Financial situation



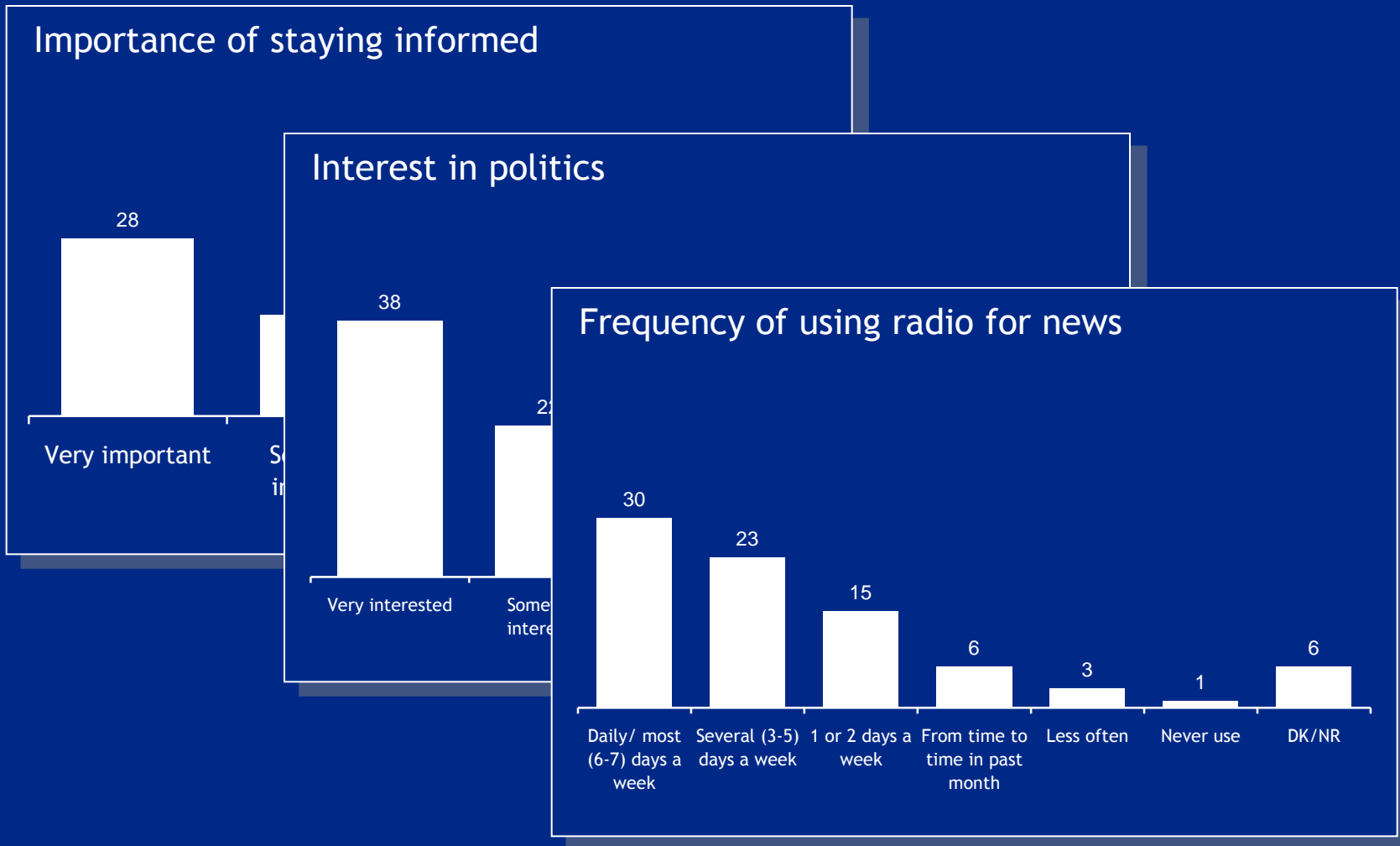
## Length of interview



## Respondent behaviour



# Weekly radio listening to international radio by ...



# Cluster Analysis

## Variables:

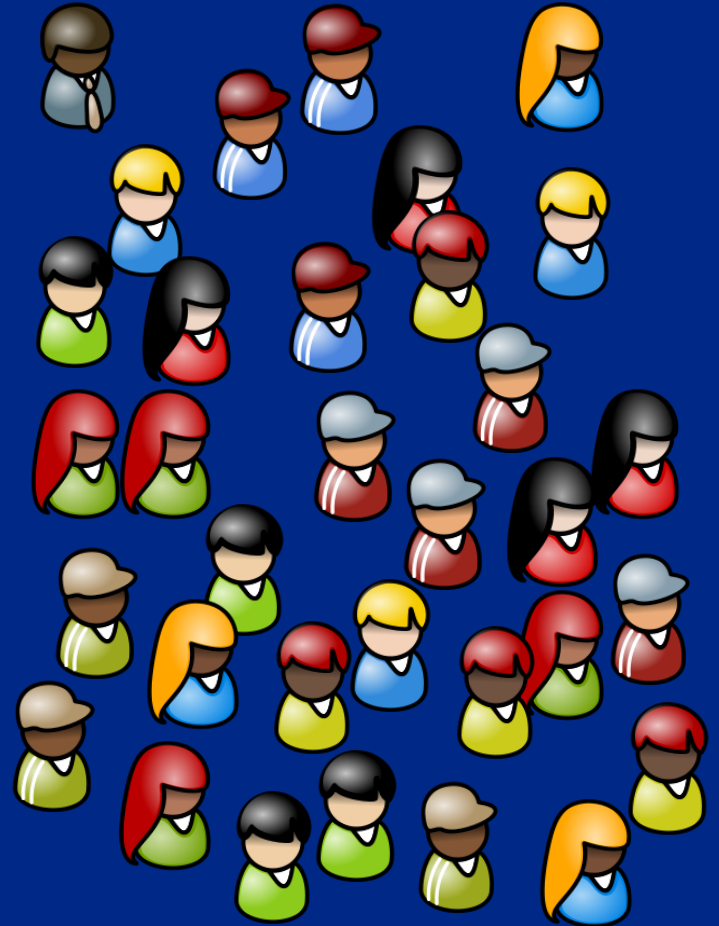
- Sex
- Age
- Education
- Importance of staying informed
- Interest in politics
- Frequency of using radio for news
- When last used SW
- When last used MW



6 % listen



20 % listen



80 % of listeners in this group

5 % listen



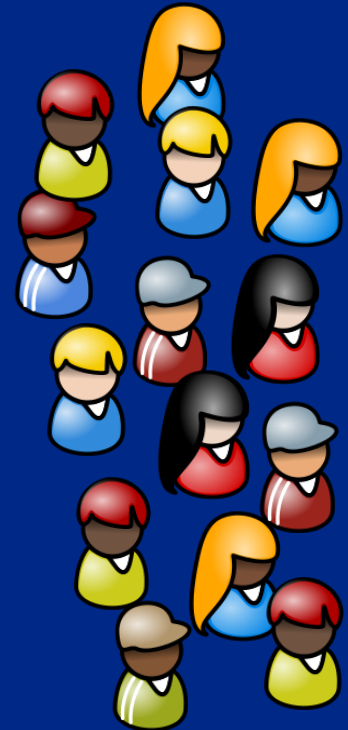
11 % of listeners

15 % listen



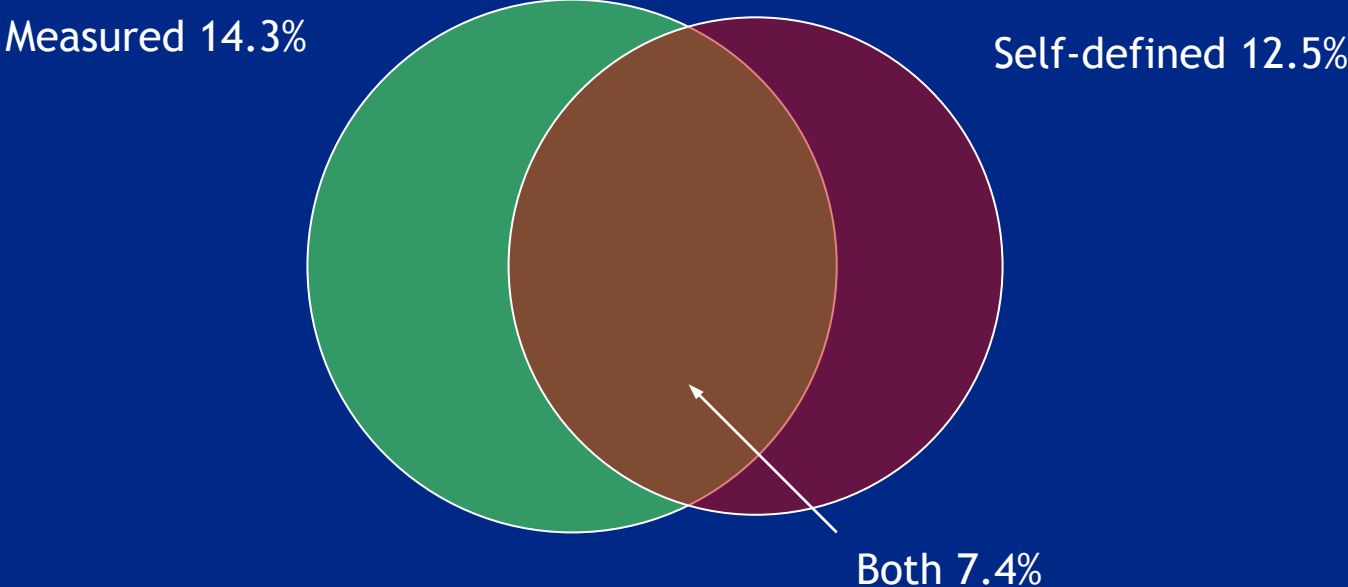
65 % of listeners

39 % listen



24 % of listeners

# Defining listeners



# Some lessons learned

- Treat 'global samples' with suspicion
  - representation of countries may be arbitrary
  - atypical results may have disproportionate effect
  - should always look at consistency across countries
- International listeners may exist, but it is hard to get a clear definition
- Our definition of 'international radio listeners' may not match respondents' own perception

... plus any more  
you can think of



# Where next?

- Add more datasets
  - Get better definition of listeners
    - split direct and indirect
    - split FM and AM
    - look at individual stations
  - Run analysis in individual datasets to bring in more variables
  - Future datasets may have more variables that I can use
- ...assuming that this is worth doing

# International Radio Listeners - Do They Exist?

Colin M Wilding

*NEEDS  
MORE  
A LOT  
WORK*

