

Reaching Your Customer in 2002: The Los Angeles Lifestyles Study

An Arbitron Inc. Research Study

Executive Summary

Conducted in August 2001 by Arbitron, the SCBA-commissioned study questioned 1,000 people 18+ in the Los Angeles/Orange/Riverside/San Bernardino and Ventura county areas. Participants were drawn from Winter 2001 and Spring 2001 Arbitron diarykeepers.

There are major factors in play that have affected the ways people in Los Angeles and many other markets, large and small, conduct their lives. Increases in *traffic, population, home computer usage, women in the work force* and the assorted forms of *stress* that go with those have forced us to alter our lifestyle patterns. As a result, it changes where, when, what and how an advertiser needs to create a message that will communicate with a customer.

Bottom Line: Our lives are more hectic. We shove more buying decisions into each day. To cope, something's gotta give. Actually, a lot has to give.

More Traffic Means Less Time at Home

- Over 70% of the people 18+ in Los Angeles say there is more traffic than a year ago.
- Two years ago, **13.7%** of Adult 18+ were in vehicles by 6AM. Today **20.2%** are.
- Adults 18+ make more trips every day: **3.5** trips daily vs. **3.3** in 1999; A25-54 make **3.7** vehicle trips per day, up from **3.4** in 1999. Hispanics make **3.8** trips vs. **3.1** in 1999.
- We stop and shop even more on the way home and/or go home, then leave again to shop; more buying decisions are being made each day, many at the last minute.
- We are in our cars earlier, longer (over 1 1/2 hours/day) and more often, and are usually alone—except for radio. *That affects how we feel about radio, how we use radio, and how we respond to radio.* (And that's true in most markets in the U.S.—we have a chart of 20 markets and Arbitron data about their use of radio compared to L.A. The story is much the same everywhere.)

Our Media Usage Patterns Are Shifting

- People are spending less and less time with at-home media over the past three years.
- Sixty-eight percent of L.A. households now have computers. Seventy-four percent of women 18-54 in L.A. and Orange counties work. *All these lifestyle changes have a significant effect on media habits.*
- Media usage is shifting. Thirty-nine percent of Adult 18+ said their radio usage was greater than the year before, while only 15% said it decreased, vs. 19% of Adult 18+ saying their TV usage was up, while **42%** said it decreased (see following chart).
- Eighty-two percent of Adults 18+ now use radio every day. Seventy-six percent use TV and only 41% use newspaper every day. Most people under 65 spend more time each day with radio *than with any other medium.*

- When in the car, 84% pick listening to radio as their #1 activity, and 96.5% listen to some radio in the car.
- At work, 61% of people have listened to radio; 35% do it every day.
- By 9AM, 74% of radio listeners have tuned in while only 29% of TV's viewers have. Remember, most are going shopping during or after work without spending much, if any, time with media at home.

Our Relationship with Radio Is Getting Stronger

- “Radio makes the ride seem shorter.” “Radio takes away my stress.” “The people seem live to me.” “I love my radio station.” (—quotes from participants in the study)
- Response to what they hear on radio—including commercials—is up from two years ago.
- Twenty-eight percent of Adult 18+ cell phone owners in 2001 used them to call radio stations vs. 17% in 1999.
- Fifty-four percent of Adult 18+ shopped at a store in 2001 they heard about on radio, vs. 48% in 1999.
- Forty-seven percent of Adult 18+ in 2001 went to a restaurant they heard about on radio vs. 41% in 1999.
- Forty-nine percent of Adult 18+ consider commercials on the radio a useful source of information about products and services in their areas.
- Thirty-eight percent of Adult 18+ have bought a product/service recommended by their favorite personality on the radio.
- How to deflect stress and reach people? People prefer “funny” and personality-based commercials to “straight” ones and are more likely to respond to them.
- Different formats elicit different responses.

In L.A., Customers' Lives Have Changed from Just Two Years Ago

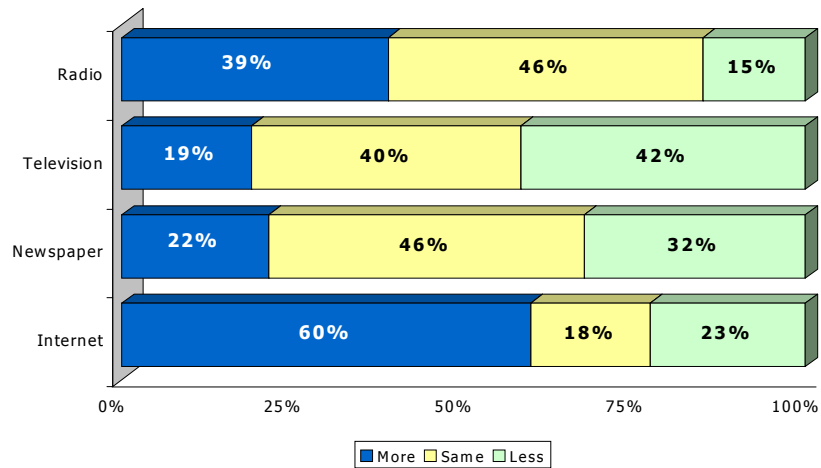
There are things over which they have little control (traffic; the need to go to work). Where they have control, there are more daily choices (more shopping gets done every day; more women pick up dinner on the way home from work; more homes have computers to distract from TV or reading).

The surest way to reach your customers every day is through radio. If you pay attention to the new ways they live their lives and adjust your strategic approach to help them cope, using radio in the media mix can make your campaigns successful.

Call the Southern California Broadcasters Association (SCBA) at (323) 938-3100 or e-mail mbgarber@scba.com for more details.

L.A. Lifestyle Changes Affect Media Usage

More or Less Time with Media Than One Year Ago



Base: Does not include people who said "Don't Use"

Source: Arbitron/SCBA Los Angeles DMA Lifestyle Study August 2001, Adults 18+.