

edison media research

Country P1s 2006

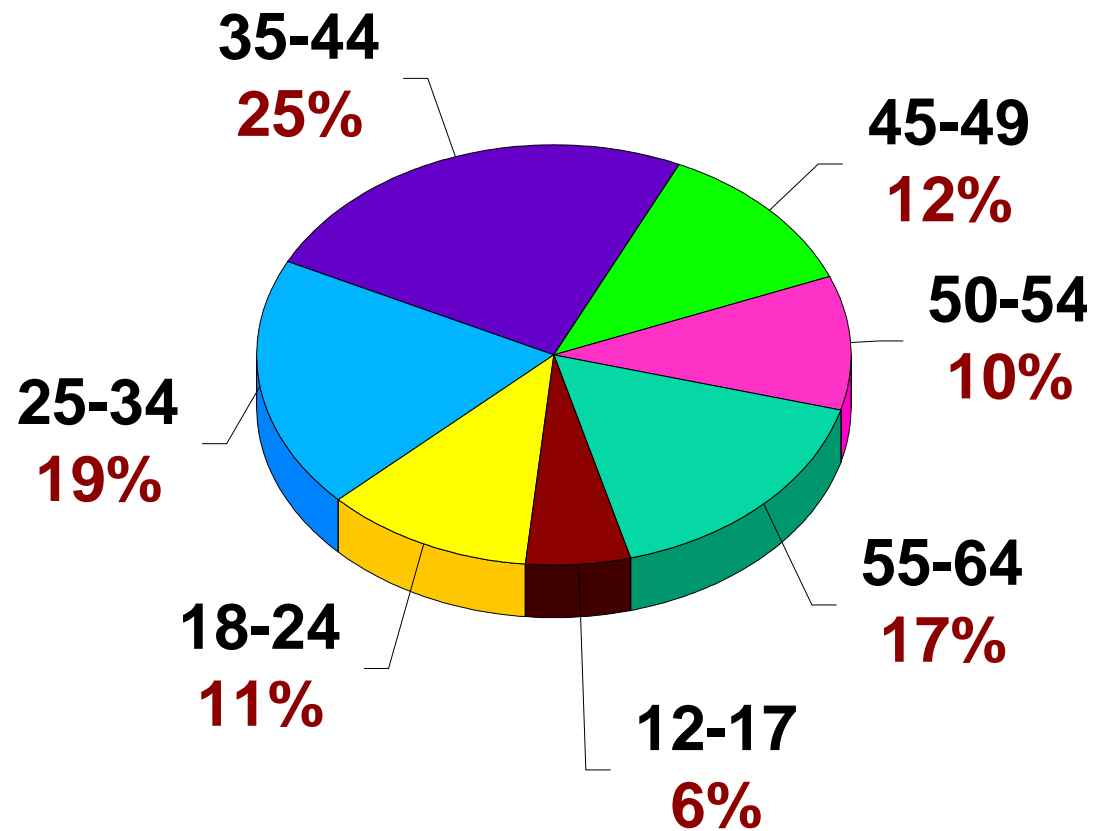
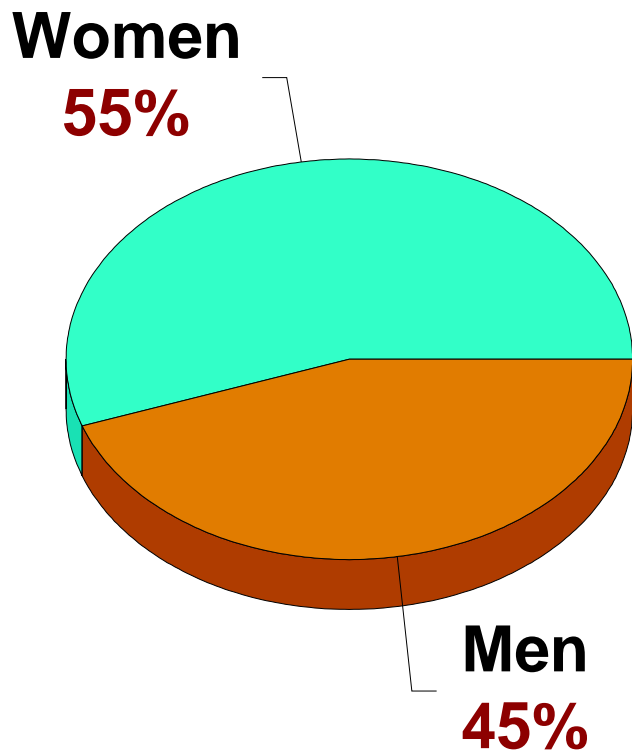
The CRS Research Study



How the survey was conducted:

- 29,325 total online interviews
- Adults, Age 12 to 64
- Interviews conducted 01/13 - 02/07
- All P1s to a Country Radio Station
- Sample recruited from databases for 19 stations across U.S.

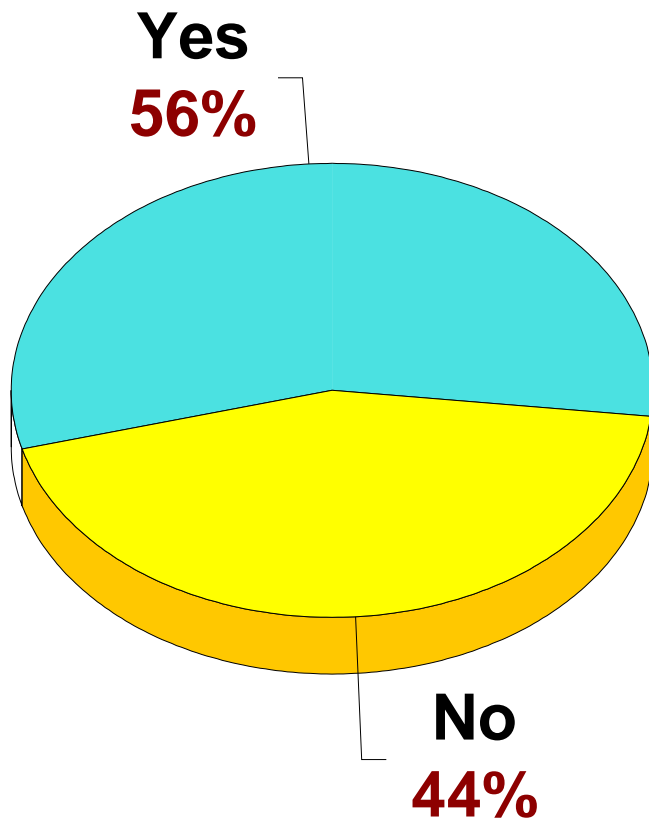
Who was interviewed?



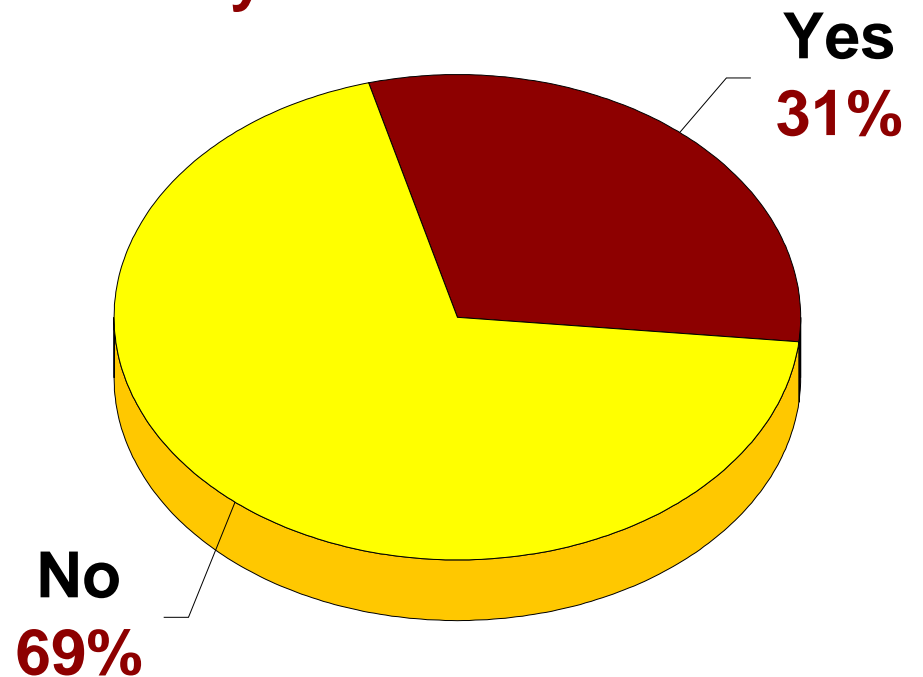
Lifestyles and Demographics

Family Status:

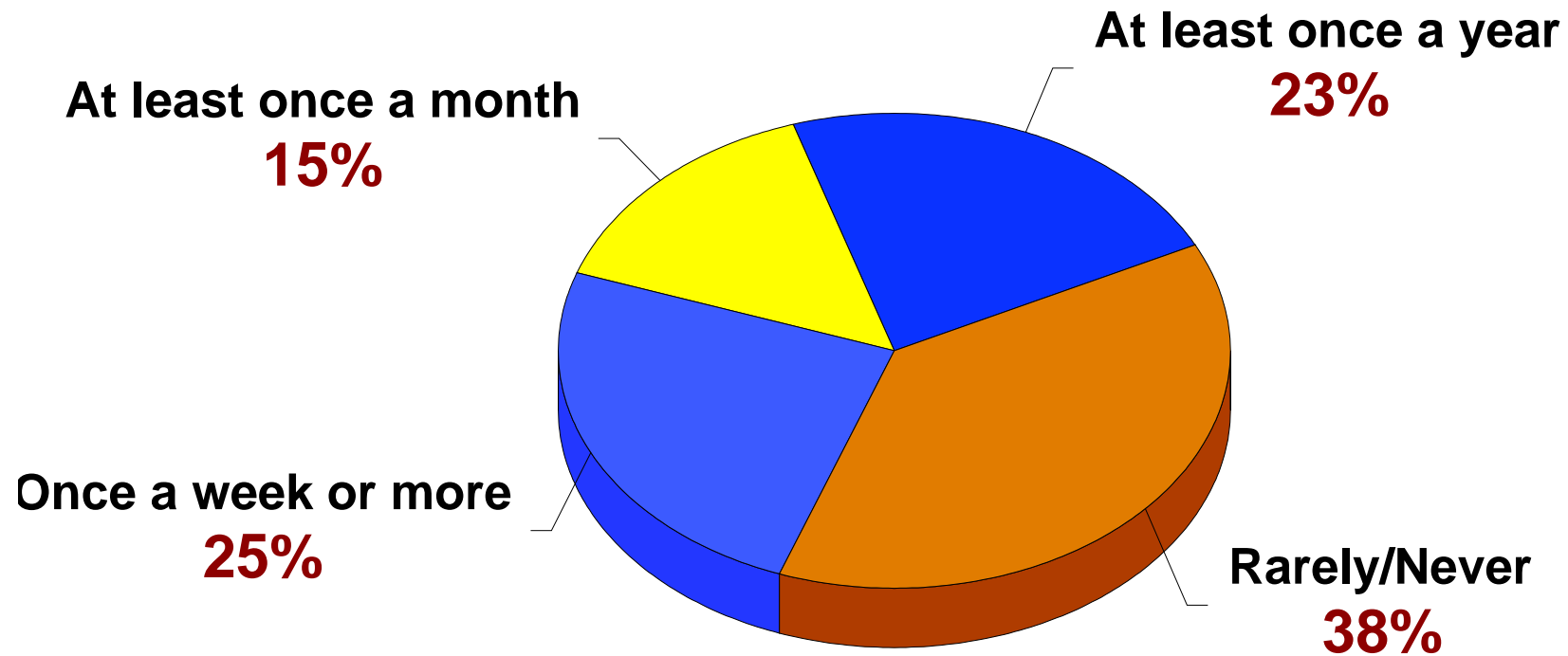
Are you married?



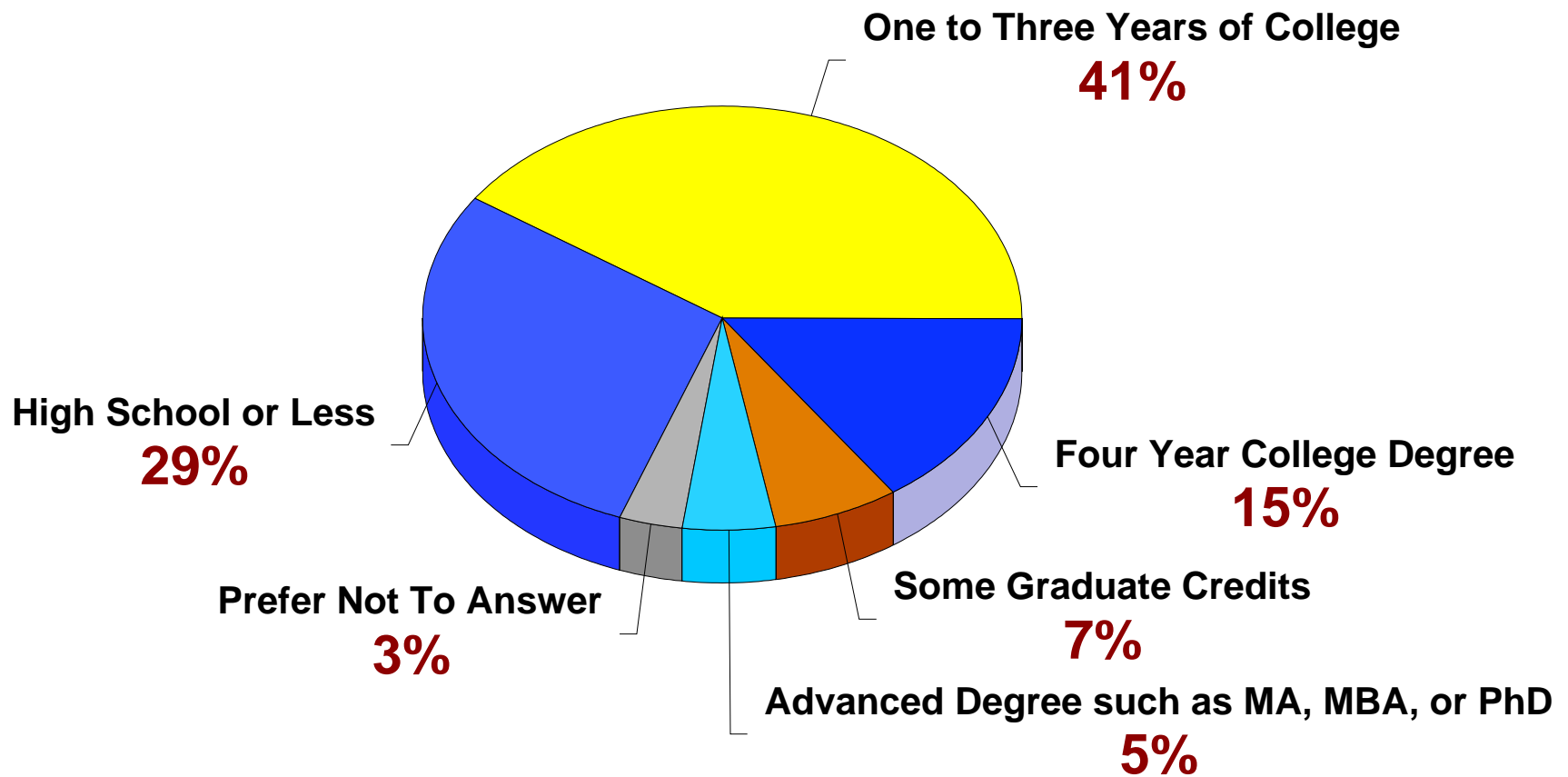
Do you have any children under the age of 13 in your household?



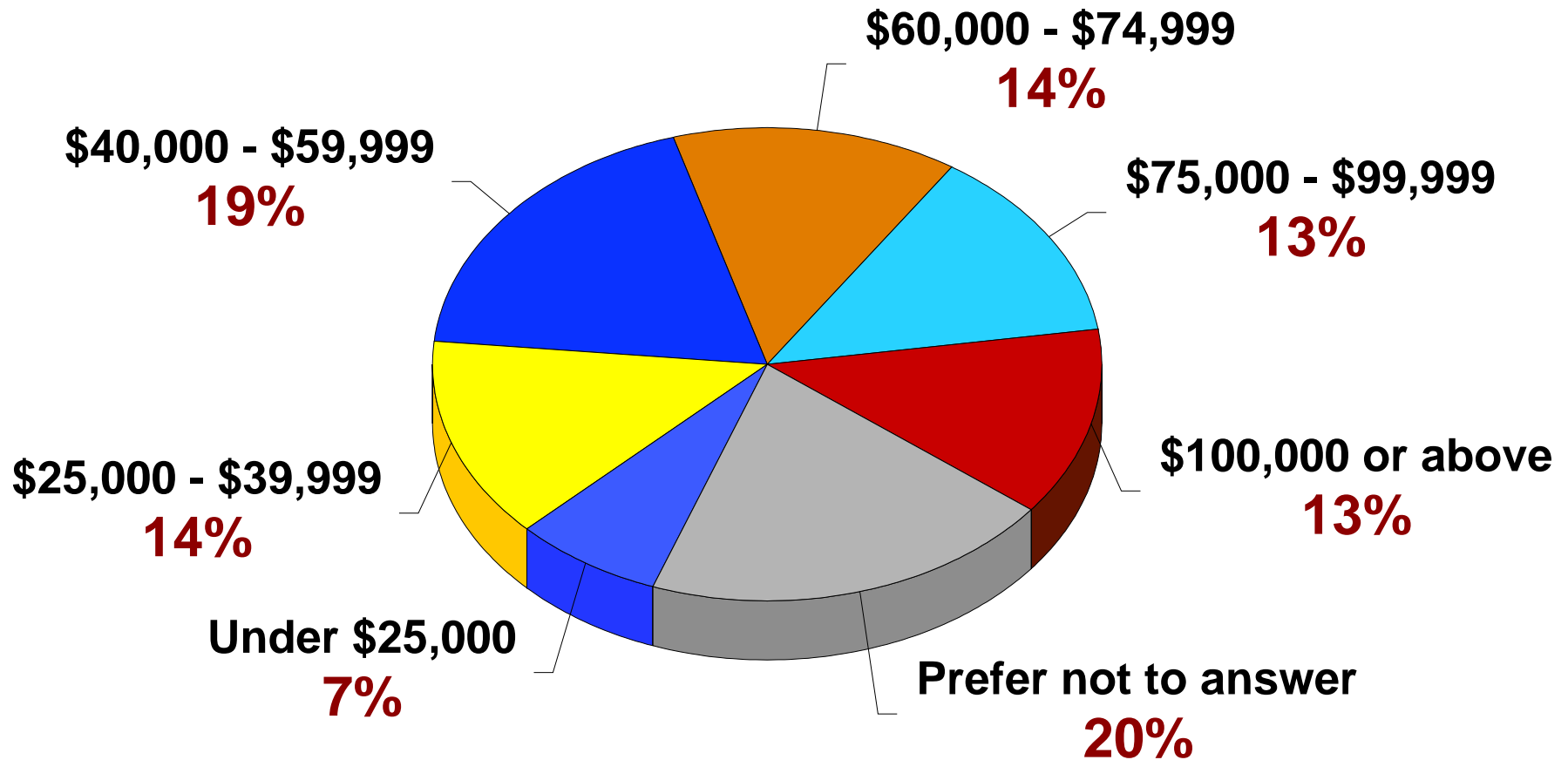
How often do you attend religious services?



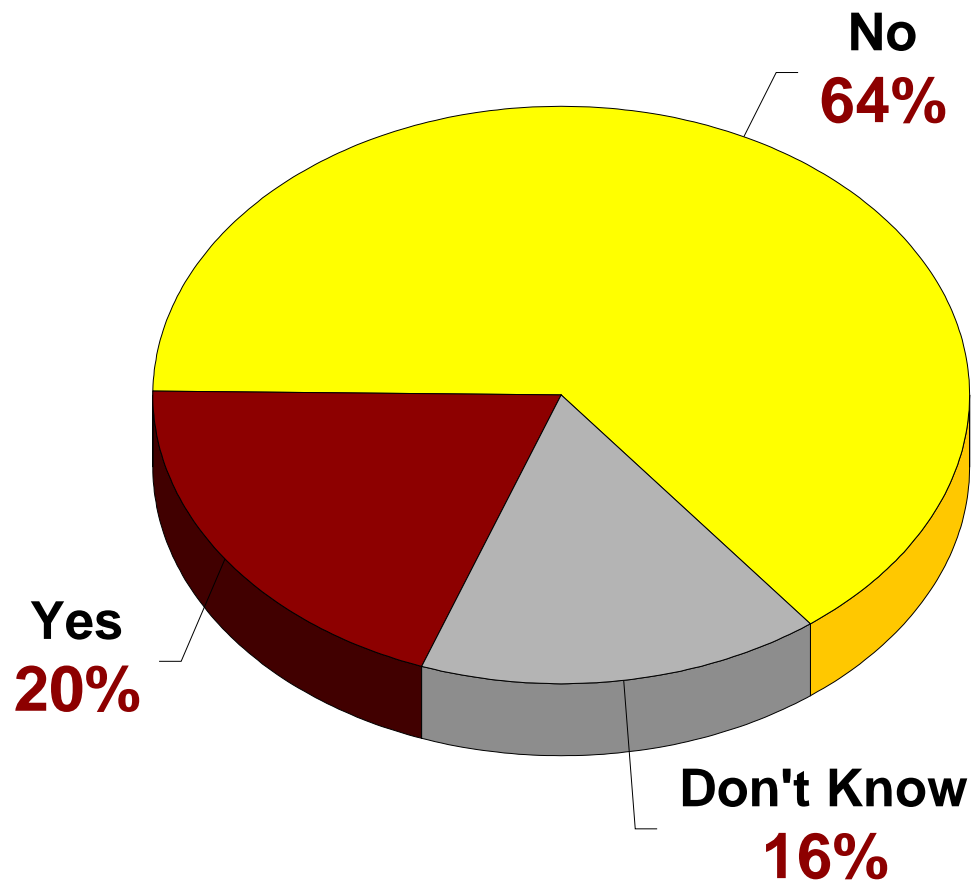
Education



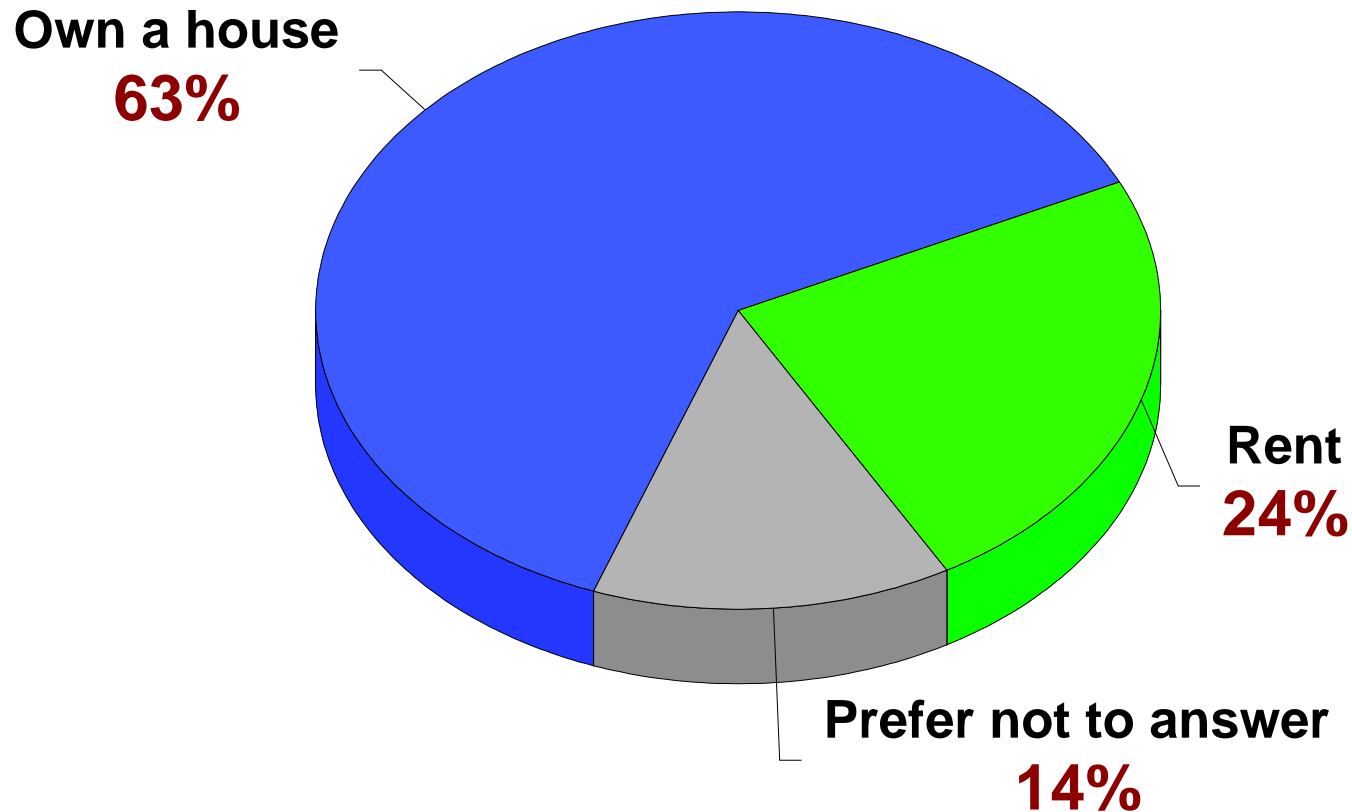
Household Income



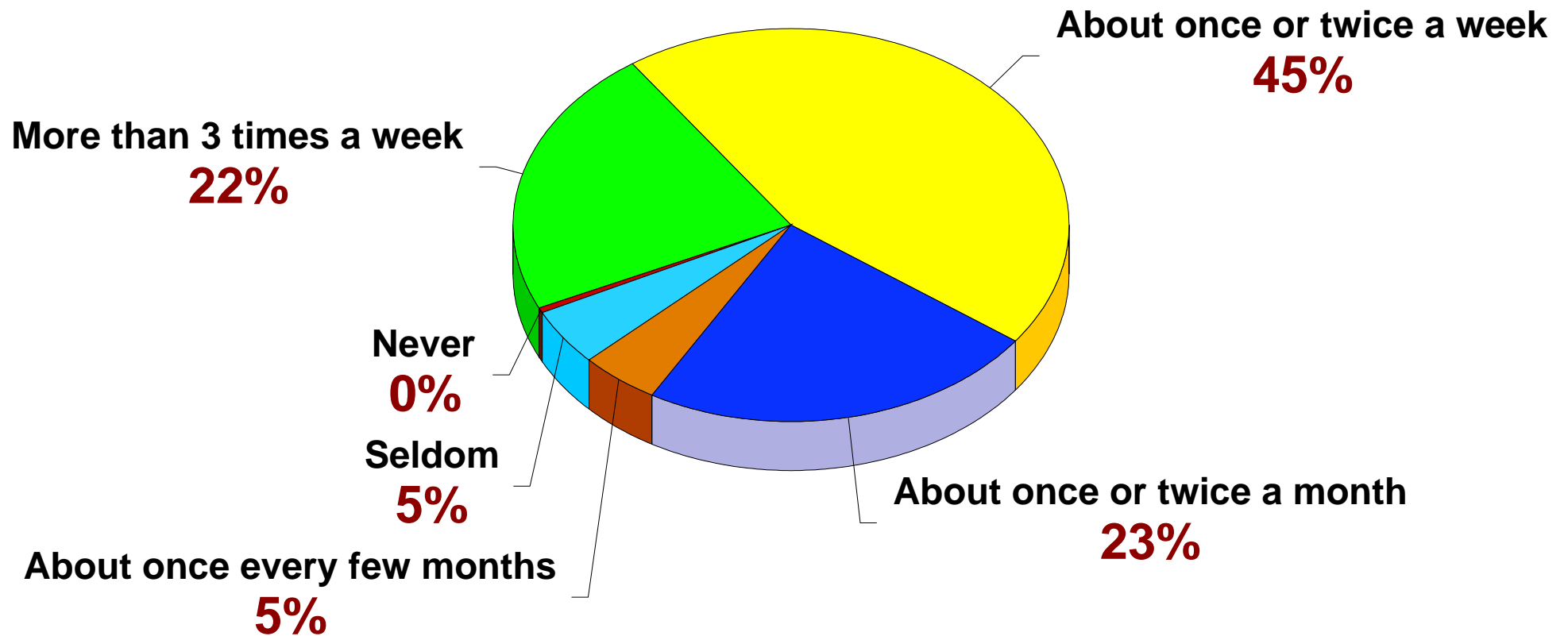
Do you plan on buying a car in the next 12 months?



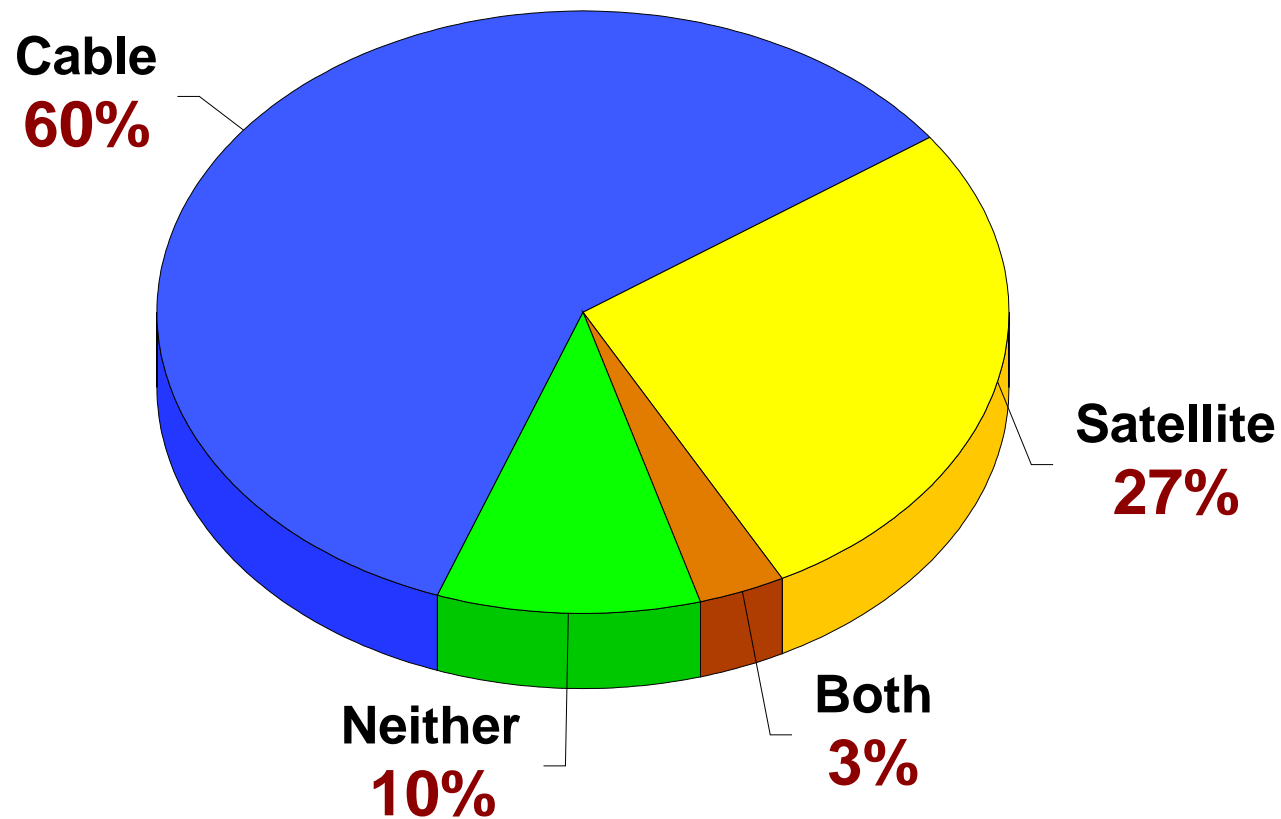
Do you own a house, or are you renting?



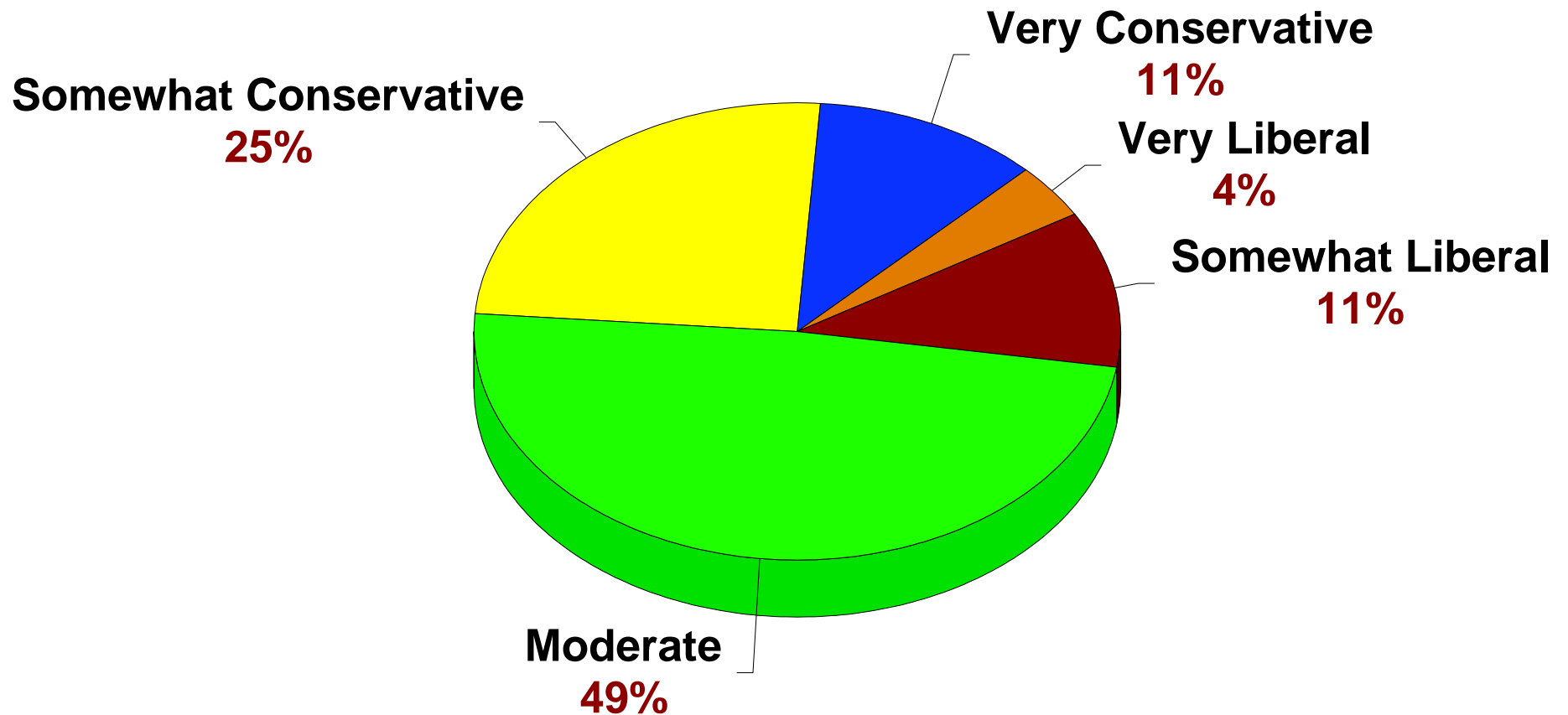
How often do you go out to eat?



Do you have satellite or cable television service at your house?



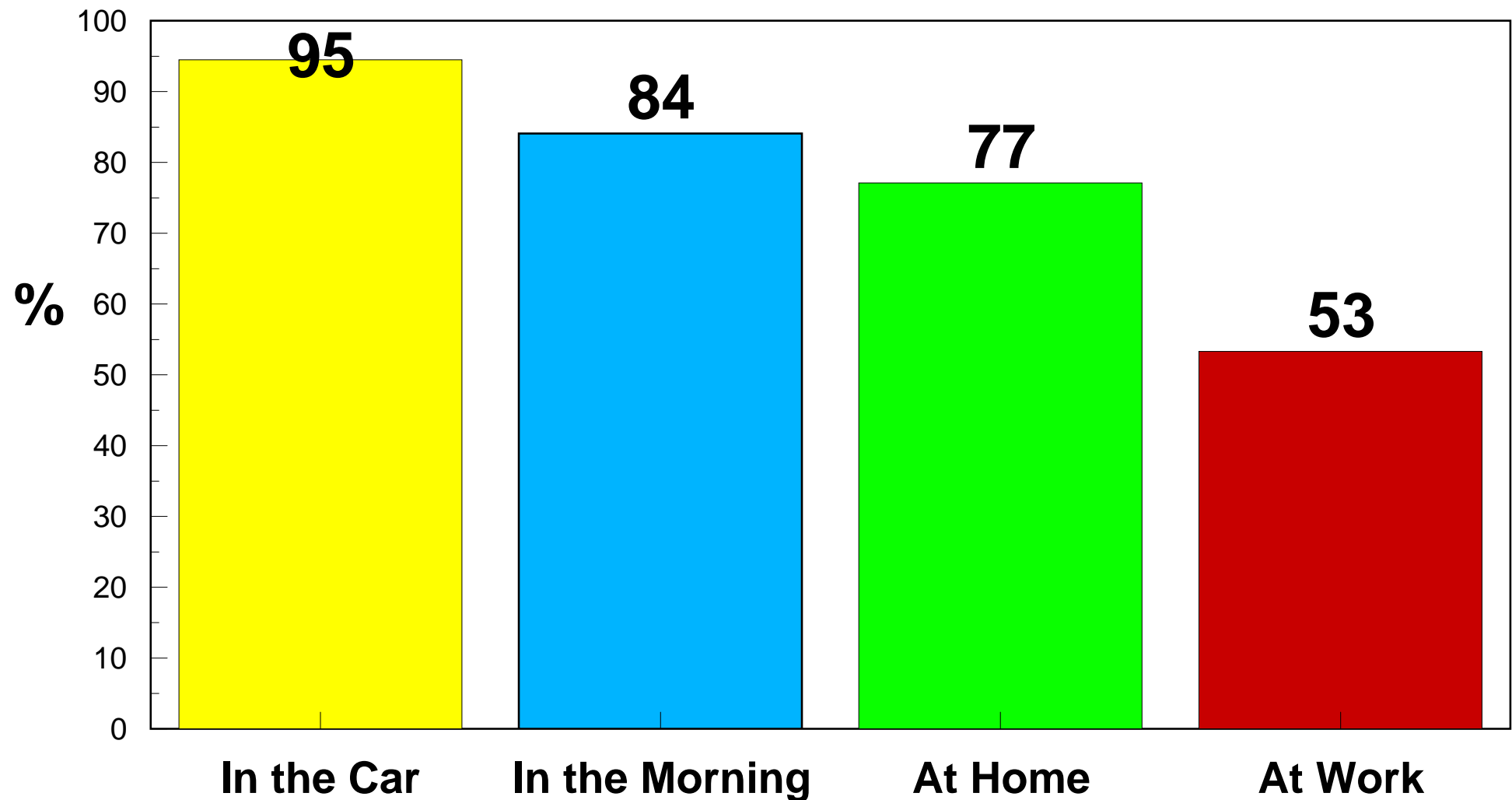
In general, would you describe your political views as...



Base: Respondents over the age of 18

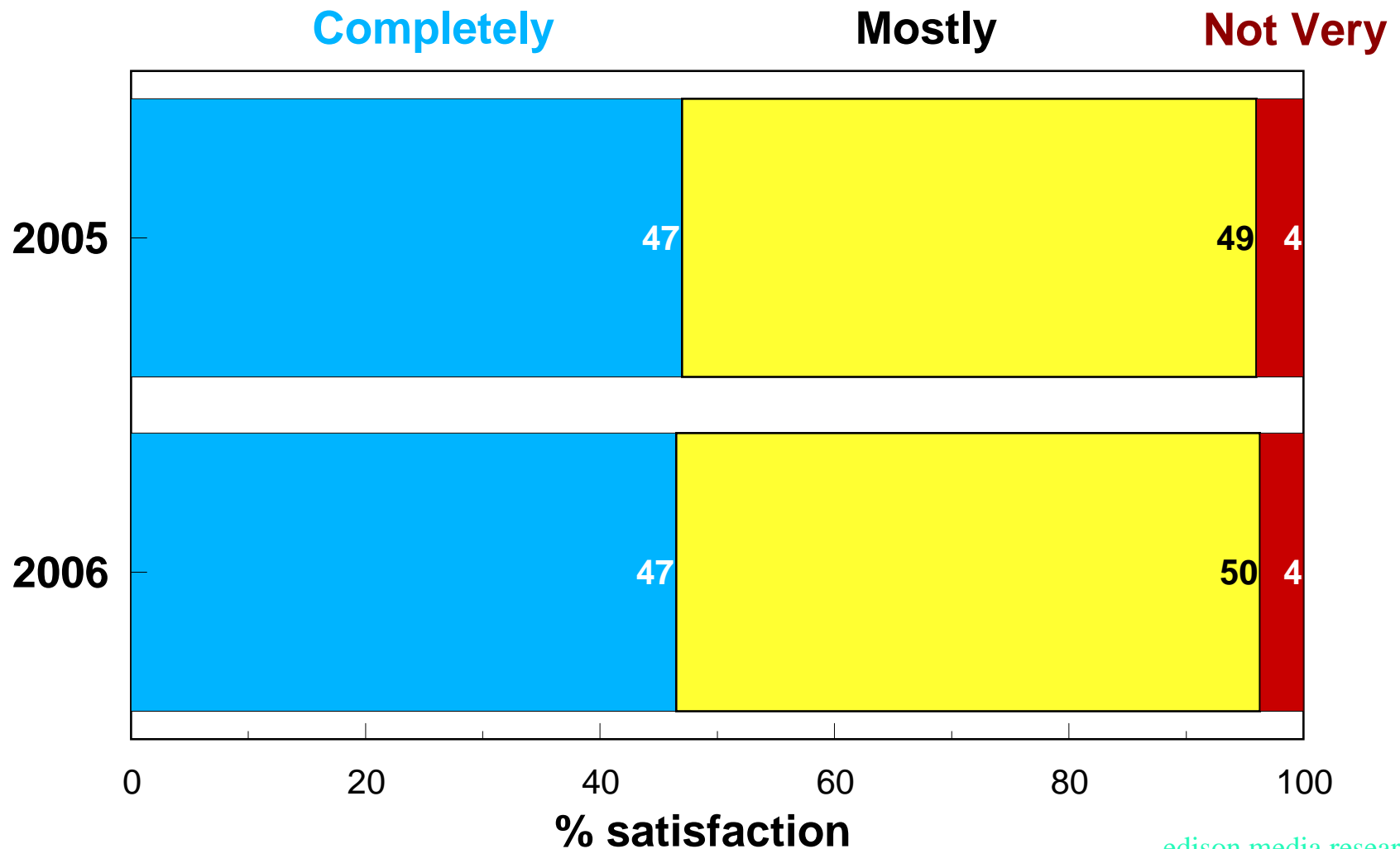
Radio Listening

Among overall Country P1s, what percentage listen to that Country station most in their car, in the morning, at home or at-work?



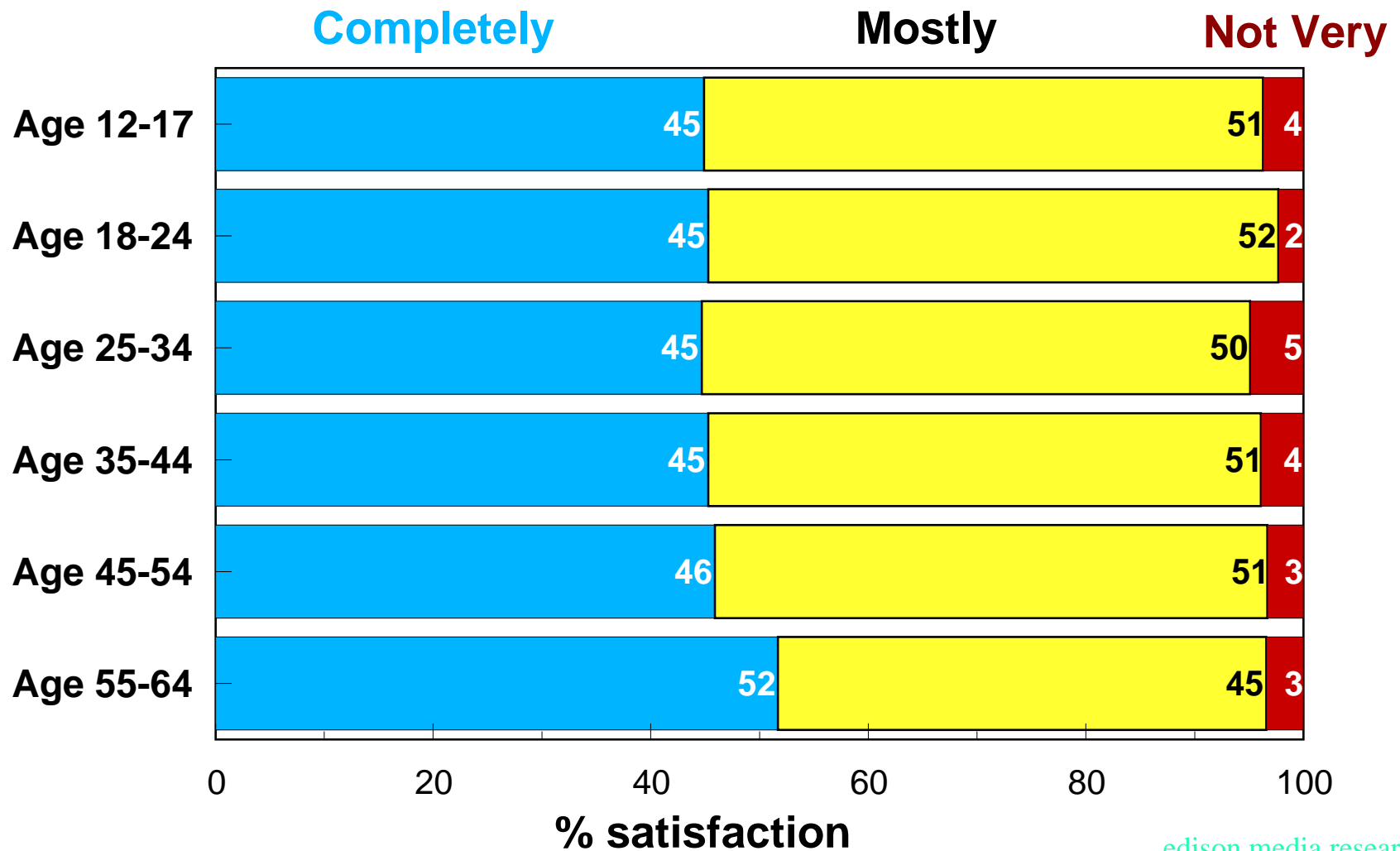
Country P1 Satisfaction:

"How satisfied are you with what you hear on your favorite Country station?"

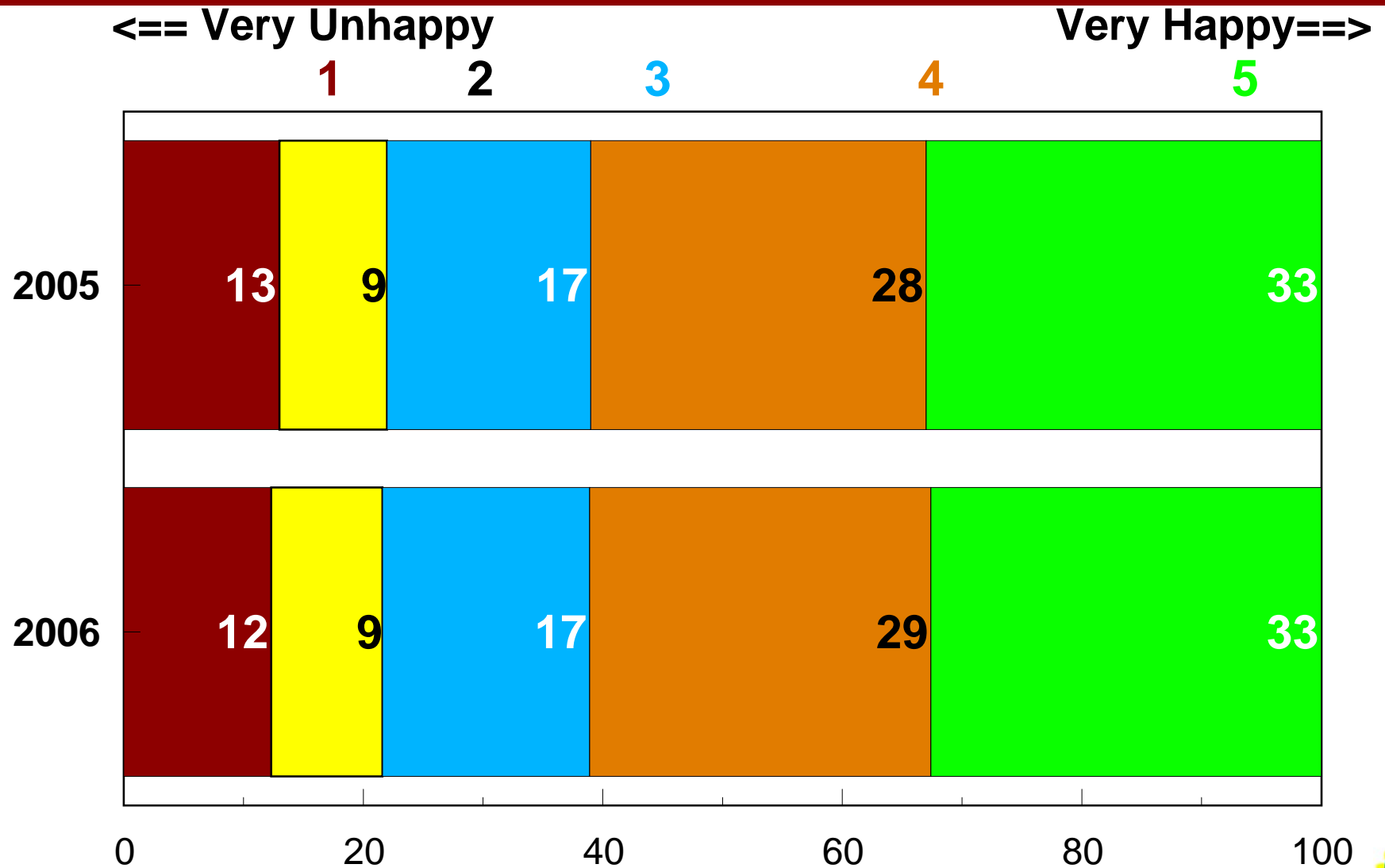


Country P1 Satisfaction:

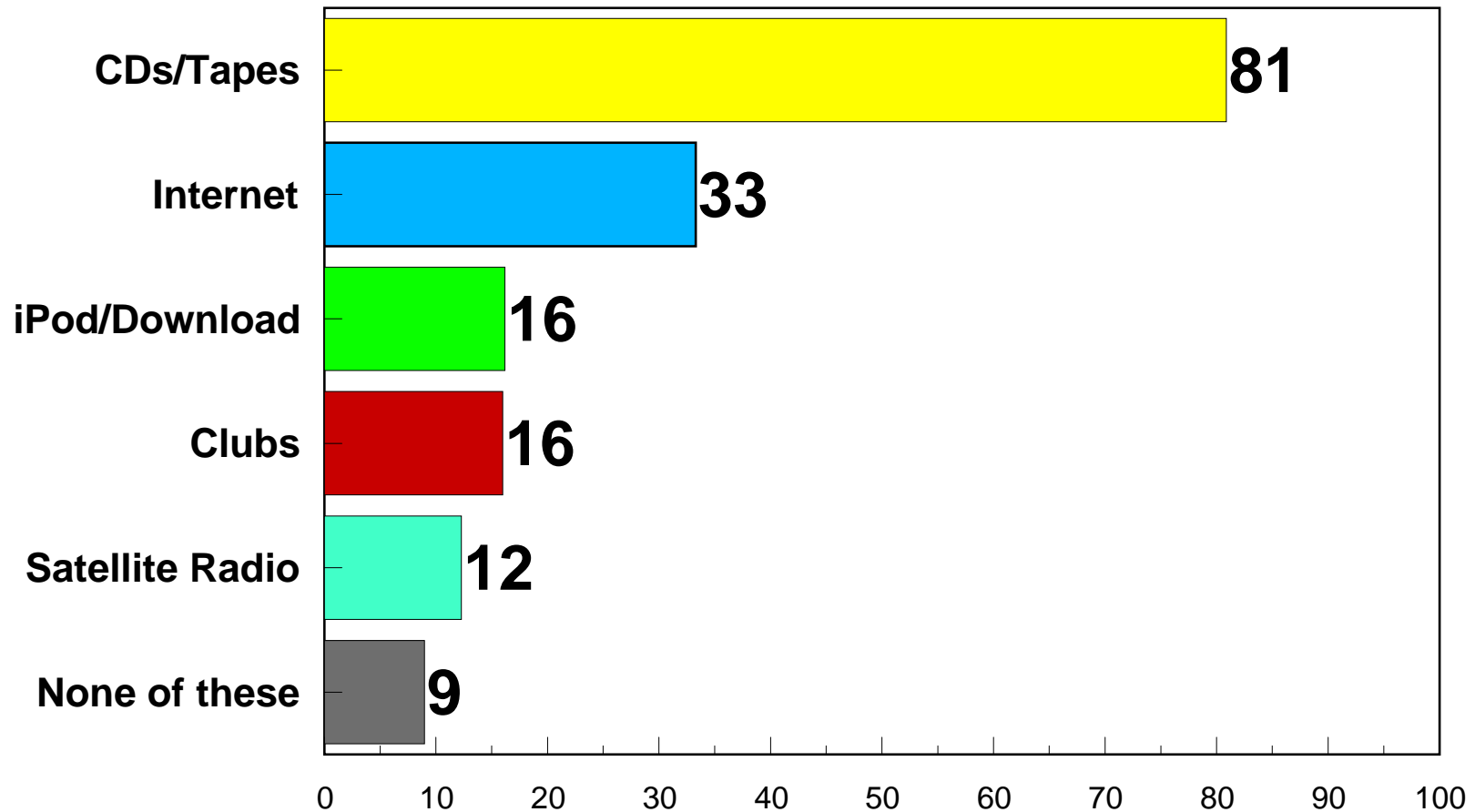
"How satisfied are you with what you hear on your favorite Country station?"



How happy are you with your choices for Country radio?

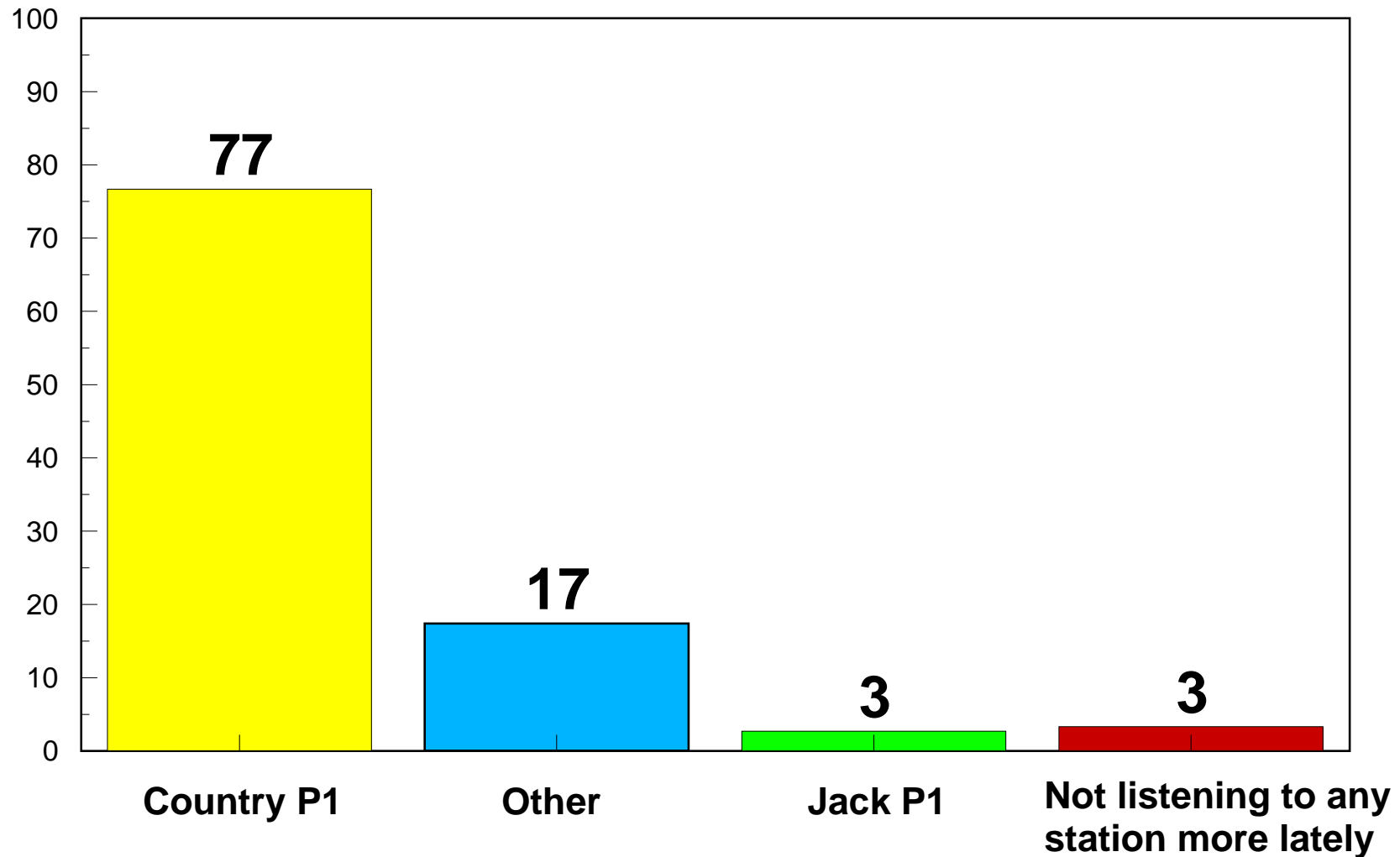


Where do you go to hear music you like that is not on the radio?

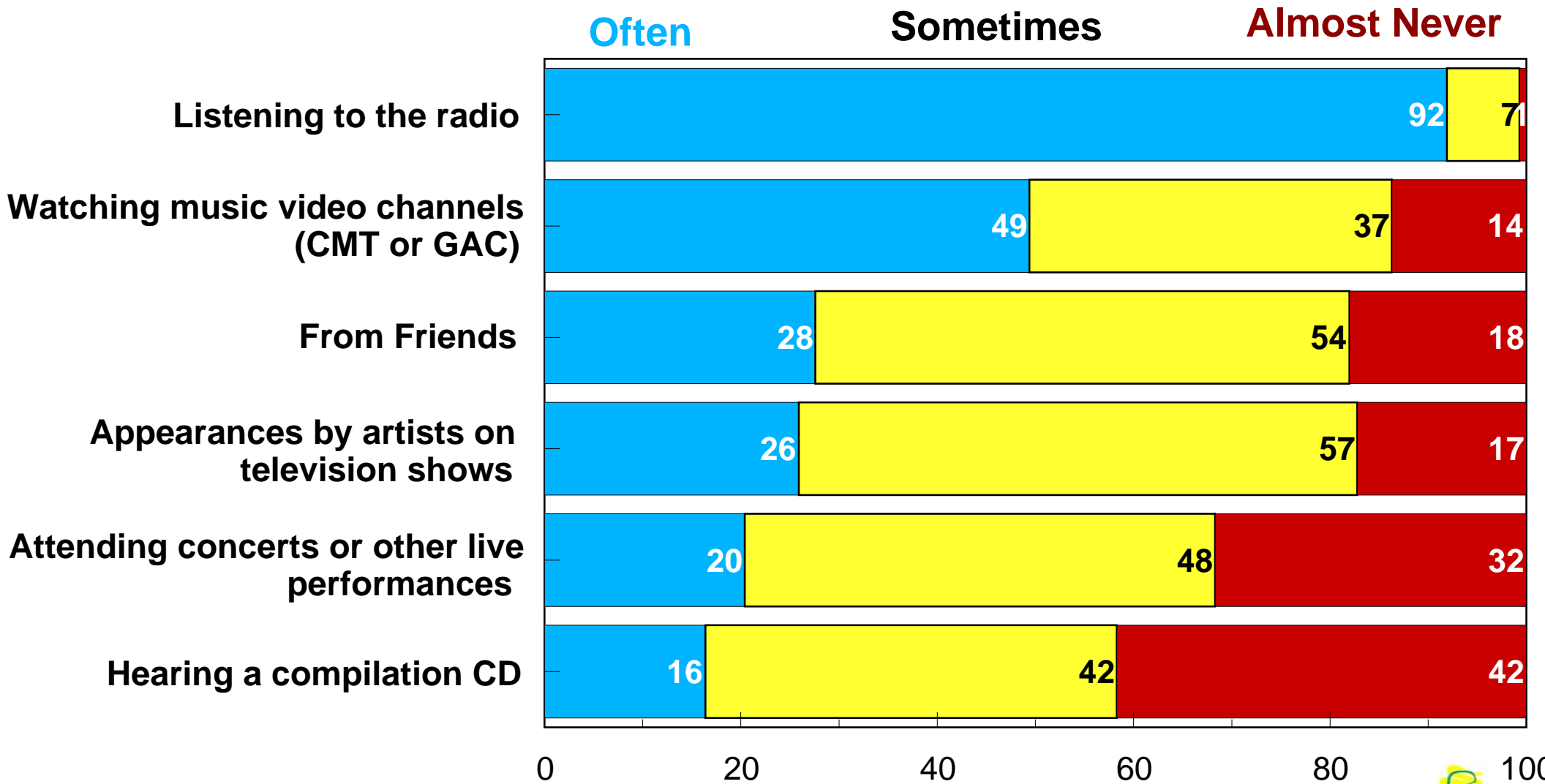


Percent naming each - multiple answers accepted

Which station do you find yourself listening to more often over the past few months?

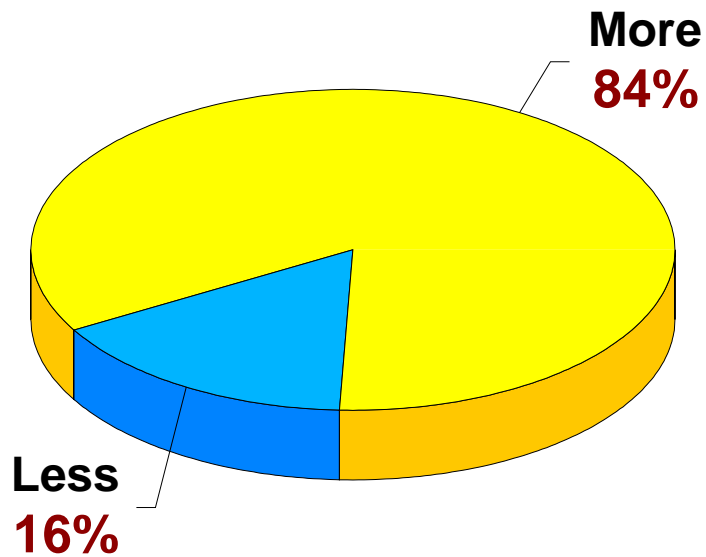


How much do you find out about new music by...?

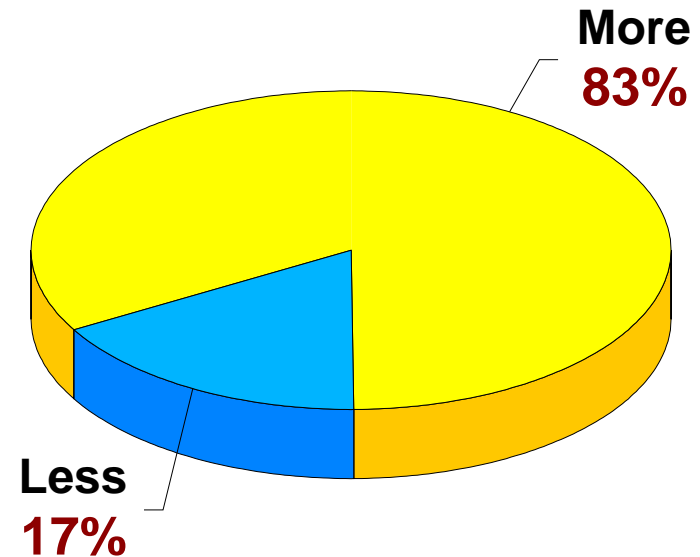


Are you listening MORE or LESS to Country music on the radio than you were one year ago?

2005

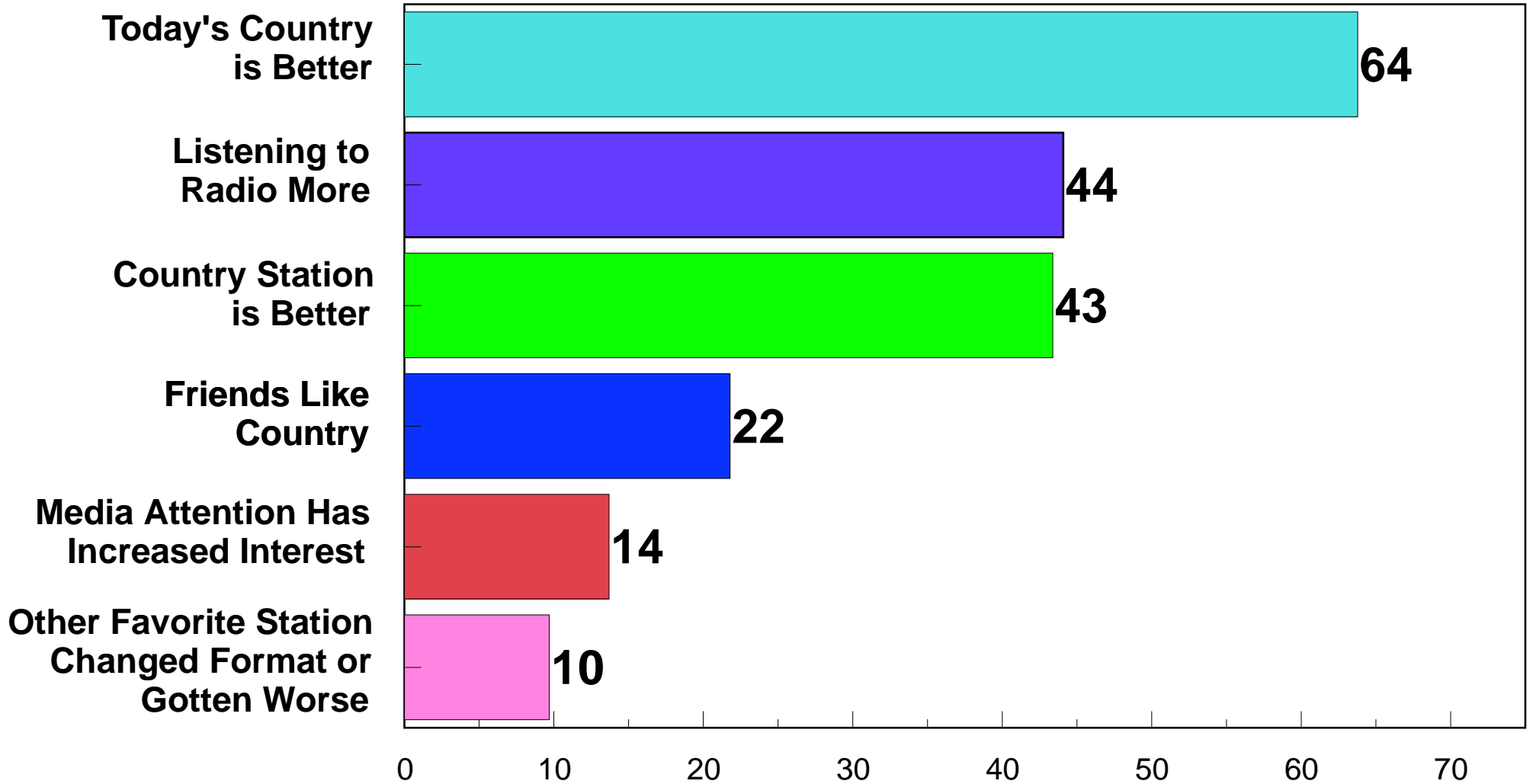


2006



Base: Those Expressing an Opinion

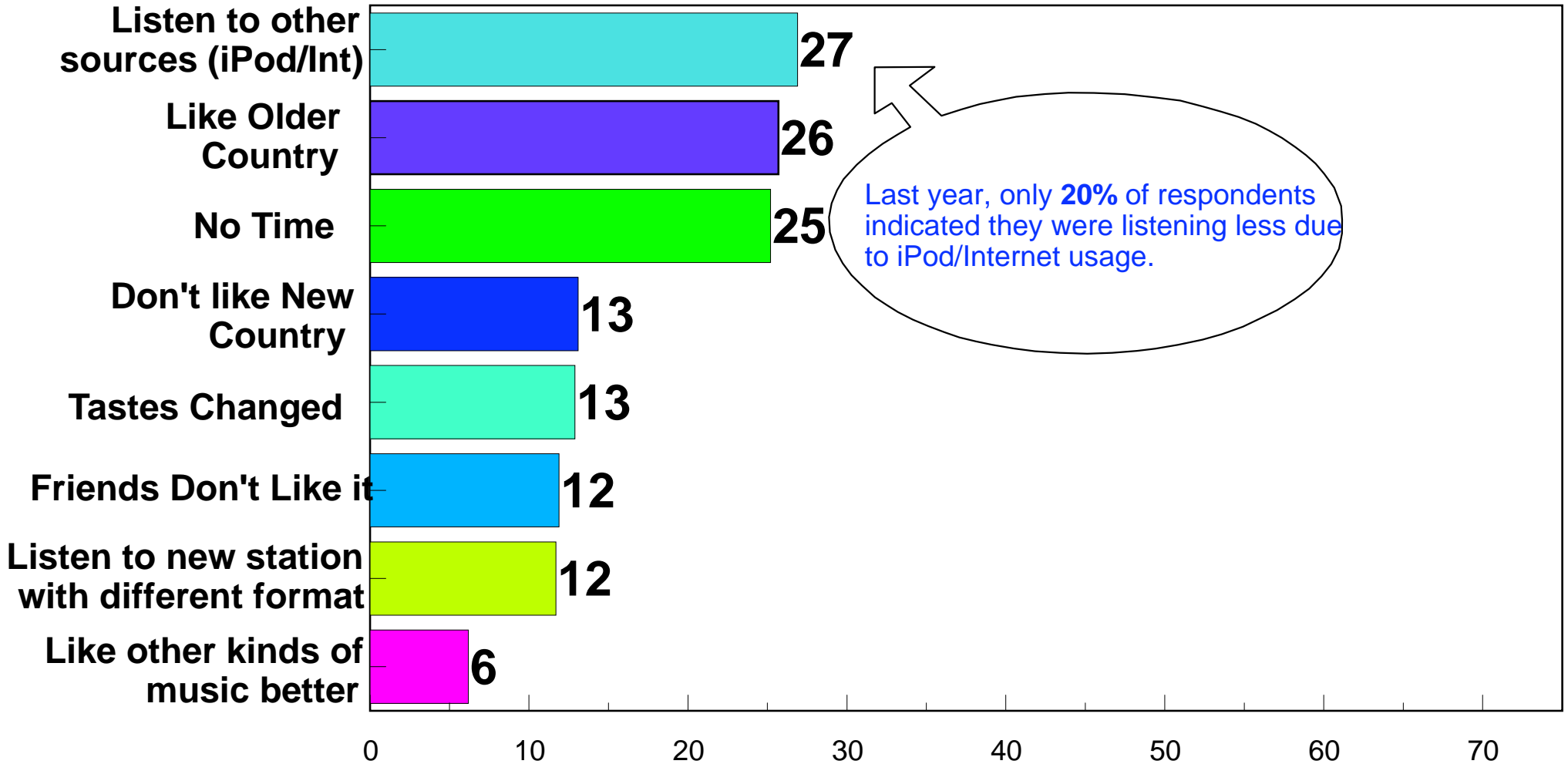
Why are you listening to Country radio MORE than you used to?



Base: Listening more to Country music on the radio

Multiple answers accepted

Why are you listening to Country radio LESS than you used to?

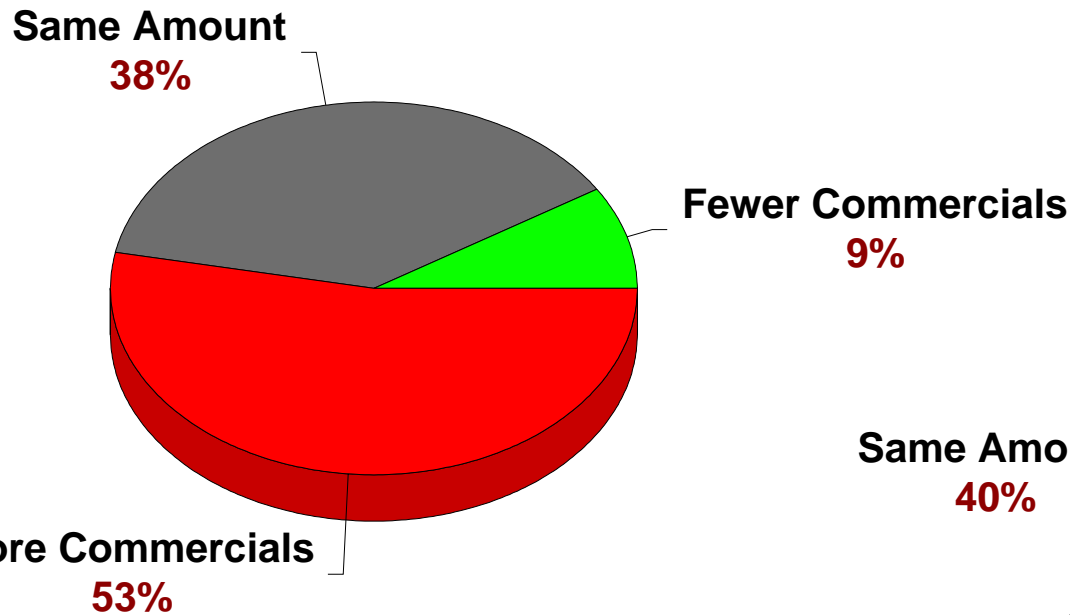


Base: Listening less to Country music on the radio

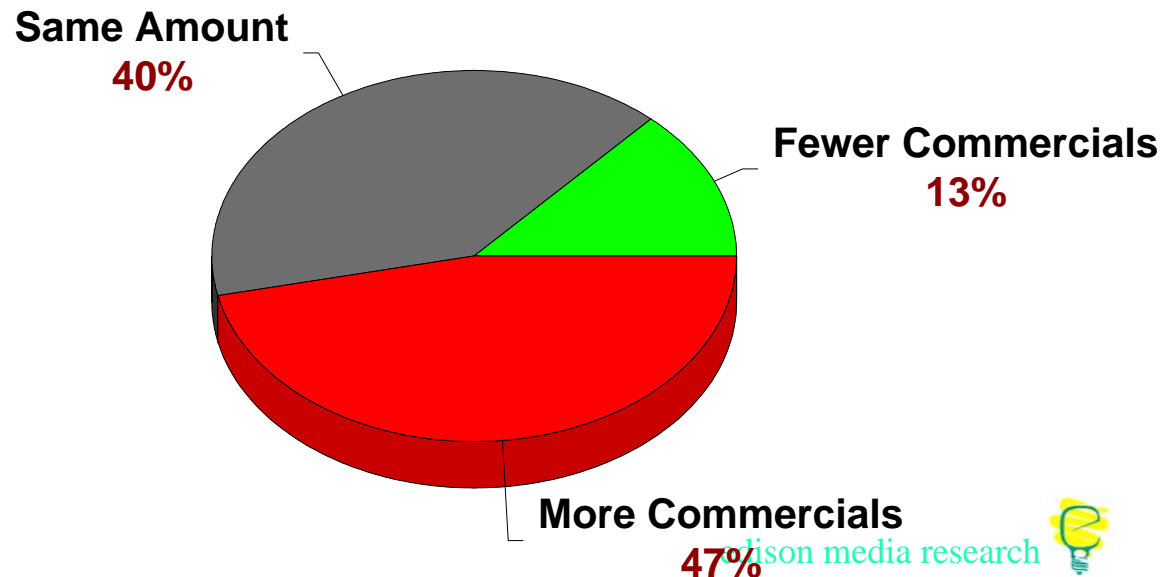
Multiple answers accepted

Compared to a year ago, radio stations are playing...

2005

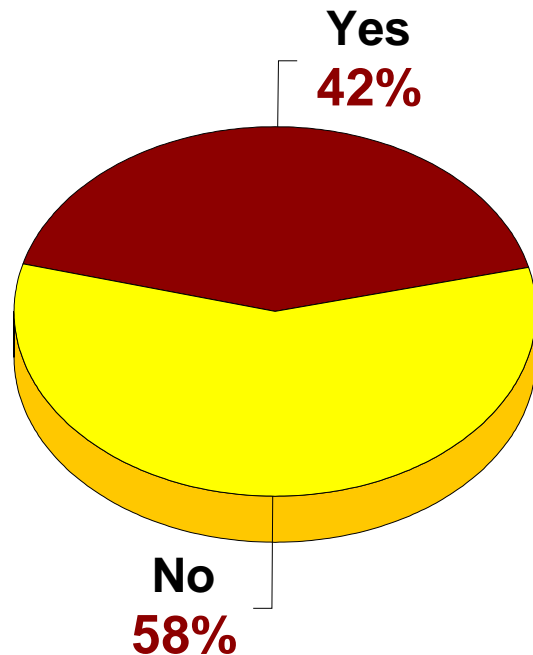


2006

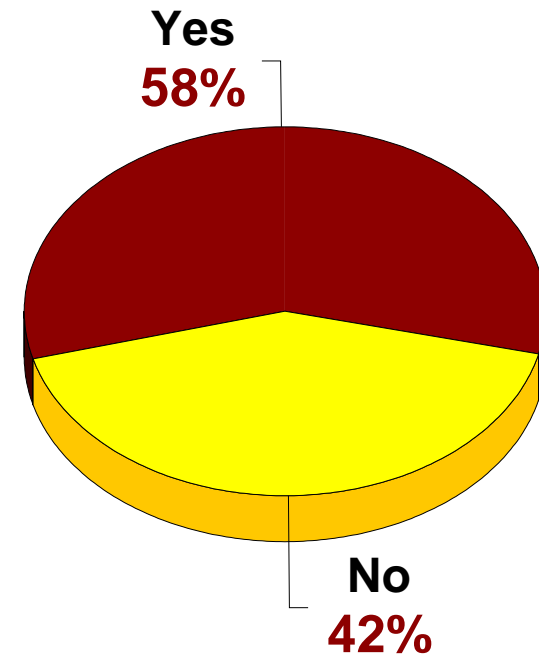


Are you aware that some radio stations have changed their policy to play fewer commercials?

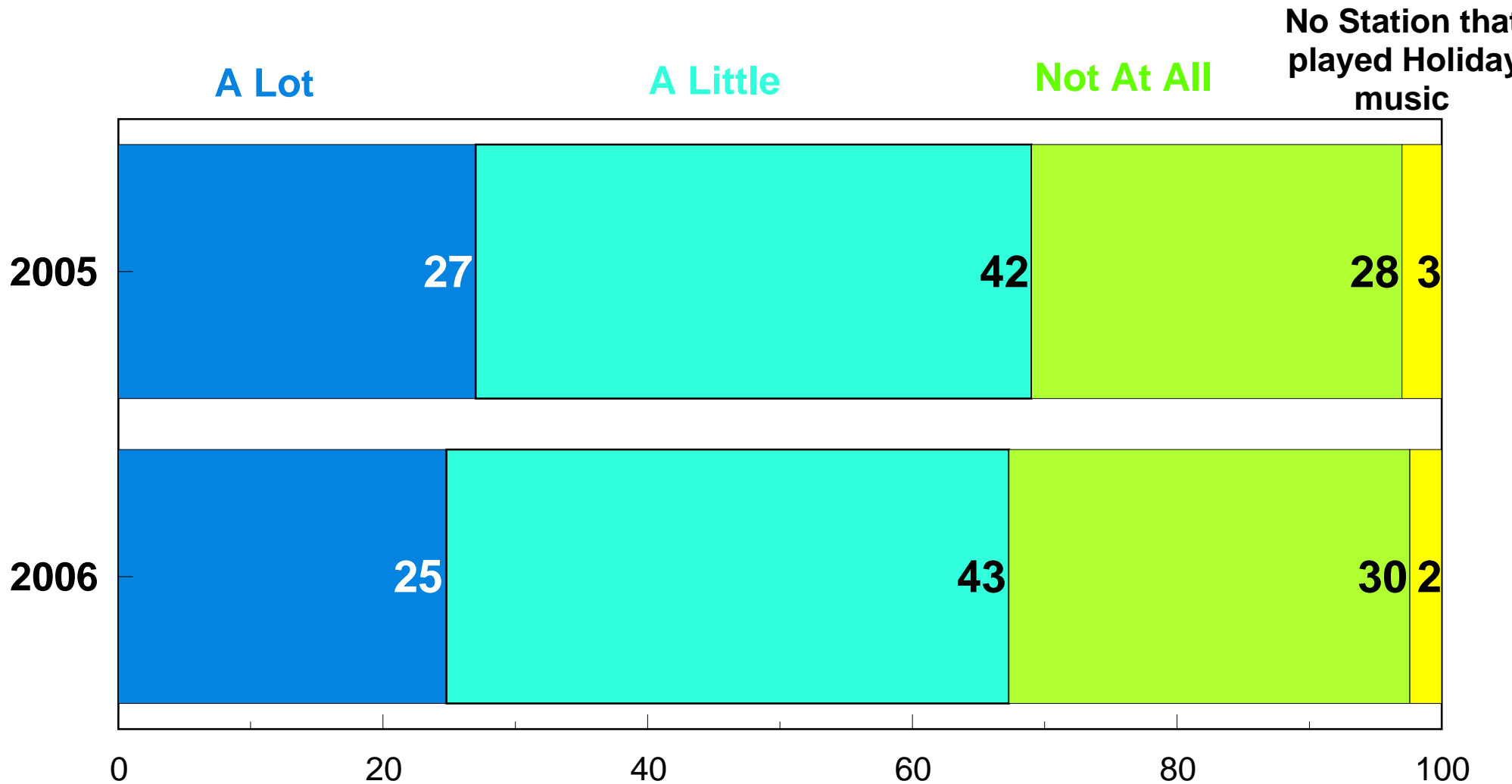
2005



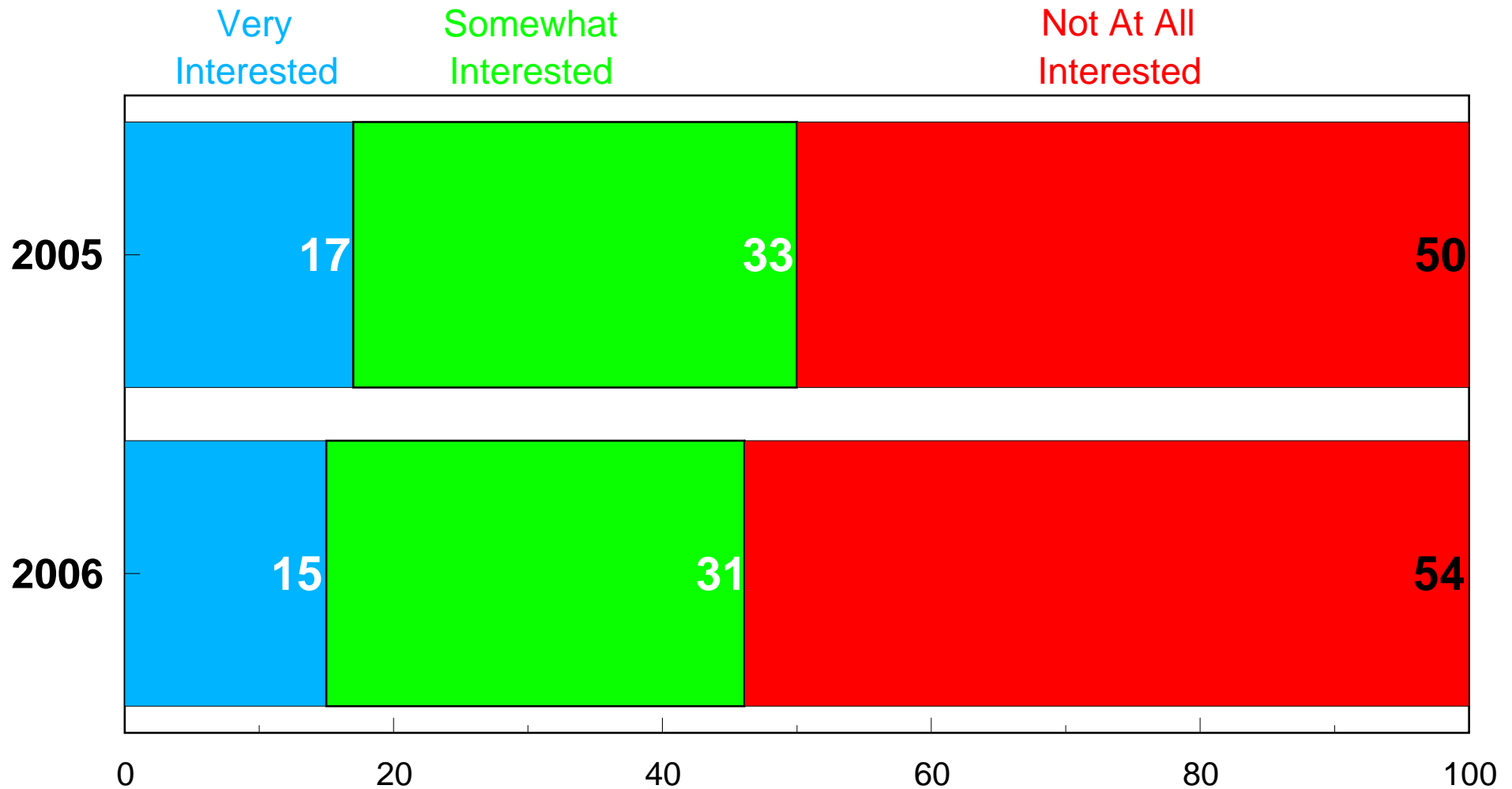
2006



How much did you listen to stations in your local area that played only Christmas music during the holiday season?

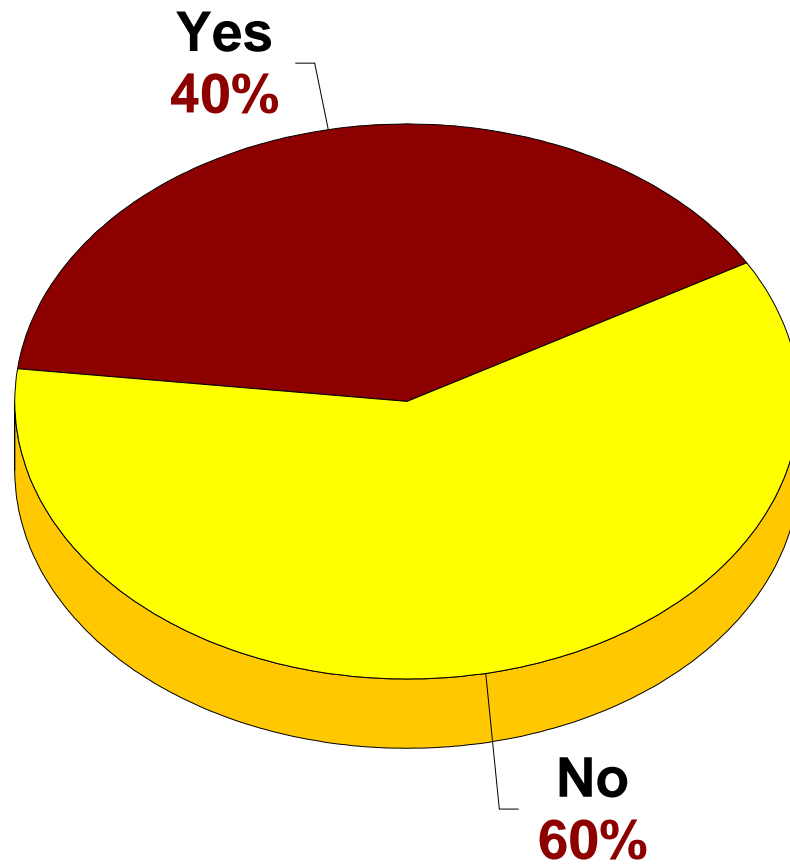


How interested would you be in hearing only Christmas music on your favorite Country radio station throughout the holiday season?



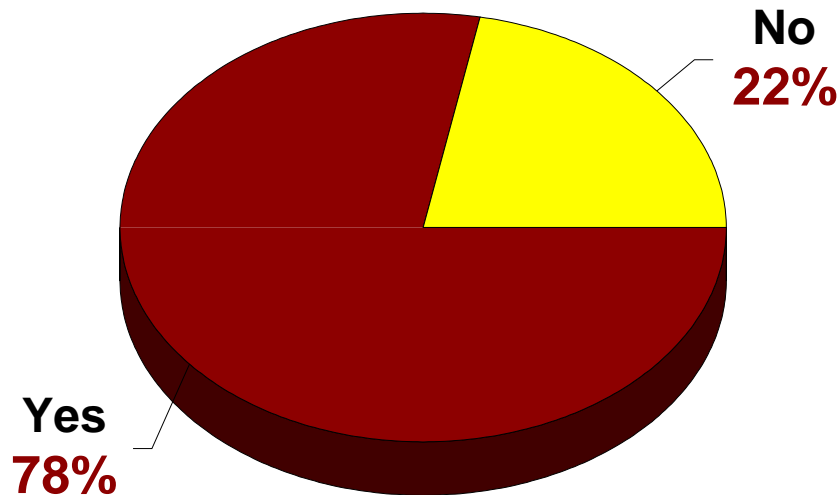
Other Media

Have you ever heard of HD Digital Radio?

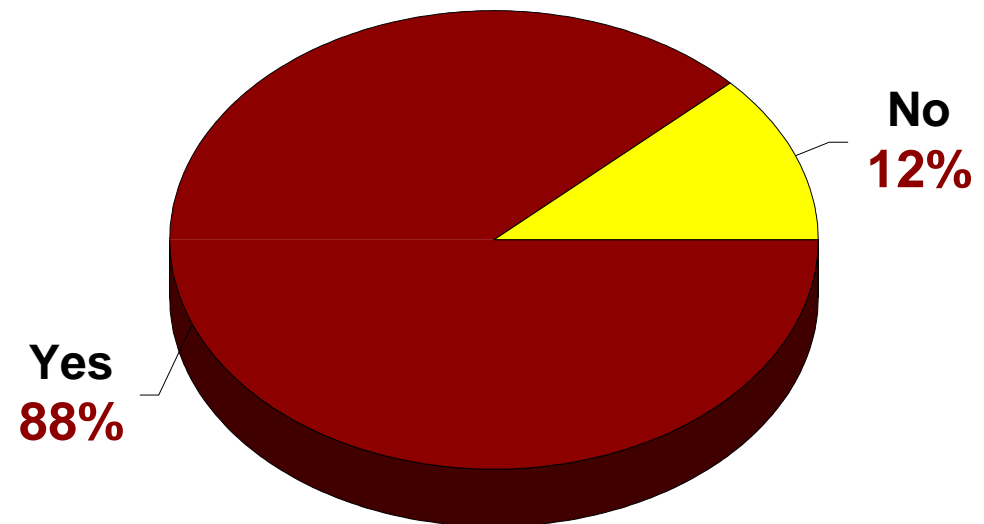


Have you ever heard of Satellite Radio Services XM or Sirius?

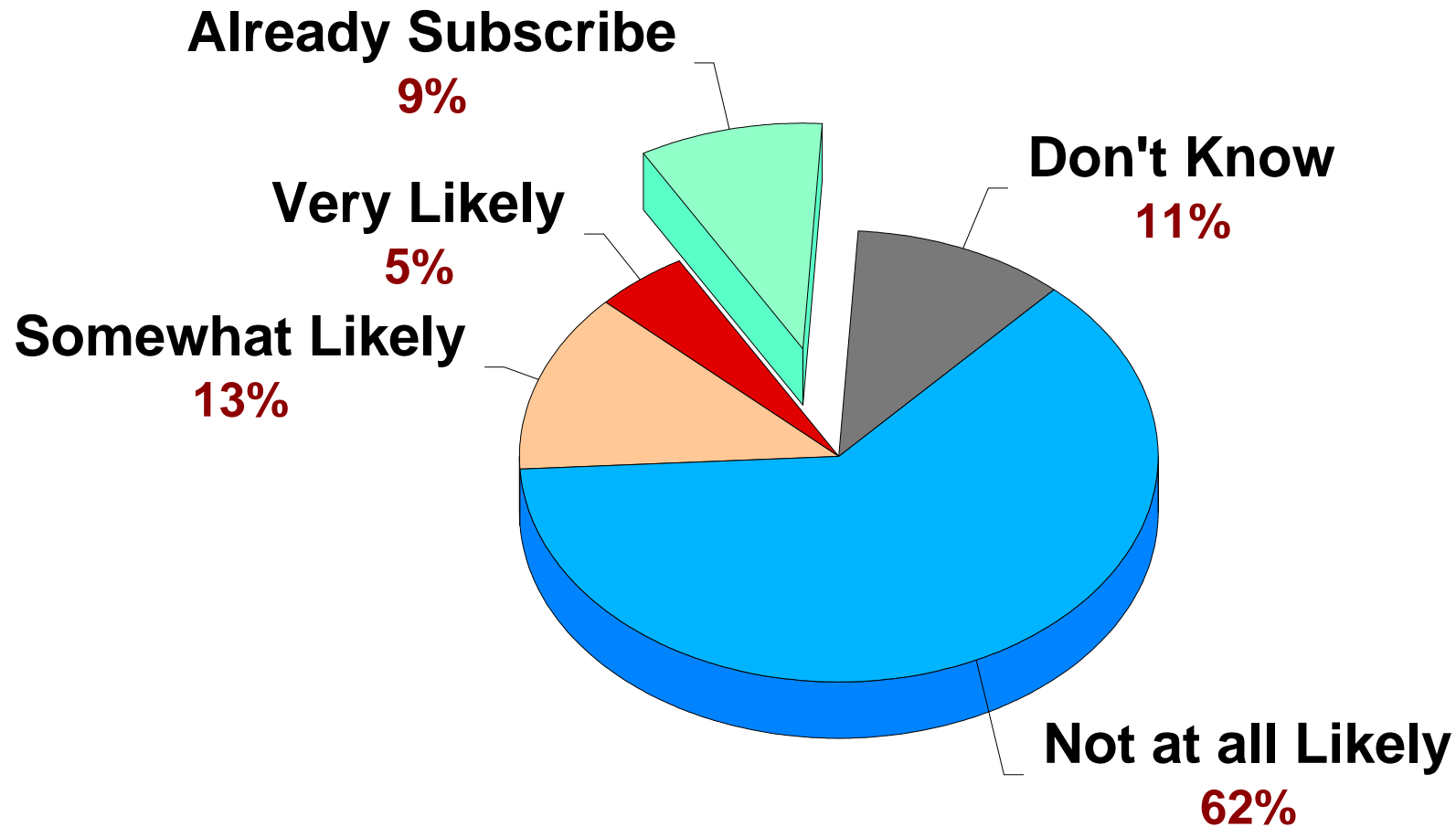
2005



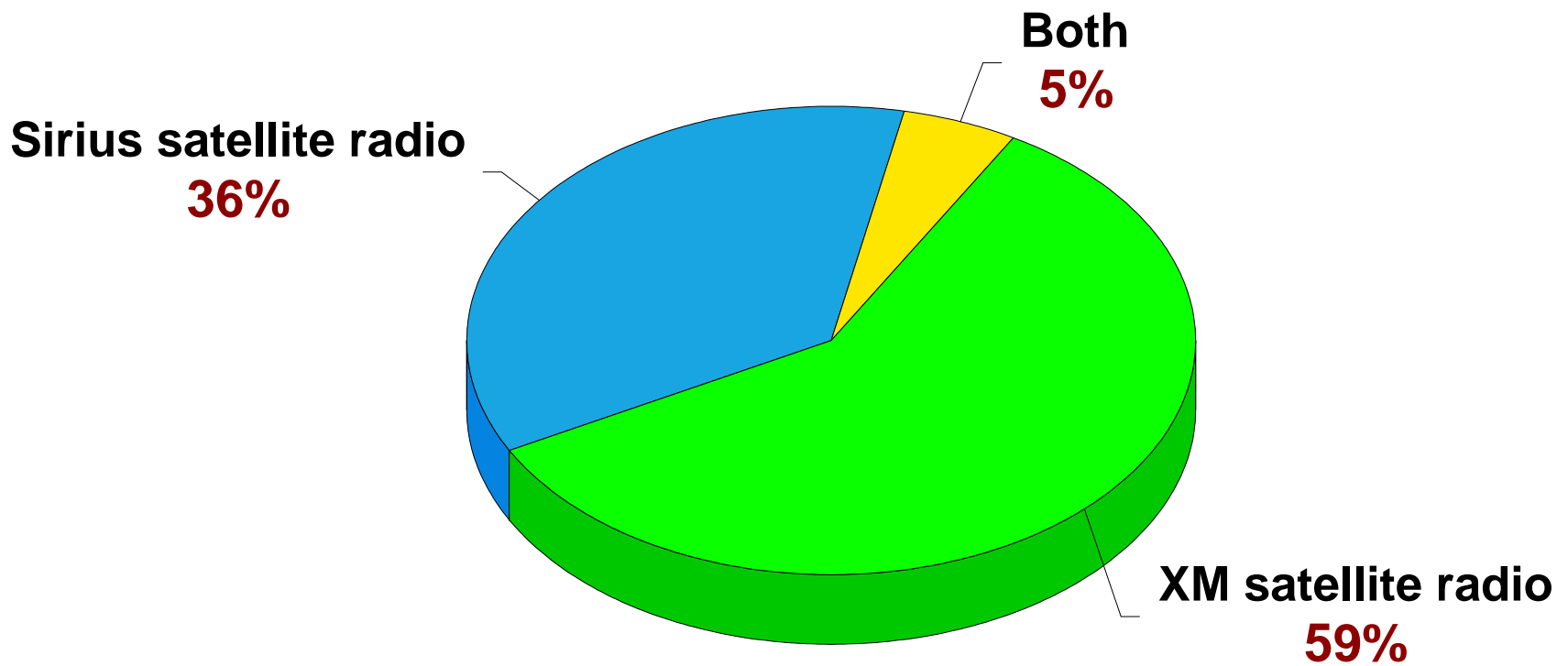
2006



How likely are you to subscribe to either XM or Sirius satellite radio services within the next 12 months?

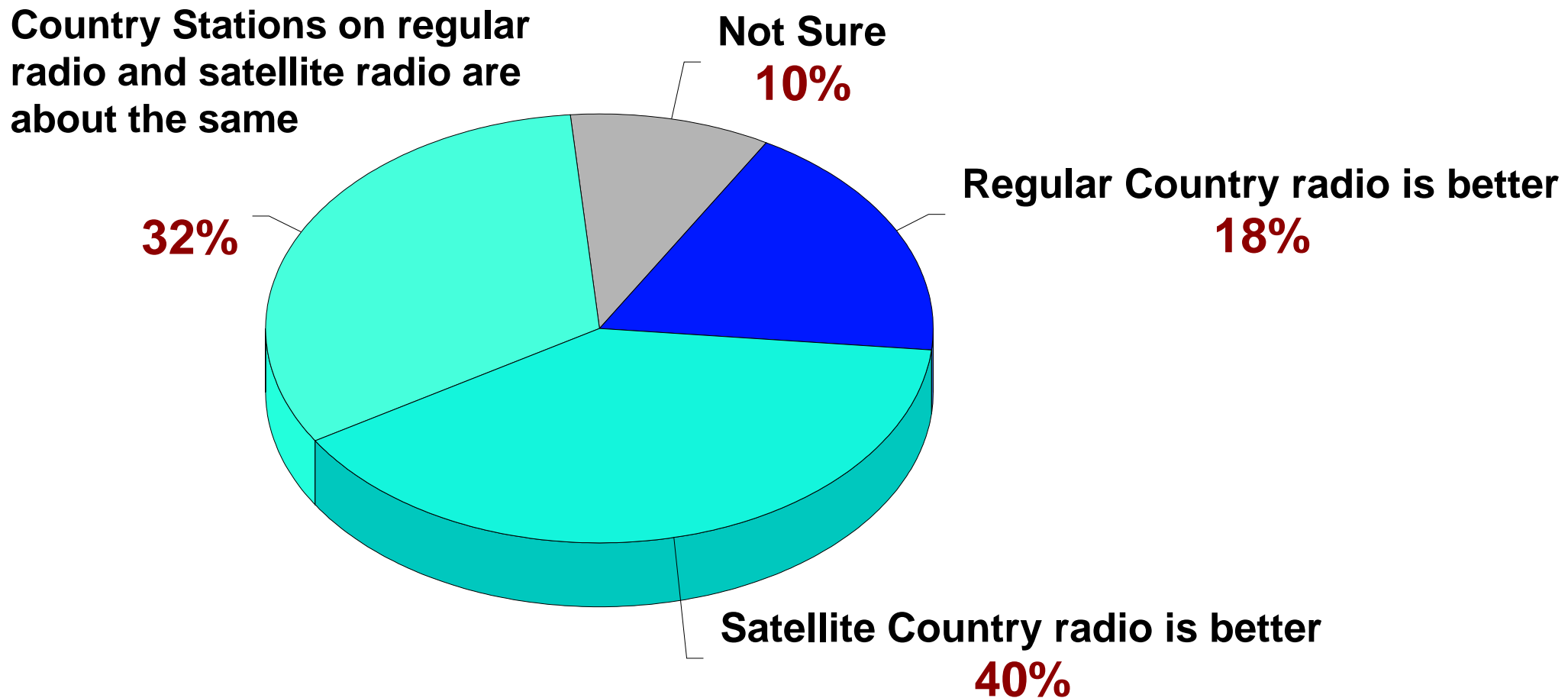


Which satellite radio services do you subscribe to?



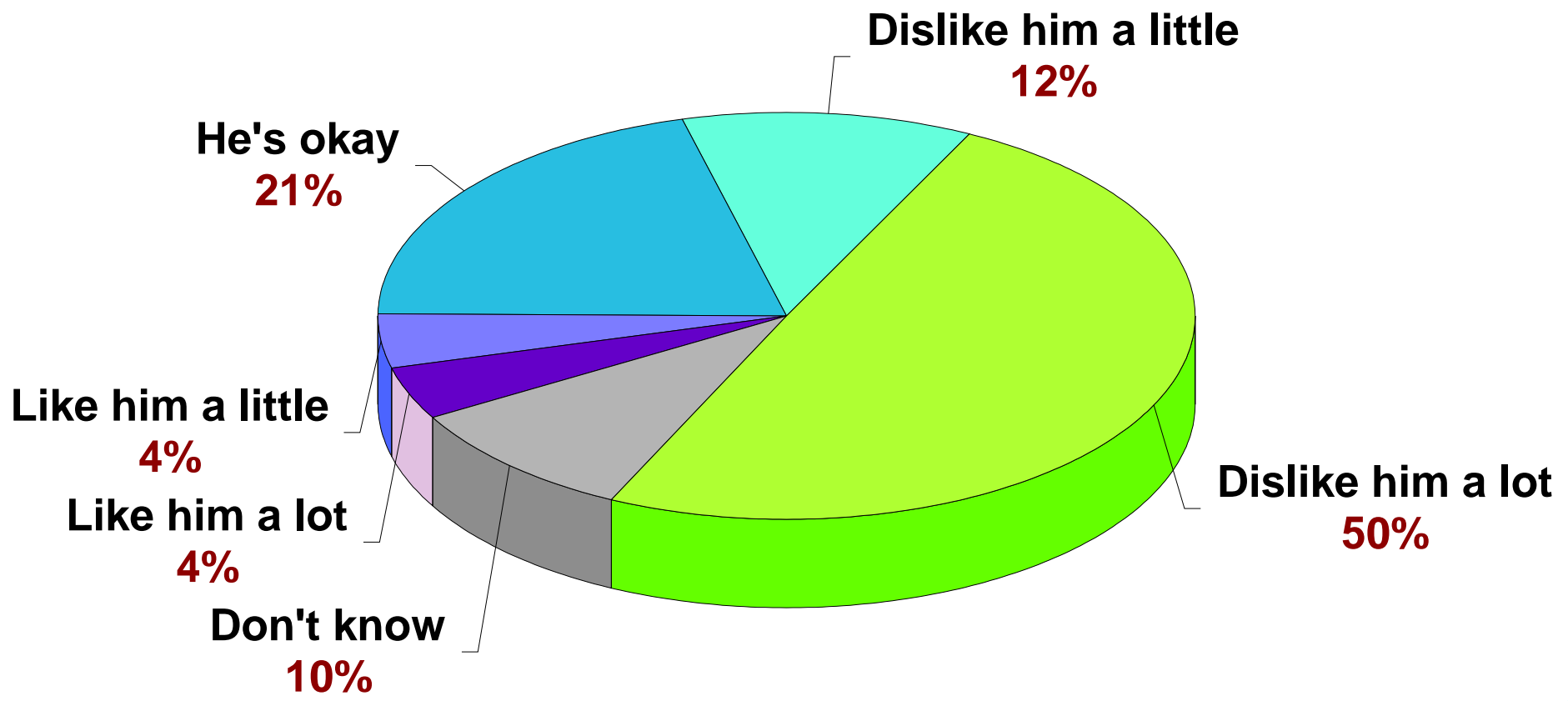
Base: Subscribe to Satellite radio N=2409

How do the Country stations you hear on regular radio compare to the Country stations you hear on Satellite radio?

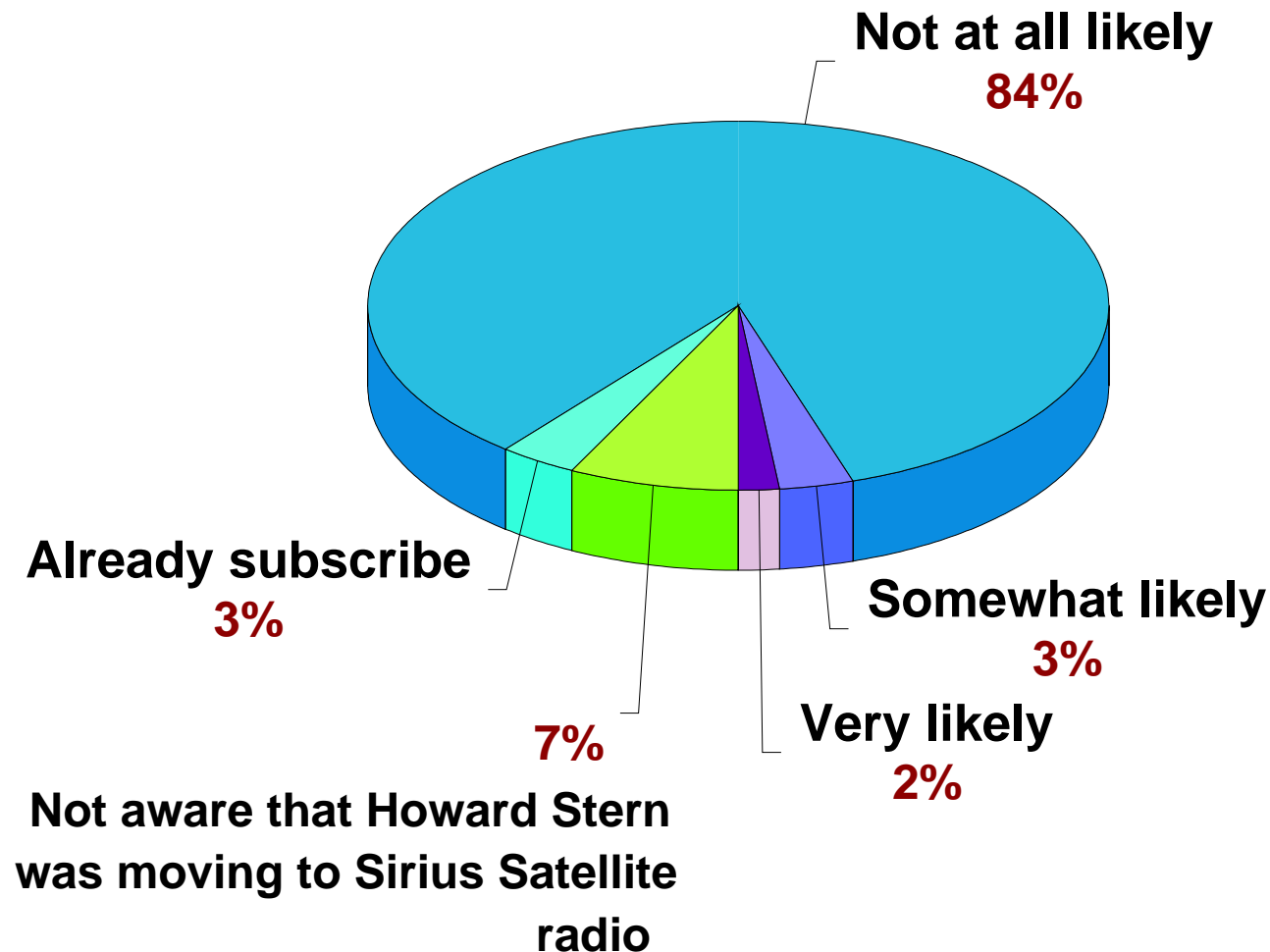


Base: Subscribe to Satellite radio N=2409

What is your opinion of Howard Stern?

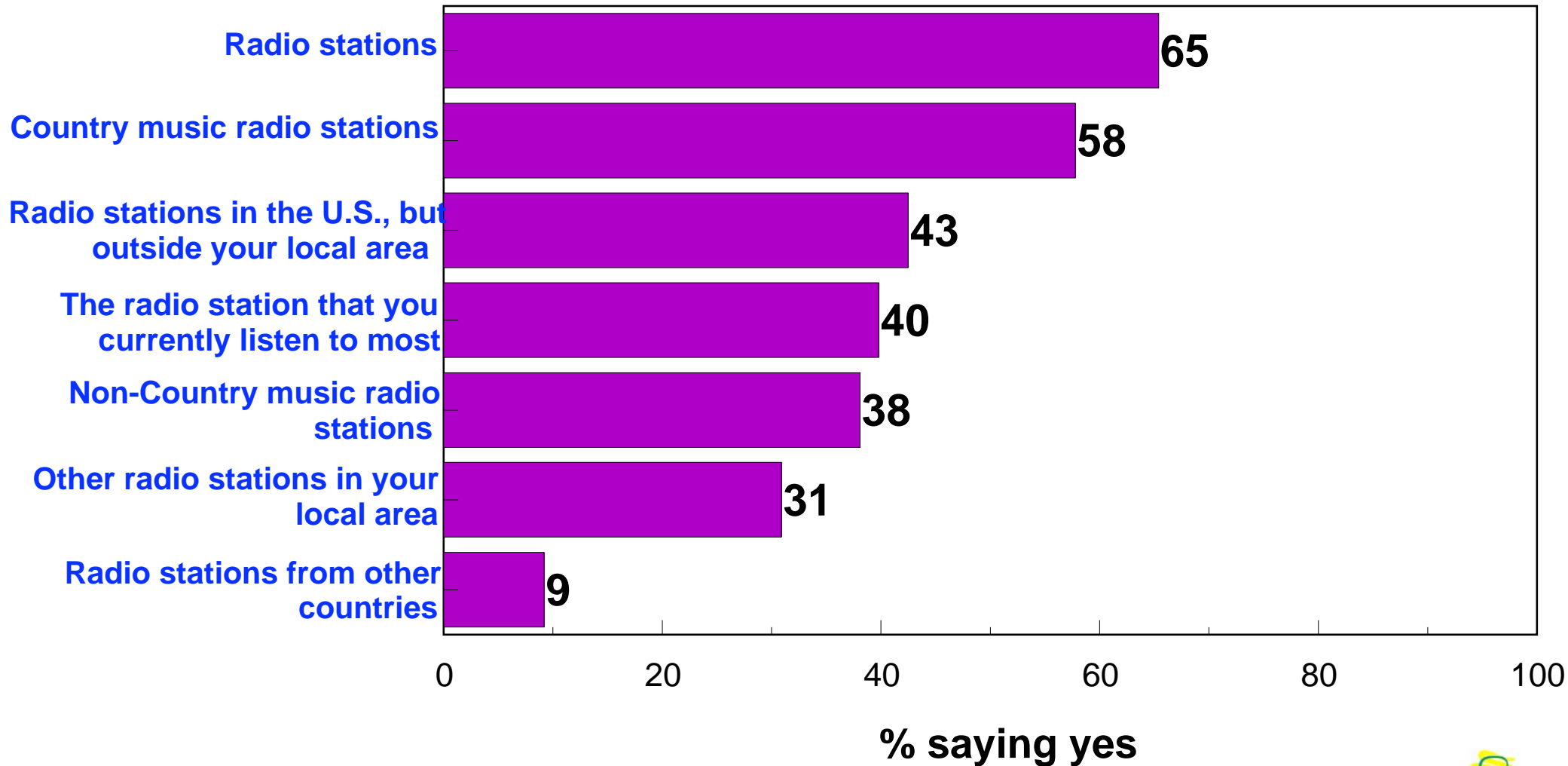


How likely are you to subscribe to Sirius satellite radio because of Howard Stern?

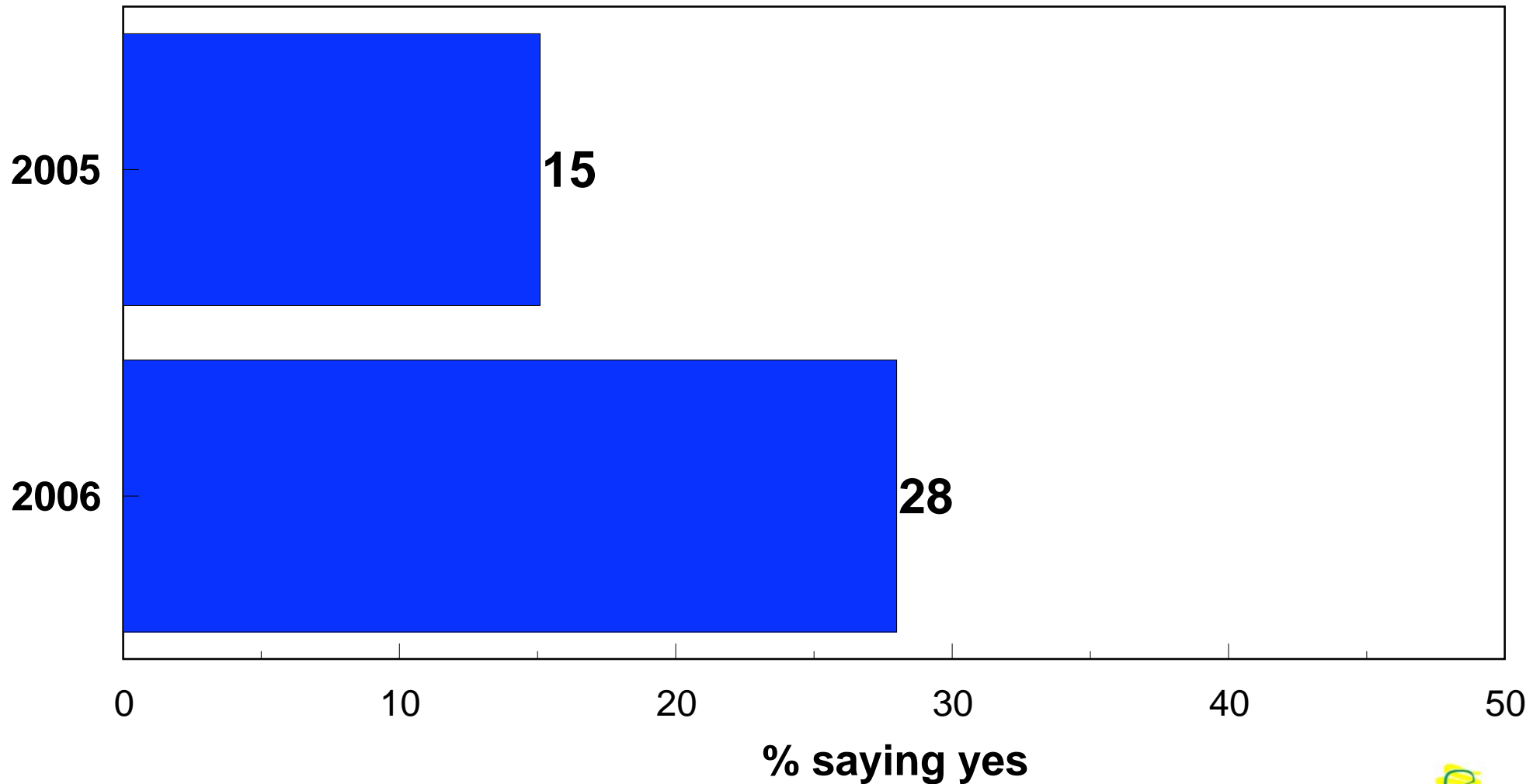


Technology and Consumer Behavior

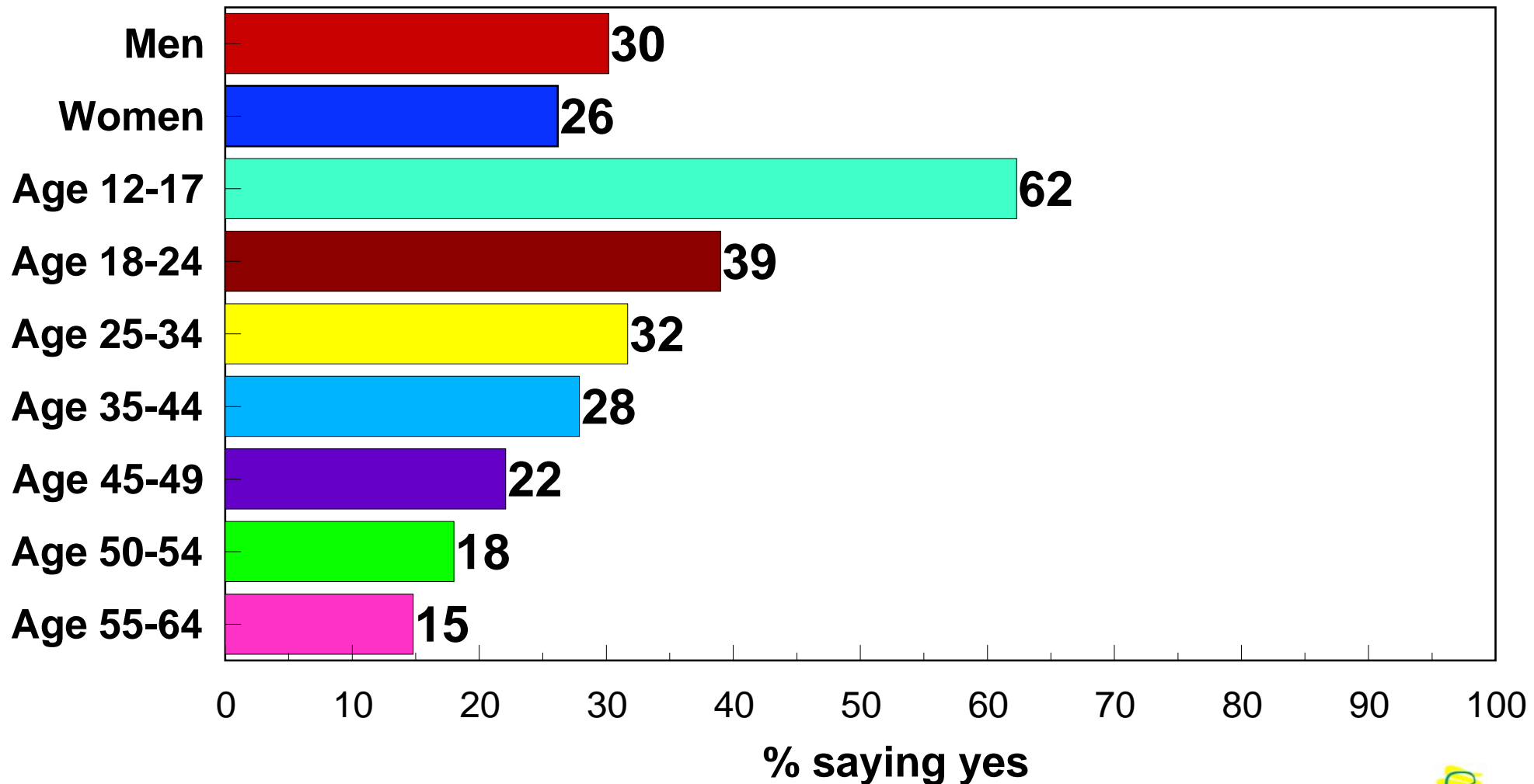
Through the Internet, have you ever listened to...?



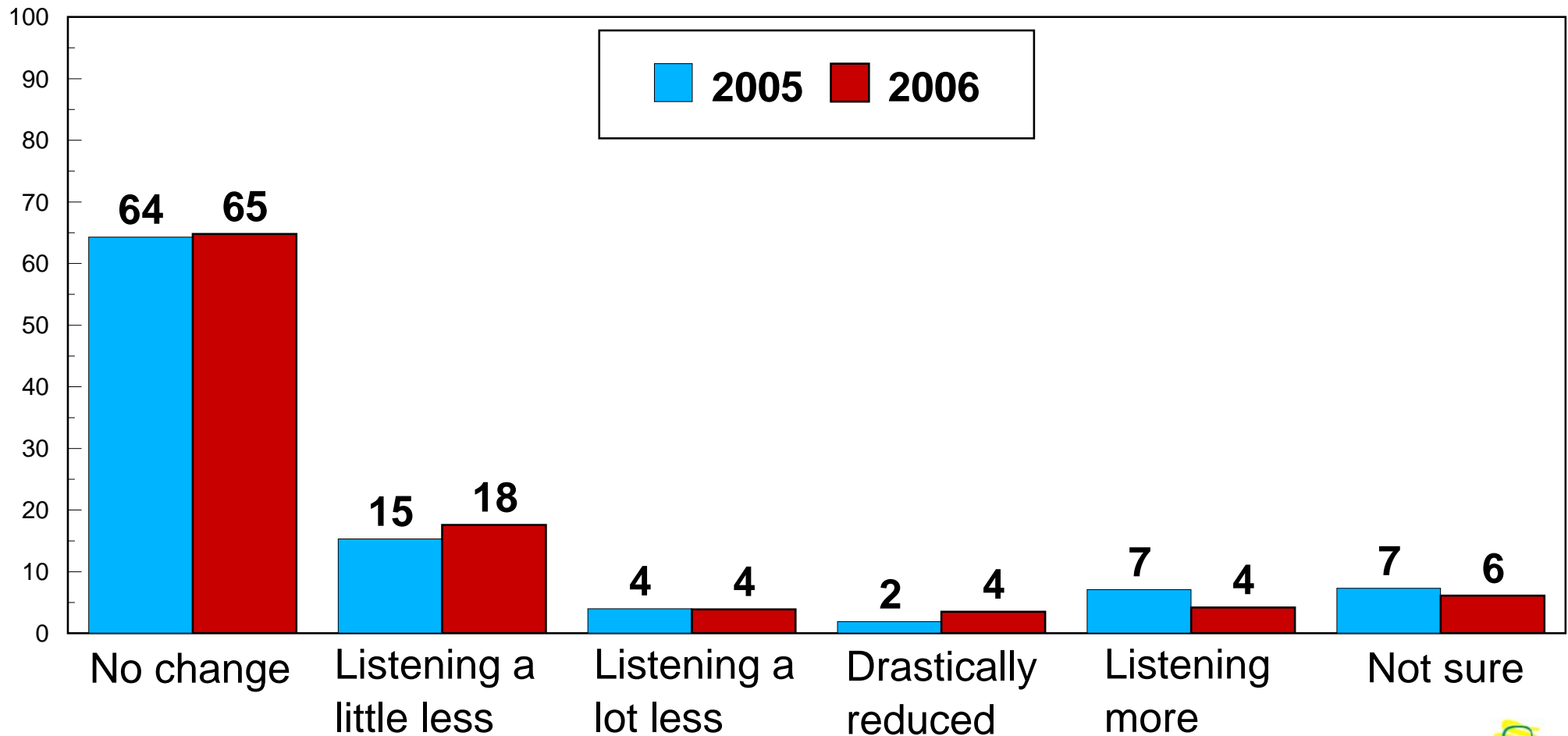
Do you own an iPod or other portable MP3 player?



Do you own an iPod or other portable MP3 player?

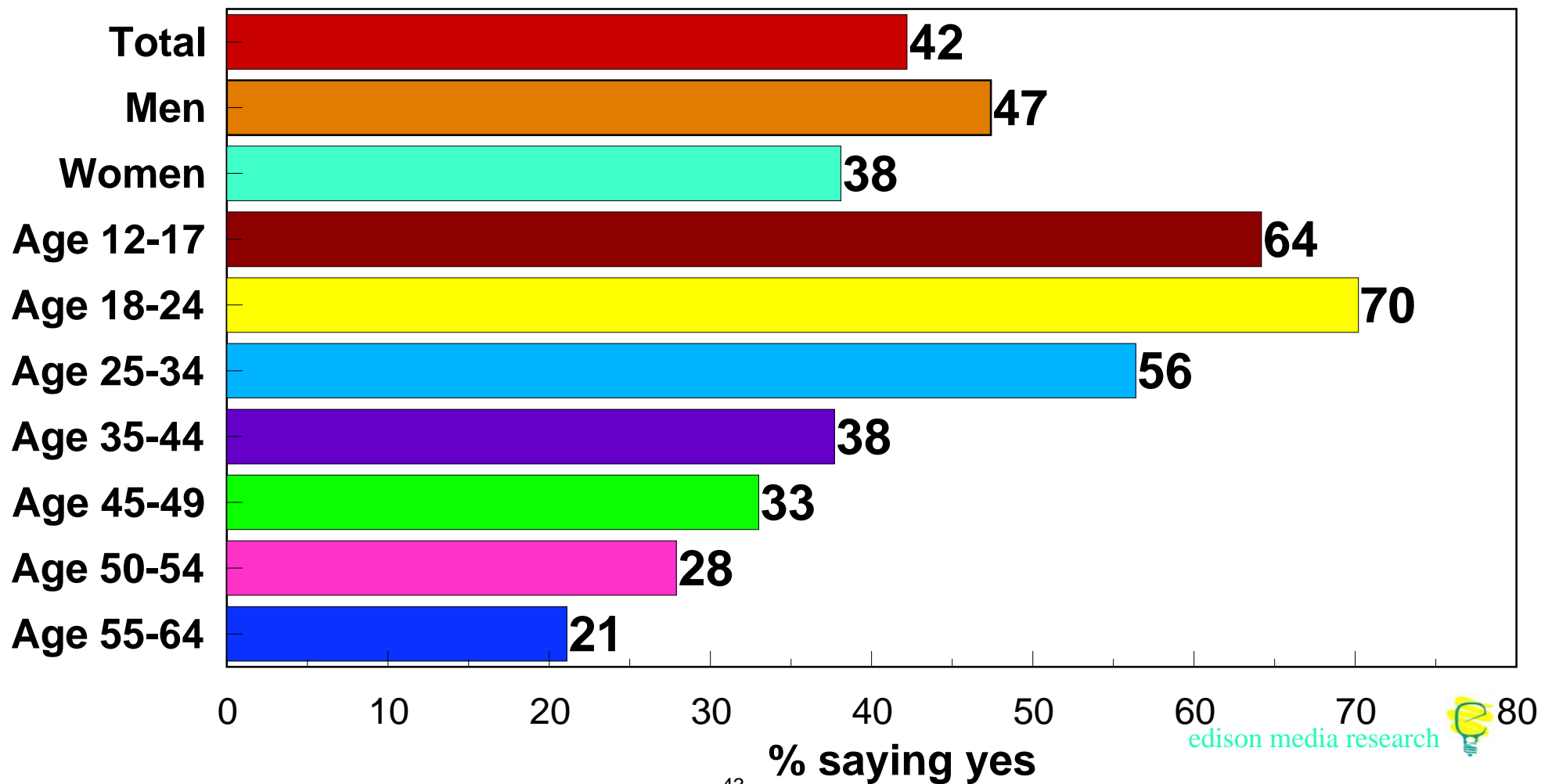


Which of the following statements best describes how your radio listening has changed since you have owned a portable MP3 audio player?

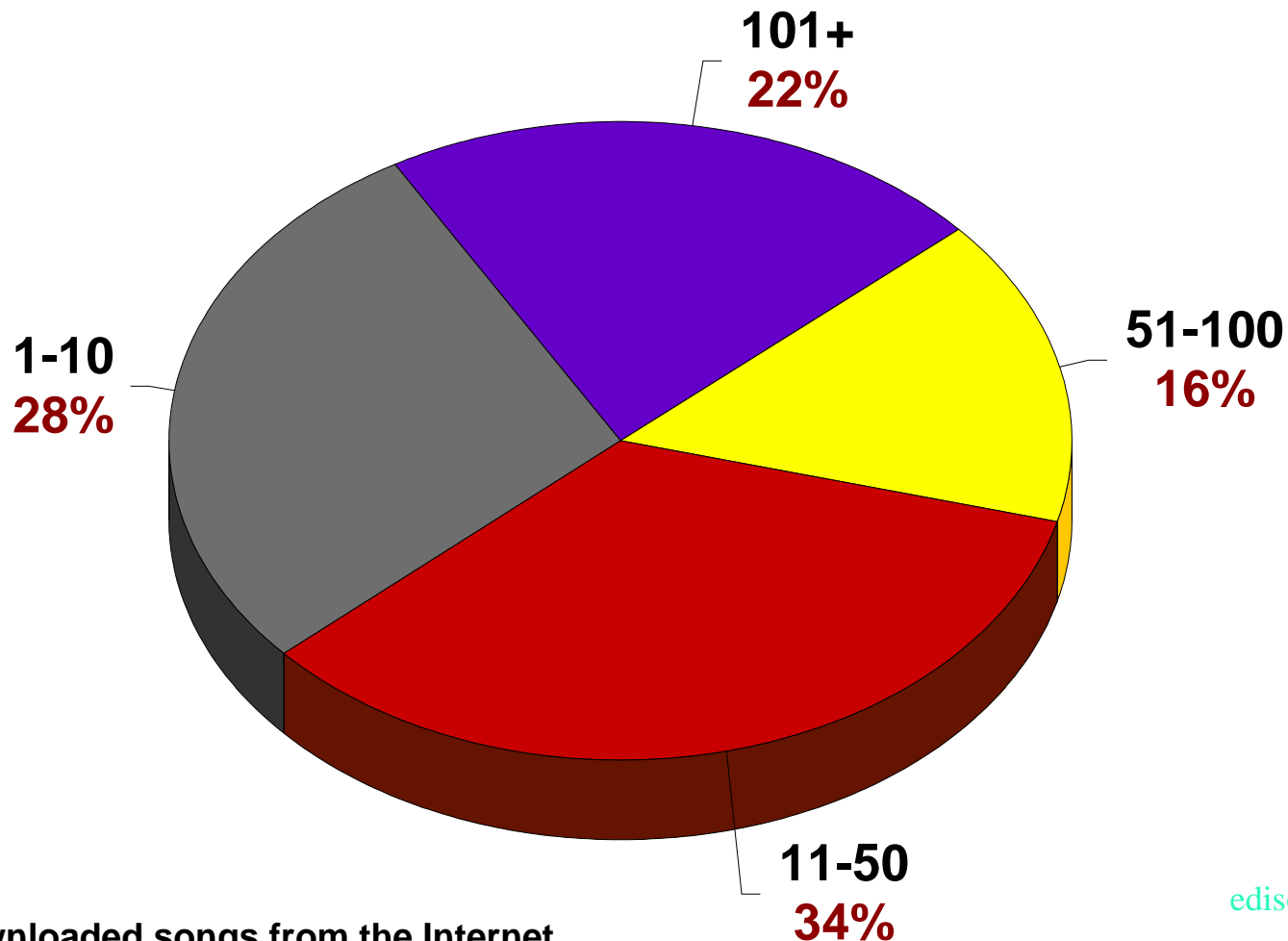


Base: Own an iPod or other MP3 audio player

Have you ever downloaded music files from the Internet, such as MP3 files, for playback at another time?

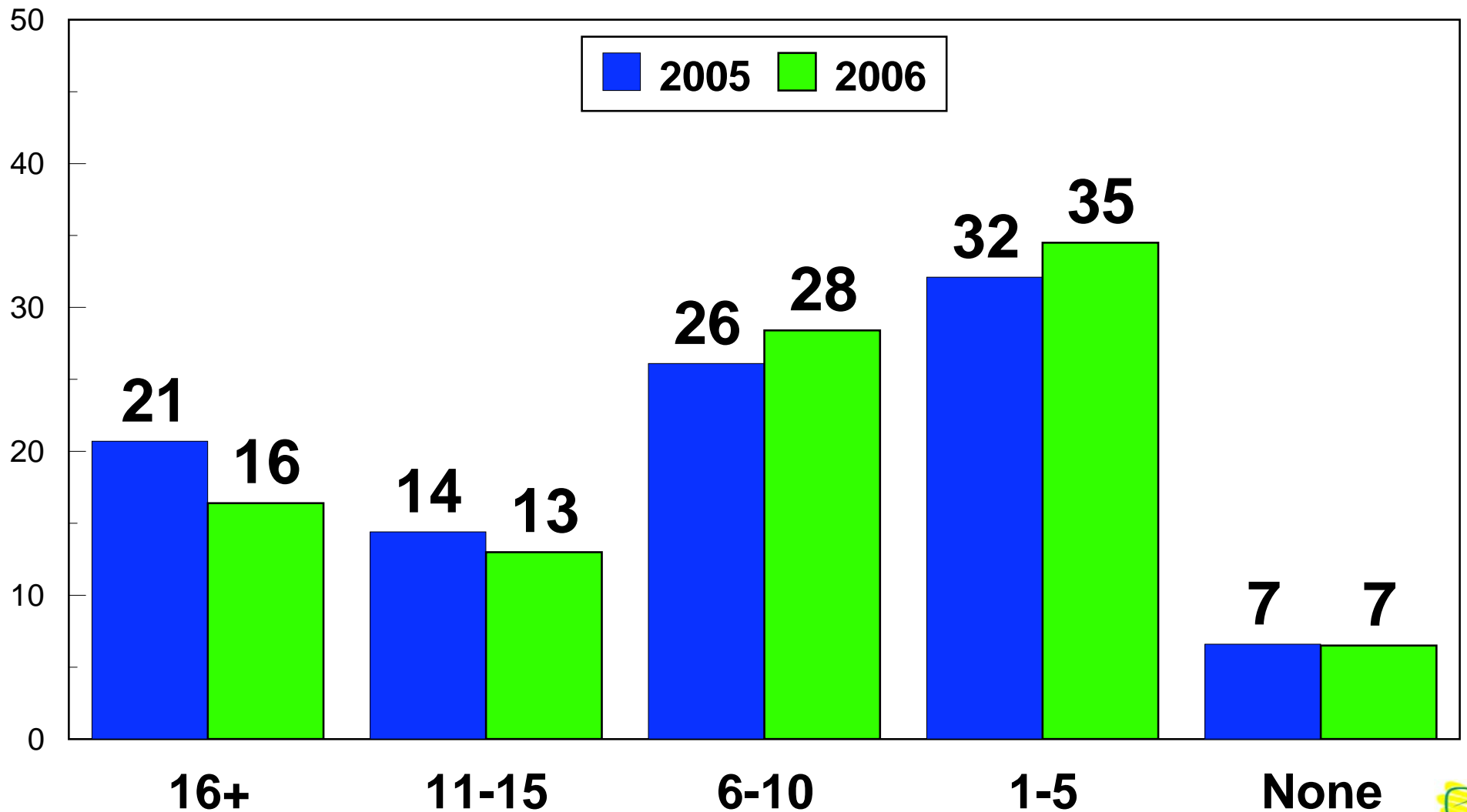


Approximately how many songs have you downloaded from the Internet?

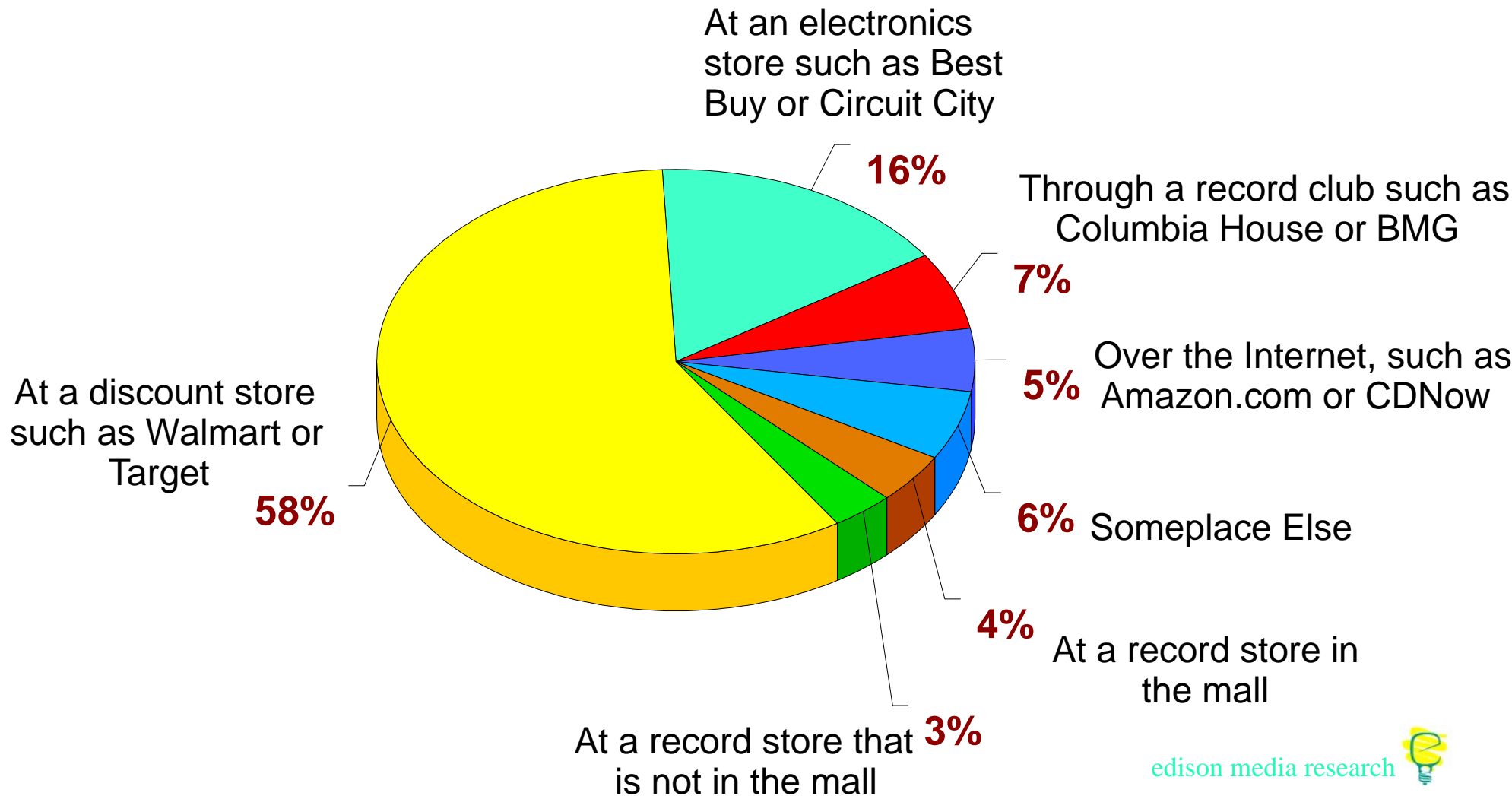


Base: Have downloaded songs from the Internet

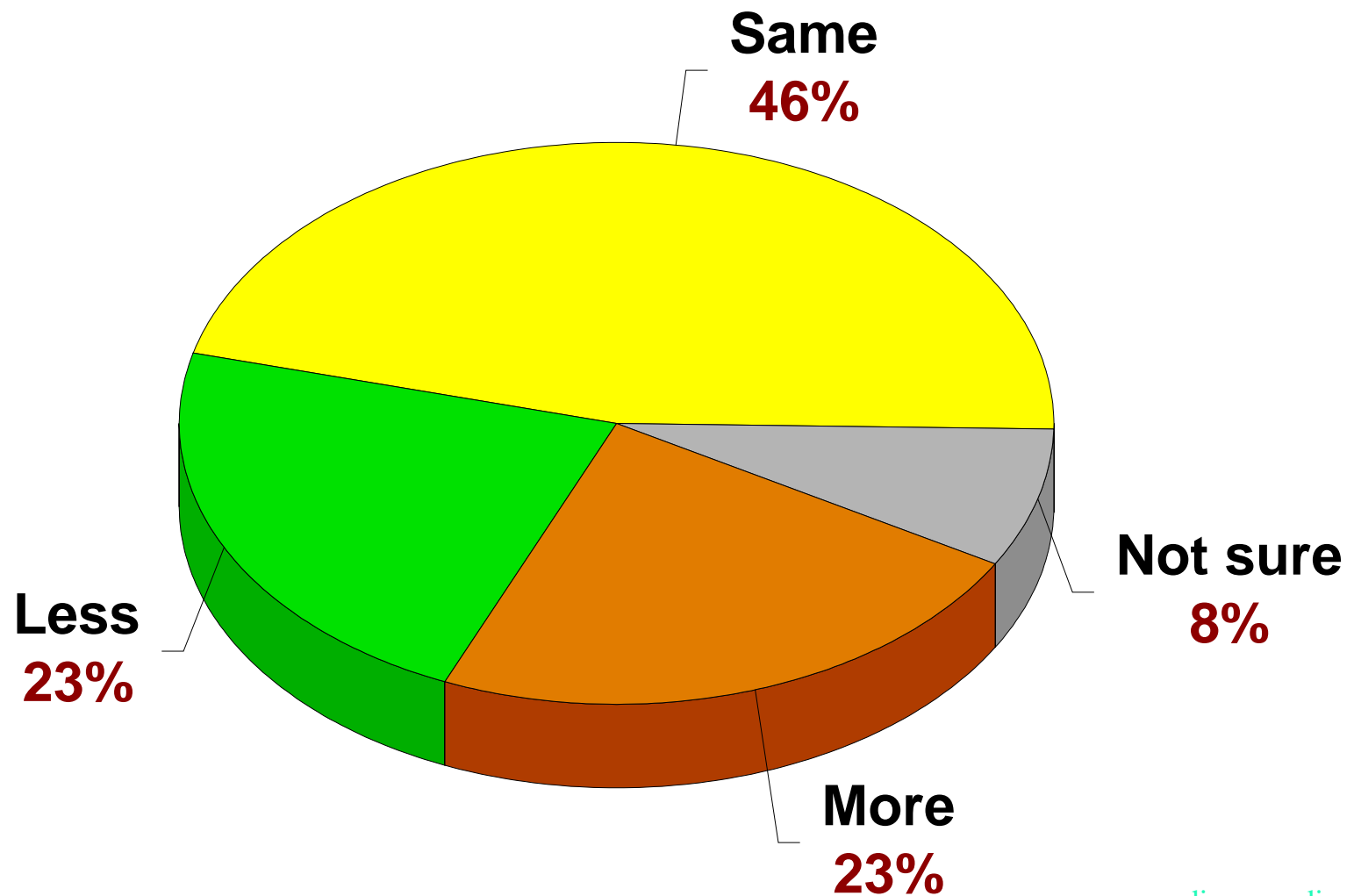
How many music CDs have you bought in the past 12 months?



Where do you buy most of your music?

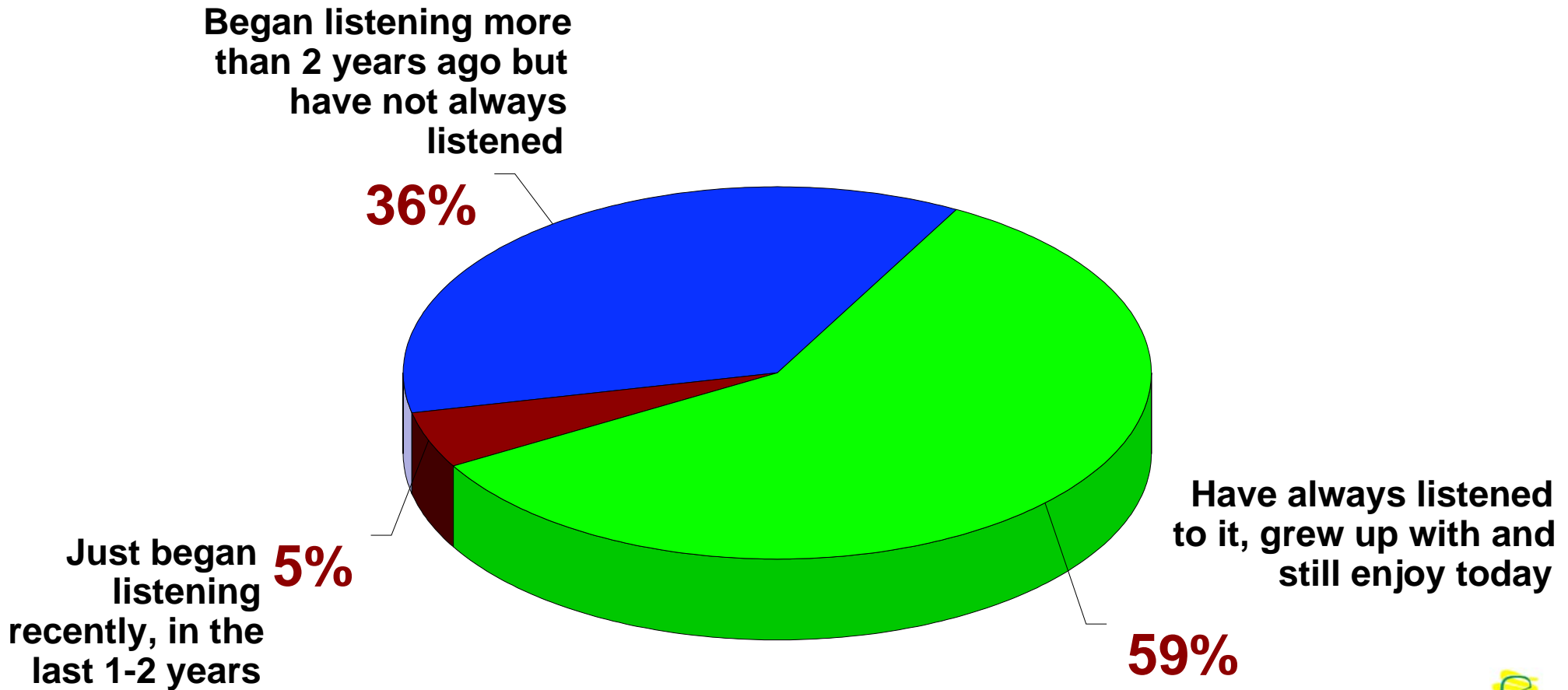


In the last year, did you buy MORE, LESS, or the SAME amount of music CDs or tapes than you did in the previous 12 months?

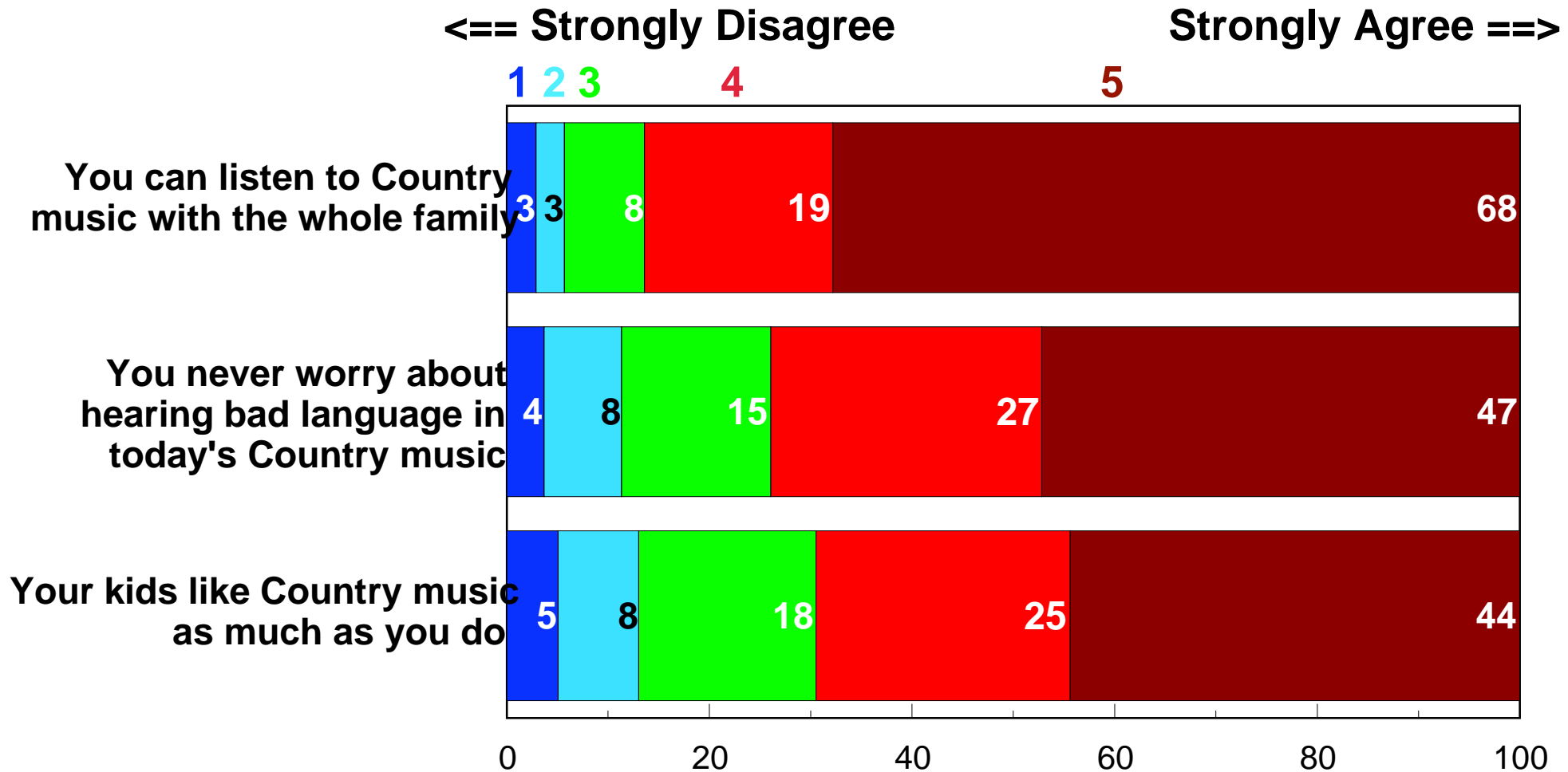


The Music

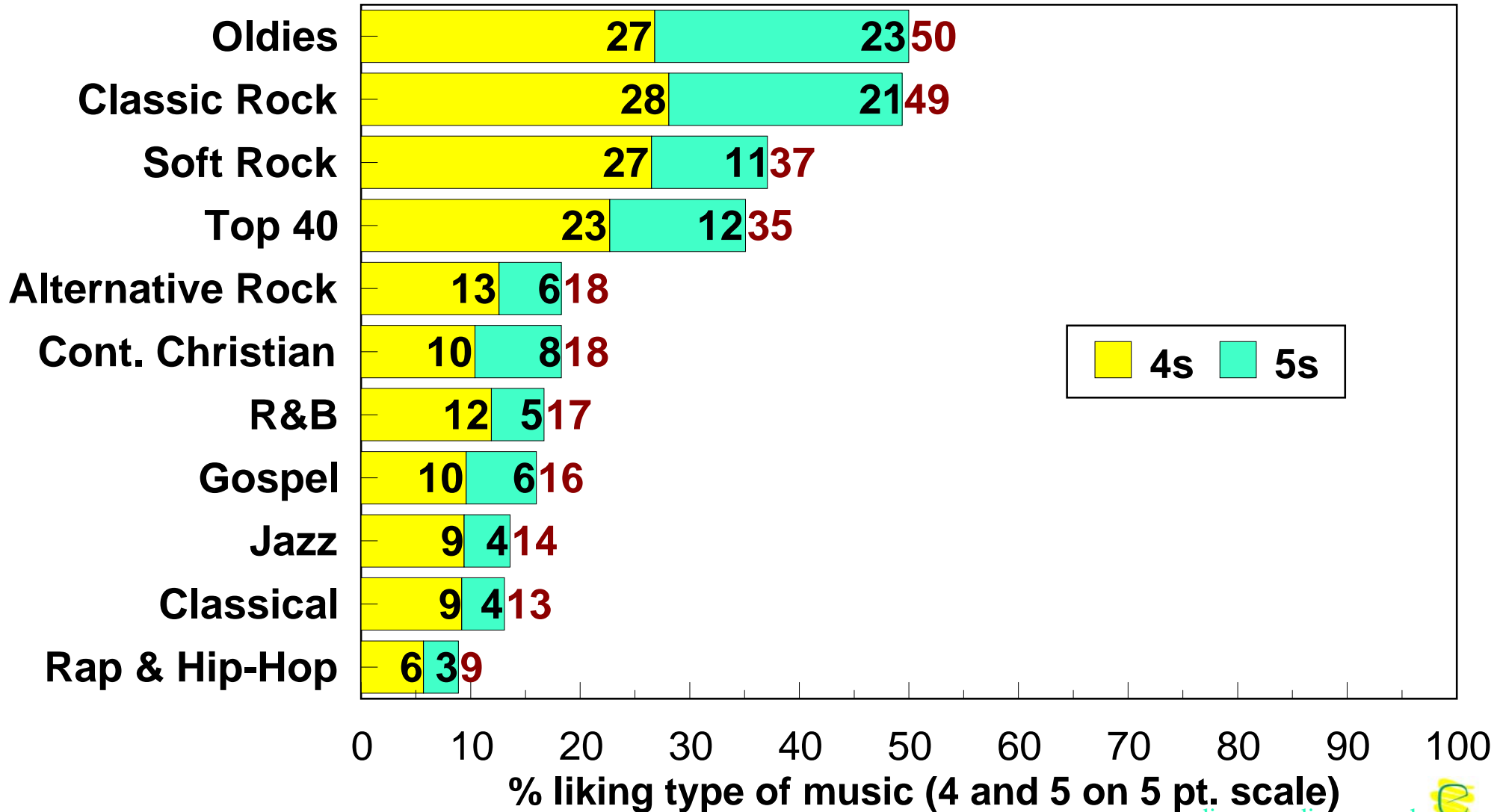
How long have you been listening to Country Music?



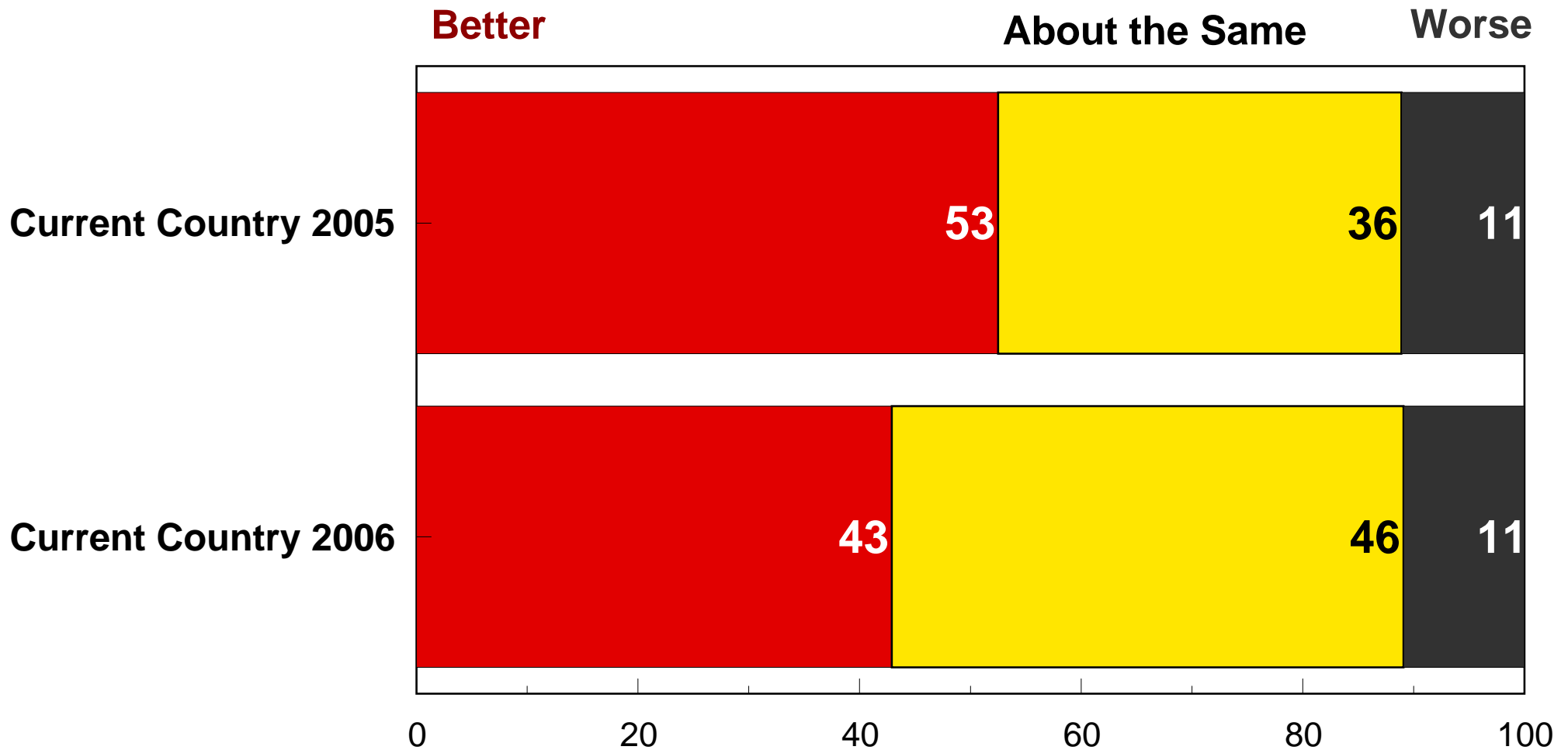
How much do you agree or disagree with each of the following statements about Country music:



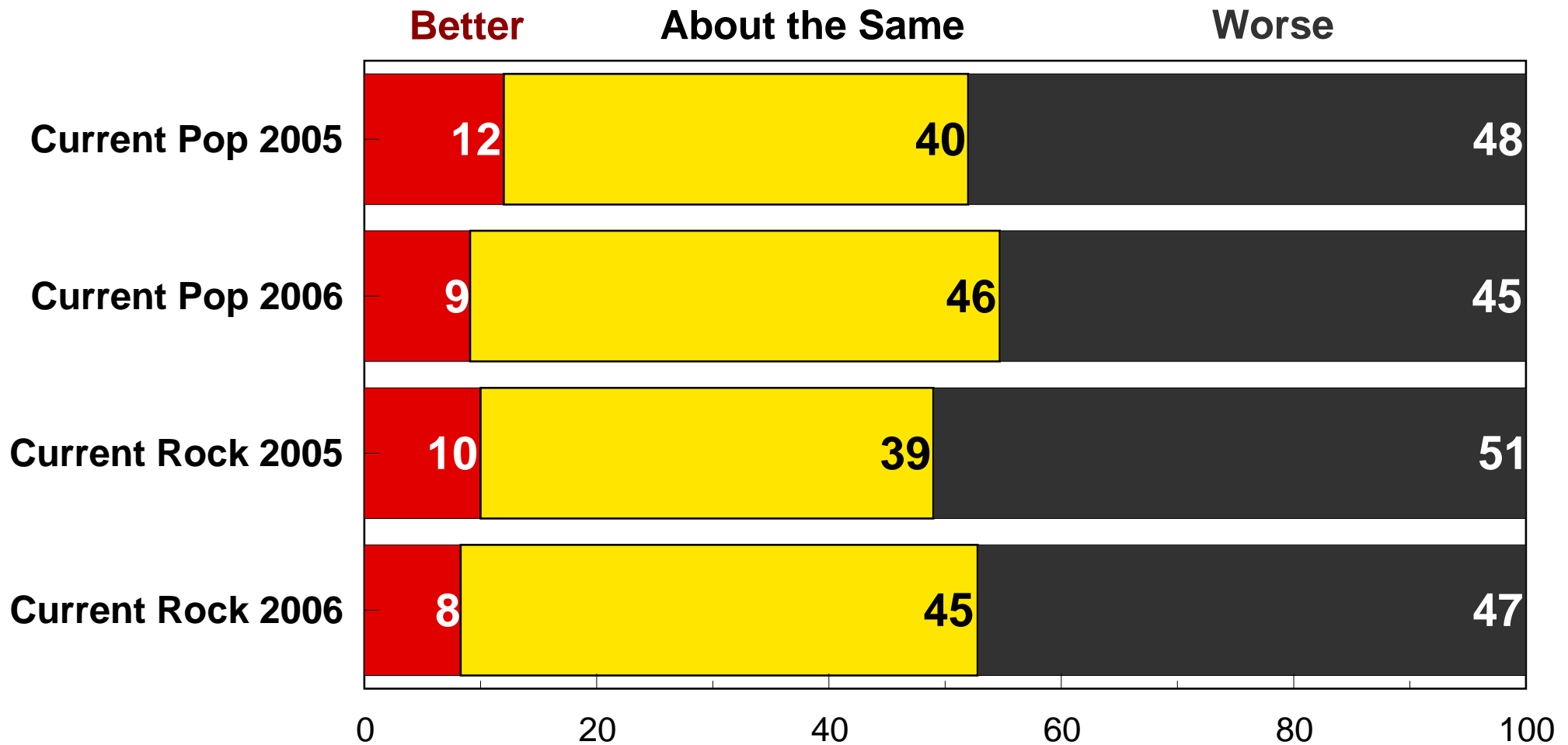
What other music types do Country P1s like listening to?



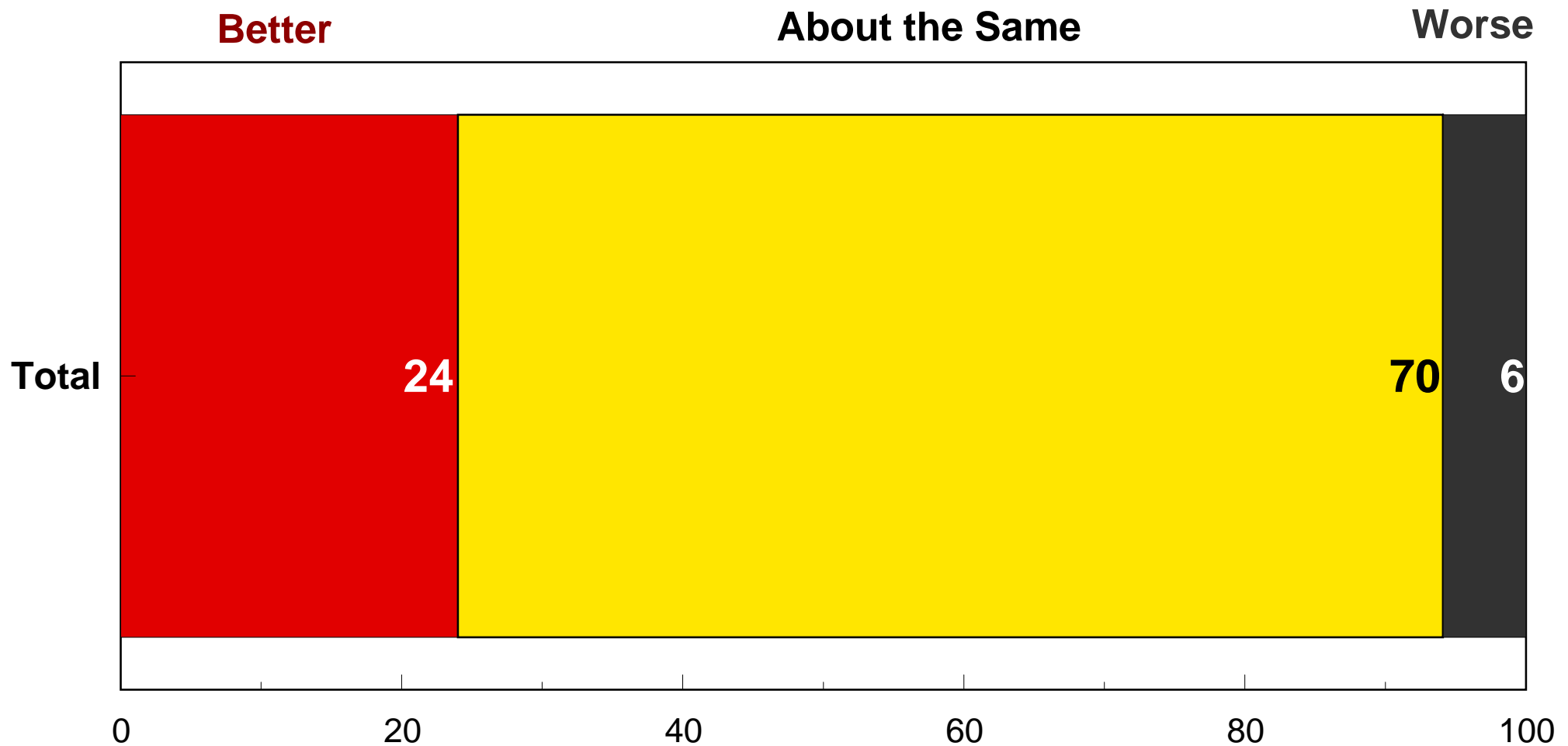
In general, would you say that... coming out today is better, worse or the same than it was a few years ago?



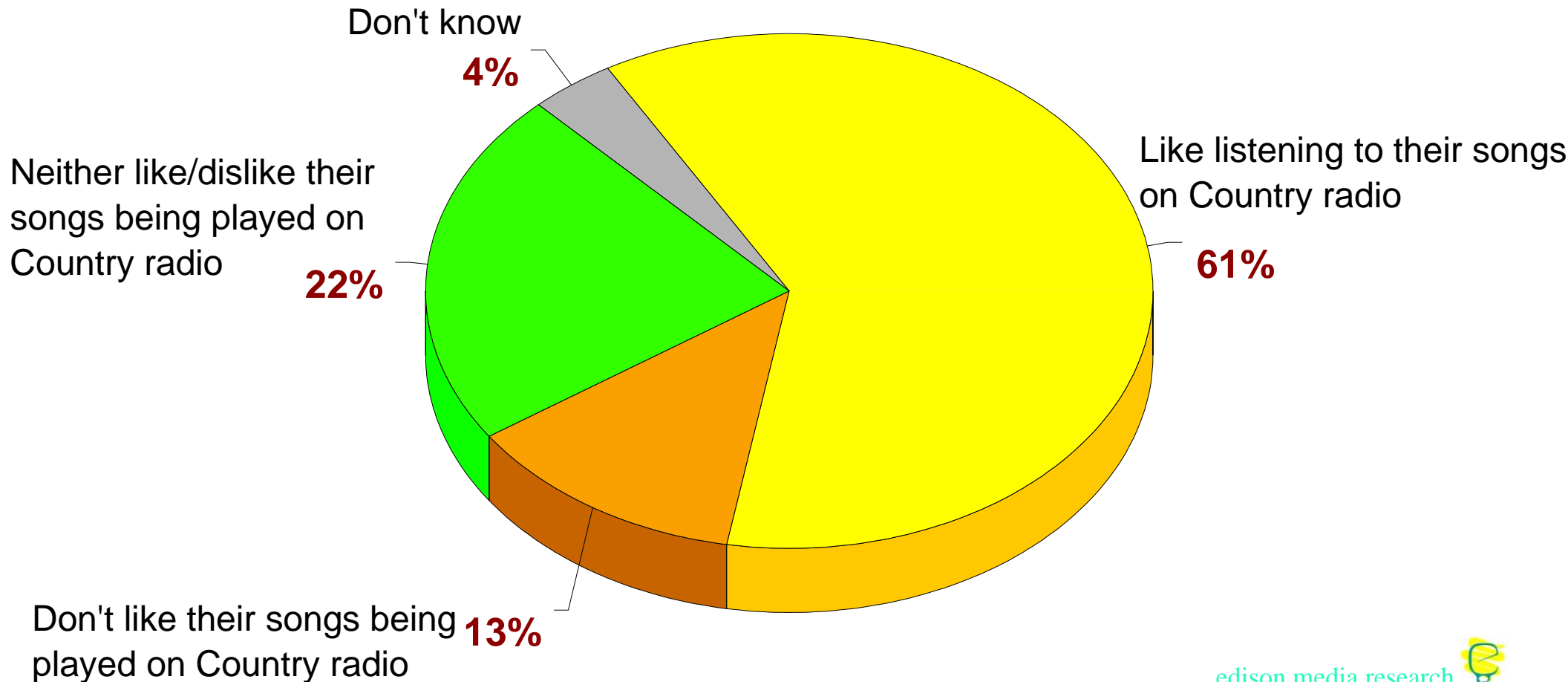
In general, would you say that... coming out today is better, worse or the same than it was a few years ago?



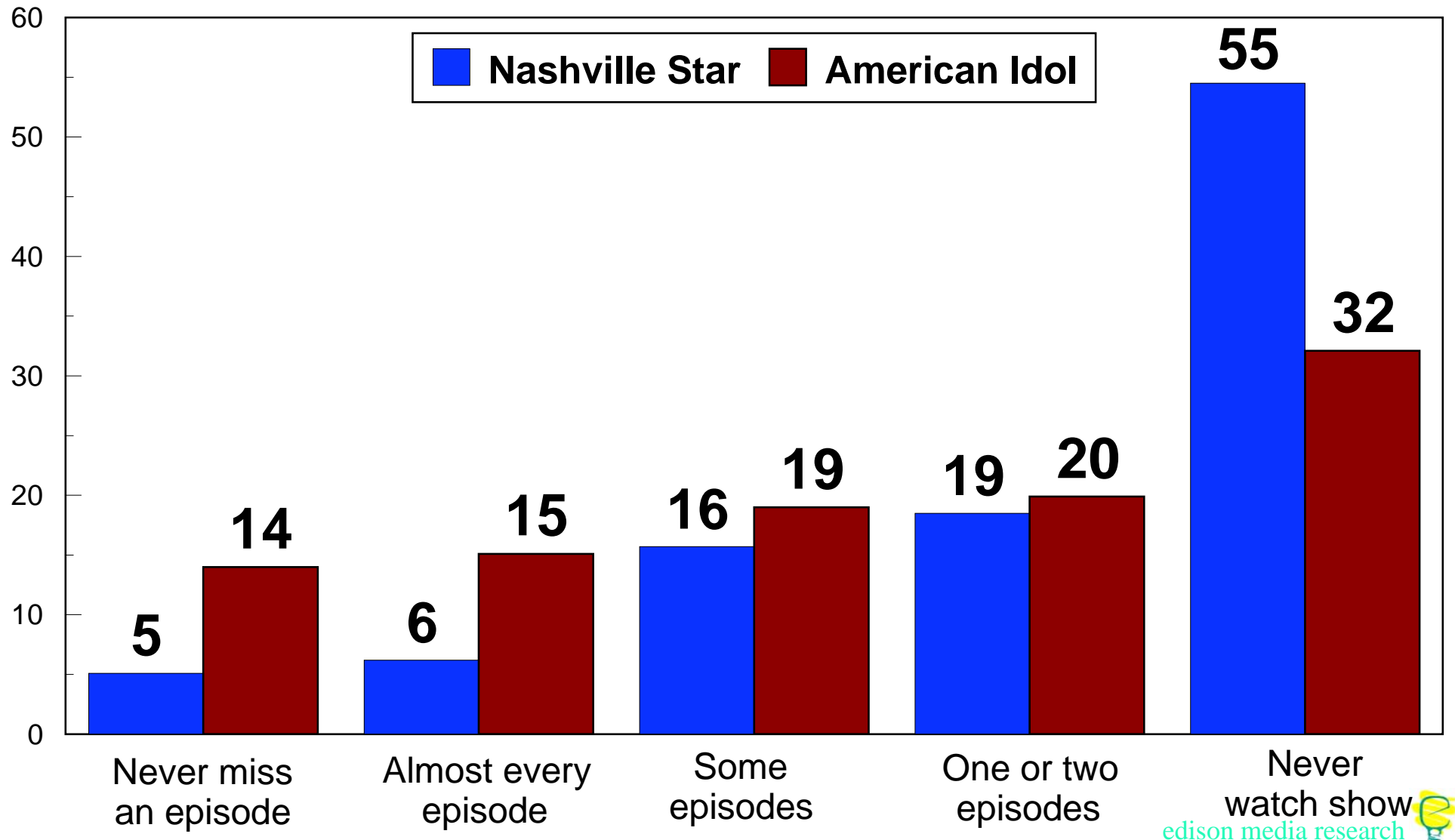
Compared to the new Country artists in 2004, do you think the new Country artists in 2005 were better, worse, or about the same?



In the last few years, rock artists such as Kid Rock, Bon Jovi, and Sheryl Crow, have had songs played on country radio. How do you feel about this trend?



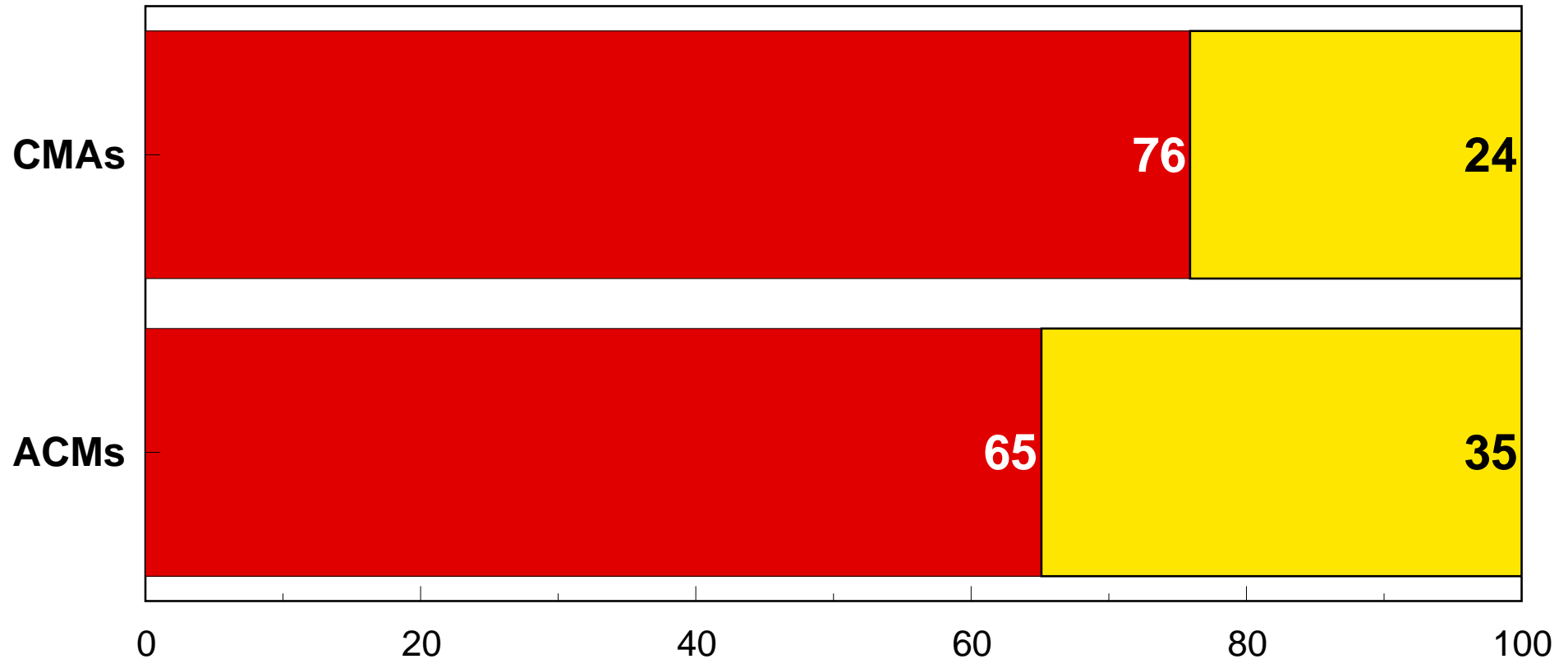
How often do you watch...?



Did you watch the following on TV?

Yes

No



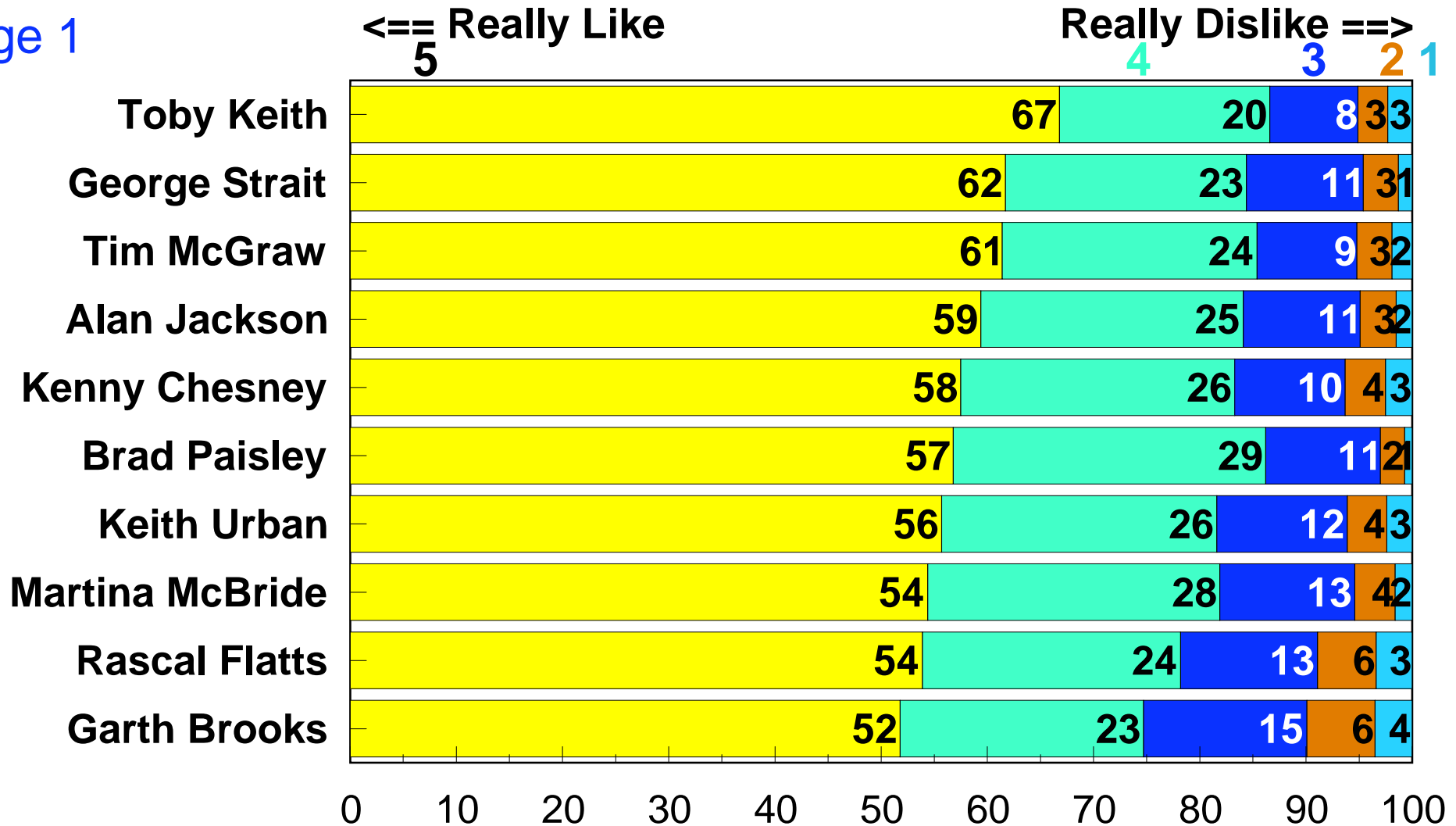
CMAAs - Country Music Awards

ACMs - Academy of Country Music Awards

The Artists

How much do you like or dislike...

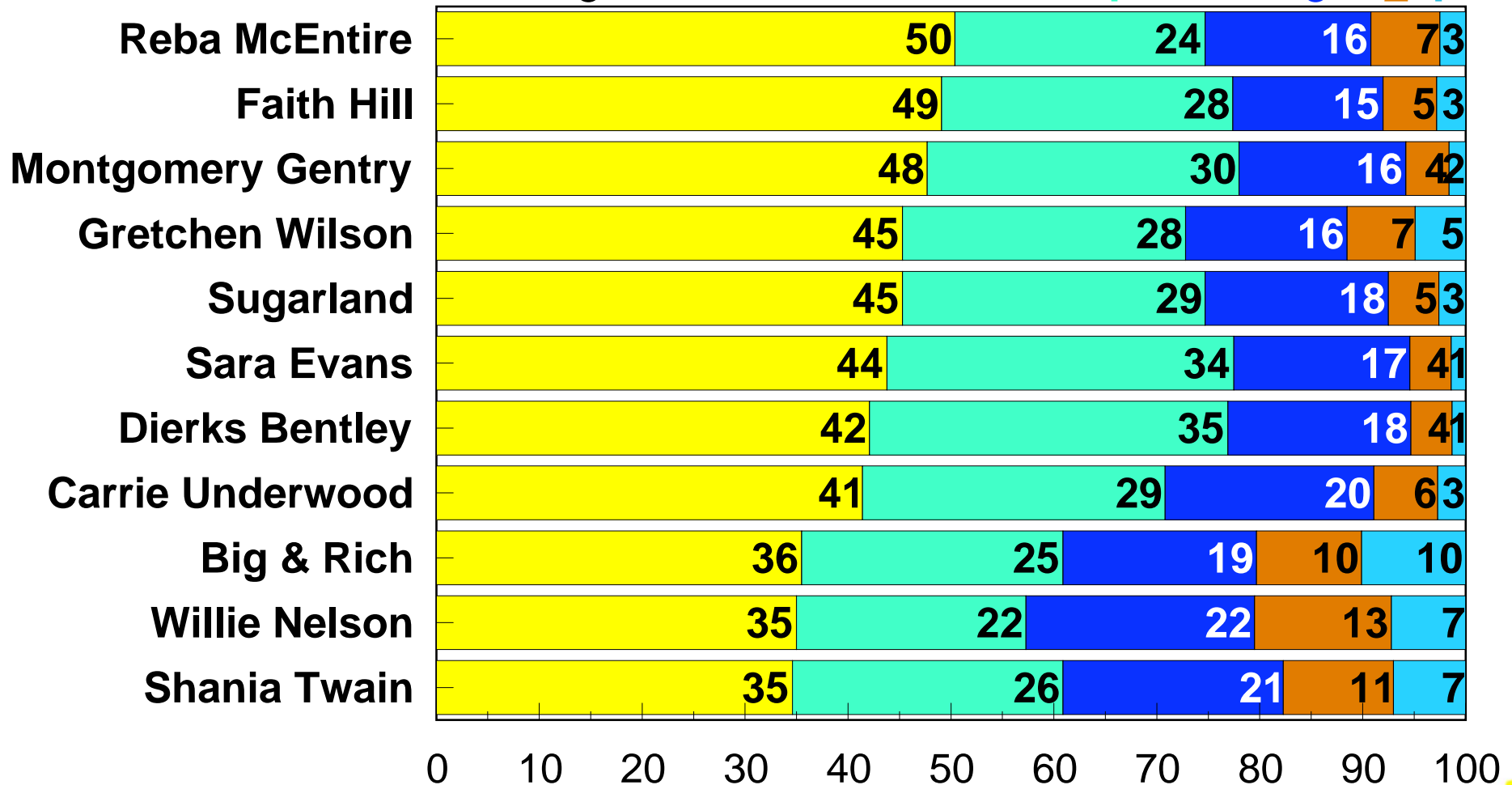
Page 1



How much do you like or dislike...

Page 2

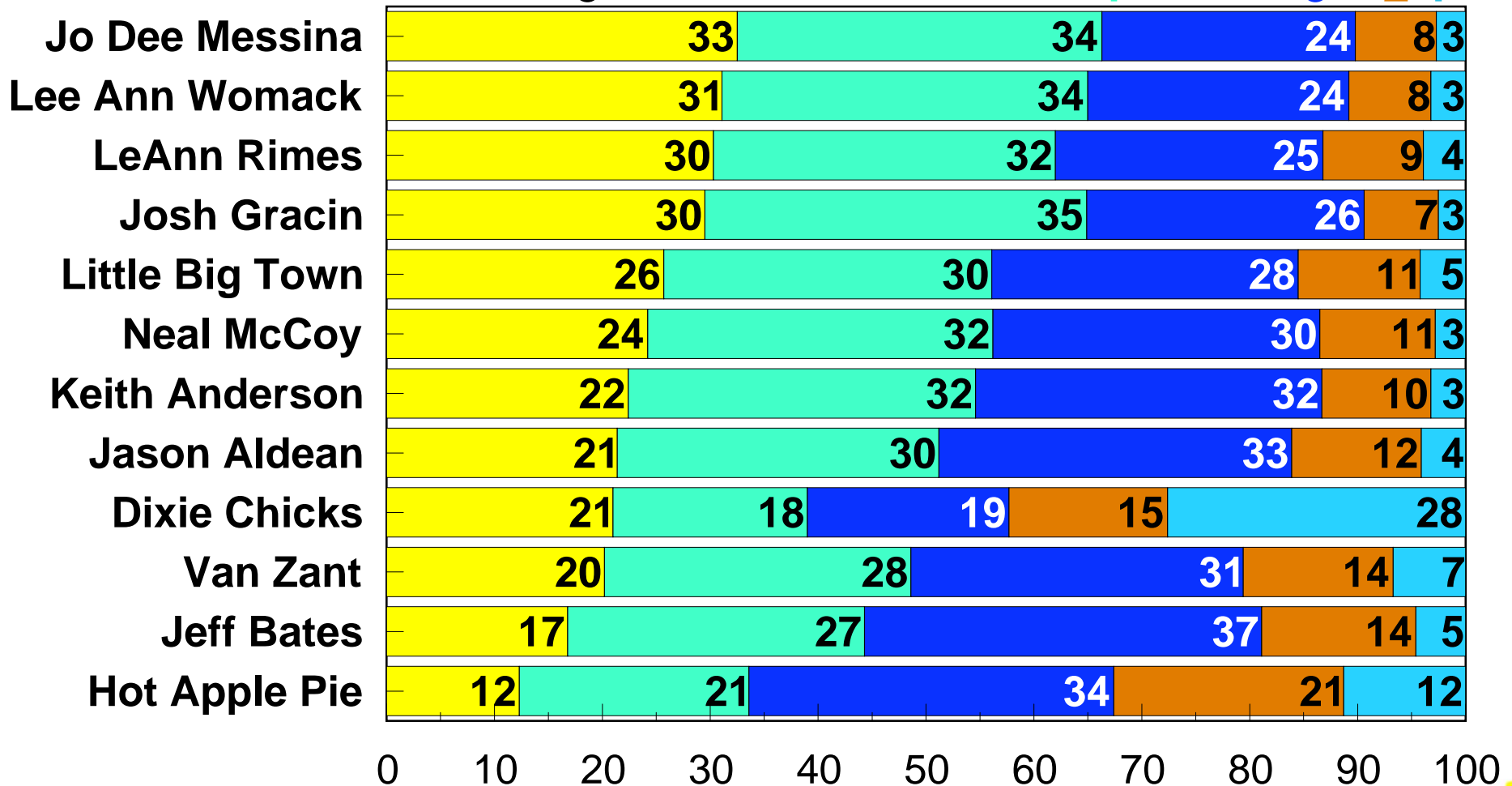
<== Really Like 5 Really Dislike ==>
4 3 2 1



How much do you like or dislike...

Page 3

<== Really Like 5 Really Dislike ==> 4 3 2 1



Artist Scores: (Mean Scores)

Page 1

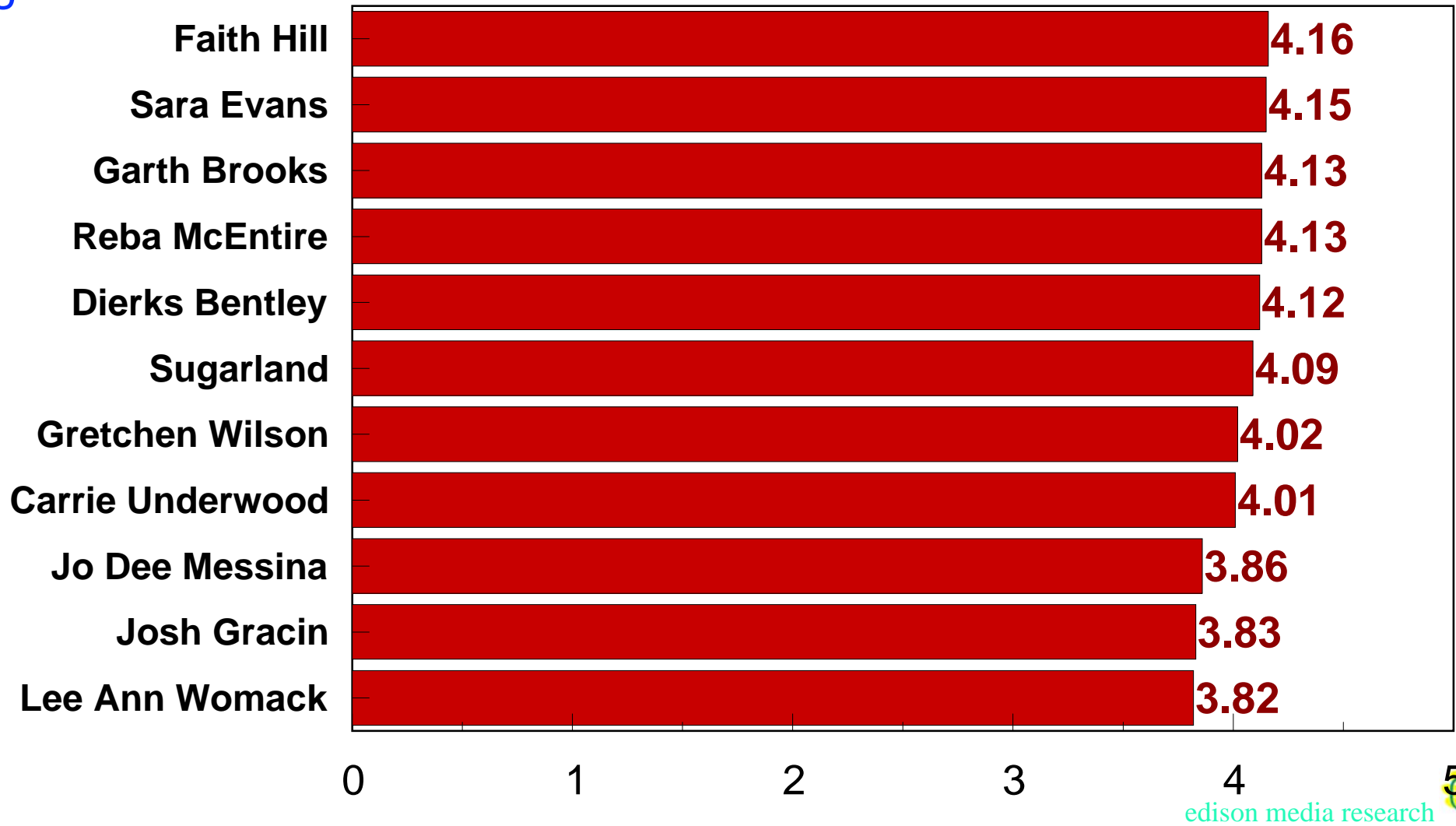
Average on a 1-5 scale where a 1 means Really Dislike and a 5 means Really Like



Artist Scores: (Mean Scores)

Page 2

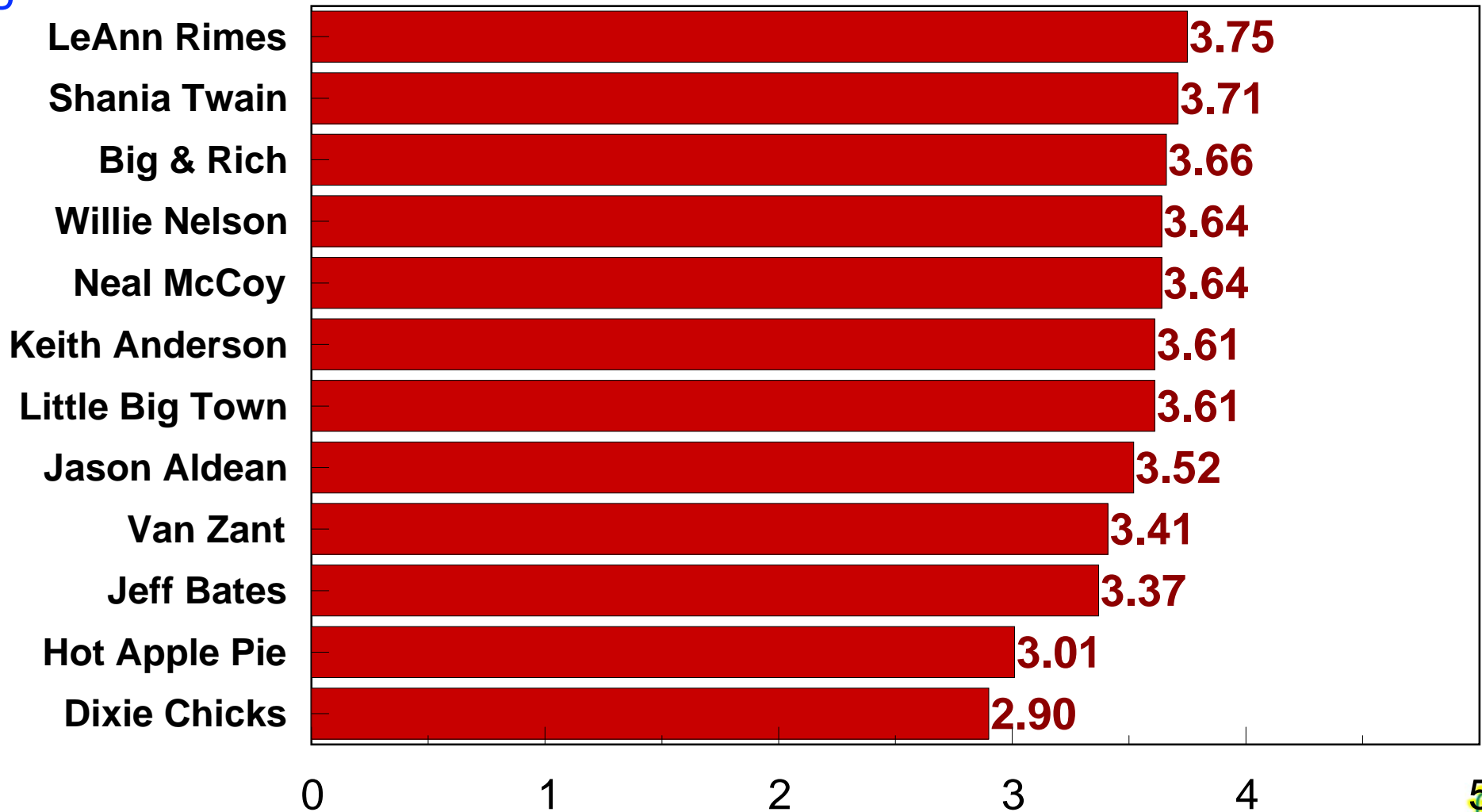
Average on a 1-5 scale where a 1 means Really Dislike and a 5 means Really Like



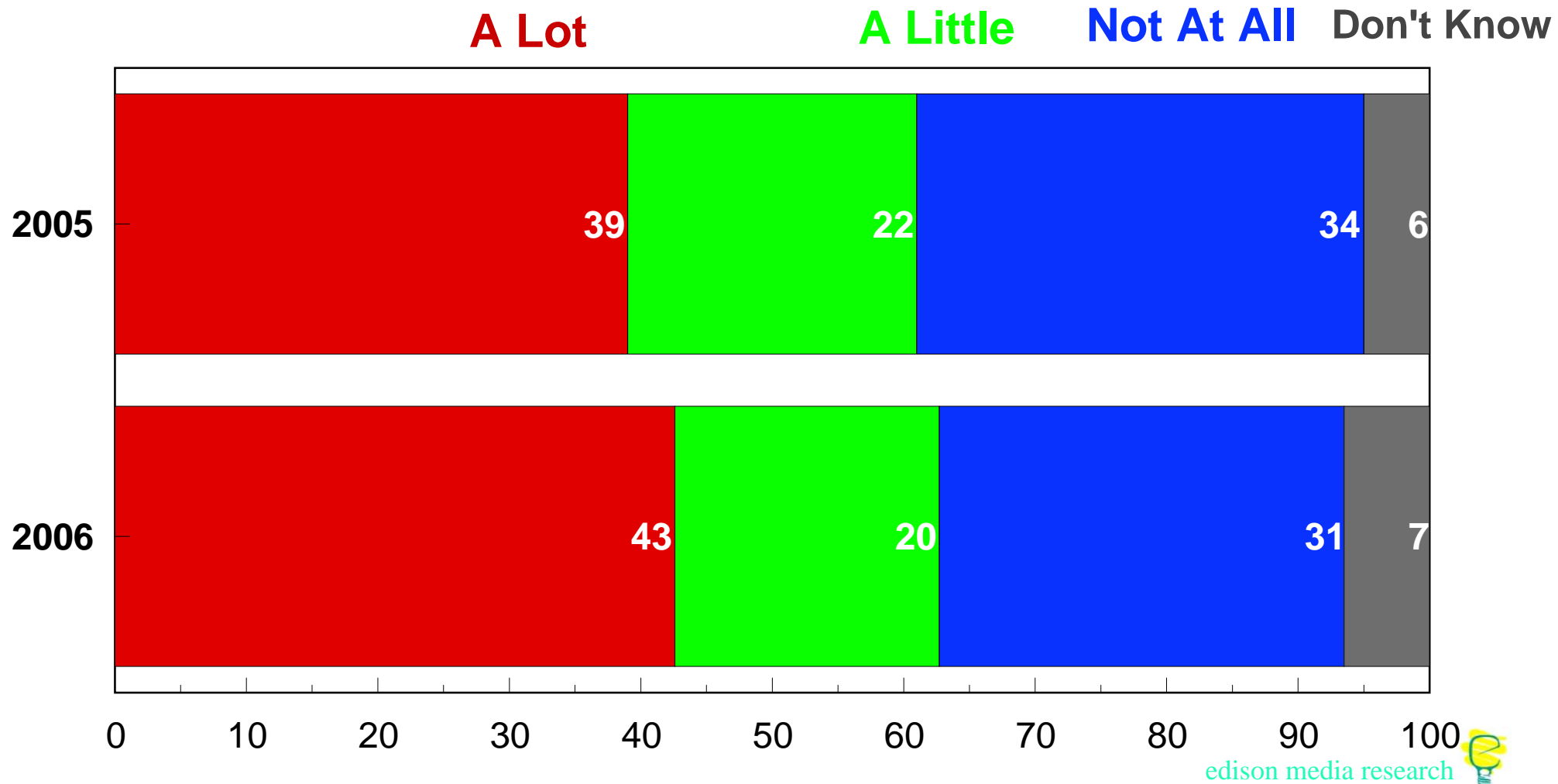
Artist Scores: (Mean Scores)

Page 3

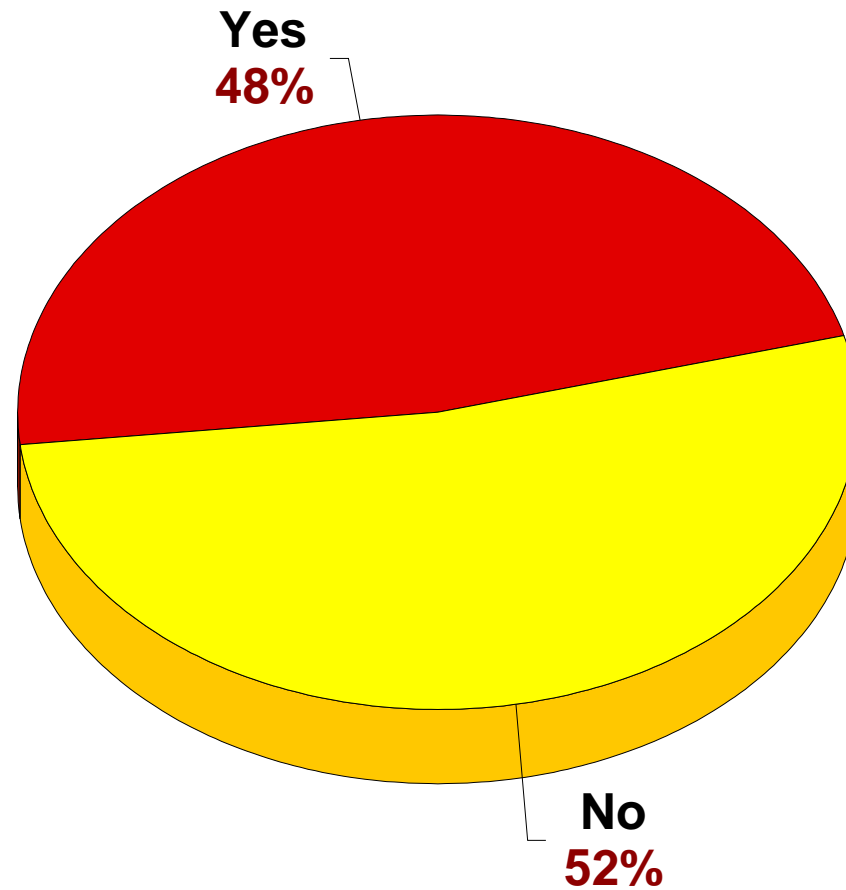
Average on a 1-5 scale where a 1 means Really Dislike and a 5 means Really Like



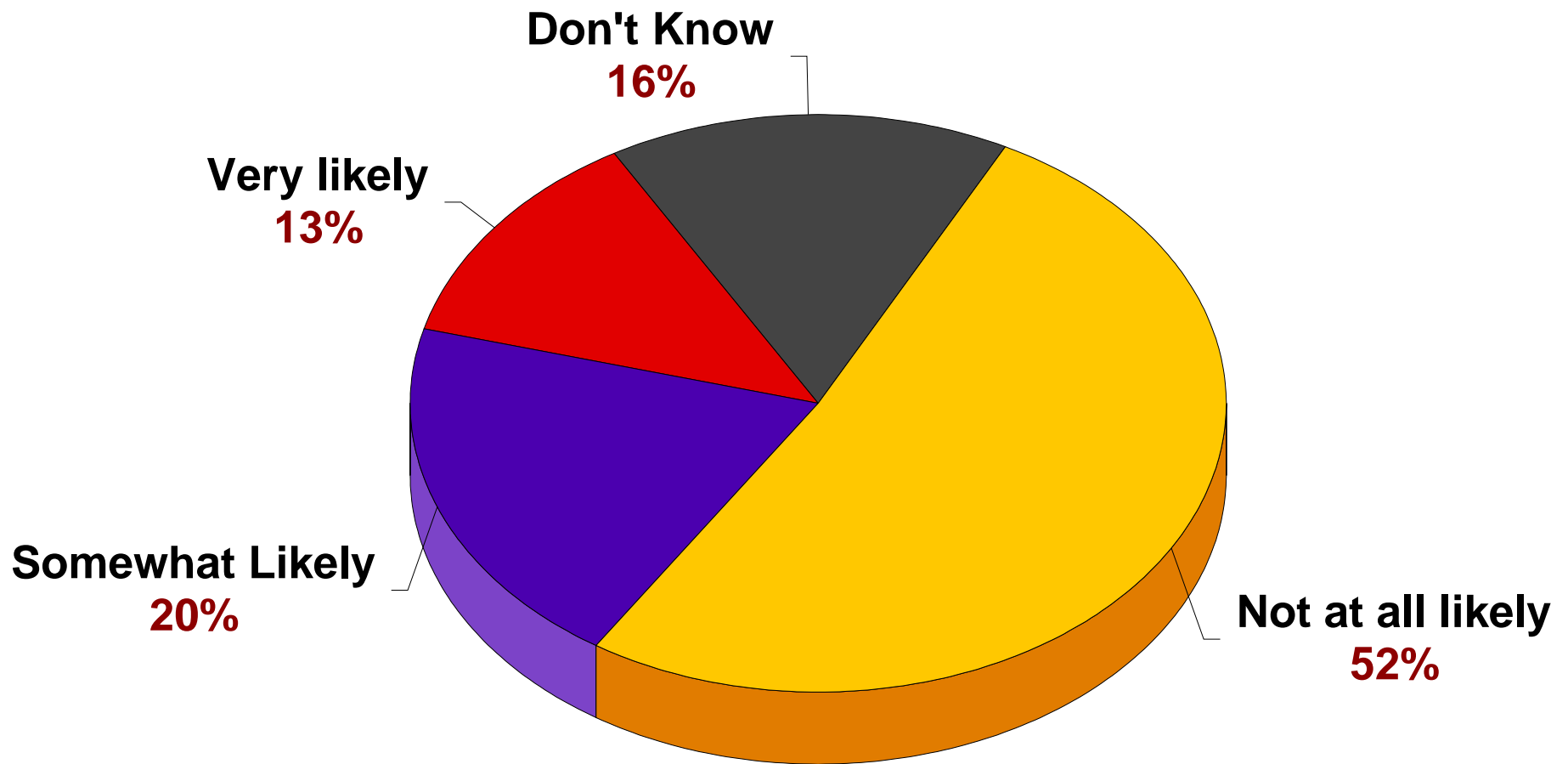
How upset were you with the Dixie Chicks when lead singer Natalie Maines made comments about President Bush in 2003?



Do you own any Dixie Chicks albums?



The Dixie Chicks are coming out with a new album in 2006. How likely are you to purchase it?



Which of the following statements best represents your point of view of the Dixie Chicks?

You agree with what Natalie Maines of the Dixie Chicks said about President Bush and feel Country radio should play Dixie Chicks music

15%

Not sure

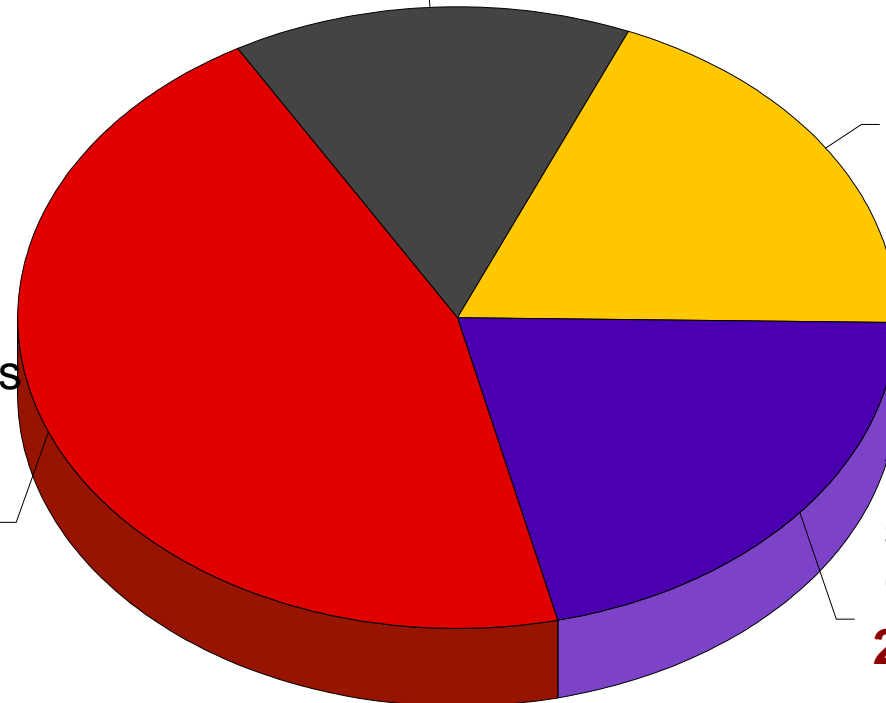
19%

You disagree with what Natalie Maines of the Dixie Chicks said about President Bush but think it's ok for Country stations to play their music

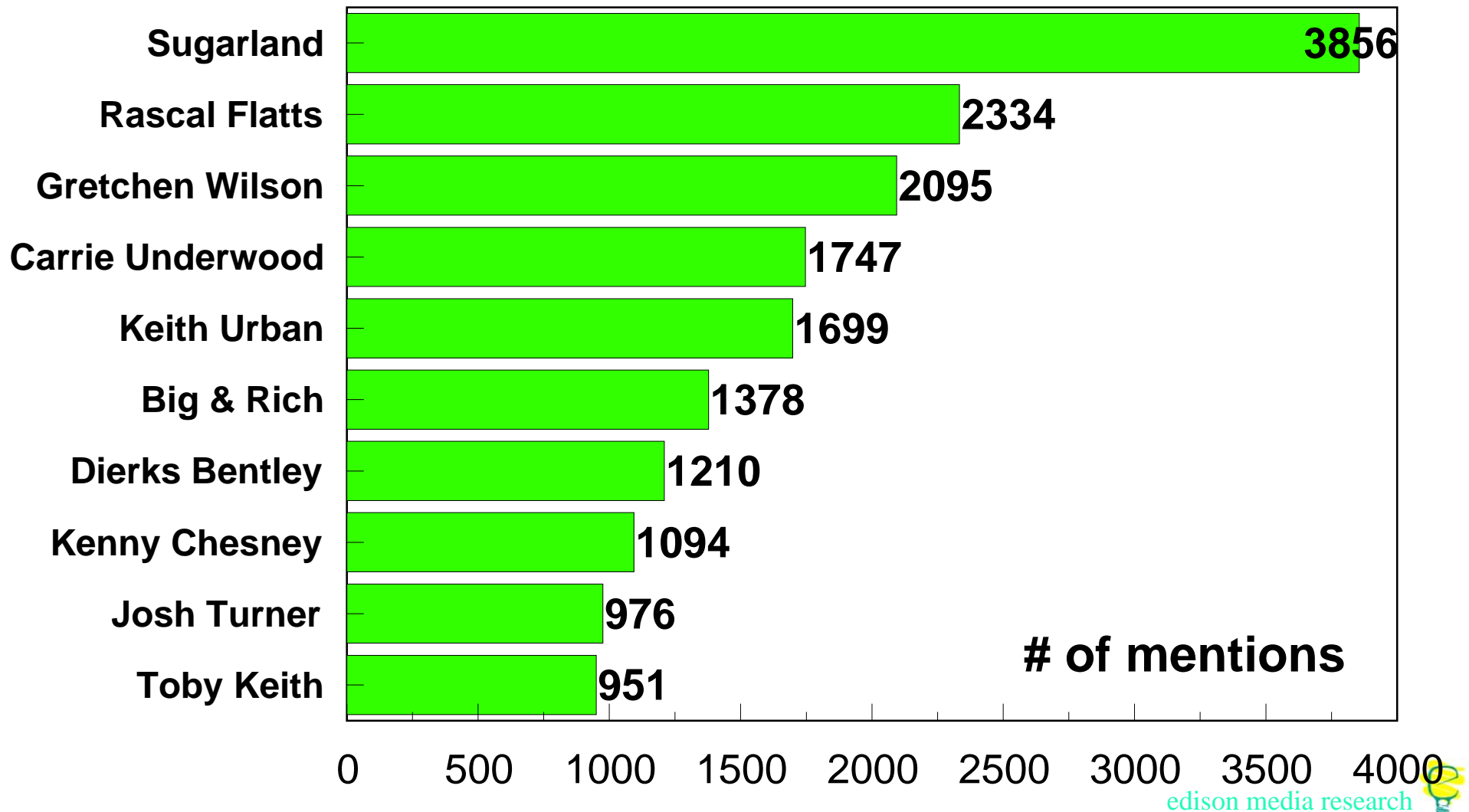
45%

You don't think Country radio stations should play any Dixie Chicks music again

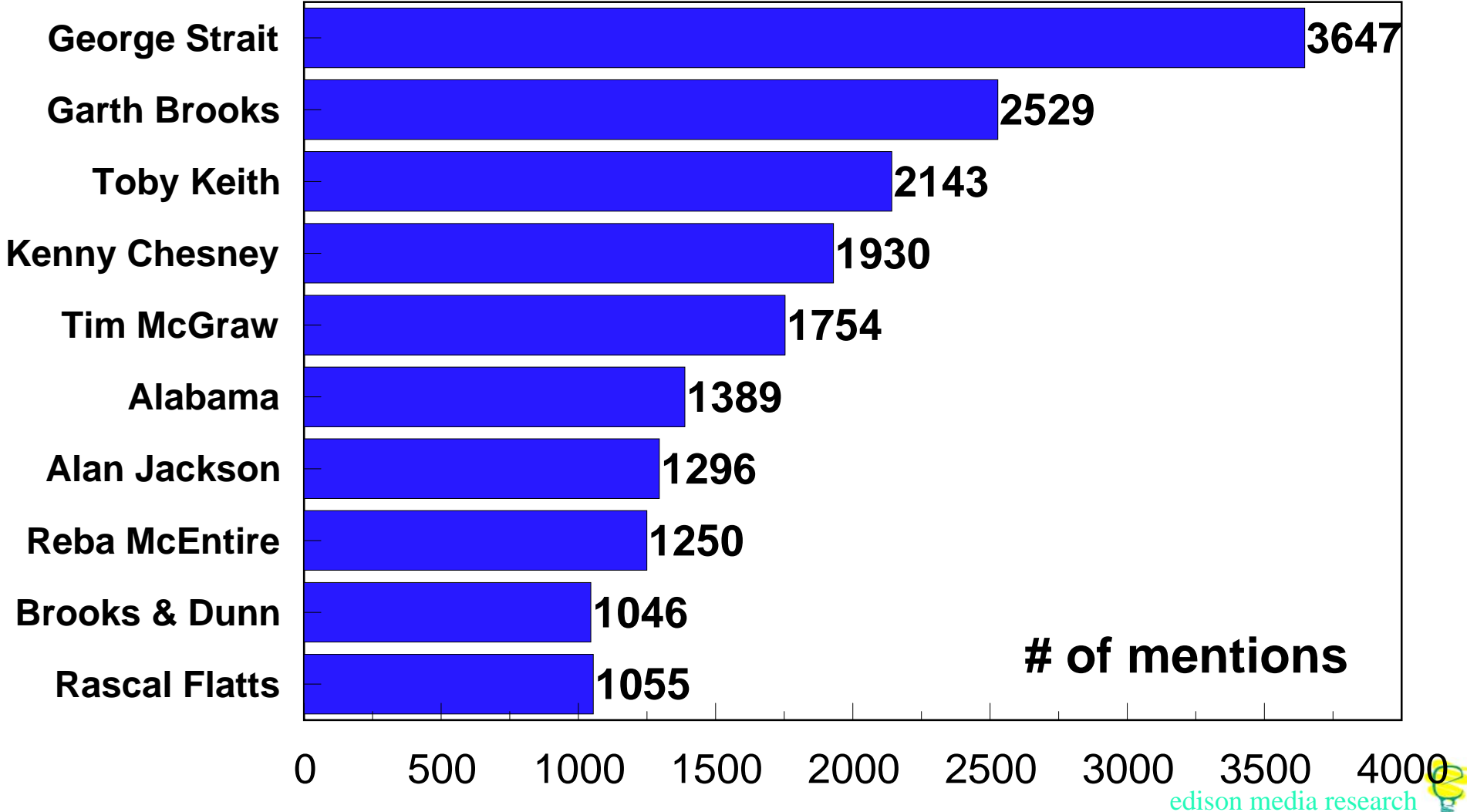
21%



Which Country artists whom you really like did you first learn about in the last year or two?



Which Country artist is your #1 all-time favorite?



edison media research

