

The Infinite Dial 2014

A Look at
Classic Rock/
Classic Hits P1s



#infinitedial



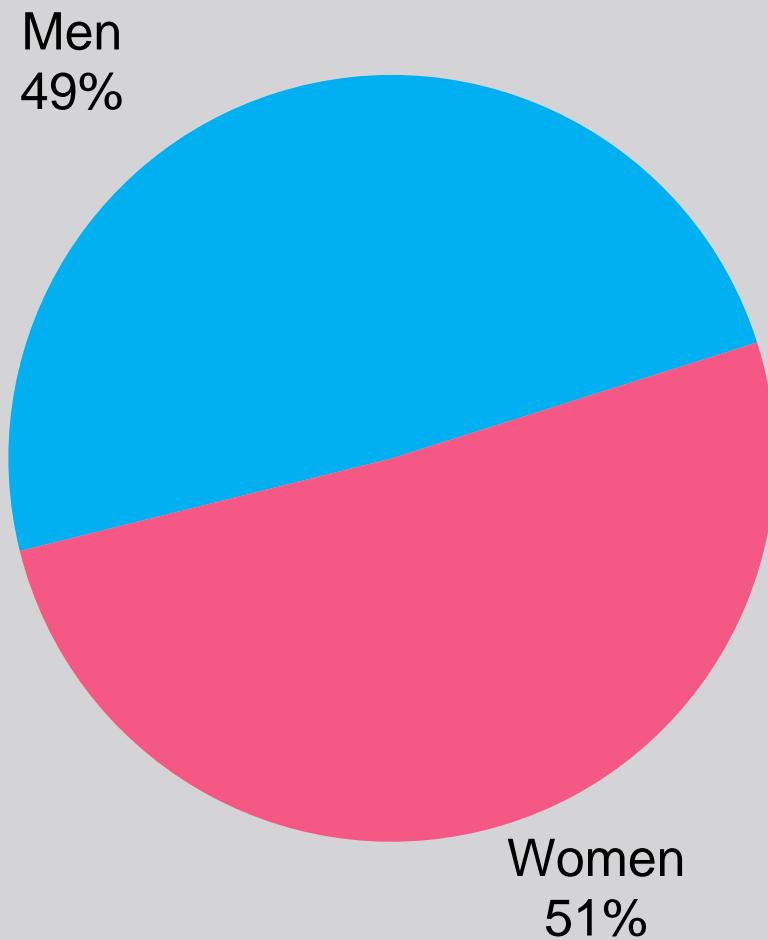
Methodology Overview

- 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.
- Respondents were asked, “Overall, what one radio station do you listen to most?”
- We then identified format for each station and assigned that respondent as P1 to a format group.
- This report is based on 112 Classic Rock/Classic Hits format P1s.

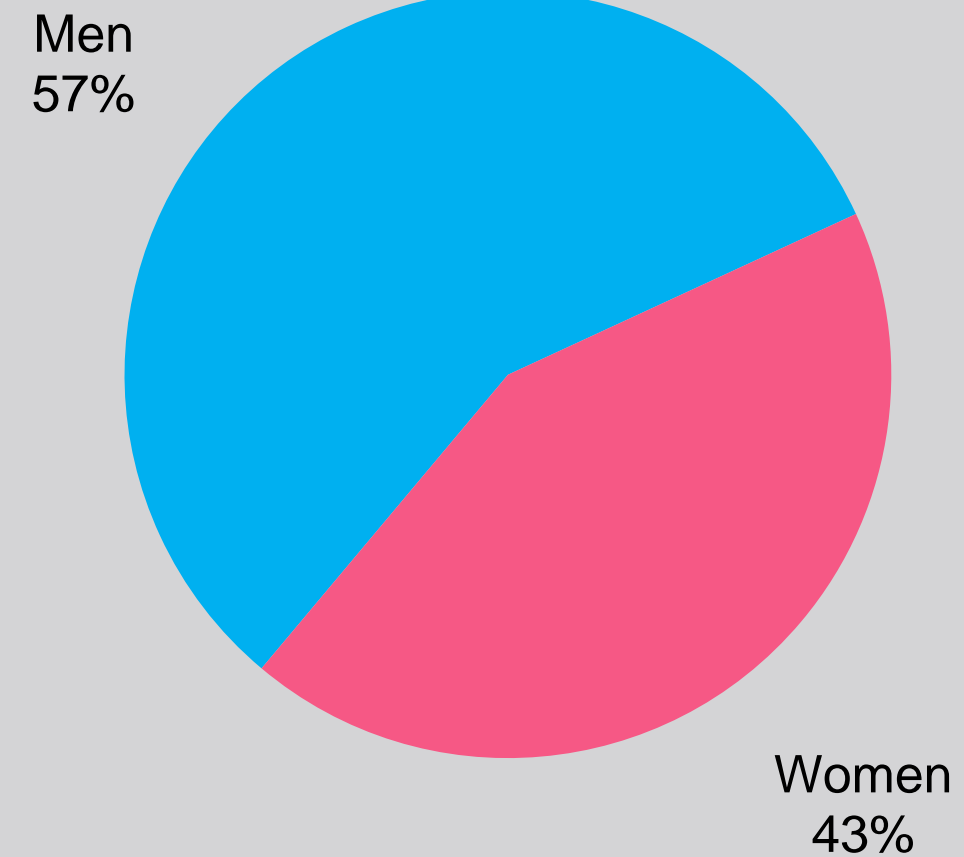


Who Are the Classic Rock/Hits P1s?

Persons 12+

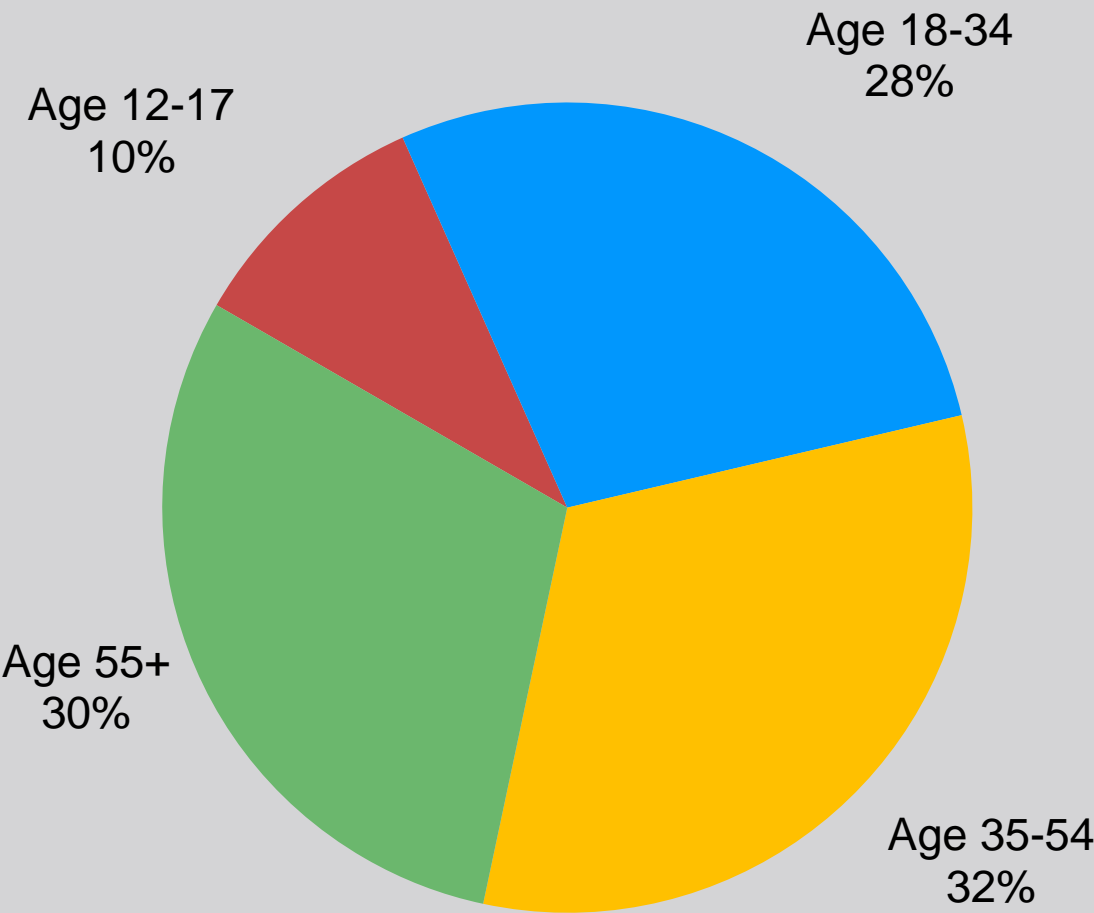


Classic Rock/Hits P1s



Who Are the Classic Rock/Hits P1s?

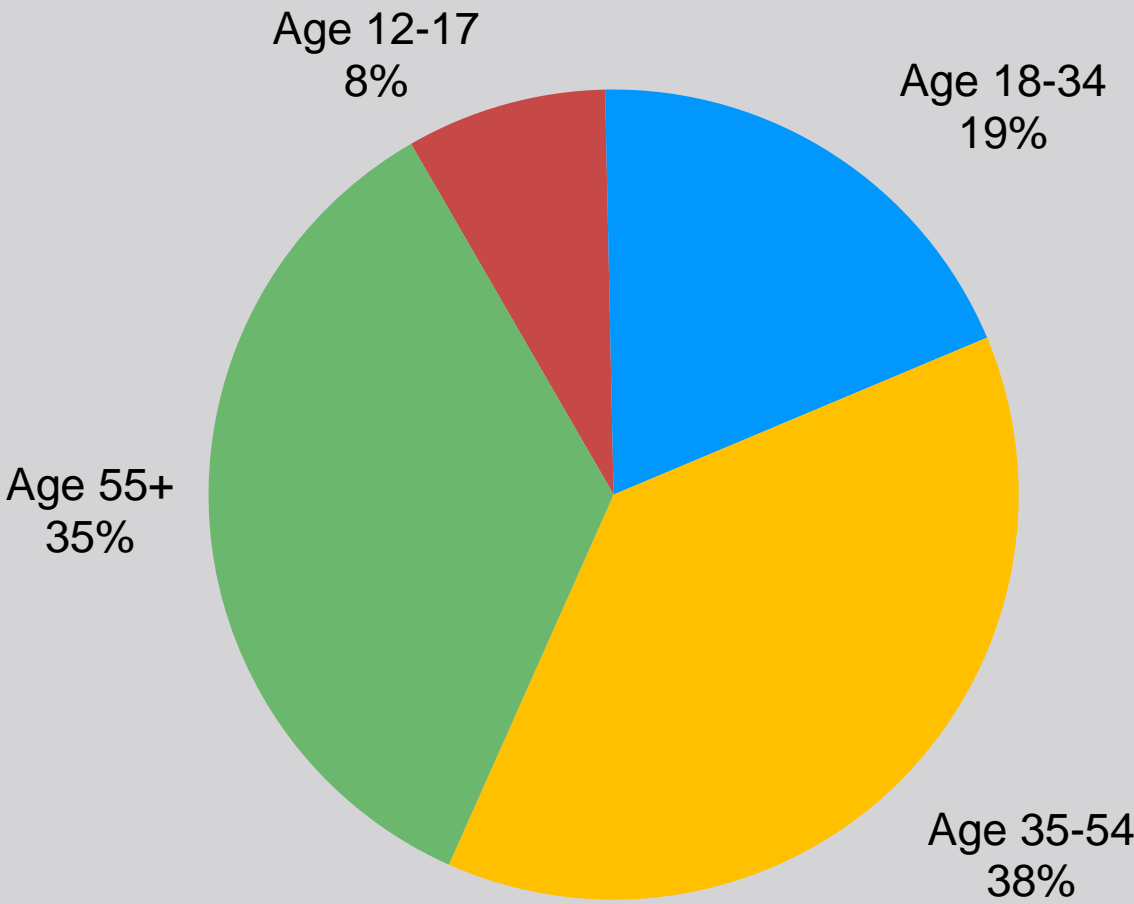
Persons 12+



Average age = 44



Classic Rock/Hits P1s

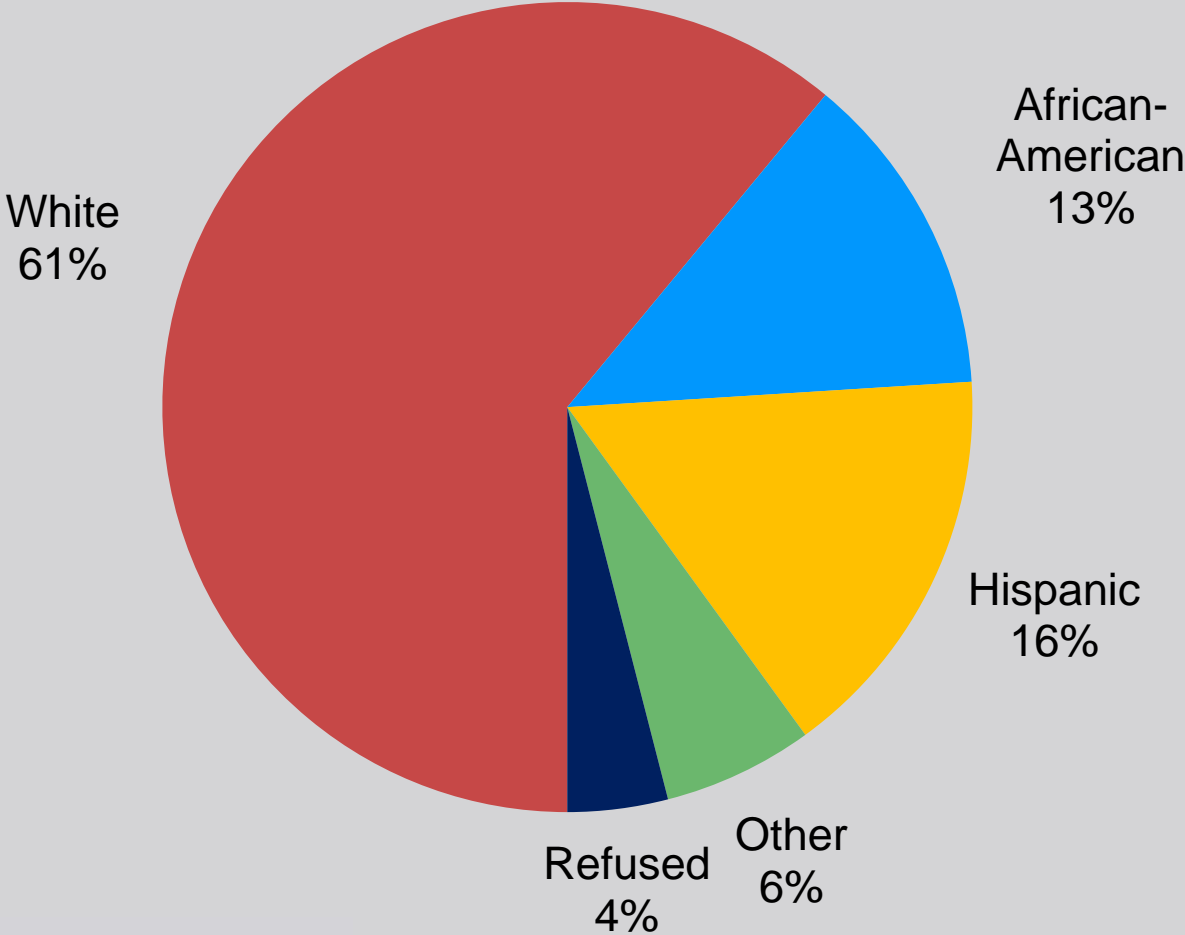


Average age = 46

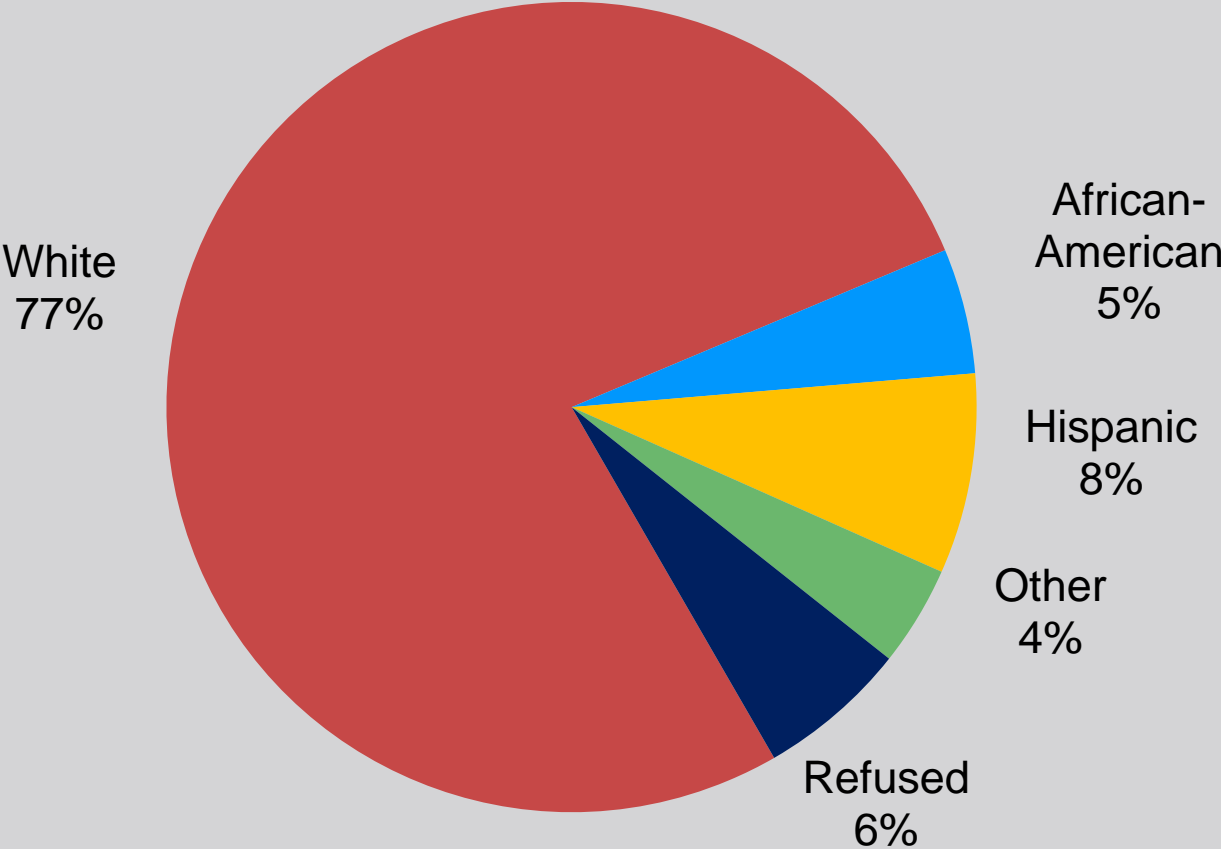


Who Are the Classic Rock/Hits P1s?

Persons 12+



Classic Rock/Hits P1s



% Who Live in Homes With Internet Access



Persons 12+

81%

Classic Rock/Hits P1s

91%

% Who Currently Subscribe to SiriusXM Satellite Radio



Persons 12+

15%

Classic Rock/Hits P1s

17%



Online Radio & Video



#infinitedial



% Who Have Listened to Online Radio in the Last Week



Persons 12+

36%

Classic Rock/Hits P1s

31%

% Who Are Aware of Pandora



Persons 12+

70%

Classic Rock/Hits P1s

75%

% Who Have Listened to Pandora in the Last Month



Persons 12+

31%

Classic Rock/Hits P1s

32%

% Who Have Listened to Pandora in the Last Week



Persons 12+

22%

Classic Rock/Hits P1s

20%

% Who Are Aware of iHeartRadio



Persons 12+

48%

Classic Rock/Hits P1s

54%

% Who Have Listened to iHeartRadio in the Last Month



Persons 12+

9%

Classic Rock/Hits P1s

12%



% Who Are Aware of Spotify



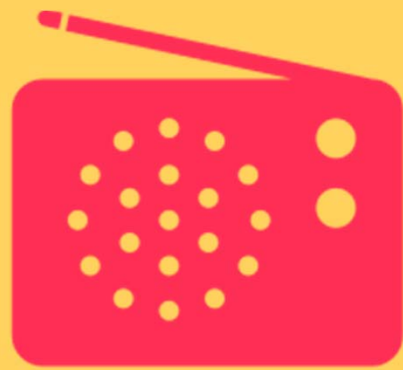
Persons 12+

28%

Classic Rock/Hits P1s

25%

% Who Are Aware of iTunes Radio



iTunes Radio

Persons 12+

47%

Classic Rock/Hits P1s

55%

% Who Have Used YouTube to Watch Music Videos or Listen to Music in the Last Week



Persons 12+

33%

Classic Rock/Hits P1s

24%

Smartphones and Other Mobile Devices



#infinitedial



% Who Always Have Their Cell Phone Within Arm's Length



Persons 12+

53%

Classic Rock/Hits P1s

56%

% Who Own a Smartphone



Persons 12+

61%

Classic Rock/Hits P1s

55%

% Who Own a Tablet



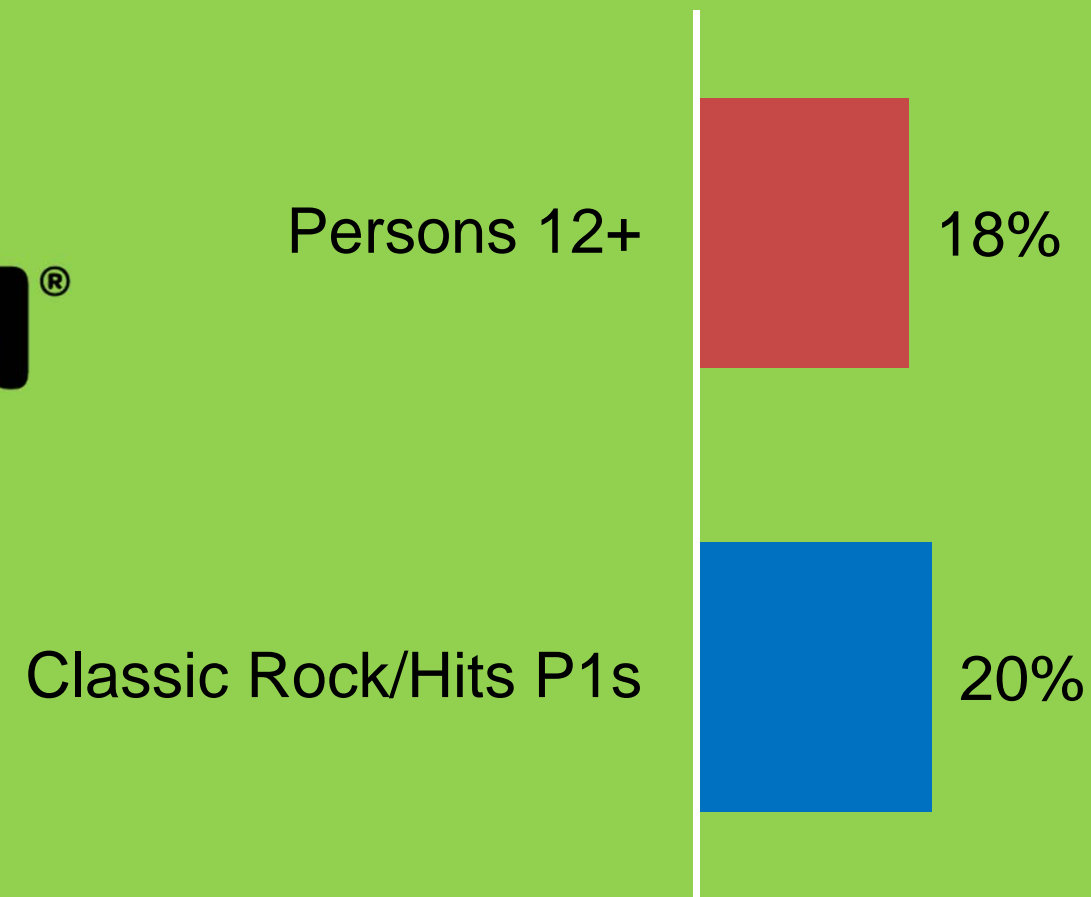
Persons 12+

39%

Classic Rock/Hits P1s

35%

% Who Have Ever Downloaded the Shazam App to Smartphone or Other Device



Classic Rock/Hits Radio

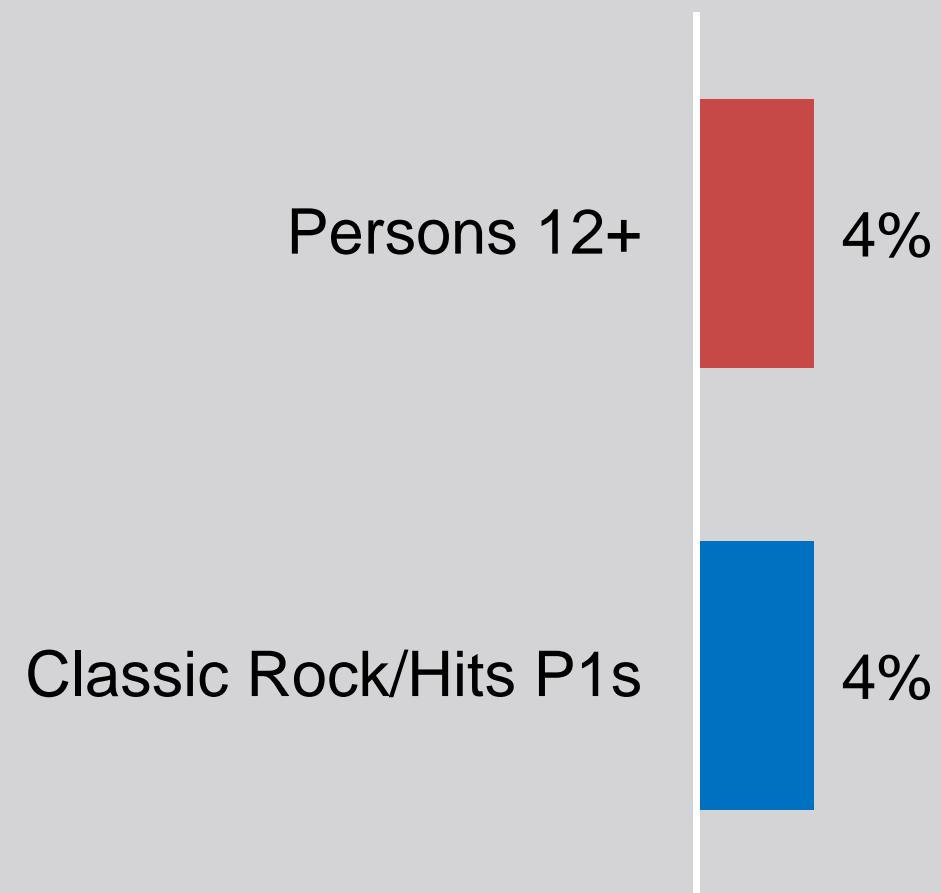
P1 Listener Insights



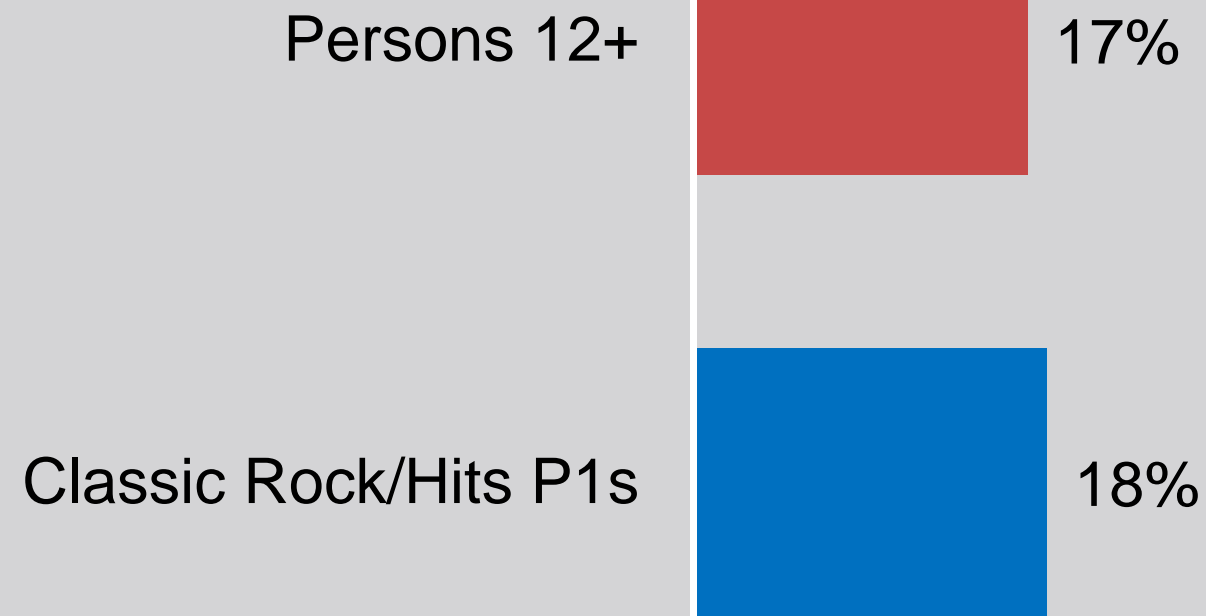
#infinitedial



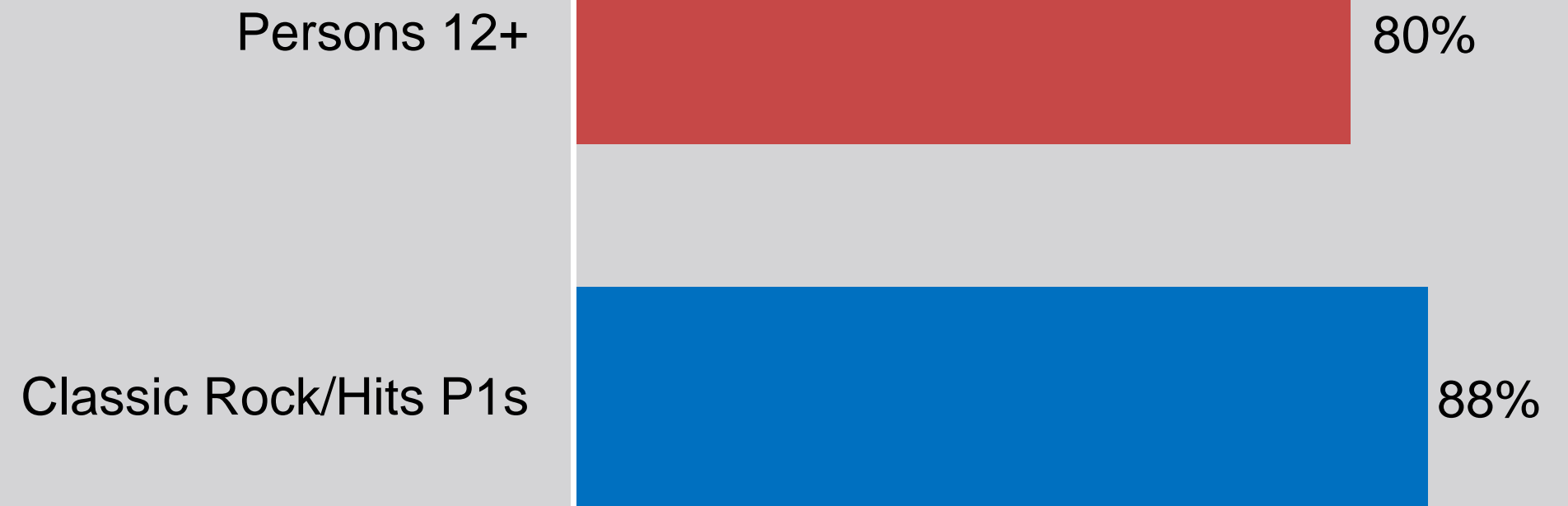
% Who Listen Most Often to AM/FM Radio Stations Using Earbuds, Earphones or Some Other Type of Headset



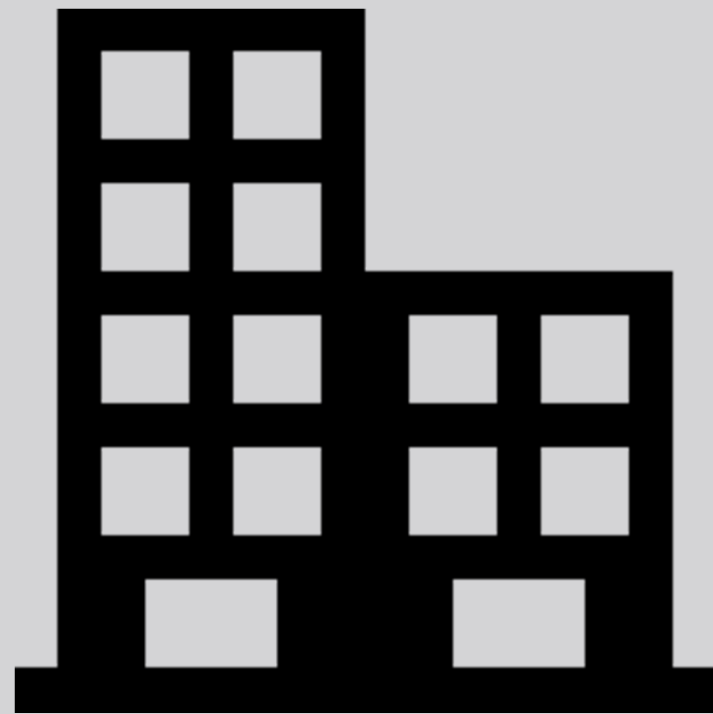
% Who Would Listen “a Lot More” if their Cell Phones Had an FM Radio Tuner



% Who Think Listening to Commercials Is a Fair Price to Pay for Free Programming on AM/FM Radio Stations



% Who Listen to the Radio While Working



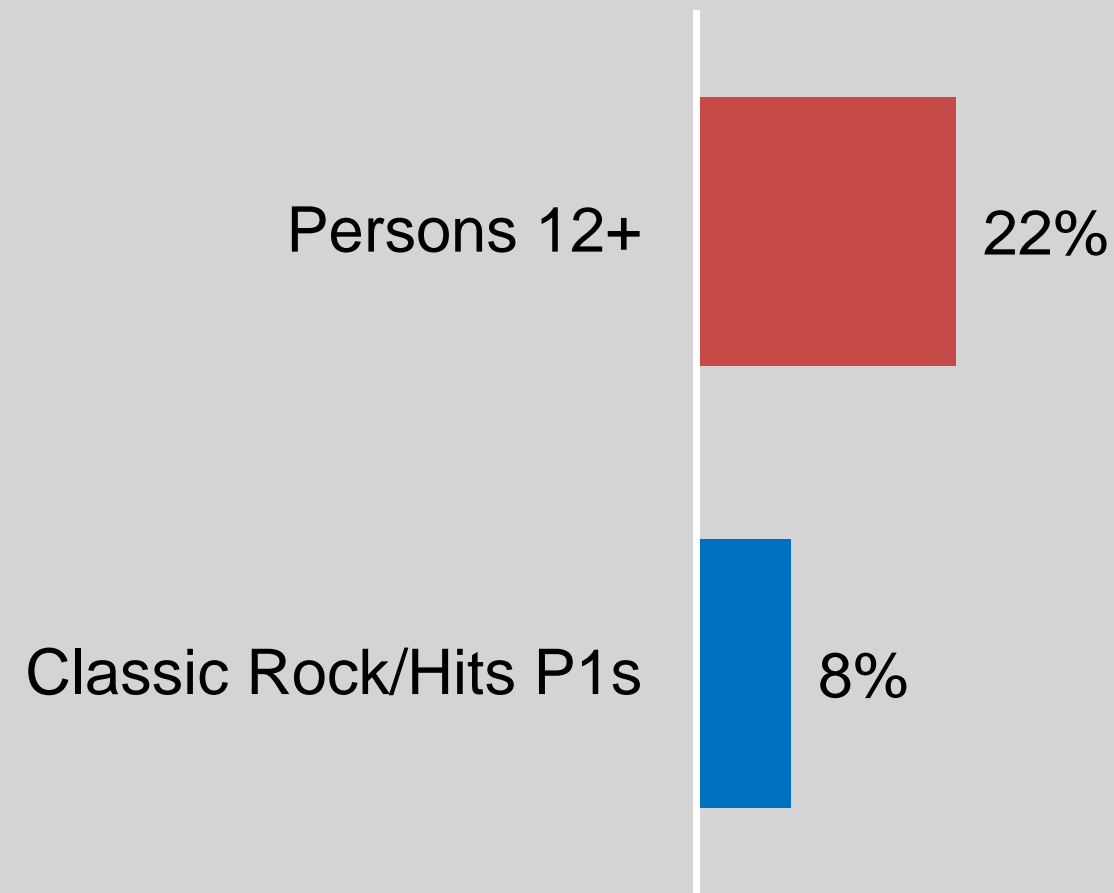
Persons 12+

40%

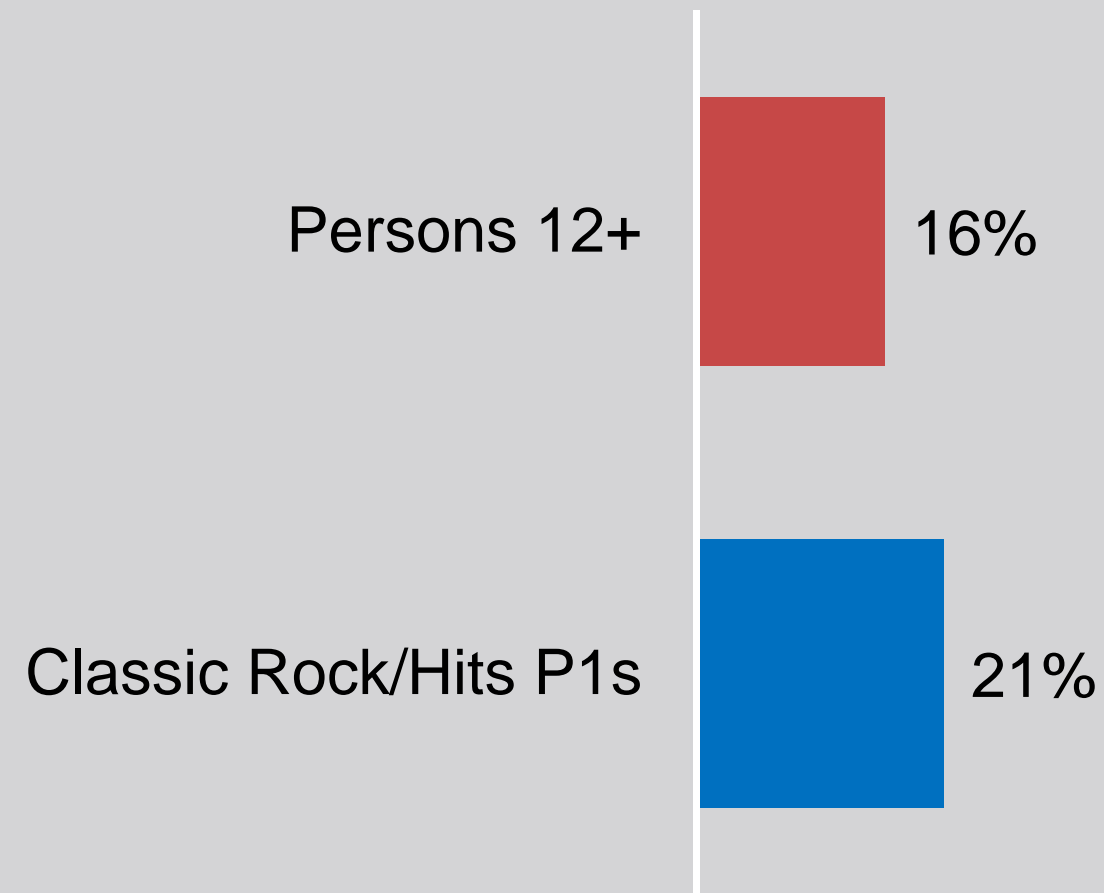
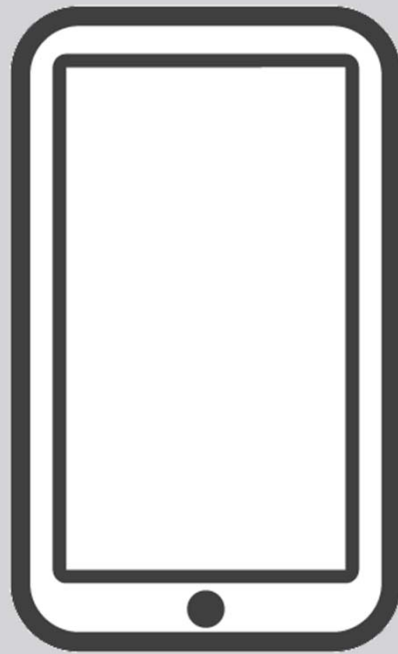
Classic Rock/Hits P1s

56%

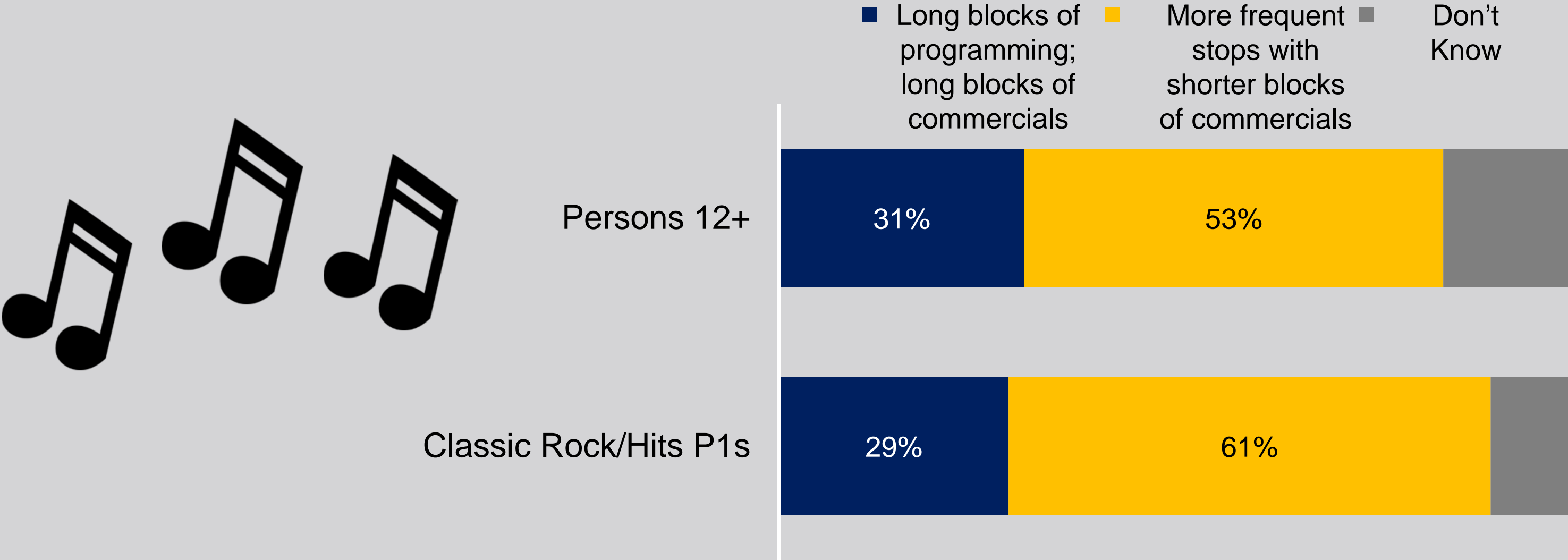
% Who Listen to the Radio Over a Computer While Working



% Who Listen to the Radio on a Mobile Device While Working



AM/FM Radio Stopset Length Preference:



Social Networking



#infinitedial



% Who Have a Profile on Any Social Network



Persons 12+

67%

Classic Rock/Hits P1s

63%

% Who Have a Profile on Facebook



Persons 12+

58%

Classic Rock/Hits P1s

57%

Average Number of Facebook Friends



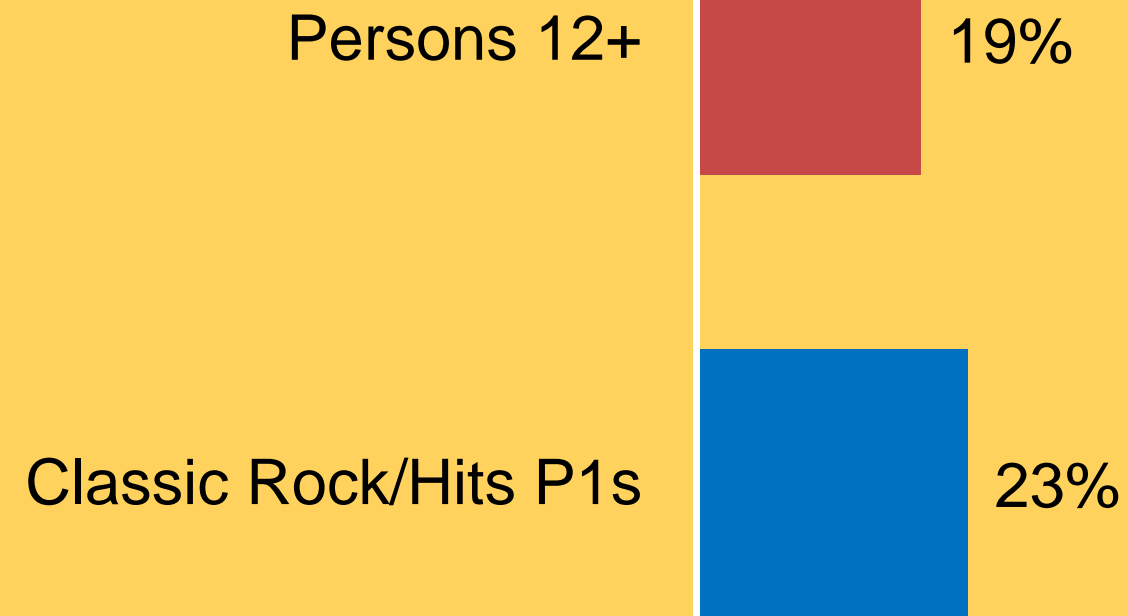
Persons 12+

350

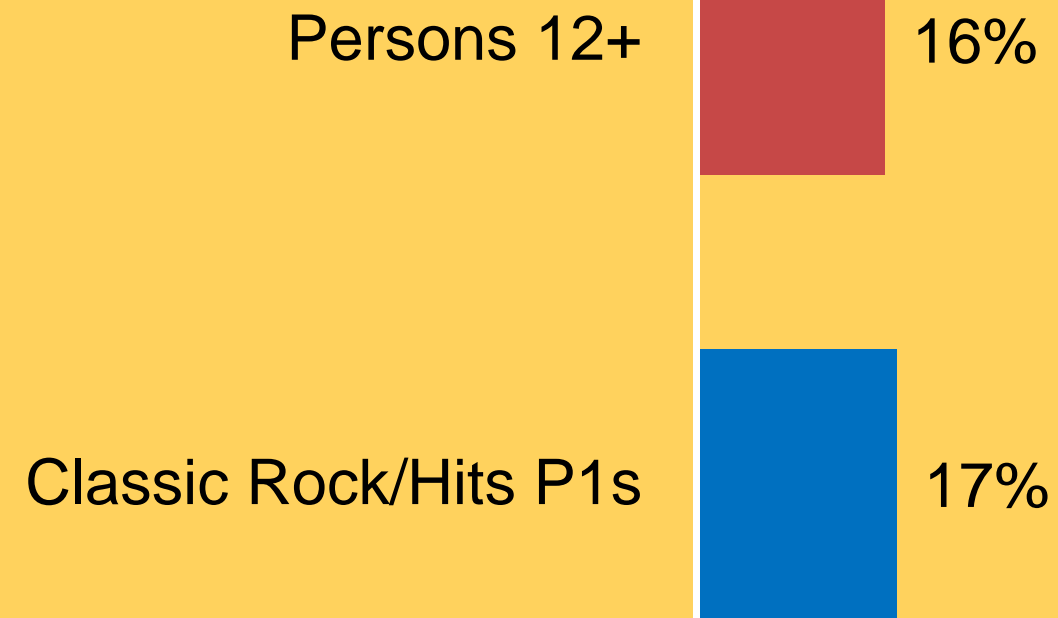
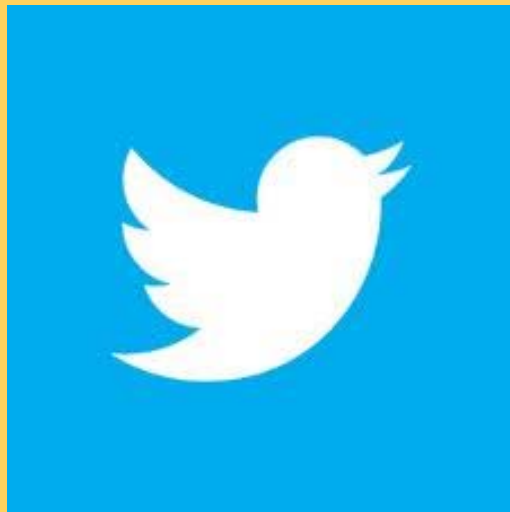
Classic Rock/Hits P1s

278

% Who Have a Profile on LinkedIn



% Who Currently Use Twitter



% Who Use Social Networking Sites “Several Times per Day”



Persons 12+

28%

Classic Rock/Hits P1s

28%

In-Car Media



#infinitedial



% of Drivers/Passengers Who Currently Ever Use AM/FM Radio in Primary Car



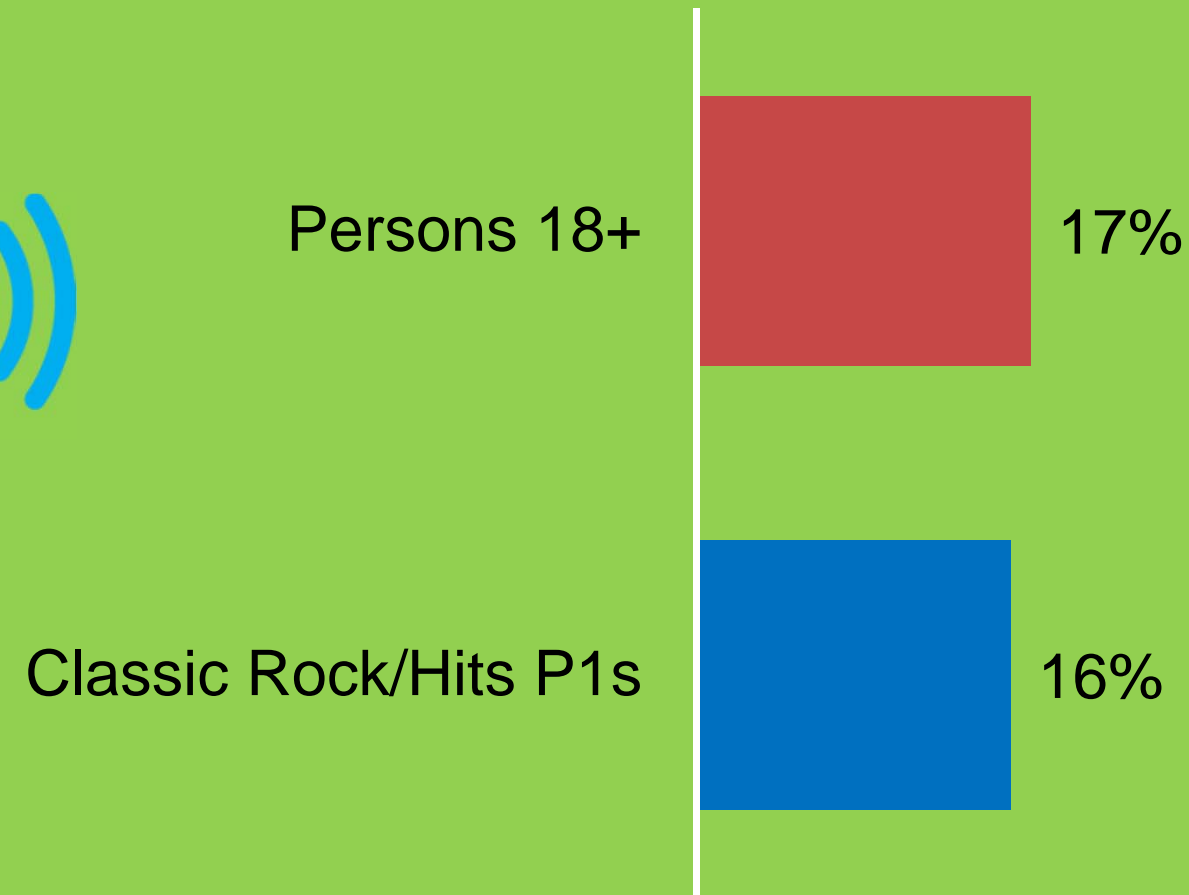
Persons 18+

86%

Classic Rock/Hits P1s

93%

% of Drivers/Passengers Who Currently Ever Use SiriusXM Satellite Radio in Primary Car



Music Discovery



#infinitedial



% Who Say It Is “Very” or “Somewhat” Important to Keep Up-to-Date With Music



Persons 12+

47%

Classic Rock/Hits P1s

49%

% Who Use AM/FM Radio to Find Out About Music



Persons 12+

75%

Classic Rock/Hits P1s

83%

Observations



#infinitedial



Observations

- Classic Rock/Hits P1s have an average age of 46, which is only two years older than the average age of all respondents
 - Half (49%) are interested in keeping up-to-date with music
 - More likely to use AM/FM Radio to find out about music
- Overall, Classic Rock/Hits P1s use digital media and social media less
- More likely to use AM/FM Radio in the car

For a free copy of this report visit:
edisonresearch.com

Contact: **sross@edisonresearch.com**
@rossonradio



#infinitedial

