

The Infinite Dial 2014

A Look at
Urban P1s



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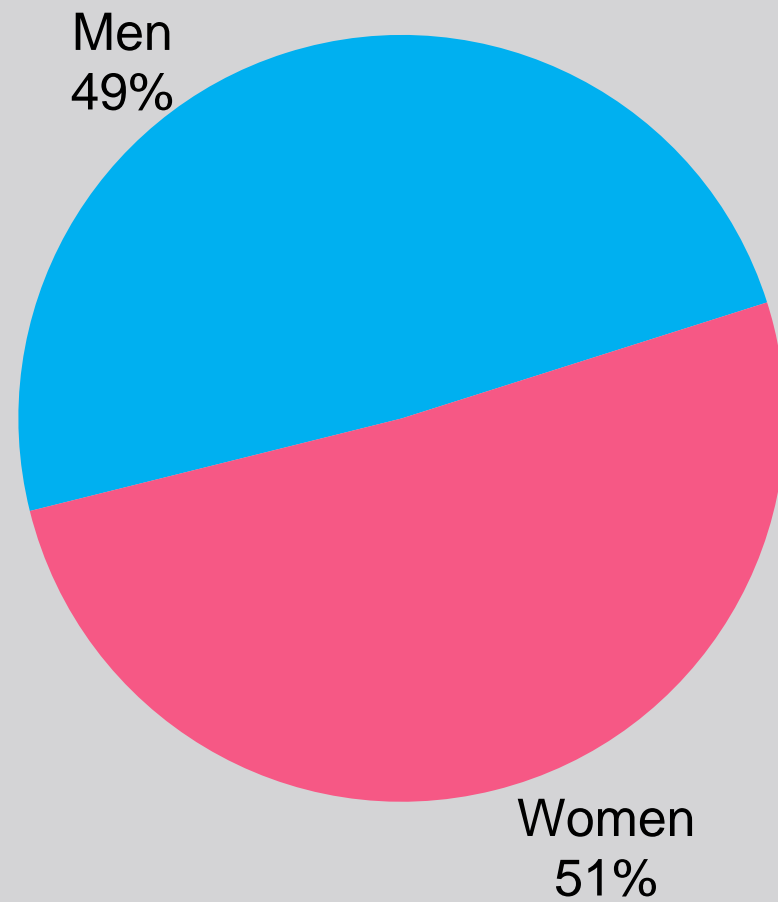
Methodology Overview

- 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 139 Urban and Urban AC format P1s.

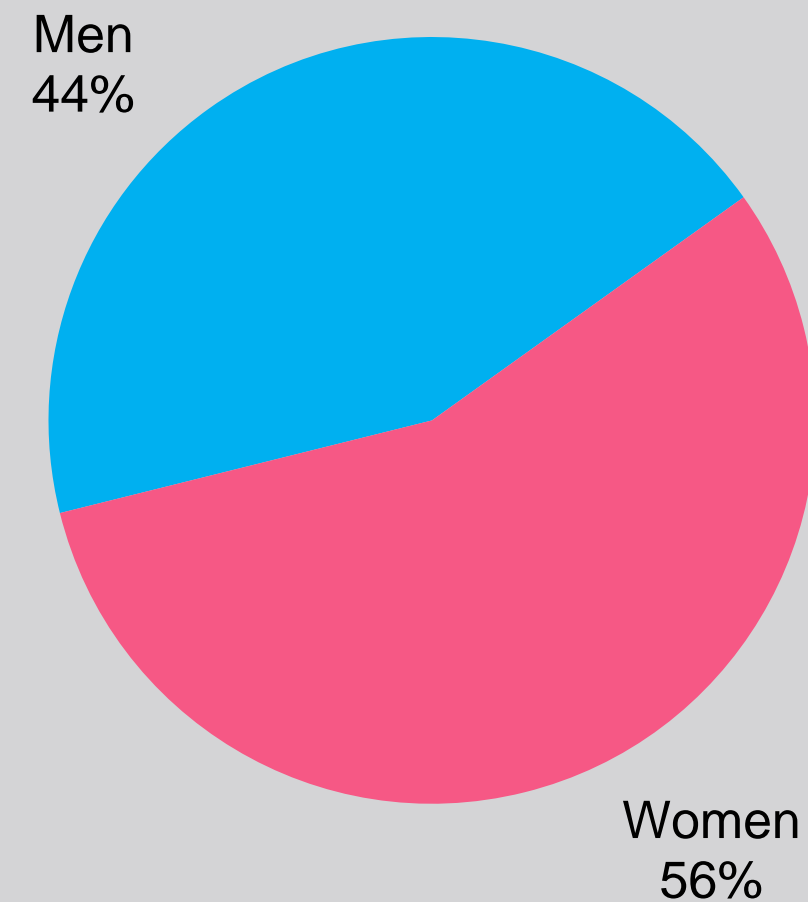


Who Are the Urban P1s?

Persons 12+

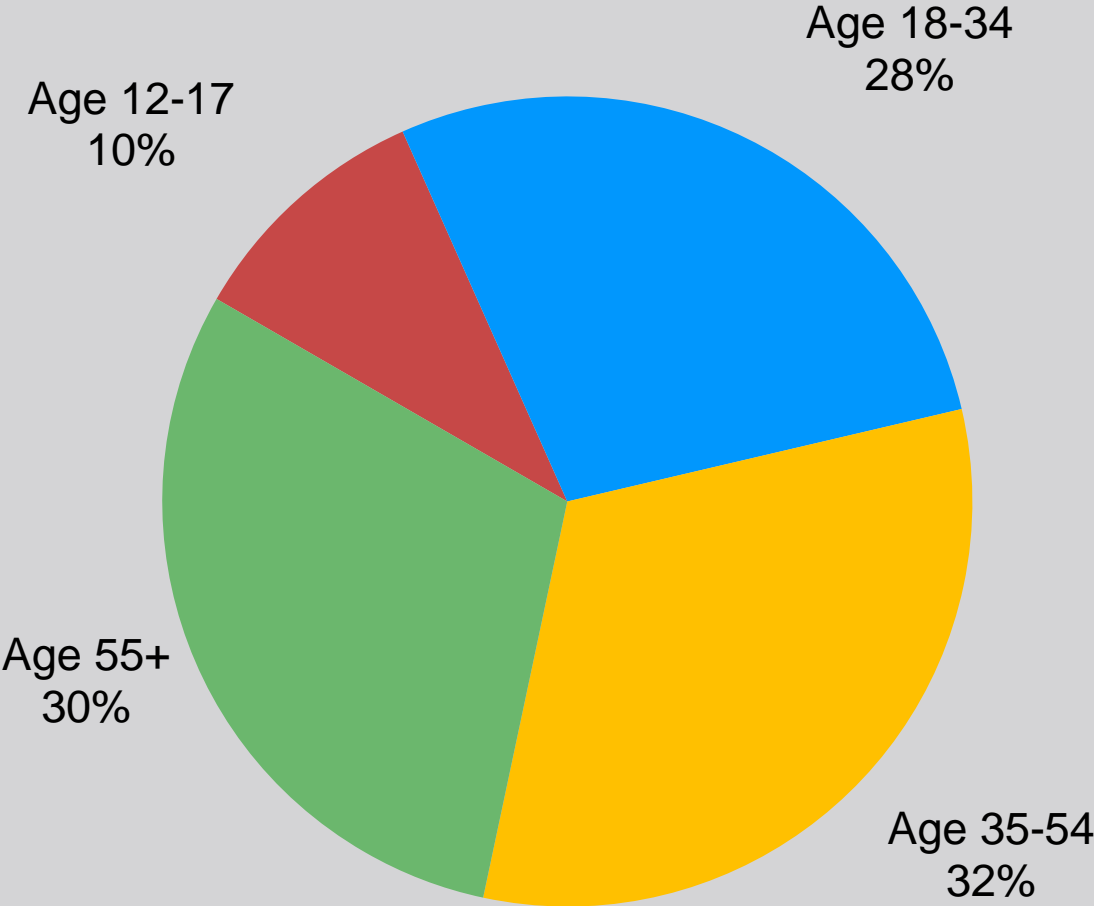


Urban P1s



Who Are the Urban P1s?

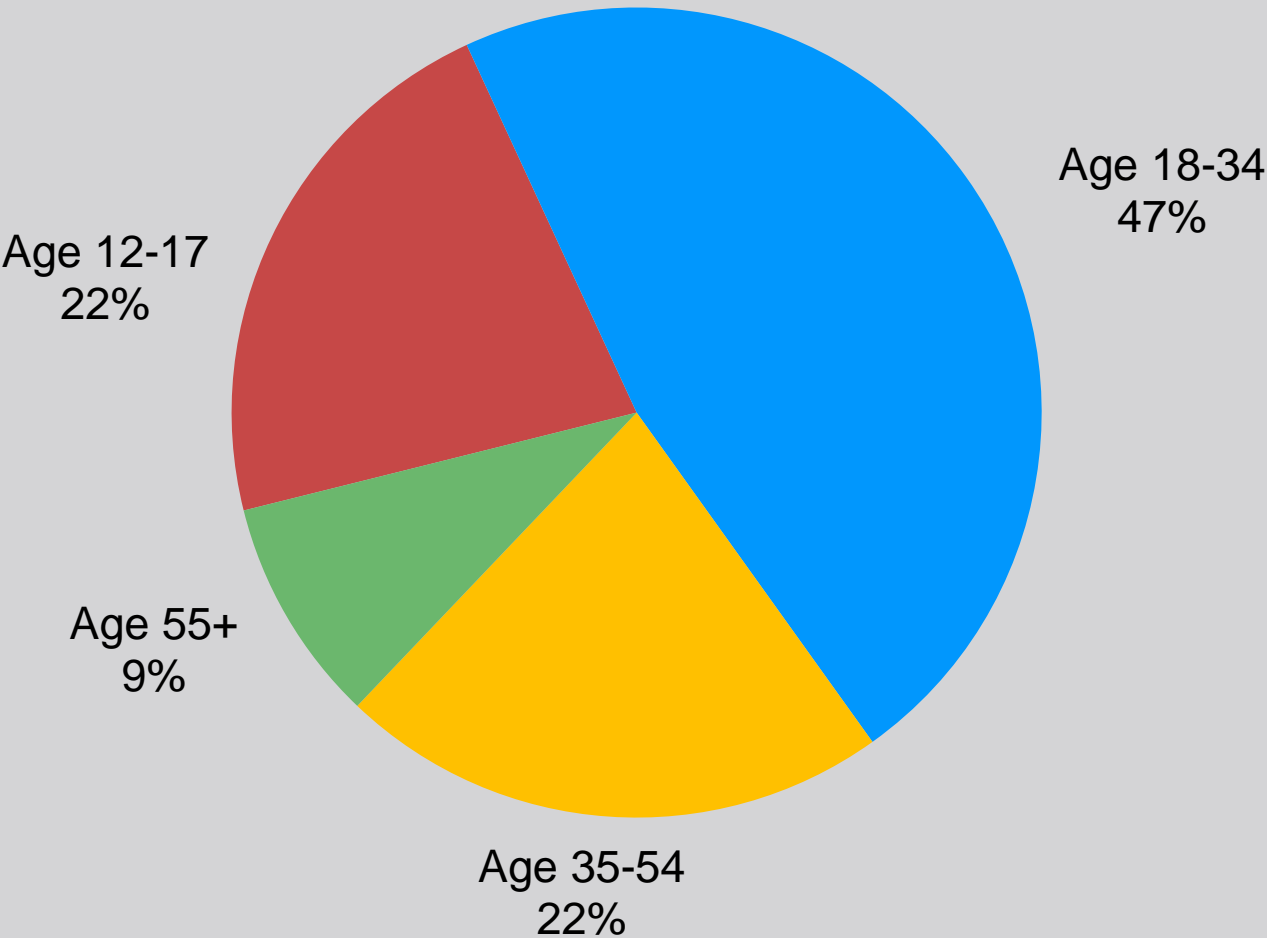
Persons 12+



Average age = 44



Urban P1s

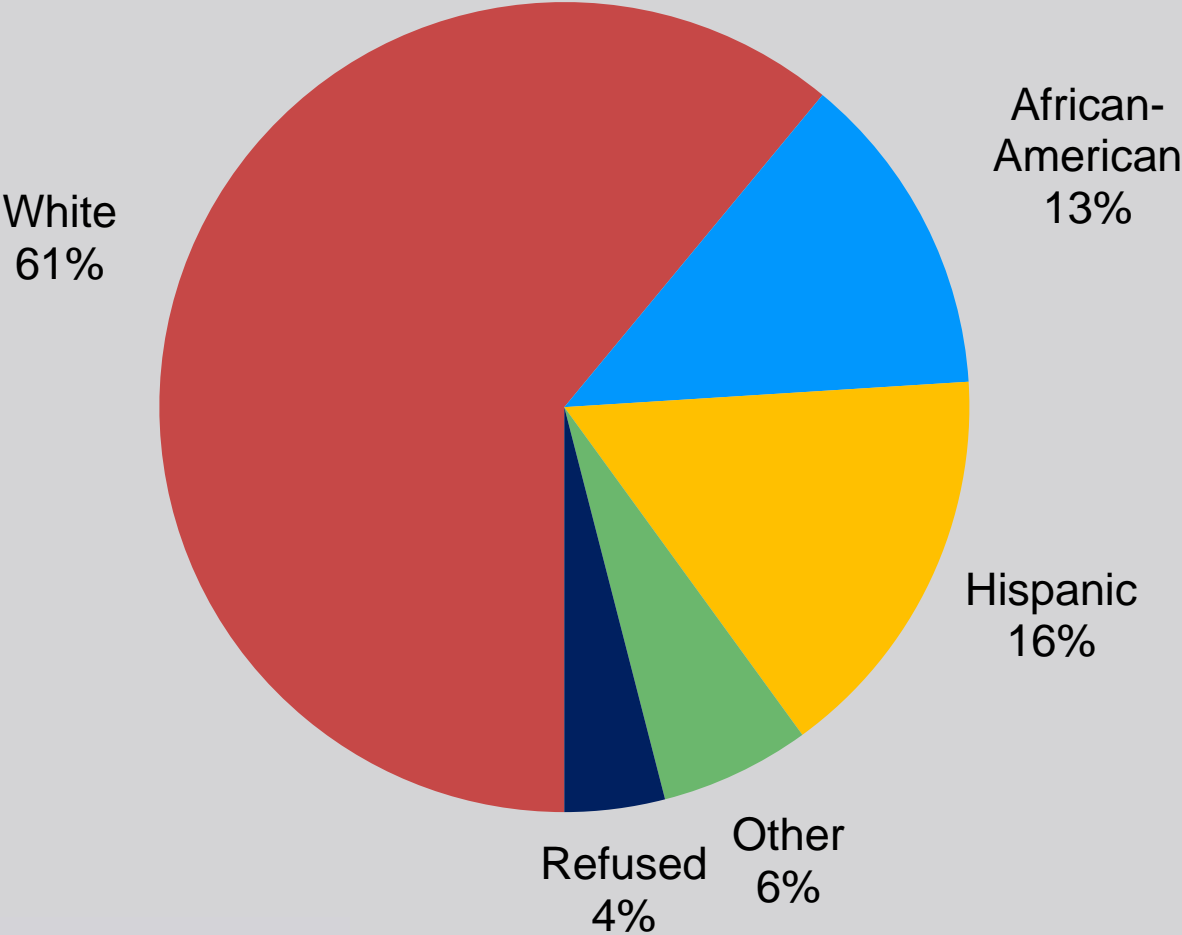


Average age = 30

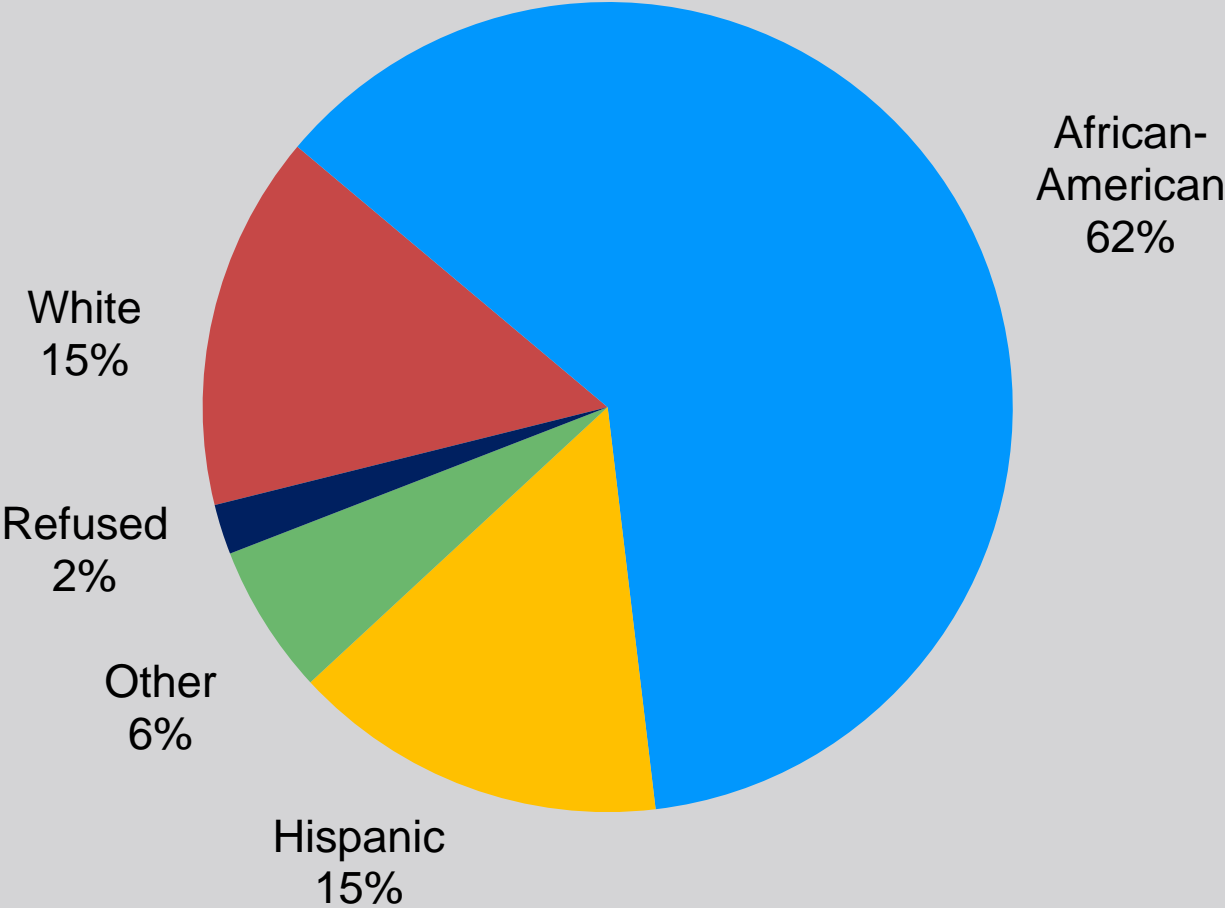


Who Are the Urban P1s?

Persons 12+



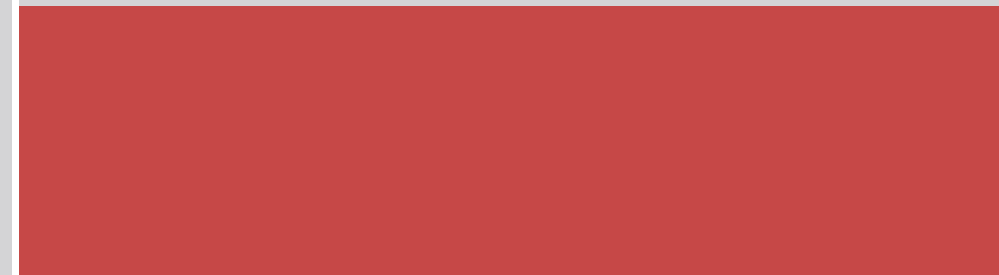
Urban P1s



% Who Live in Homes With Internet Access

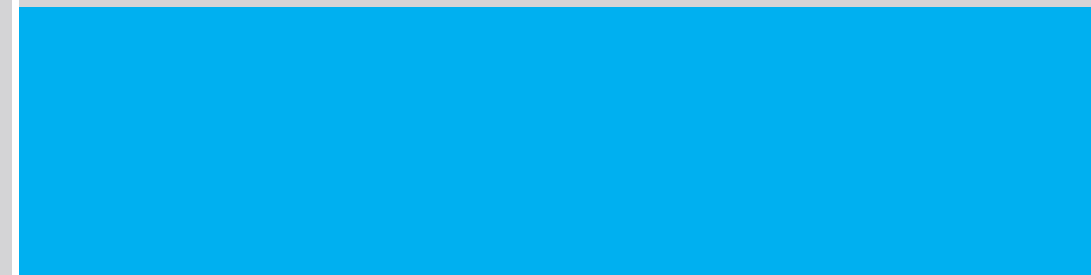


Persons 12+



81%

Urban P1s



88%

Online Radio & Video



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% Who Have Listened to Online Radio in the Last Week



Persons 12+

36%

Urban P1s

67%

% Who Are Aware of Pandora



Persons 12+

70%

Urban P1s

85%

% Who Have Listened to Pandora in the Last Month



Persons 12+

31%

Urban P1s

53%

% Who Have Listened to Pandora in the Last Week



Persons 12+

22%

Urban P1s

45%

% Who Are Aware of iHeartRadio



Persons 12+

48%

Urban P1s

65%

% Who Have Listened to iHeartRadio in the Last Month



Persons 12+

9%

Urban P1s

15%



% Who Are Aware of Spotify



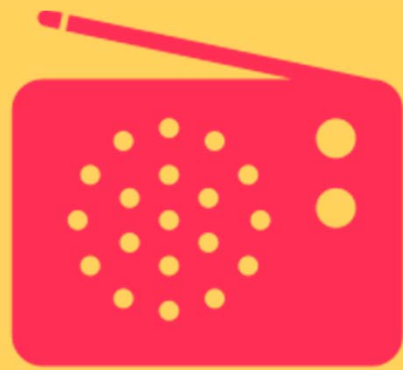
Persons 12+

28%

Urban P1s

38%

% Who Are Aware of iTunes Radio



iTunes Radio

Persons 12+

47%

Urban P1s

55%

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



Persons 12+

33%

Urban P1s

53%

Smartphones and Other Mobile Devices



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



Persons 12+

53%

Urban P1s

67%

% Who Own a Smartphone



Persons 12+

61%

Urban P1s

84%

% Who Own a Tablet



Persons 12+

39%

Urban P1s

50%

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



Persons 12+

18%

Urban P1s

15%

Base: Own a Smartphone

Urban Radio P1

Listener Insights



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



Persons 12+

4%

Urban P1s

13%

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



Persons 12+

17%

Urban P1s

25%

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



Persons 12+

80%

Urban P1s

88%

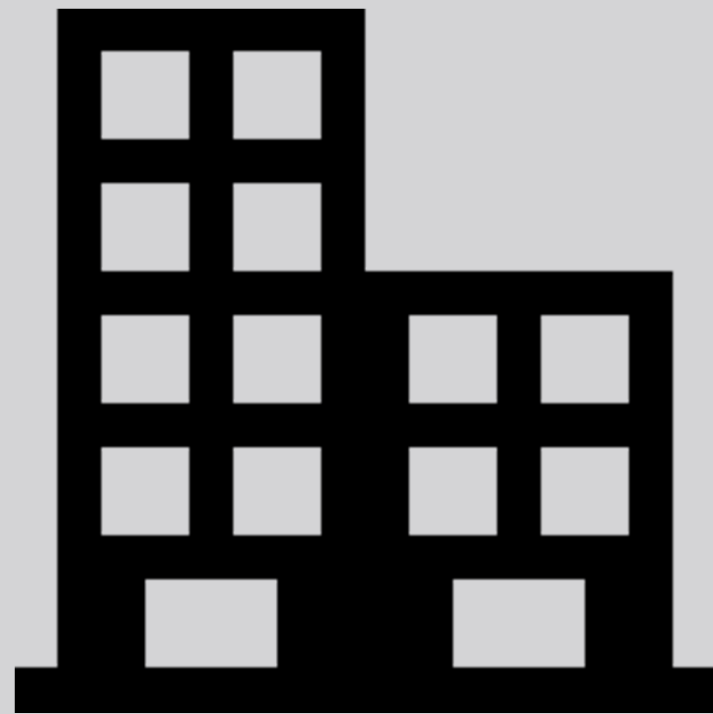


*Base: Have Listened to AM or FM Radio Stations,
Either Over-The-Air or Online, in the Last Week*



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% Who Listen to the Radio While Working



Persons 12+

40%

Urban P1s

51%

% Who Listen to the Radio Over a Computer While Working



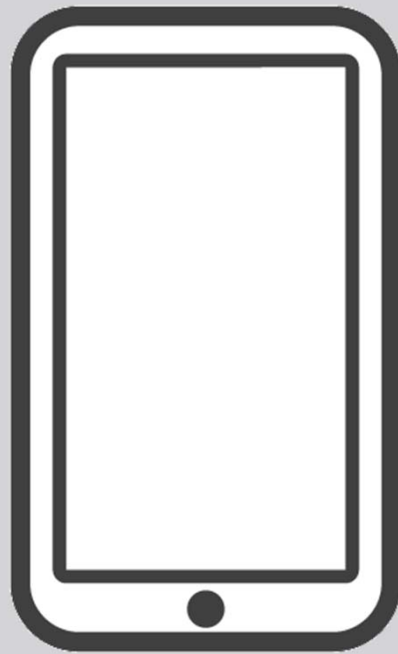
Persons 12+

22%

Urban P1s

26%

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



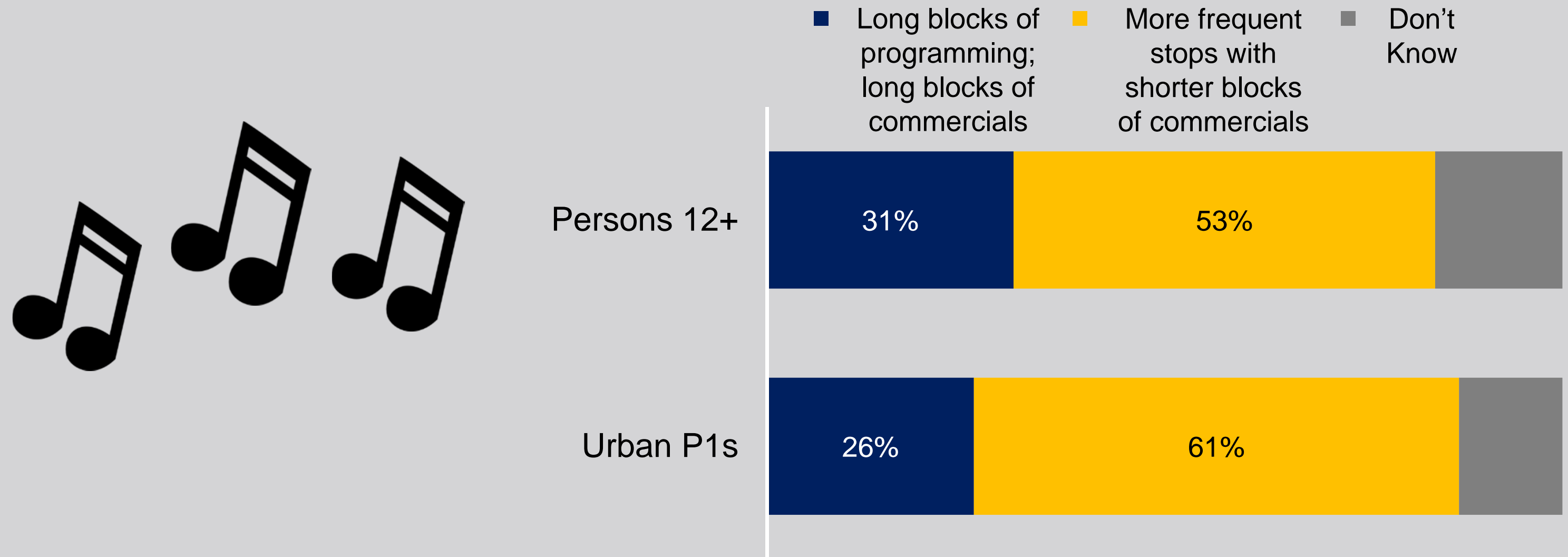
Persons 12+

16%

Urban P1s

20%

AM/FM Radio Stopset Length Preference:



% Who Are Aware of Beats Headphones



Persons 12+

53%

Urban P1s

81%

% Who Own Beats Headphones



Persons 12+

10%

Urban P1s

20%

% Who Are Aware of Beats Music



Persons 12+

9%

Urban P1s

23%

Social Networking



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% Who Have a Profile on Any Social Network



Persons 12+

67%

Urban P1s

81%

% Who Have a Profile on Facebook



Persons 12+



58%

Urban P1s



68%

Average Number of Facebook Friends



Persons 12+

350

Urban P1s

670

% Who Have a Profile on LinkedIn



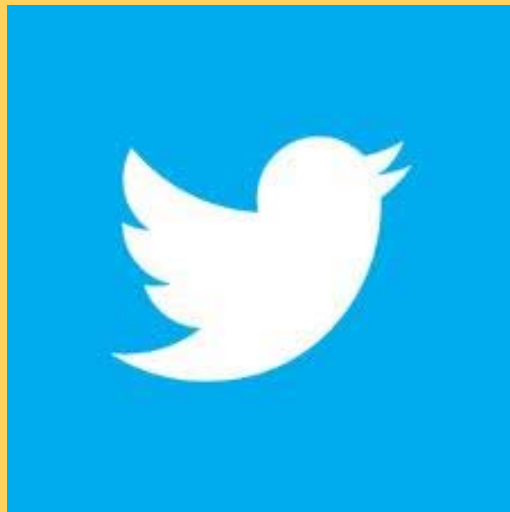
Persons 12+

19%

Urban P1s

11%

% Who Currently Use Twitter



Persons 12+

16%

Urban P1s

33%

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



Persons 12+

28%

Urban P1s

49%

In-Car Media



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



Persons 18+

86%

Urban P1s

85%

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



Persons 18+

17%

Urban P1s

16%

Music Discovery



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



Persons 12+

47%

Urban P1s

64%

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



Persons 12+

75%

Urban P1s

84%

Observations



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Observations

- With a relatively young average age of 30, Urban radio P1s index higher for almost everything digital
 - Internet access
 - Listening to Online Radio
 - Using YouTube
 - Using social networks and using them more often
- Urban P1s also use broadcast radio more in the car and more for music discovery than the overall population
- 13% of Urban P1s do a majority of their AM/FM radio listening through earbuds/headphones

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