Three Things To Ask About Your Radio Station's Music Test

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Advantage Music Research

www.AdvantageMusicResearch.com

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Searching for a music testing company can be challenging. While certain criteria may be more important to you than others, asking these three questions to potential partners can assist in determining if their methods are a good match for what you're looking for.

1. How do you recruit your study participants?

Some online research companies try to save money for radio stations by testing the radio station's database. In theory, this seems like a great idea because they are cutting out the high fielding costs. The data these online companies produce are not based on a representative sample of the target audience which radio stations need. A number of online music testing companies recruit from respondent panels that are built by panel companies.

A significant issue with online panels is their size and population representation. If you only used online panels to recruit participants, and you used every online panel in North America, you would only reach less than 20% of the population.

20%
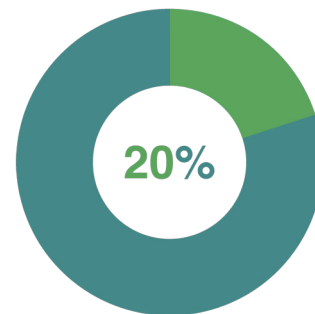
We believe the most effective method is multi-methodological recruitment. This involves recruiting people from landlines, mobile phones and through online panels.

By doing this, your study is not limited to just those people that can be reached through one specific recruitment method. The recruiting success rates using these different techniques vary, but we've found that by incorporating everyone, we are able to recruit quickly with a full representation of listeners. Advantage Music Research uses multi-methodological recruitment in all its music testing projects.

2. What grade of sample are you using?

Many people know about recruiting from a telephone or mobile phone but the world of online sample is often ambiguous. Online sampling is rated on a scale of "A" through "D". The differences between "A" and "B" samples are minimal. With "A" sample, the respondents have been recruited through opting in on their own accord or from a telephone recruit. We have a lot of information and history with "A" sample respondents. We know their profile and information and consider them an "audible panelist." This means we know we can pick up the phone and talk to them about a survey they completed.

"B" sample respondents are also recruited by them opting in or from a telephone recruit. However, with "B" sample, we don't have as much history on the respondent. This is because they have not been in a panel very long. Being in a panel doesn't mean that these respondents only do music research, they are in the panels to participate in research for all industries. As a respondent continues to take surveys, we will have gathered a lot of information about them and they will eventually become an "A" sample respondent."B" samples are also considered an audible panelist.

We do not have as much information about panelists in the "C" sample. They are most likely recruited by opting in online which means we have limited information about them other than their email address. Sometimes we have a phone number to reach them but for the most part, "C" sample is considered not an audible panelist. We typically have lower response rates with a "C" sample as well.

"D" sample panelists come from email and buying lists. These respondents were never recruited or signed up on their own so the information on them is usually limited to age, gender and location, and not necessarily all three.

Many online music research companies offer lower prices because they use panelists from samples "A" through "D". With Scorecard from Advantage Music Research, we pride ourselves on quality so we use the "A" and "B" samples. ONLY when faced with a very tough market or extremely hard demos, we will access some "C" sample. When we do need to use "C" sample we have many screening tools in place to make sure we get the highest quality sample. We never use a "D" panelist.
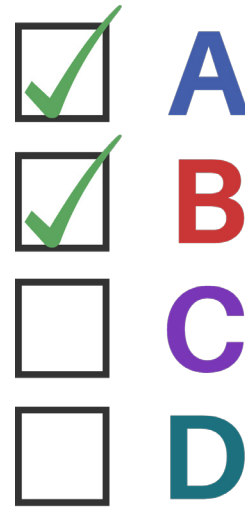
3. What's the advantage of online music testing and how is quality control maintained?

Respondents love having the ability to complete surveys online instead of having to go to a local field facility. No longer do respondents have to deal with the struggles of finding a baby sitter, paying money for gas or worrying about traffic and weather. Respondents can take online music tests from any location, on any platform at the ease of their own schedule. They can stop as needed and pick up right where they left off.

To guarantee the highest quality, it's important to rescreen all respondents before they start taking the test. This ensures all of the information collected during their recruitment (age, sex, ethnicity, listenership etc.) matches what they previously submitted.

Ask if the music testing company uses hook randomization. This makes sure every respondent hears the hooks in a different order from other respondents, eliminating the impact of order bias. This is extremely important because listeners consistently rate the first 50 songs or so in a test higher than they do the remaining songs.

Are speed controls in place to make sure respondents do not try to get through a test as quickly as possible?

With a Scorecard music test from Advantage Music Research, you can be sure all quality controls will be in place to provide high quality data you can count on.

A Great Music Test at a Fair Price

When it comes to research, radio station programmers have had limited options: a high-end music test that exceeds their budget, or a low-cost test with a low quality sample and data. We know that budgets can be tight but that doesn't mean your research should suffer because of it.

Advantage Music Research believes every station, big or small should have access to the test it needs, with research it can rely on and trust.

By employing multi-methodological recruitment, using high-grade sample and monitoring quality controls for our online music testing, we can ensure you're getting a great music test at a fair price. Contact Deena Hollander at **(908) 864-0073** or **DeenaHollander@advantagemusicresearch.com** for information on a Scorecard music test for your radio station!