

The Infinite Dial Sports Talk Edition



#infinitedial



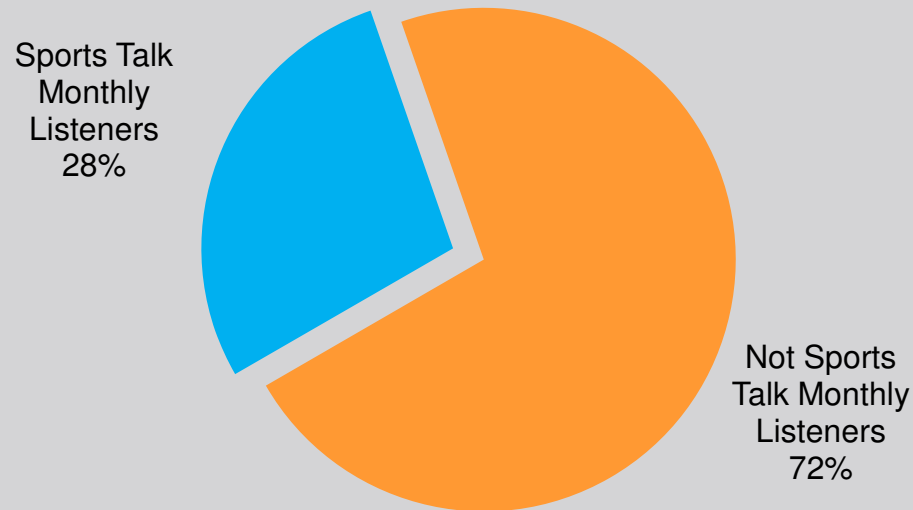
Methodology Overview

- In January/February 2014, Edison Research conducted a national telephone survey of 2,023 people aged 12 and older, using random digit dialing techniques.
- Survey offered in both English and Spanish languages.
- Both landlines and cell phones were called.
- Data weighted to national 12+ population figures.
- This is the 22nd study in the series dating to 1998.
- These studies provide estimates of digital platforms and their impact on the media landscape based on self-reported consumer behaviors and attitudes.



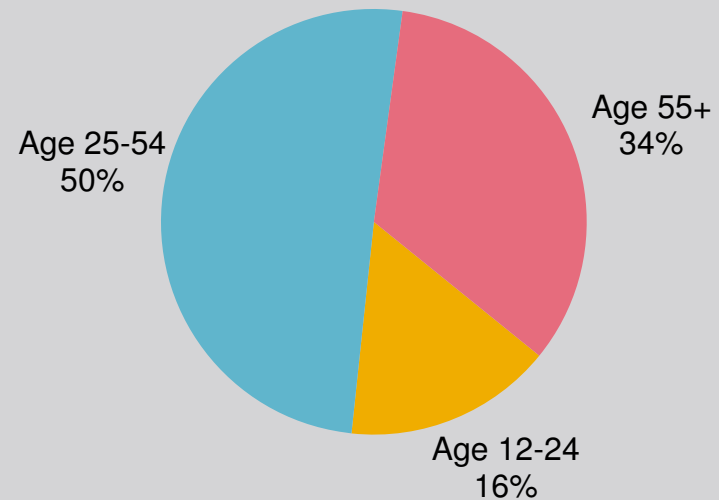
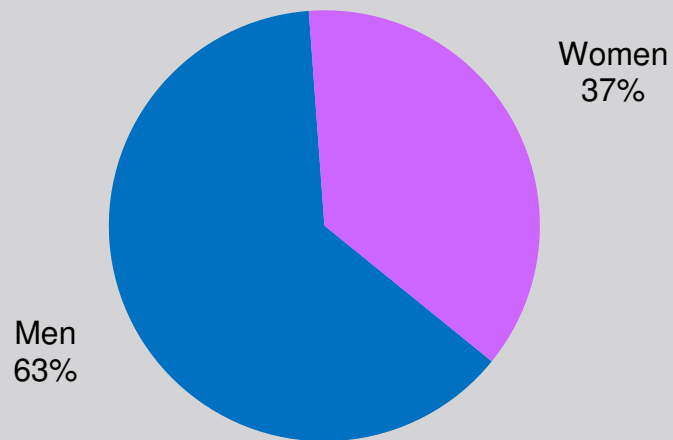
Who are Sports Radio Listeners?

“Have you listened to any Sports talk, including sports news, opinions and commentary – on any AM or FM radio station, on satellite radio or an online radio station – for more than one hour in the last month?”



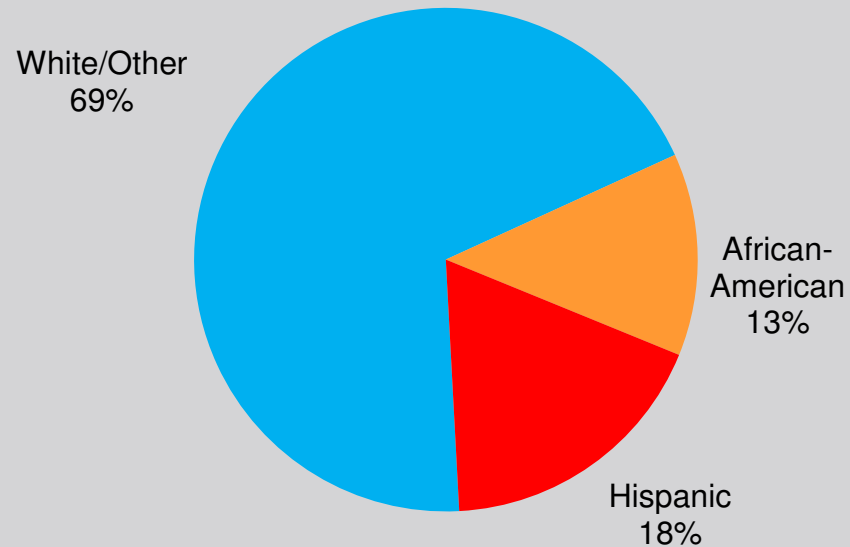
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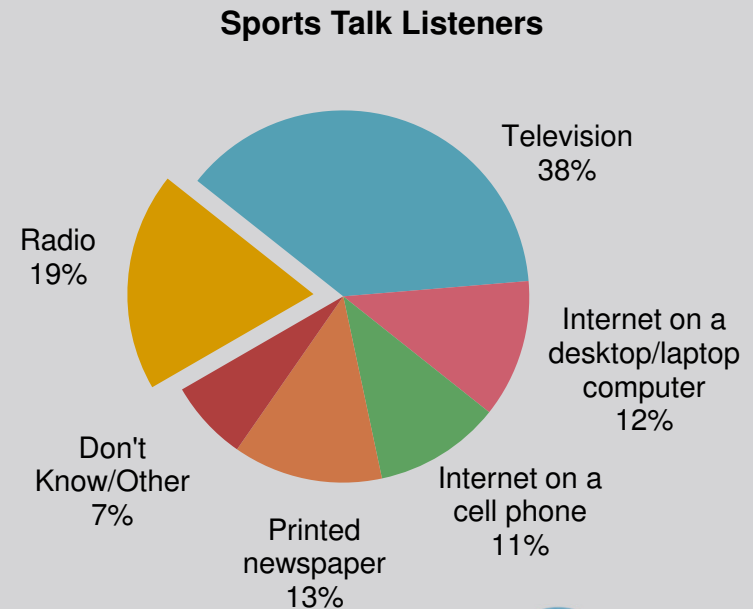
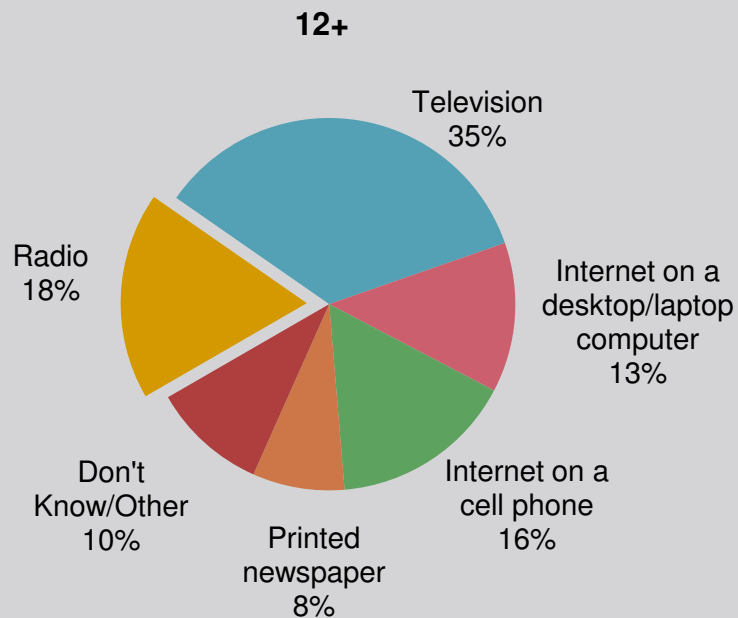
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Part of Radio's Challenge – Americans don't wake up to it any longer

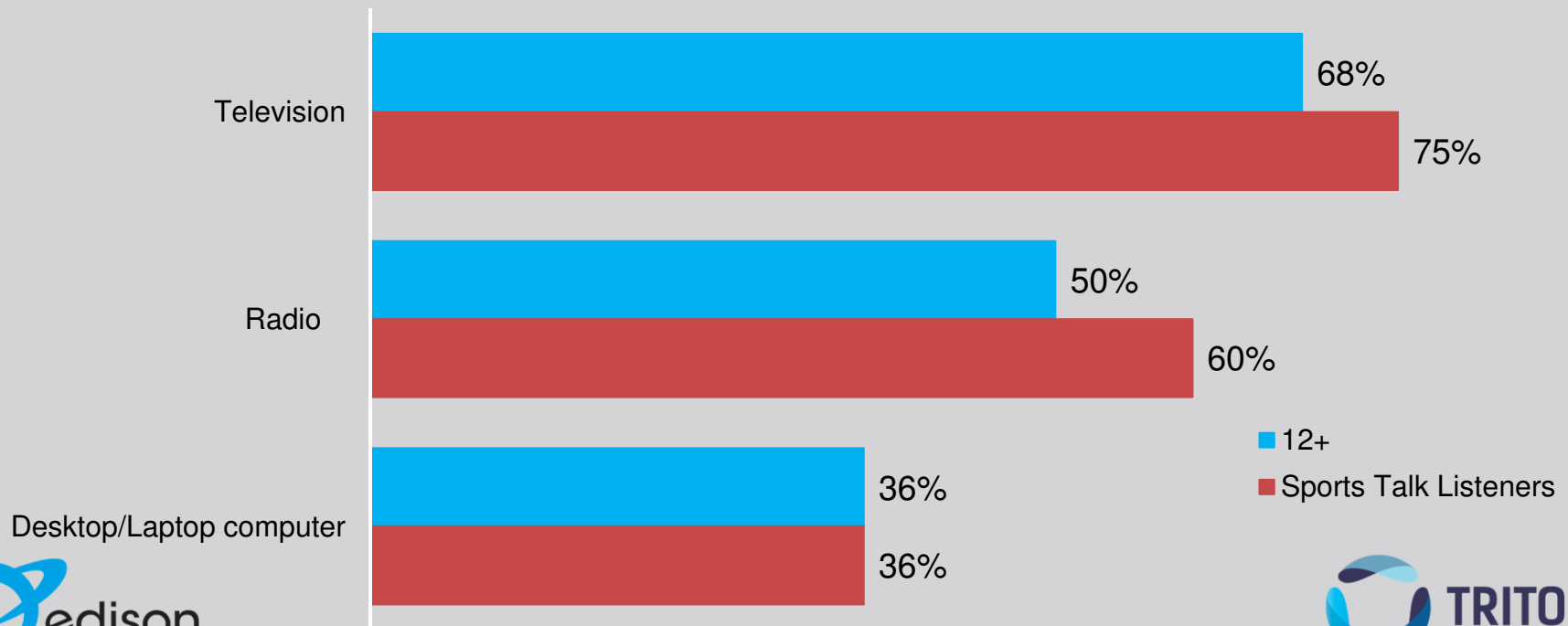
"Which one of the following do you do most often at home in the morning?"



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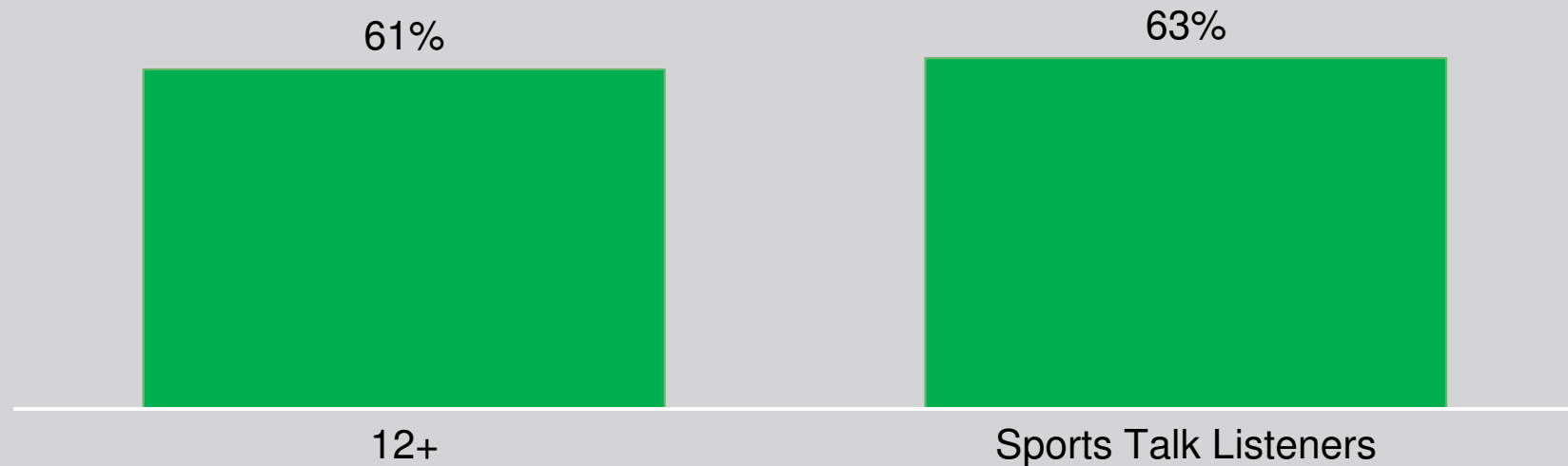
While Sports Radio fans are more likely to have a radio in their bedroom, 3/4ths have a TV

"In your bedroom, do you have a...?"



The Device that is Changing Everything – The Smartphone

% Who Own a Smartphone



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Even though your content is unique, Sports Talk listeners are more likely to consume Online Radio

% Listened to Online Radio in Last Month



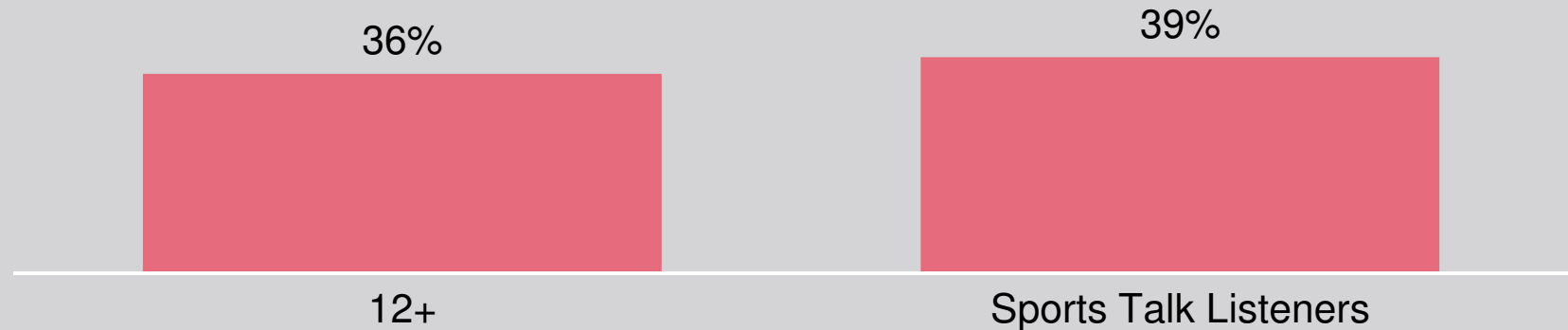
Online Radio = Listening to AM/FM radio stations online and/or listening to streamed audio content available only on the Internet



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Four-in-ten Sports Talk Listeners Consume Online Radio Weekly

% Listened to Online Radio in Last Week



Online Radio = Listening to AM/FM radio stations online and/or listening to streamed audio content available only on the Internet



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Sports Talk Fans are Slightly More Likely to be Familiar with Podcasting

% Familiar with Podcasting



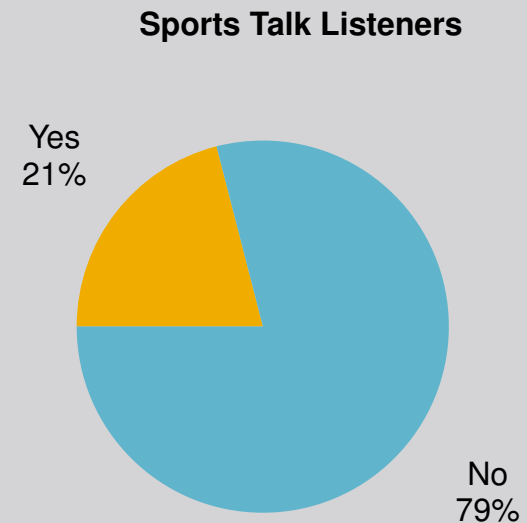
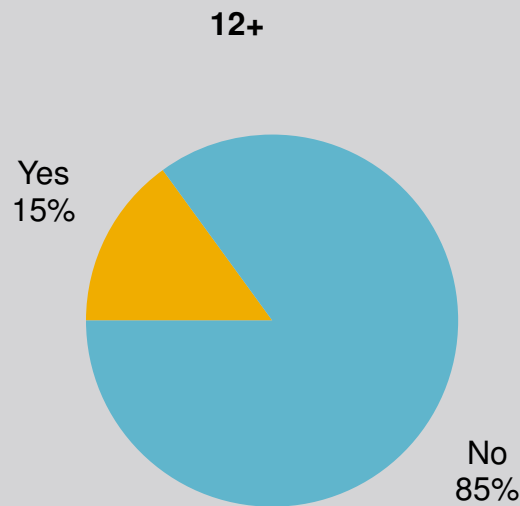
One-third of Sports Talk Fans have Ever Listened to a Podcast

% Who Have Ever Listened to an Audio Podcast



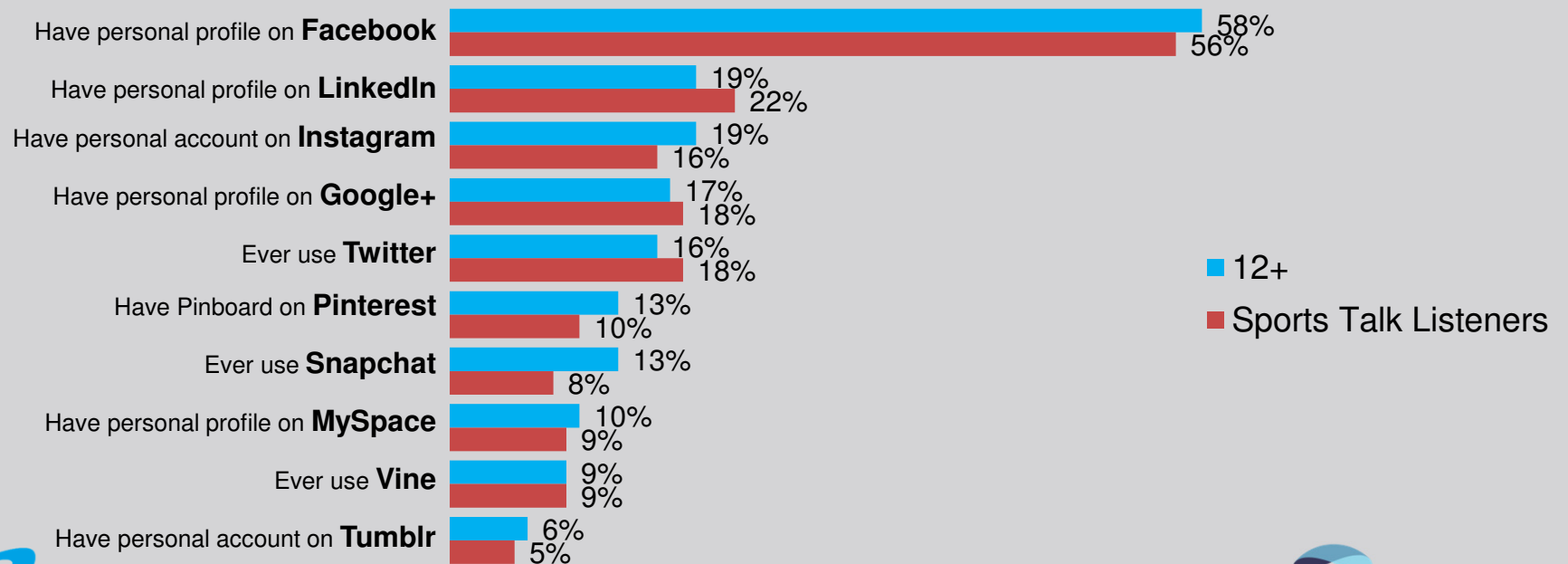
Sports Talk Fans are Significantly More Likely to Subscribe to SiriusXM Satellite Radio

"Do you currently subscribe to SiriusXM Satellite Radio?"



Don't Doubt Facebook's Importance in Your Space

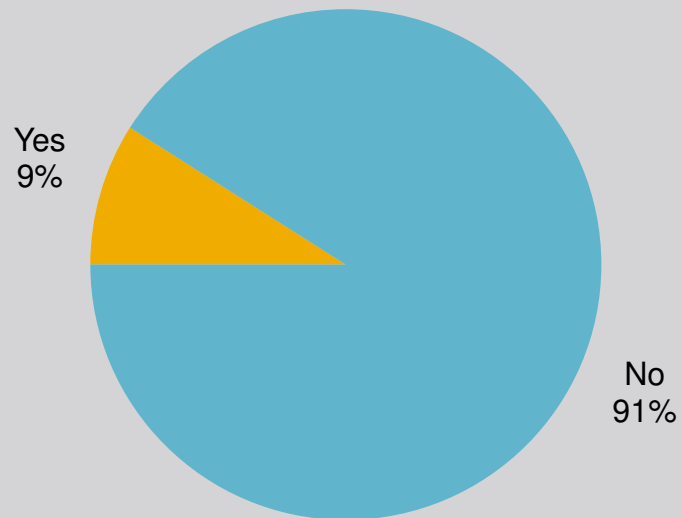
% Using Each Social Networking Site/Service



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Twitter, for all its fame, is not actively used by many . . .

“Do you ever post status updates to Twitter?”



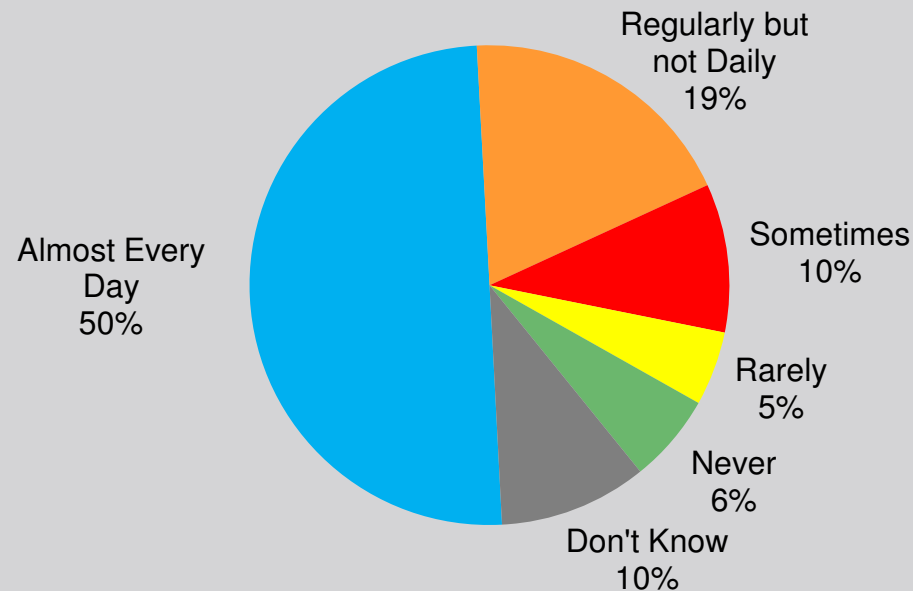
Base: Monthly Sports Talk Radio Listeners



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... But People Hear about Tweets Constantly

“How often do you hear about Twitter feeds, commonly called tweets, through traditional media outlets such as TV, radio, newspapers or Websites other than Twitter?”



Base: Monthly Sports Talk Radio Listeners

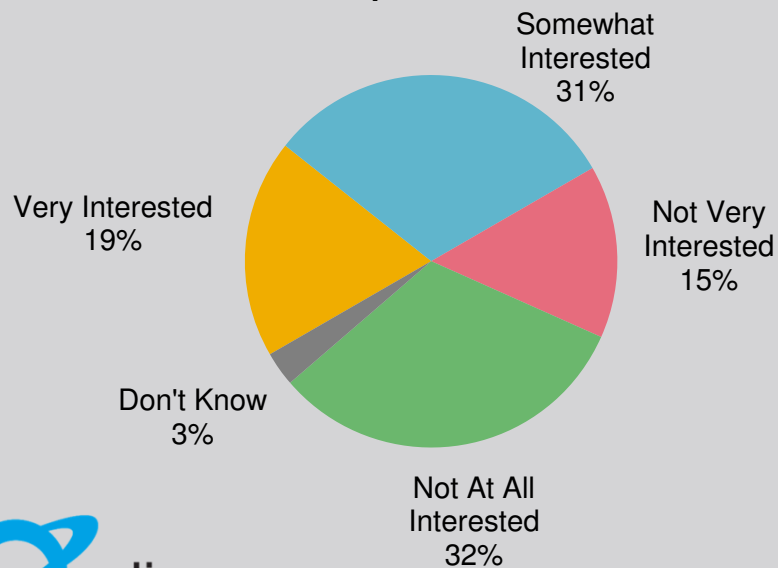


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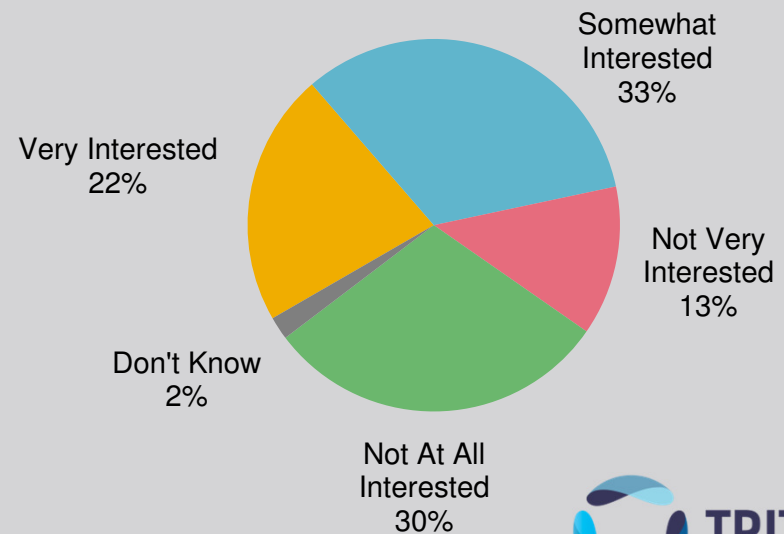
Radio Listeners ‘Get’ Time Shifting, Even if Radio hasn’t Made it Easy (yet)

“How interested would you be in the ability to listen to your favorite AM/FM radio personalities and programs over the Internet on-demand?”

12+ Population



Sports Talk Listeners



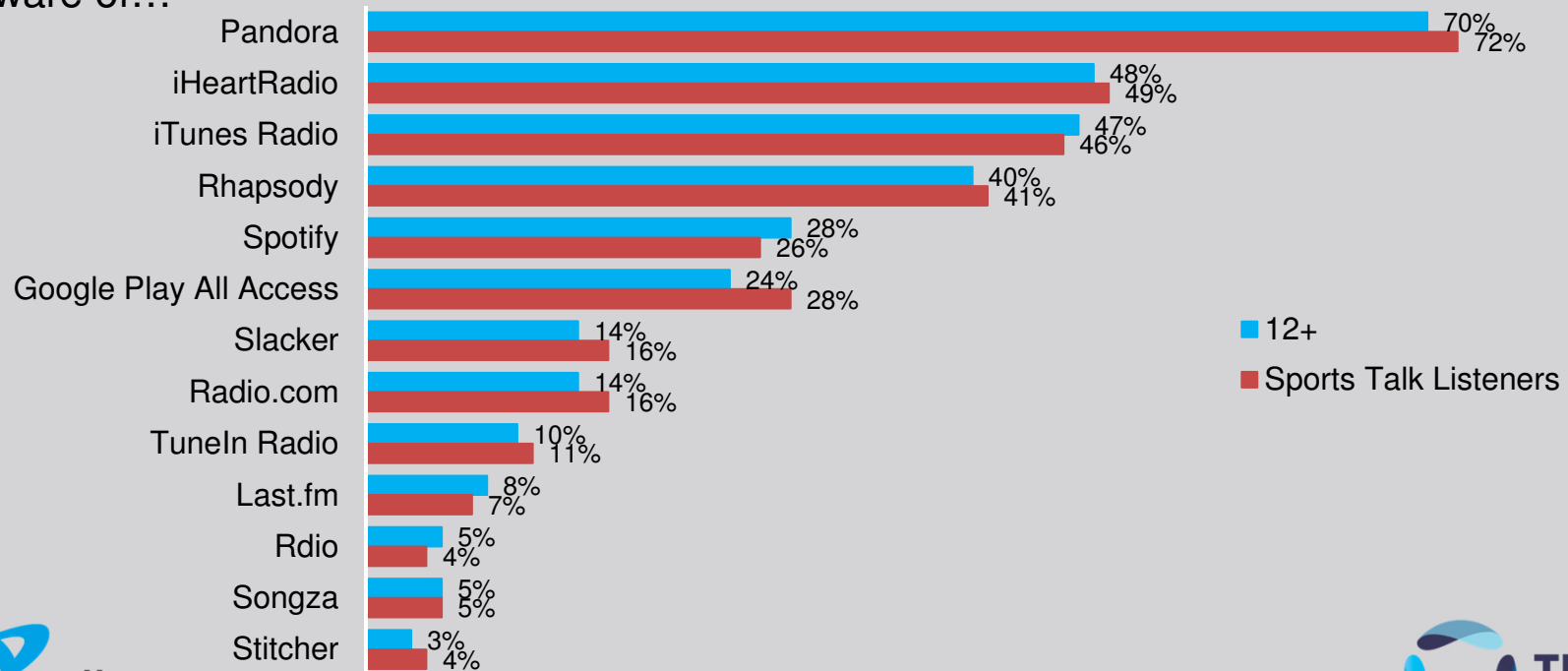
Base: Weekly Online Radio Listeners



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Sports Talk Listeners are interested in all this stuff

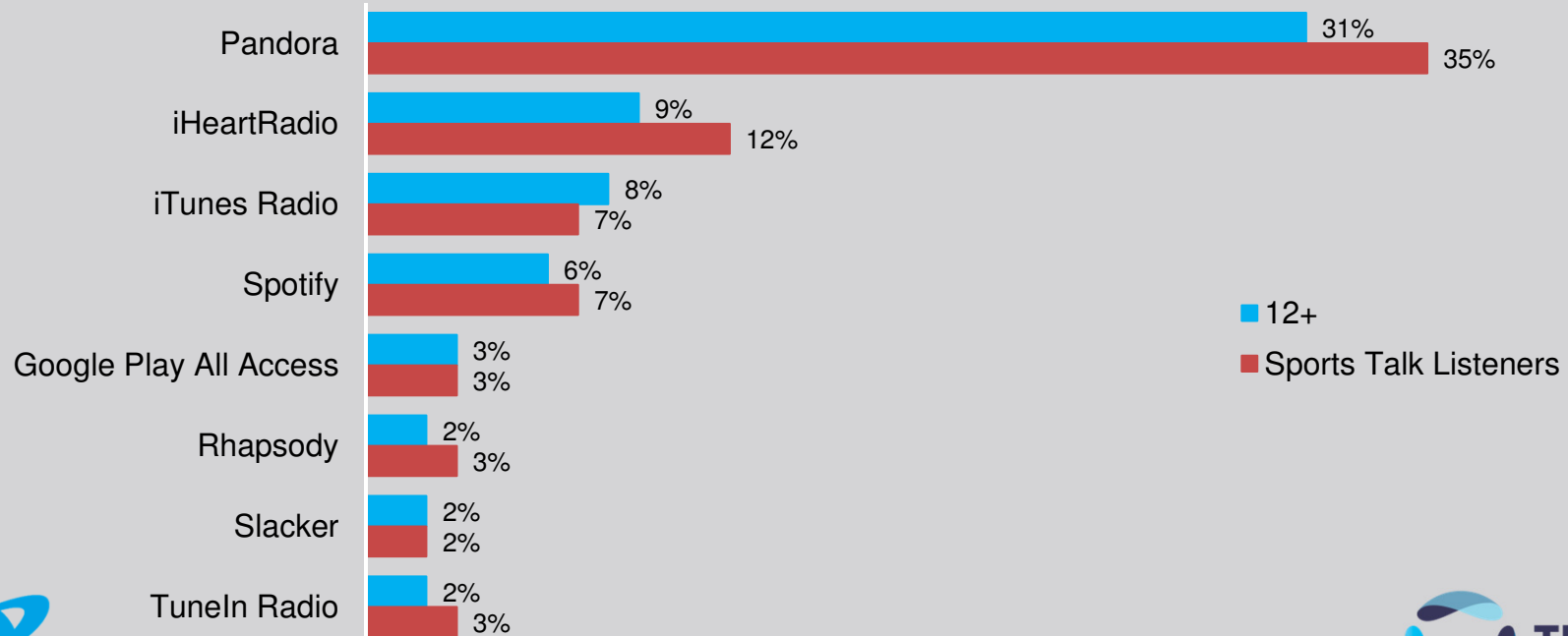
% Aware of...



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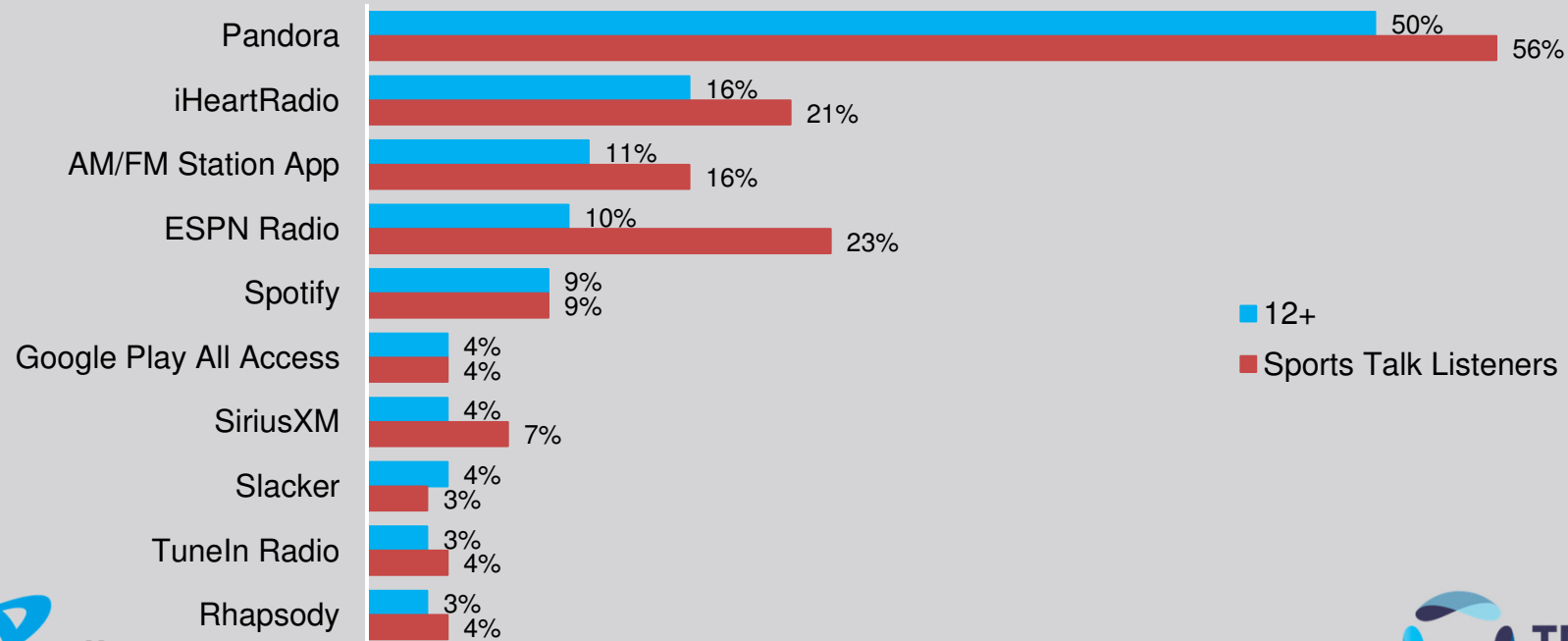
Sports Talk Listeners are MORE likely to have consumed content from Online Radio Brands

% Who Listened in Last Month to...



Nearly a Quarter of Sports Talk Smartphone Users have Downloaded the ESPN Radio App

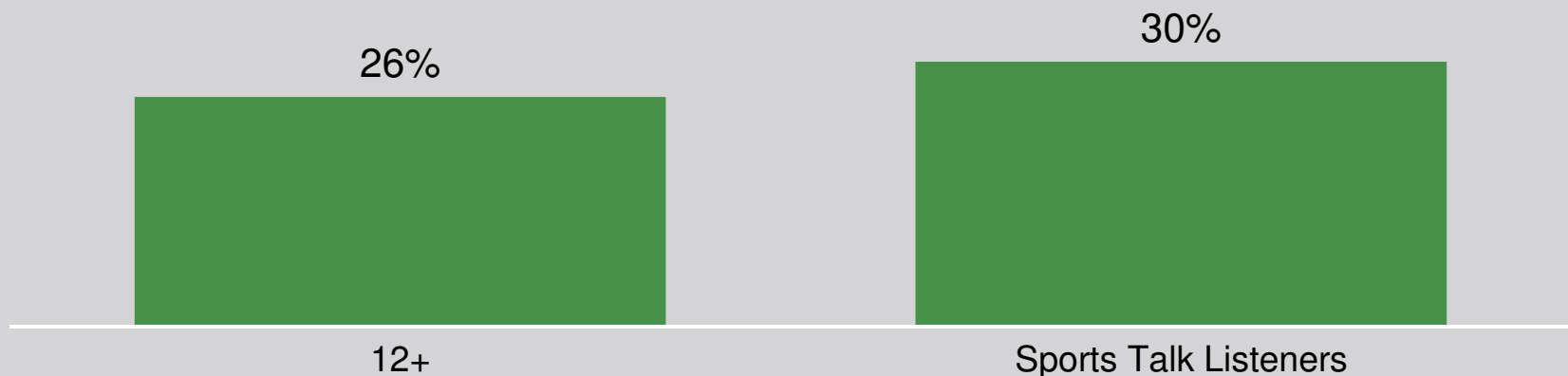
% of Smartphone Owners Who Report Having Downloaded Each App to Their Smartphone



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The Car – It's Kind of a Big Deal

% of Cell Phone Owners By Age Group Who Have Ever Listened to Online Radio in a Car by Listening to the Stream From a Cell Phone Connected to a Car Audio System



Base: Own a Cell Phone



Online Radio = Listening to AM/FM radio stations online and/or listening to streamed audio content available only on the Internet

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Boy, that Escalated Quickly

% With an In-Dash Information/Entertainment System in Primary Car



Base: Driven/Ridden in Car in Last Month, age 18+

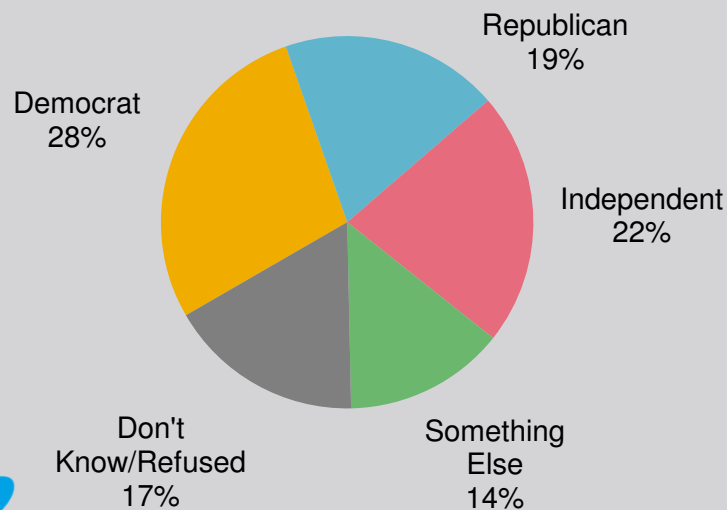


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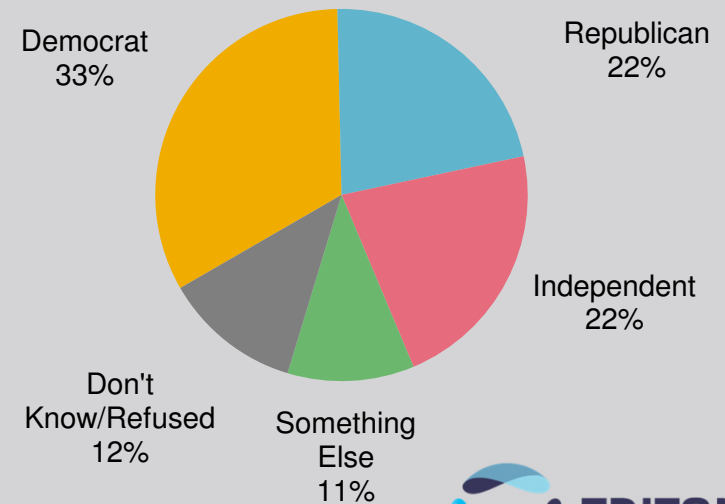
Tell Your Hosts to STOP TALKING POLITICS!

"When it comes to politics, do you usually think of yourself as a...?"

18+ Population



Sports Talk Listeners



Base: Age 18+



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Observations

- Mobile devices are rewiring behavior extremely quickly
 - You need a complete plan to stay competitive in that environment
 - Especially to remain viable among younger sports fans
- While you are better protected than music radio, competition is increasing across platforms and contexts



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