

# THE ADULT CONTEMPORARY MUSIC RESEARCH LETTER

Research results from  
**Consolidated Communications Consultants, © 2020**  
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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 ~~XXXX~~ or ~~XXX~~ 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 play list.

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.*

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## NEW TRACKS: FIRST TEST SCORES

### ARTIST, Title, Label

CABELLO, Camila – First Man (Syco/Epic)

CHAVEZ, Jay – All By Ourselves (SRT Entertainment)

HENDERSON, Ella – Take Care Of You (Atlantic UK)

KODALINE – Say Something (B-Unique Records)

MRAZ, Jason – Make Love (BMG)

PEPE, Jesse – Little Man (Appreciated Music)

RHETT, Thomas, feat. McEntire, Scott, Tomlin, Urban – Be A Light (Valory)

ROWE, Shari – The Heavy (Maven Entertainment)

WALKER, Tom – Wait For You (Relentless)

Neg. Neu. Wait **RECOMMENDED**

X

X

X-1/2

X-1/2

X

X-1/2

X-1/2

X-1/2

X

## RE-TESTS OF PREVIOUSLY-TESTED RELEASES

ANDERSON, Donny, feat. Divine Brown – Lovin' You (FM)

PREVIOUS TEST:

X-1/2

RE-TEST:

X-1/2

FULEIHAN, Denise – Time's Up (Royal Pacific Global Media)

PREVIOUS TEST:

X-1/2

RE-TEST:

X-1/2

JONAS BROTHERS, feat. Karol G - X (Republic)

PREVIOUS TEST:

X-1/2

RE-TEST:

X-1/2

LIPA, Dua – Don't Start Now (WB)

PREVIOUS TEST:

X-1/2

RE-TEST:

X-1/2

MORRIS, Maren – Just For Now (Columbia Nashville)

PREVIOUS TEST:

X-1/2

RE-TEST:

X-1/2

PARKER, Max – Something About You (RPM)

PREVIOUS TEST:

X-1/2

RE-TEST:

X-1/2

SHAWNEE – Don't Go (Villa Sound)

PREVIOUS TEST:

X-1/2

RE-TEST:

X-1/2