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# Listeners Sound Off on Voice-Tracking

**Paragon Media Strategies** recently surveyed 400 respondents ages 15 to 64 (60% male / 40% female) who listen to the radio for music regularly (76%) or occasionally (24%) to explore their opinions about voice-tracked DJs and personalities.

Respondents were broken down into categories:

**DJ Listeners:** Listen to the DJs and find them an important part of the radio listening experience (26%)

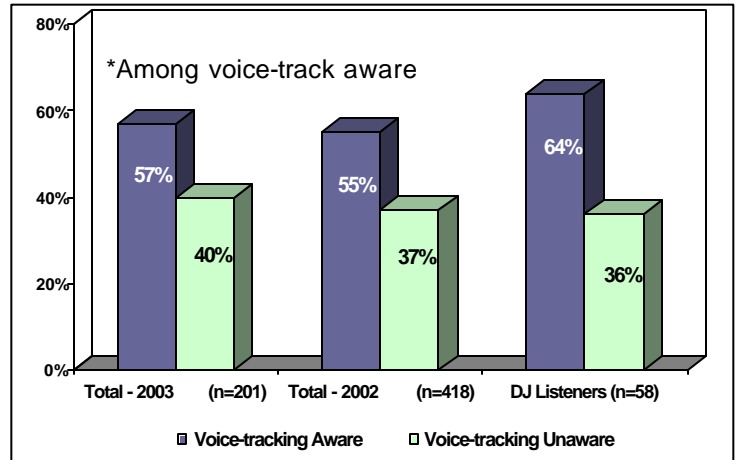
**DJ Neutrals:** Sometimes listen to the DJs but listen to the radio mostly for music (46%)

**DJ Avoiders:** Tune out radio DJs when they come on the radio station (25%)

## Appeal of Voice-Tracking

	% Saying they would find the radio station...		
	Total 2003	Total 2002	DJ Listeners
More appealing	2%	<1%	2%
Less appealing	41%	46%	54%
It would not effect how appealing I found the station	54%	51%	39%
Don't know	4%	3%	5%
BASE	400	759	102

## Can Recognize Voice-Tracked DJ\*\*



Results provided represent top-line data only.

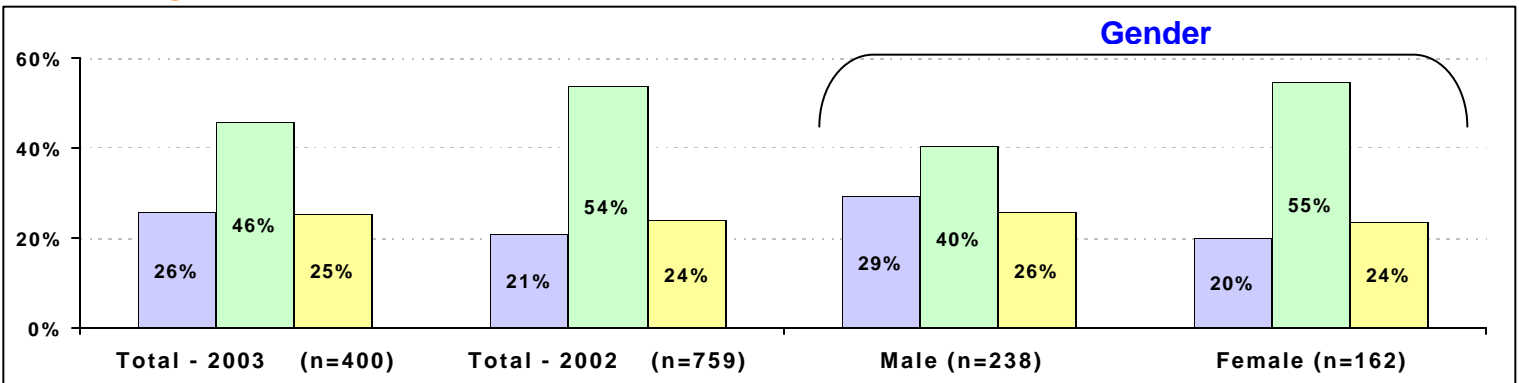
For more in-depth results of these tables and other questions, including tracking numbers from 2002, please visit our website:

[www.paragonmediastrategies.com](http://www.paragonmediastrategies.com)

## Voice-Tracking Attitudes

Radio stations should have...	Total	
	Agree	Disagree
...DJs or personalities that live in and are part of the community.	77%	16%
...DJs and personalities that broadcast live, not recorded broadcasts.	74%	18%
...the most entertaining DJs or personalities, regardless if the DJs are live or pre-recorded.	66%	27%
...the most entertaining DJs or personalities, regardless if they live in other cities or parts of the country.	59%	32%
BASE	400	

## DJ Listening Habits



\*\*Question: Some radio stations are airing pre-recorded or voice-tracked DJs who act as though they are live and sometimes local when they may be located in a different city. Are you aware of stations voice-tracking their DJs?