

The Infinite Dial 2014

A Look at
Rock P1s



#infinitedial



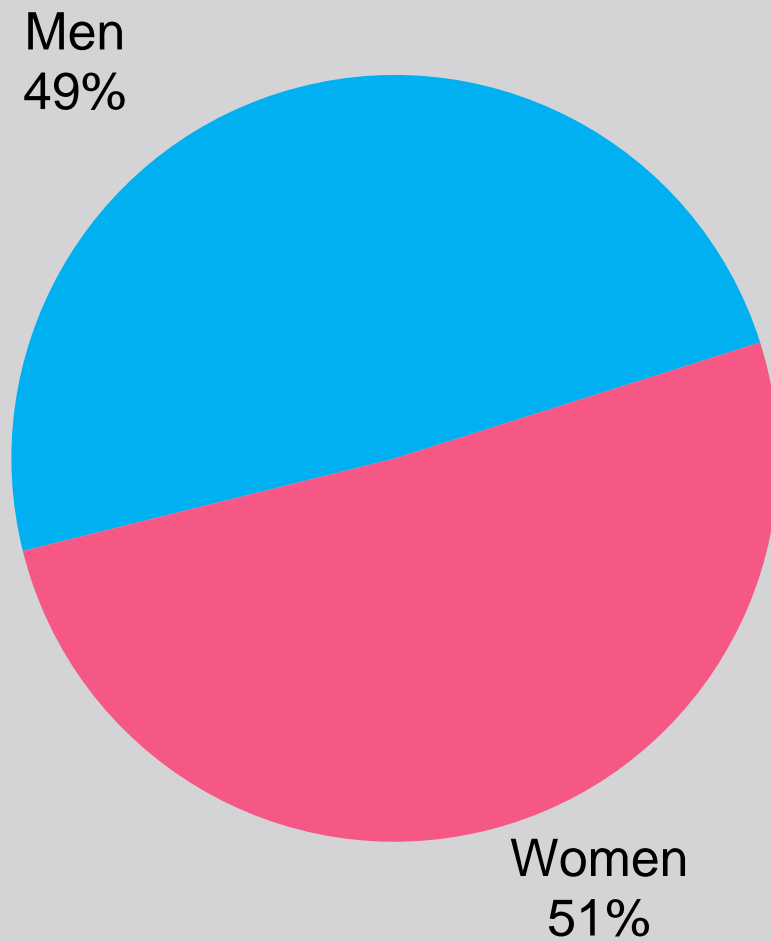
Methodology Overview

- 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.
- For each format P1 report, we asked respondents, “Overall, what one radio station do you listen to most?”
- We then identified each station and assigned that respondent as P1 to a format.
- This report is based on 91 Rock format P1s.

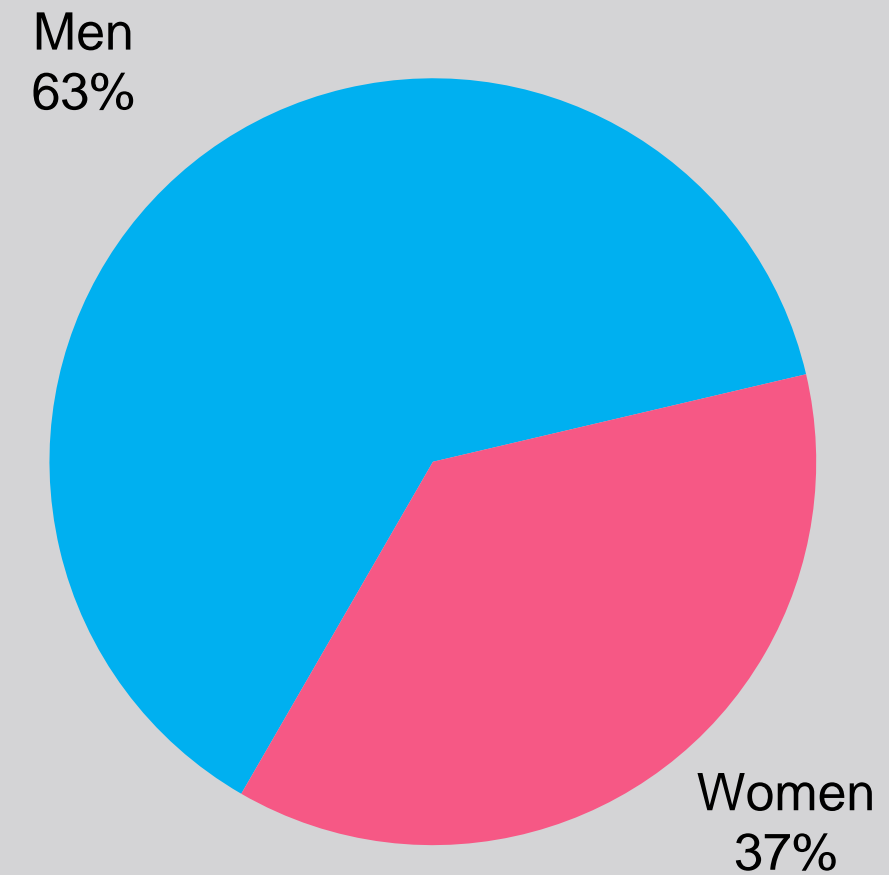


Who Are the Rock P1s?

Persons 12+

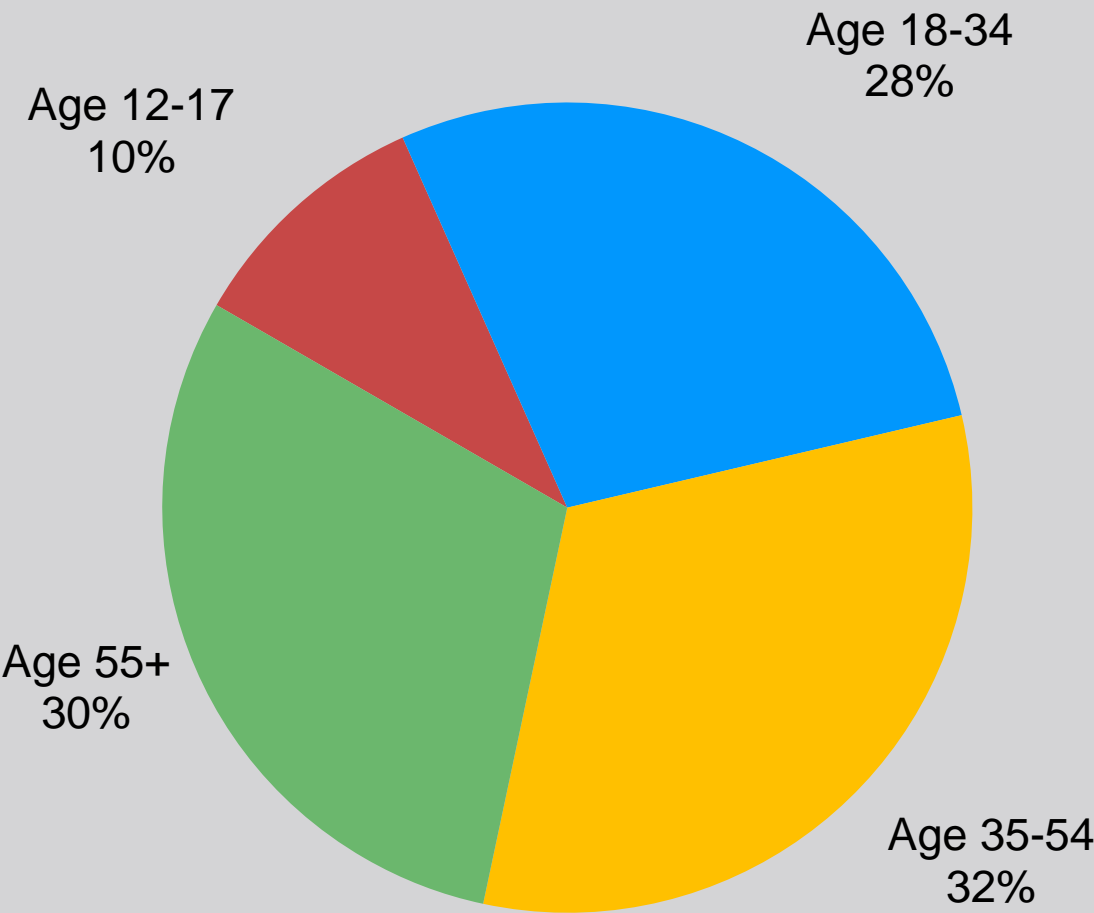


Rock P1s



Who Are the Rock P1s?

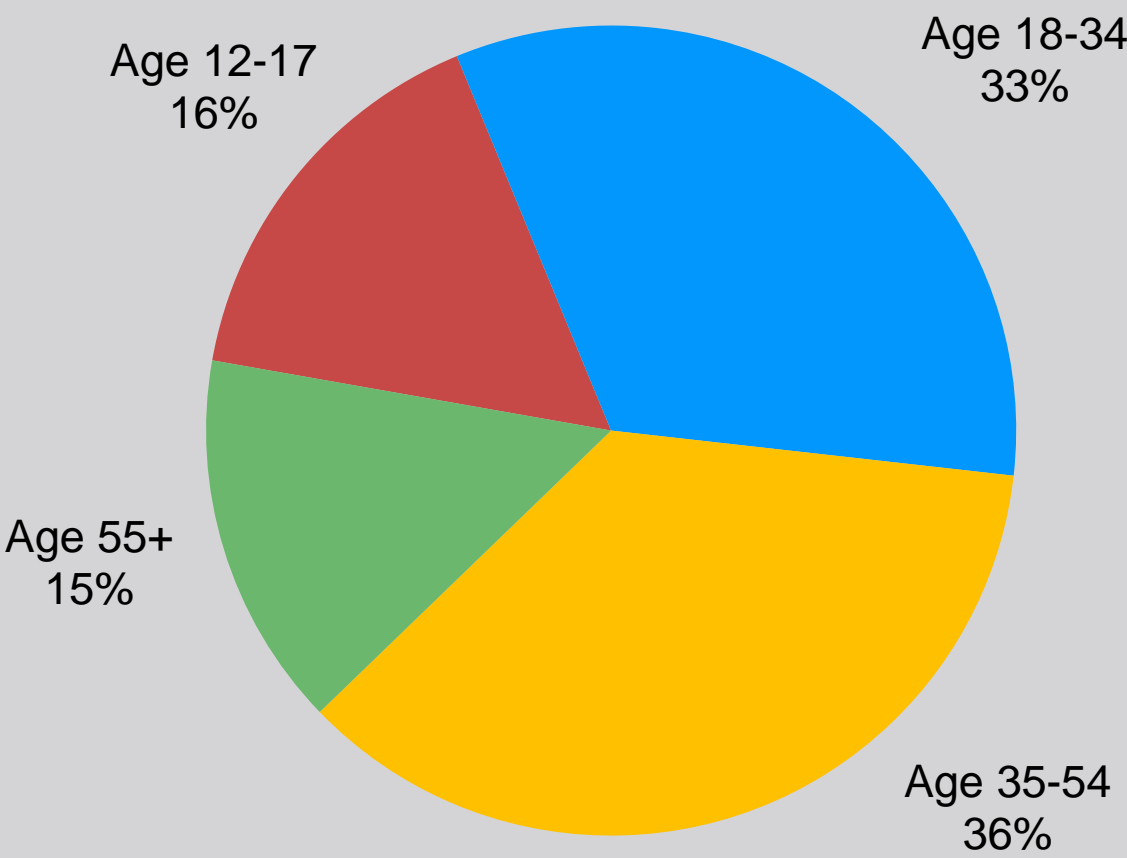
Persons 12+



Average age = 44



Rock P1s

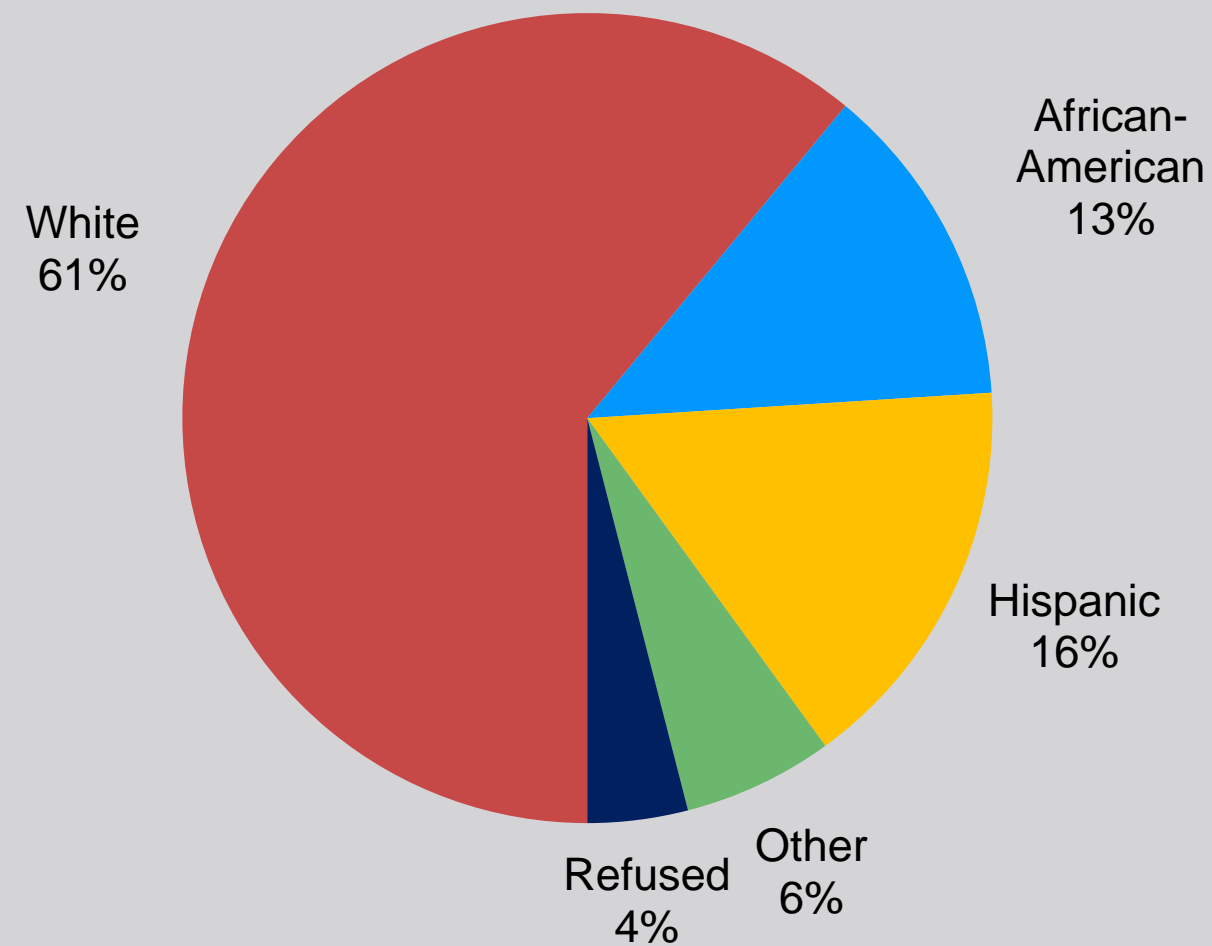


Average age = 36

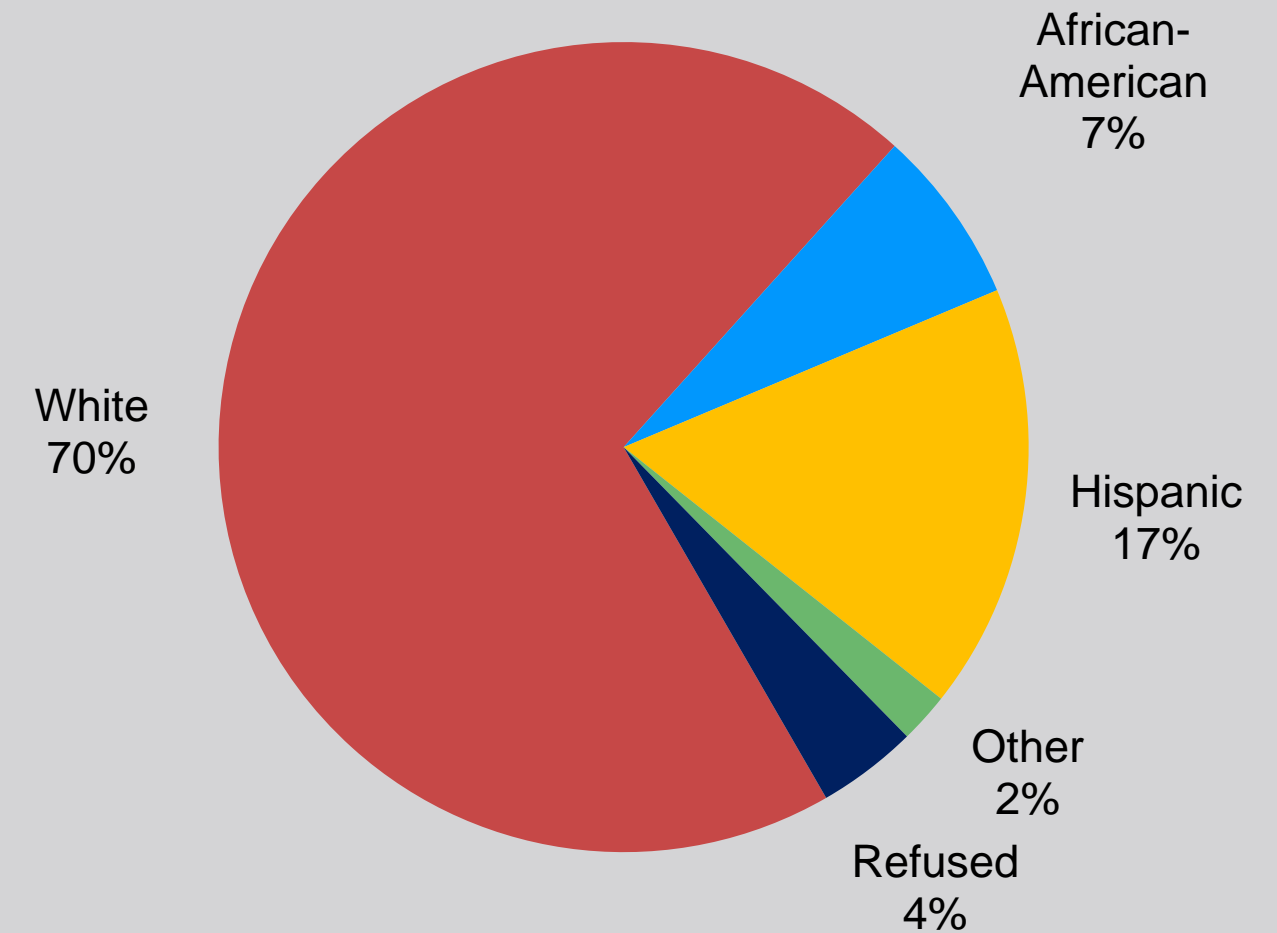


Who Are the Rock P1s?

Persons 12+



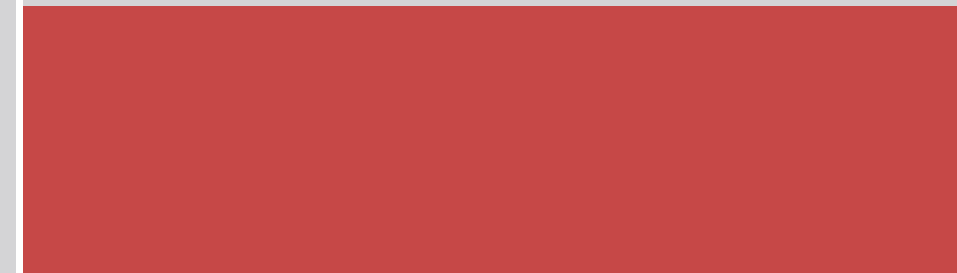
Rock P1s



% Who Live in Homes With Internet Access



Persons 12+



81%

Rock P1s



91%

% Who Currently Subscribe to SiriusXM Satellite Radio



Persons 12+

15%

Rock P1s

18%

Online Radio & Video



#infinitedial



% Who Have Listened to Online Radio in the Last Week



Persons 12+

36%

Rock P1s

53%

% Who Are Aware of Pandora



Persons 12+

70%

Rock P1s

85%

% Who Have Listened to Pandora in the Last Month



Persons 12+

31%

Rock P1s

39%

% Who Have Listened to Pandora in the Last Week



Persons 12+

22%

Rock P1s

32%

% Who Are Aware of iHeartRadio



Persons 12+

48%

Rock P1s

60%

% Who Have Listened to iHeartRadio in the Last Month



Persons 12+

9%

Rock P1s

12%



% Who Are Aware of Spotify



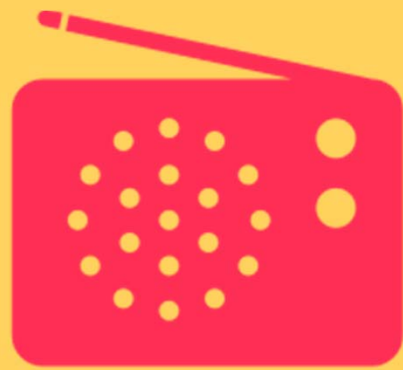
Persons 12+

28%

Rock P1s

53%

% Who Are Aware of iTunes Radio



iTunes Radio

Persons 12+

47%

Rock P1s

57%

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



Persons 12+

33%

Rock P1s

48%

Smartphones and Other Mobile Devices



#infinitedial



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



Persons 12+

53%

Rock P1s

58%

% Who Own a Smartphone



Persons 12+

61%

Rock P1s

72%

% Who Own a Tablet



Persons 12+

39%

Rock P1s

47%

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



Persons 12+

18%

Rock P1s

28%

Base: Own a Smartphone

Rock Radio P1

Listener Insights



#infinitedial



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



Persons 12+

4%

Rock P1s

4%

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



Persons 12+

17%

Rock P1s

26%

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



Persons 12+

80%

Rock P1s

77%

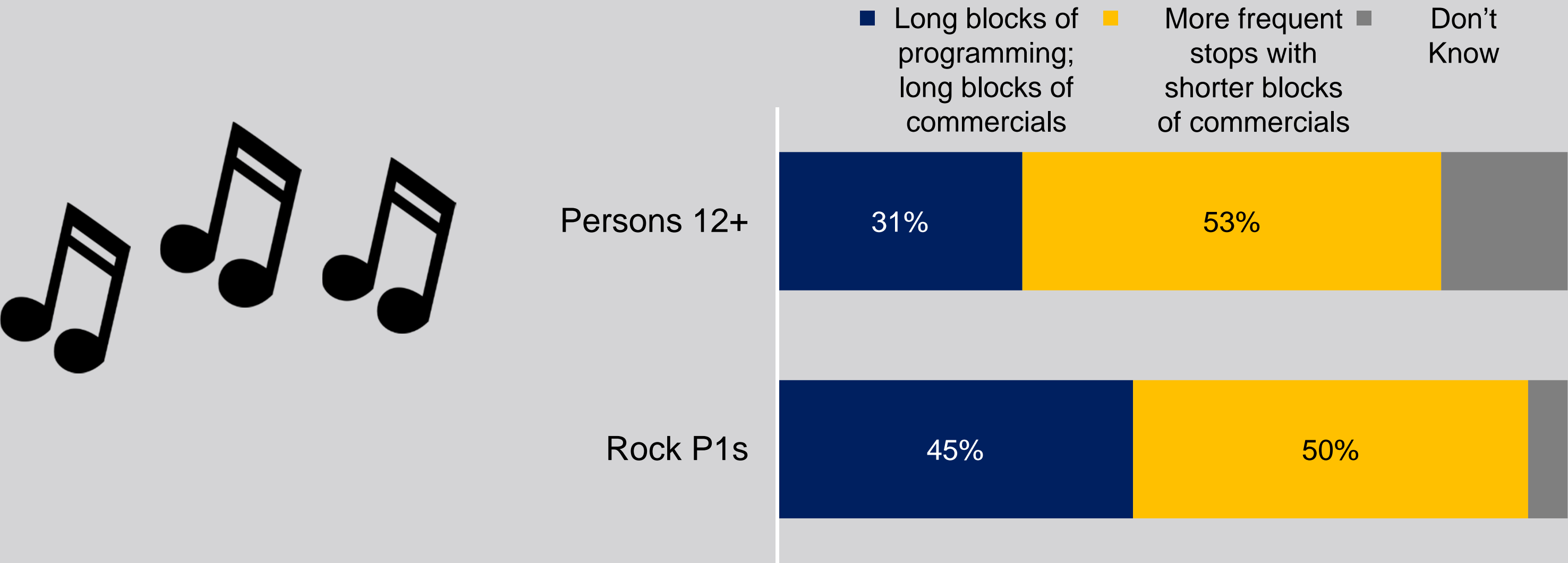


*Base: Have Listened to AM or FM Radio Stations,
Either Over-The-Air or Online, in the Last Week*



© 2014 Edison Research and Triton Digital

AM/FM Radio Stopset Length Preference:



Social Networking



#infinitedial



% Who Have a Profile on Any Social Network



Persons 12+

67%

Rock P1s

78%

% Who Have a Profile on Facebook



Persons 12+

58%

Rock P1s

67%

Average Number of Facebook Friends



Persons 12+

350

Rock P1s

334

% Who Have a Profile on LinkedIn



Persons 12+

19%

Rock P1s

24%

% Who Currently Use Twitter



Persons 12+

16%

Rock P1s

25%

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



Persons 12+

28%

Rock P1s

37%

In-Car Media



#infinitedia



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



Persons 18+

86%

Rock P1s

94%

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



Persons 18+

17%

Rock P1s

20%

Music Discovery



#infinitedial



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



Persons 12+

47%

Rock P1s

69%

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



Persons 12+

75%

Rock P1s

79%

Observations



#infinitedial



Observations

- Rock P1s are especially interested in keeping up with music: 69% say it is “very” or “somewhat” important vs. 47% of the total sample
 - That’s more than P1s to any other format
 - 79% use AM/FM radio to find out about music
- Rock P1s are heavier users of digital in almost every way
- Rock P1s are slightly heavier subscribers to SiriusXM Radio

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

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



#infinitedial

