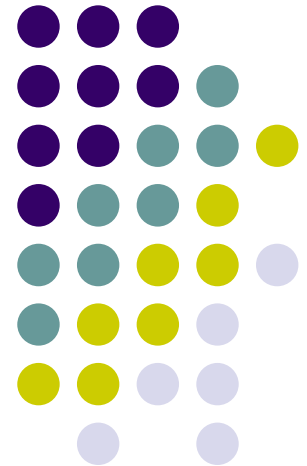


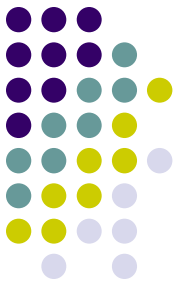
Lapsed Member Study

PBS DEVCON

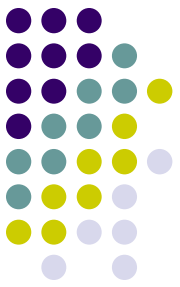
David J. LeRoy, Ph.D.
Kristen Kuebler, D.Phil



Study Objectives



- To enhance our understanding of the motivations that drive Public Television viewing, membership and renewing.
 - What motivates people to view and support Public Television?
 - What drives the decision to remain or to lapse as members?



What We Need to Know

- Why do people watch PTV?
- What types of people are attracted?
- Why do people become members?
- Why do some people become multi-year members?
- Why do some people lapse after supporting the station for years?



Design of the Project

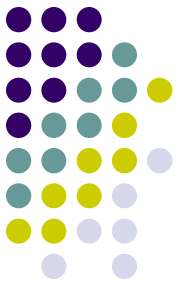
- Phase 1 : Depth Interviews
- Phase 2: Membership file analysis
- Phase 3: Membership survey
- Phase 4: Recommendations for intervention strategies with lapsed members

Study Design



- Conducted 200 in-depth interviews
 - Used “laddering” technique
 - Conducted between Nov 29, 2001 - July 2002
- Interviews conducted in 10 markets:
 - Sacramento, San Francisco, Tucson
 - Denver, Madison, Philadelphia
 - Miami, Tampa, Baltimore, Washington
- Mixture of long-term current and lapsed members and people who renew by pledge only.

File Analysis



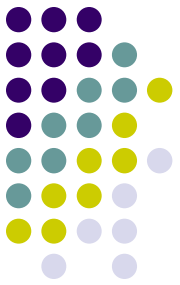
- Lapsing is the normal state of affairs
- Excluding brand new members, only 14% of your current members have never lapsed (missed the 15 month renewal window)
- 86% of your members have lapsed and rejoined
- More about this later...

The Field Survey



- Can we generalize from the depth interviews? Survey across 4 markets:
 - Denver, Sacramento, Washington, Wisconsin
- 3500 respondents
- Not a random sample - looks like the membership file
- Names stretch back 10 years

Survey Results



- Data just in - still under review, but...
- Four markets quite similar in their giving and usage of PTV - this is Good News!
- Means that you can learn about your own file from this survey, which was the idea.



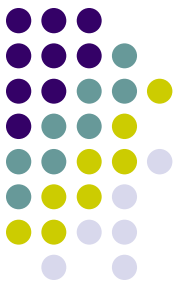
Survey Results

- Most of the respondents were lapsed - 62% overall
- These folks still lived in the local community and were willing to answer a 15 minute phone survey. They are still watching PTV!
- Clearly these people are worth pursuing.

Giving to other organizations

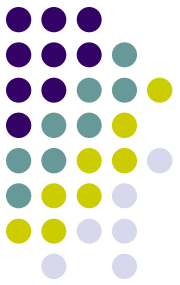


- Members give to more organizations than lapsed
- Only one organization really popped out - Members are much more likely to give to public radio
- Markets can differ in charitable giving.



What Members Say

- Members more likely to say "PTV is good for the community" and "its their duty to give because they use it".
- Both groups say they cannot find the programs elsewhere (surprise!) and that shows are more thought-provoking
- **Member greatly value good drama and music programming - much more than lapsers!**



Multi-gift Lapsers

- These folks look like the core members - watch Britcoms, Great Performances, Newshour, ARS, Nova, Washington Week, Nature, Masterpiece, American Experience but they watch infrequently
- These folks look and behave a lot like members



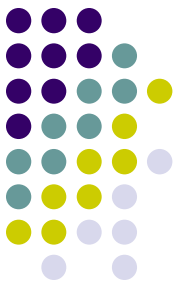
Single-gift Lapsers

- Younger than members and multi-gifters
- View less of the traditional core PBS schedule
- Attracted by weekend programs like cooking as well as ARS, Nova and Nature.



So what does it mean?

- People trust PTV's programming.
- People can identify the core values of programming.
- The result is a "relationship" between a person and the station's programming.
- People varied in their intensity of identification with the station.



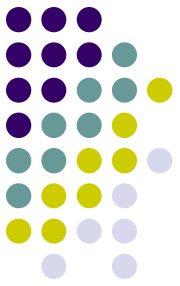
The Core Value: Trustworthiness

- Trustworthiness is an umbrella value reinforced by many positive viewing experiences.
- People can articulate core values of specific PTV programming genres.
(Intellectual density)
- People will vary in their intensity of identification with the station and its programming. (Emotional bonding)

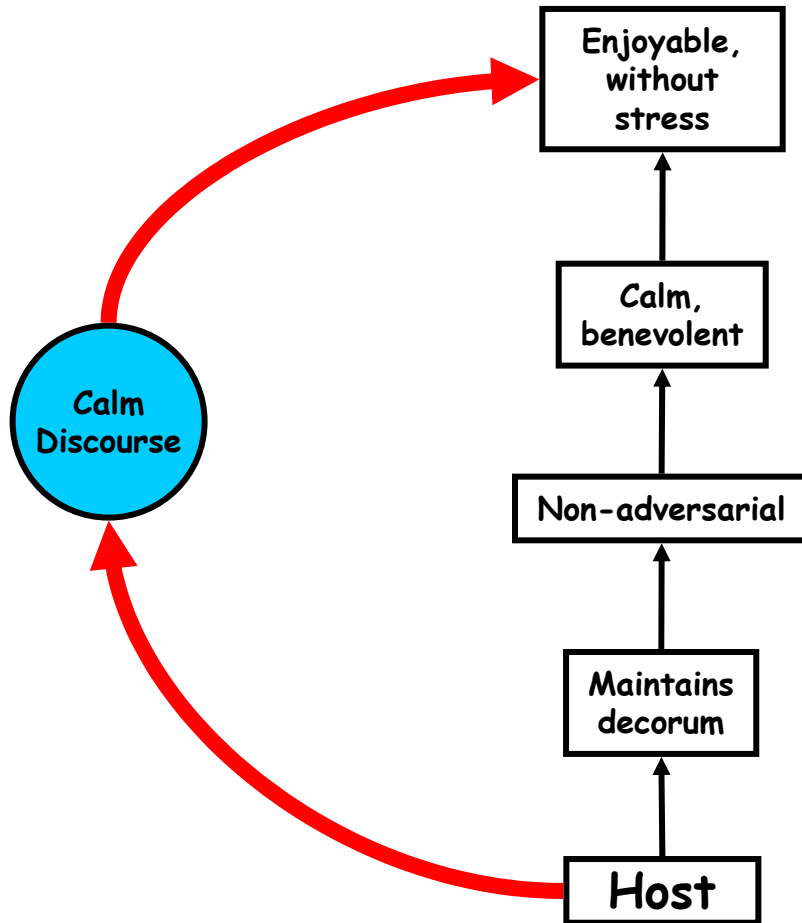
Core Values of PTV Programming



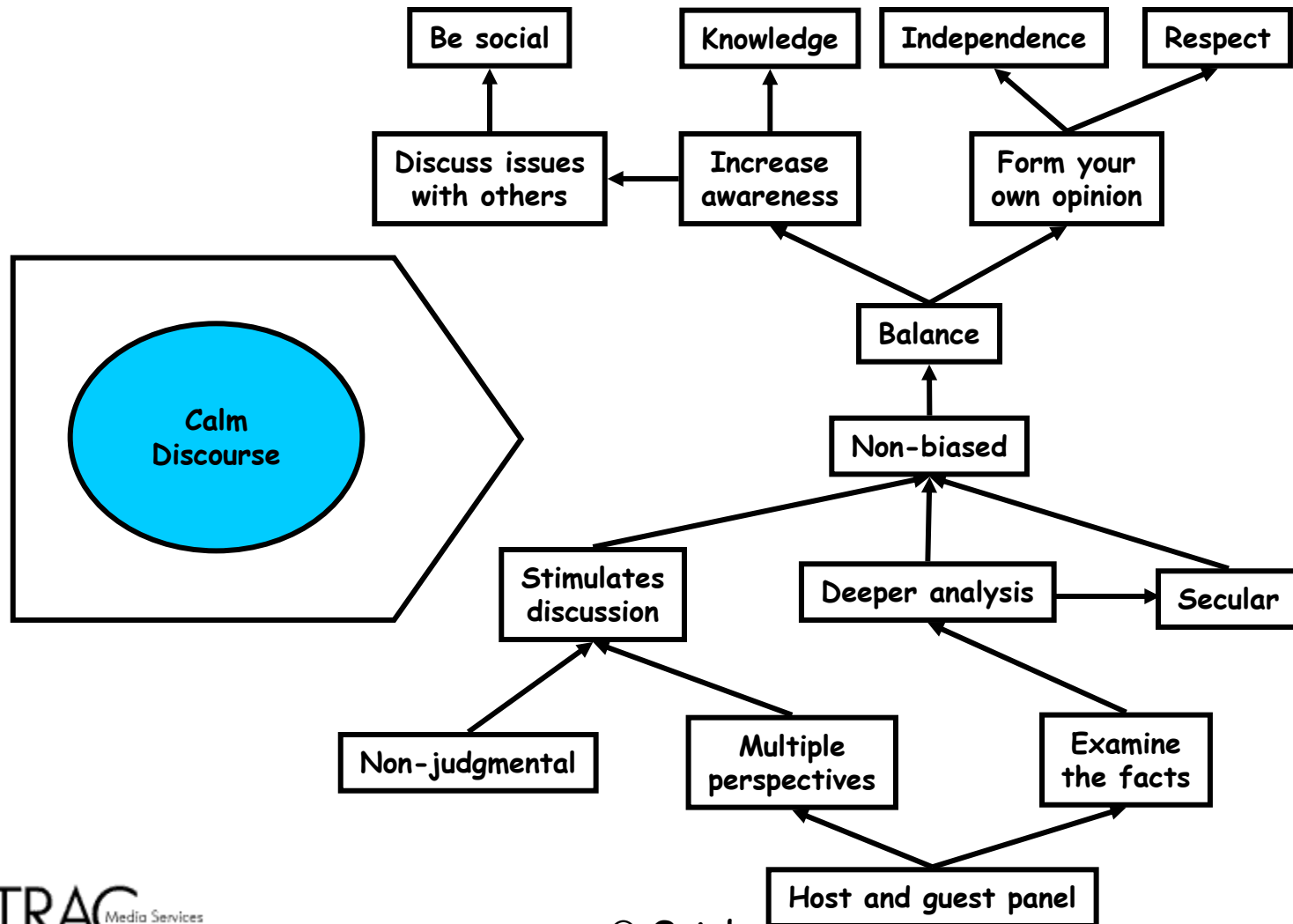
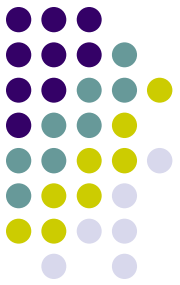
- Uninterrupted quality programming that engages the mind and spirit to promote personal growth and life long learning.
- Balanced and responsible news and documentaries that foster a civil society.
- Safe haven for children's intellectual, social and personal development.

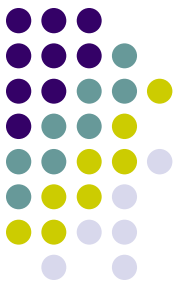


Balanced Perspectives -- News/Talk



Balanced Perspectives --News/Talk



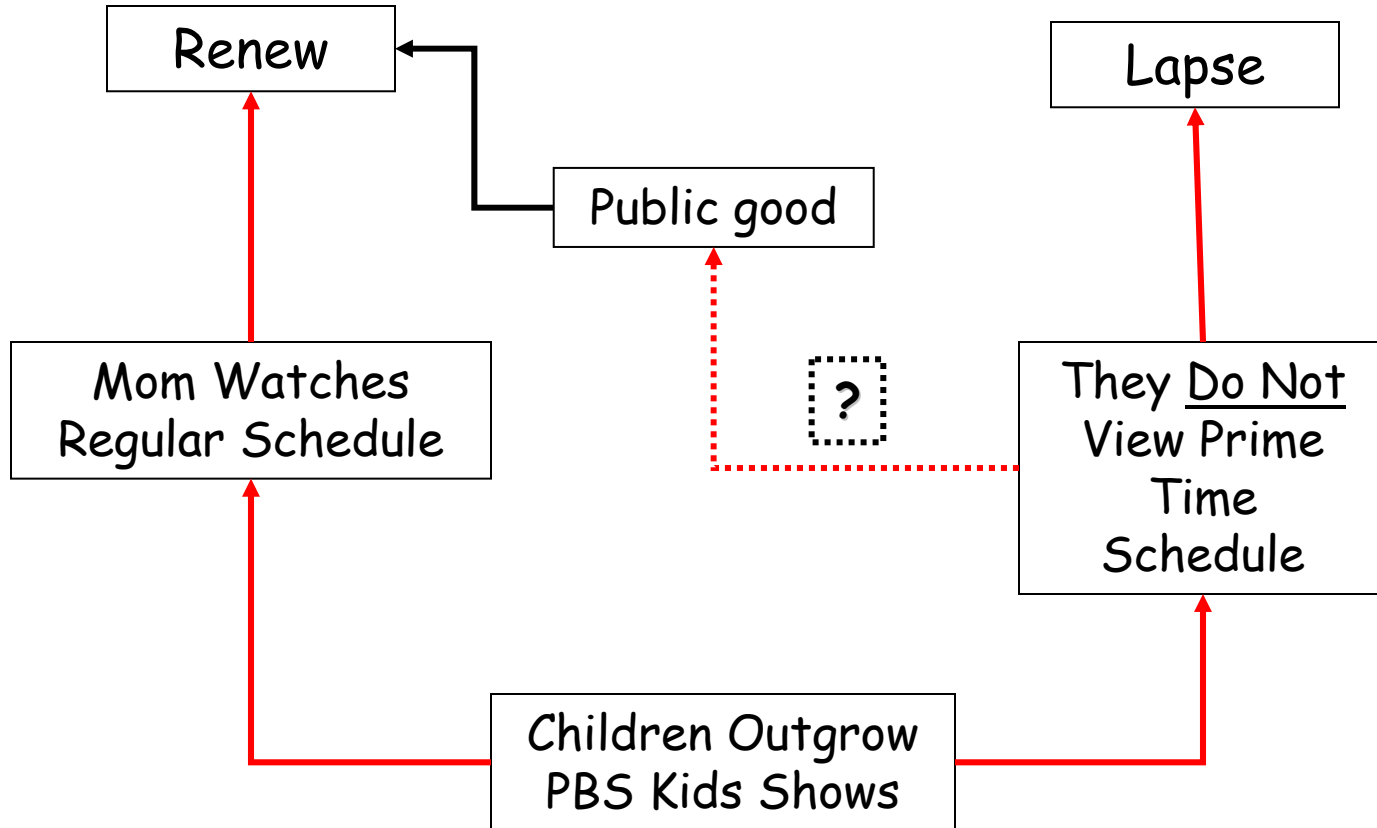


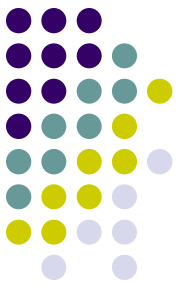
The Eight C's

- Change in personal/HH finances
- Change in use
 - Mommy Lapsers
 - Cable competition
- Critical incident
 - Programming
 - Viewer/Member Services
- Cyclers
- Competition for charitable dollars
- Confusion
- Coffins (or other changes of address).



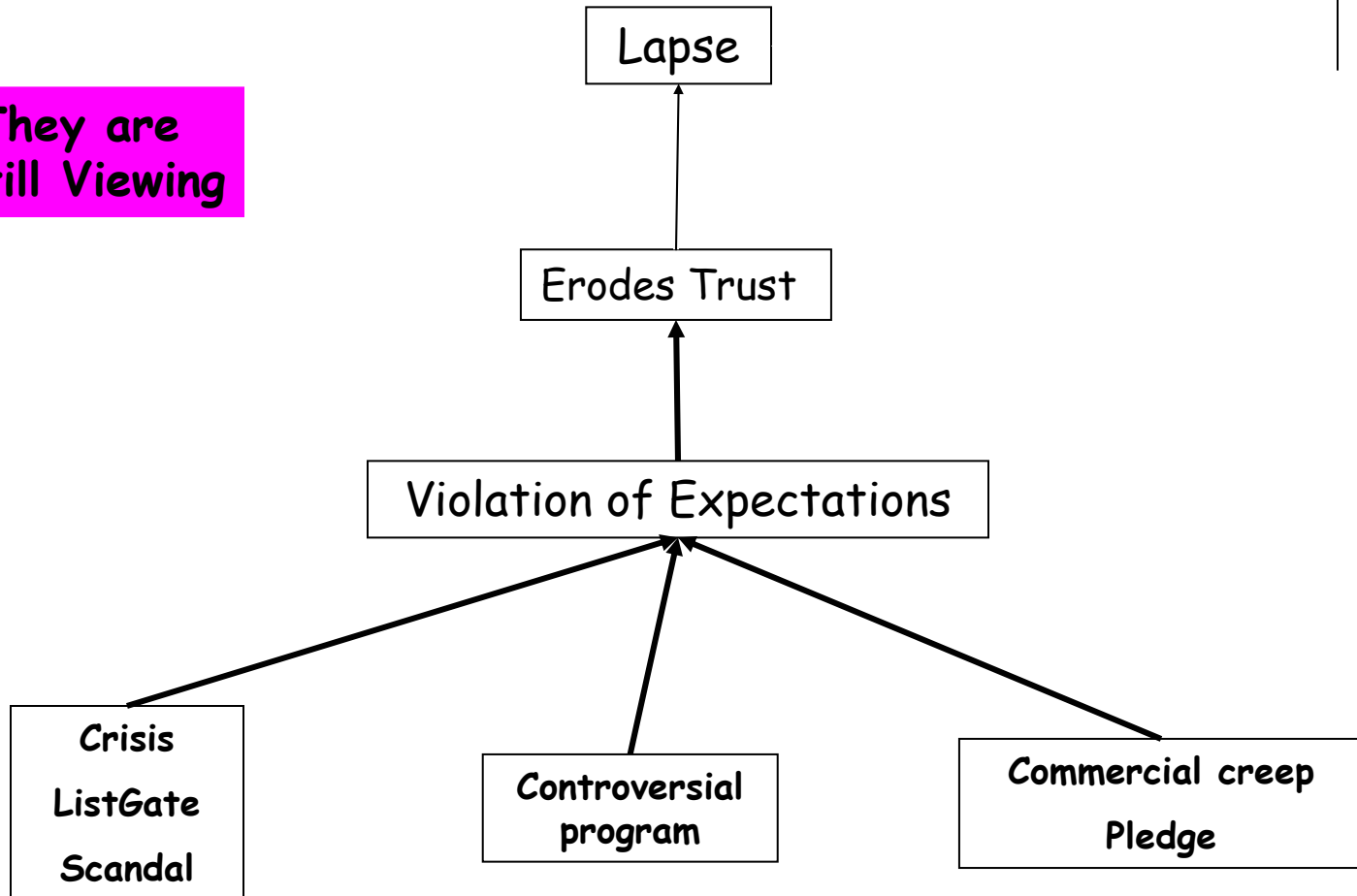
Decrease: Mommy Lapsers



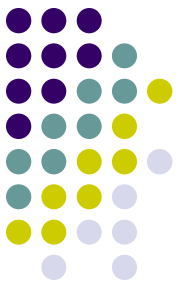


Critical Incident

They are
Still Viewing



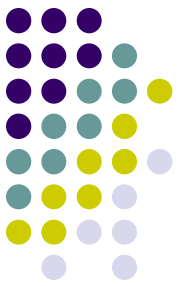
Viewers and Members (One Size Fits All?)



"Show Me That You Know Me"

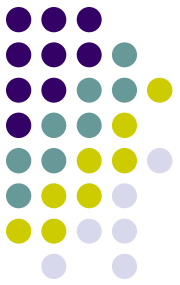


- Rules and Rituals
- Connect the dots
- Viewers and members want to feel that you know them and respect them



What now?

- Results of various study phases have complimented one another
- Depth interviews gave us CORE VALUES
- Field Survey showed that age/generation has an impact on lapsing - younger people more likely to lapse
- Lapsed members are still watching! Watch many of the same shows as loyal core members, but less frequently.
- Lapsing deliberate - breakdown in relationship/communication



Depth Interview Summary

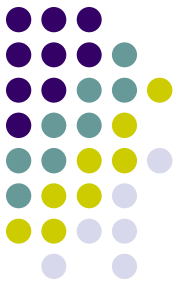
- CORE VALUES - stations must use this information to connect with members and viewers
- Should inform copy for mail, on air, interstitials, web, pledge scripts, etc.



Action Items

- Communication matters!
- Must use our generational marketing knowledge - speak to them appropriately so you have a chance to connect - both on air and in the mail

Programs Create Audiences



- You are what you program.
- Content attracts specific audiences.
- People view programs whose values are in synch with their values.



More ideas from the panel

- And you!

