

# THE ADULT CONTEMPORARY MUSIC RESEARCH LETTER

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Research results from  
Consolidated Communications Consultants © 2007  
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**PURPOSE:** To provide contrasting and supplementary data based on actual consumer testing research.

The Adult Contemporary Music Letter provides objective test data from not only the A/C demographic (age range) but *psychographic* (adults who prefer listening to A/C radio).

Conventional A/C charts are composed of programmer opinions based on research or personal taste; so trade charts show to what music A/C audiences are *exposed*, not necessarily what they *prefer*. Over the last decade ReFocus™ research has shown the *conventional charts'* accuracy level to be about 50% in reflecting listener's tastes.

Note: ReFocus™ is not a test of *familiarity* or *burnout*. It is a test of music acceptability to your target audience.

We're dedicated to the proposition that playing music A/C listeners *like* will attract and hold listeners better than playing music they *don't*.

**THE REFOCUS™ METHODOLOGY:** Reverse focus group, "whole song" testing.

Our proprietary group composition and interpretation has extremely high accuracy as demonstrated by client stations' ratings since 1980.

ReFocus™ may confirm trade chart data.

Or, it may reveal programmer enthusiasm, or intense promotion, has resulted in chart ratings for records to which listeners are indifferent — or *actually dislike!*

Thus, very appealing records to your listeners are often overlooked.

We do not recommend eventually retaining records as "*recurrents*" or "*oldies*" that test well but don't chart; they will be unfamiliar to new listeners entering the market. *But there are no negatives when playing these songs when current.*

Since familiarity is the primary purpose of *older* records, we recommend only "*oldies*" that chart well in the trades *and* do well in ReFocus™.

**REFOCUS™ DATA INTERPRETATION:**

We *strongly recommend adding* records with an *XXX* or *XX* rating; they may become a potential "standard" for your target audience.

Records with an *XX* rating aren't as strong, but they have solid programming value, and we also do recommend adding them to your playlist.

Records testing *X-1/2* are "borderline", few negatives, but few positives either; worth watching, but probably *not for airplay* at this time. Listeners are *not* currently interested in hearing *X-1/2* songs all the way through! Why play them then?

Records which test *poorly* (*negative x*, *neutral x*, or *X* positive) initially, but become accepted chart hits, are generally retested to determine if their wider exposure has altered their appeal to the target audience.

*ReFocus™ data has proven effective in indexing music appeal to audiences 25-54, with proven, intense appeal to females 25-49.*

## NEW SINGLES: FIRST TEST SCORES

ARTIST	TITLE	Neg.	Neu.	Wait	RECOMMENDED
CHEMICAL BROS., The	Galvanize (Astralwerks)		x		
CHEN, Levi	Desired Straits (Ying Yang)			X-1/2	
COWBOY CRUSH	Some Men (Asylum/Curb)			X-1/2	
DENIZEN, Rick	Tsai (Slot 1)			X-1/2	
GREEN, Ben	Sheryl Crow (ASRC)			X-1/2	
HALL, Patti	Waitin' On A Train (Kelsey Creek)			X-1/2	
HSOPP, Roy	Remind Me (Astralwerks/EMI)			X	
KOZ, Dave, with Anita Baker	Somewhere (Capitol)		x		
MCCARTNEY, Paul	Ever Present Past (Real Music)			X	
PEOPLE COYOTE	Life Dance (Delta 9)			X-1/2	
PERRY, Shawn Michael	Family (OTB)			X-1/2	
WHITEHEAD, Tim	My Love Is So Good For You (California Sun)			X	
WOOTEN, Doc	I'd Die For You (CWE)			X	
ZWIG, Adam	Castaways (Rosen)			X	

## RE-TESTS OF PREVIOUSLY-TESTED RELEASES

ARTIST	TITLE	Neg.	Neu.	Wait	RECOMMENDED
CARLYLE, Belinda	I Still Love Him (Rykodisc)				
	PREVIOUS TEST:			X-1/2	
	RE-TEST:			X-1/2	
CASCADA	Truly, Madly, Deeply (Robbins Entertainment)				
	PREVIOUS TEST:			X-1/2	
	RE-TEST:				X X
D.H.T., featuring Edmée	(Robbins Entertainment)				
	PREVIOUS TEST:			X-1/2	
	RE-TEST:			X-1/2	
DREY, Jenna	By The Way (Robbins Entertainment)				
	PREVIOUS TEST:			X-1/2	
	RE-TEST:			X-1/2	
G LOVE	Beautiful (Music Allies)				
	PREVIOUS TEST:			X-1/2	
	RE-TEST:			X-1/2	
MERCYME	Hold Fast (INO/Columbia)				
	PREVIOUS TEST:			X-1/2	
	RE-TEST:			X-1/2	
REINA	On My Own (Robbins Entertainment)				
	PREVIOUS TEST:			X-1/2	
	RE-TEST:			X-1/2	