

The Infinite Dial 2014

A Look at Adult
Contemporary
P1s



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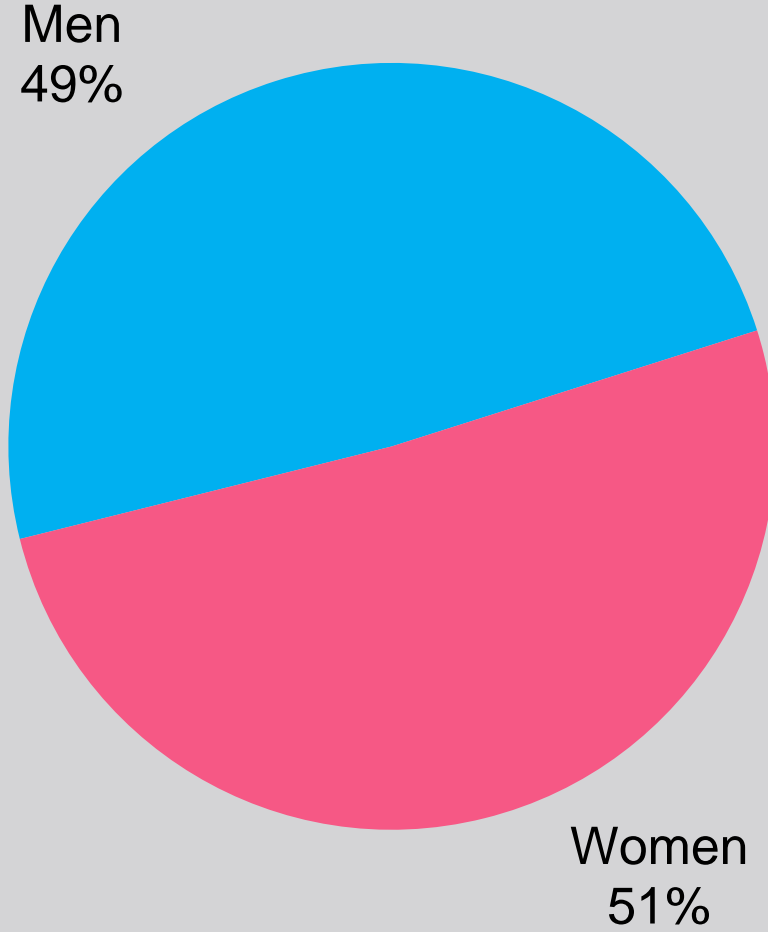
Methodology Overview

- 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 106 Adult Contemporary and Hot AC format P1s.

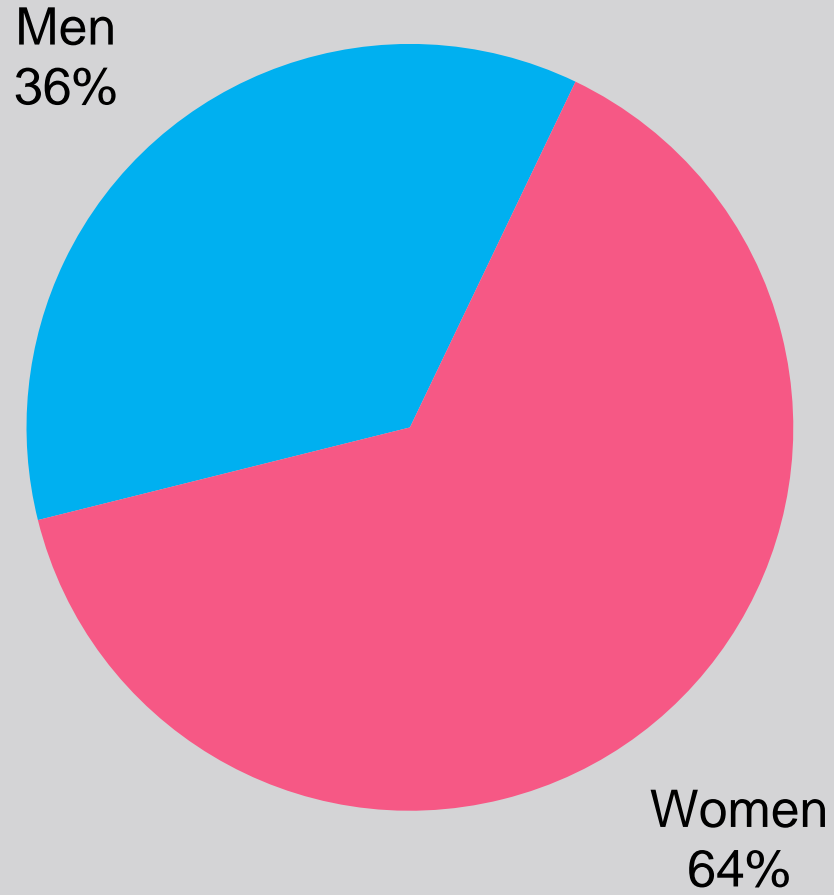


Who Are the AC P1s?

Persons 12+

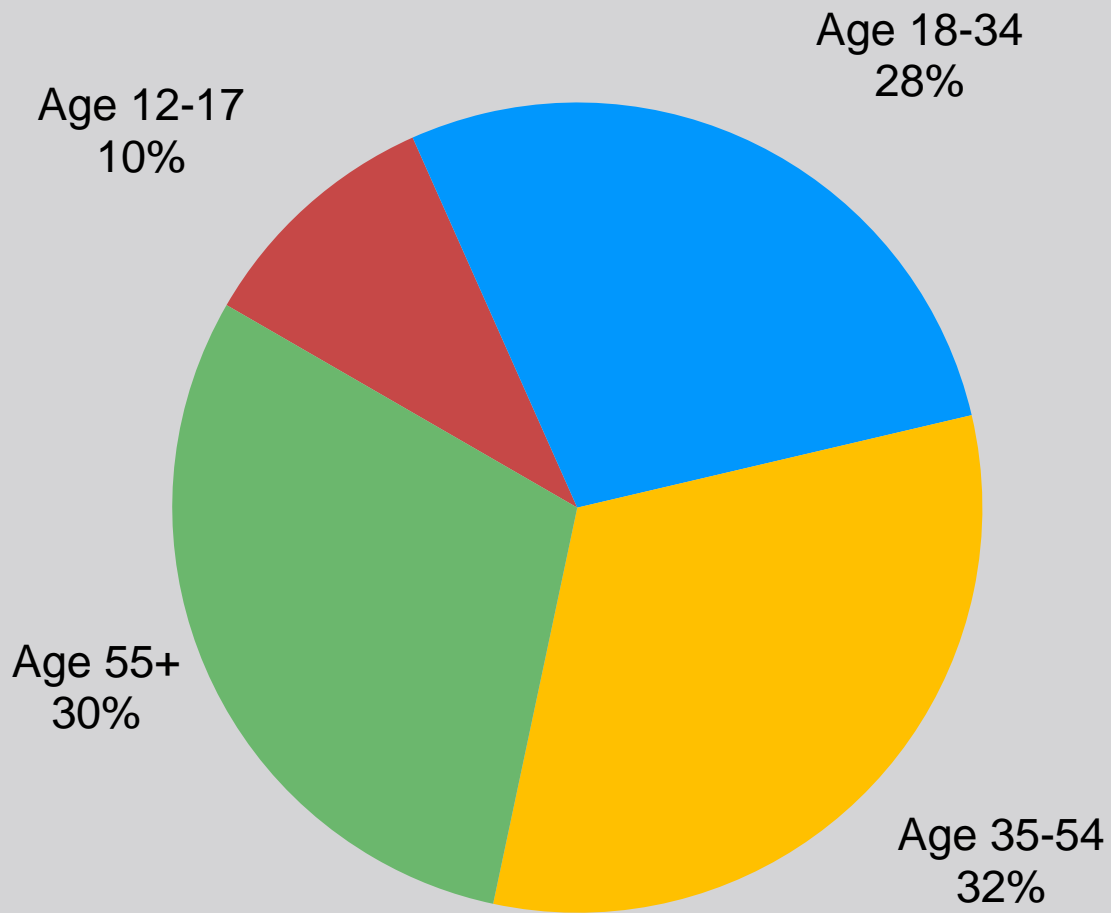


AC P1s



Who Are the AC P1s?

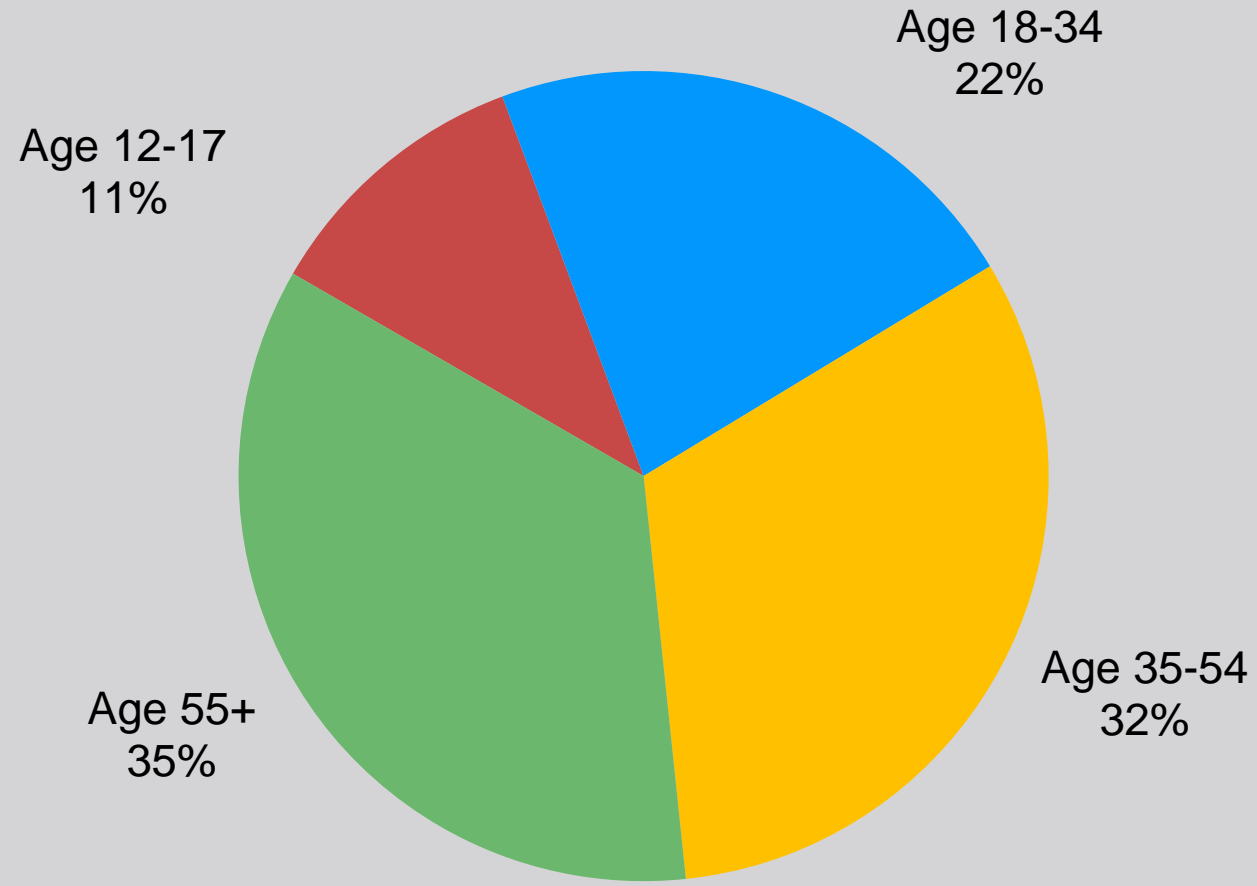
Persons 12+



Average age = 44



AC P1s

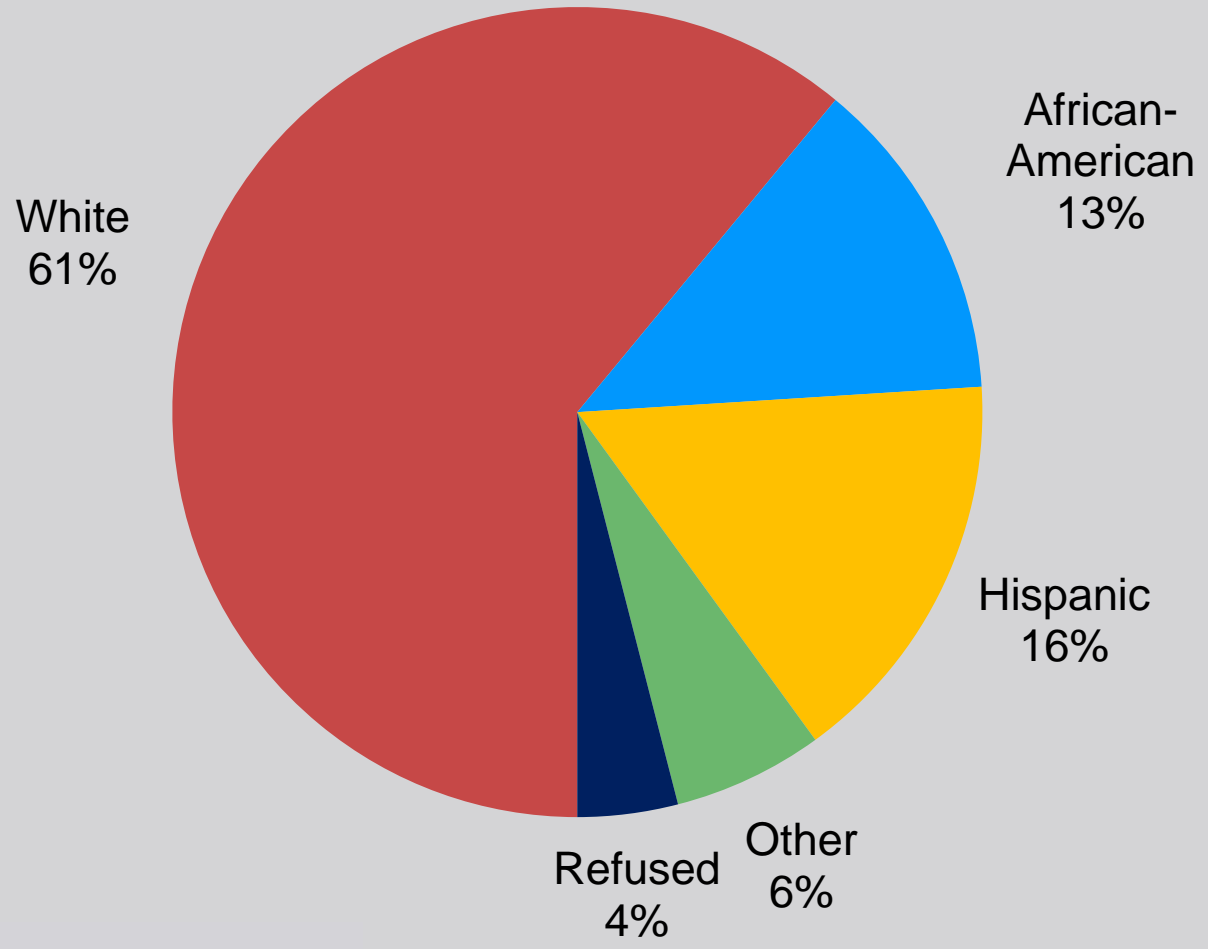


Average age = 44

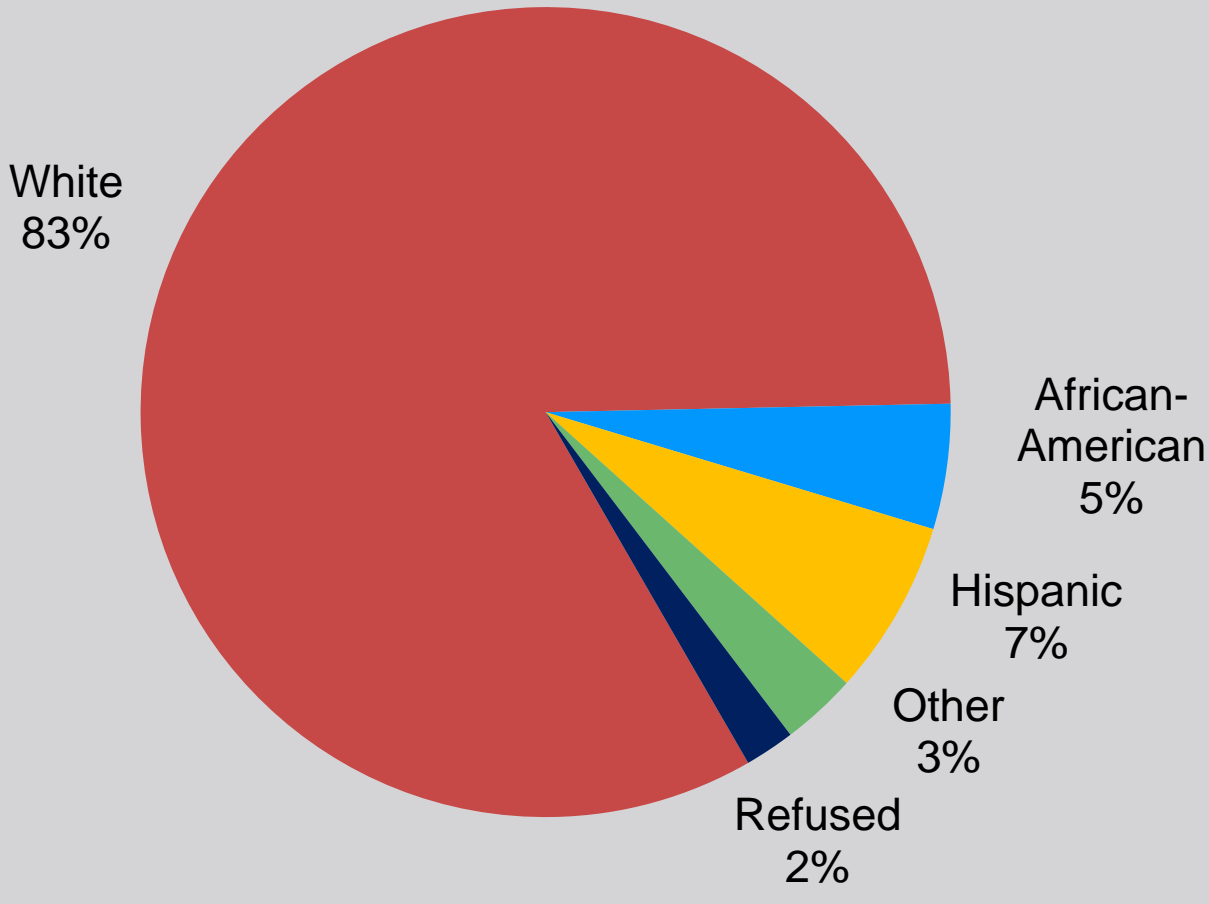


Who Are the AC P1s?

Persons 12+



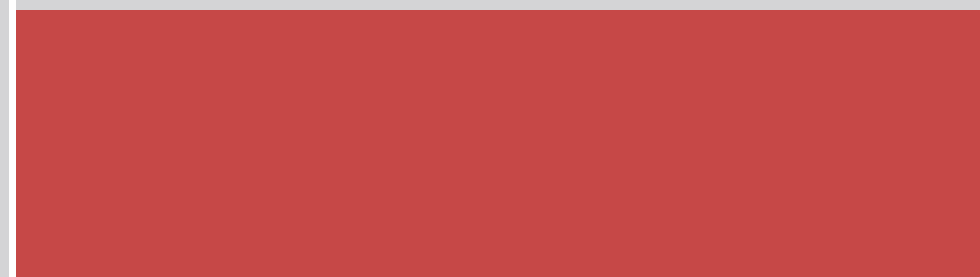
AC P1s



% Who Live in Homes With Internet Access



Persons 12+



81%

AC P1s



86%

Online Radio & Video



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% Who Have Listened to Online Radio in the Last Week



Persons 12+

36%

AC P1s

33%

% Who Are Aware of Pandora



Persons 12+

70%

AC P1s

74%

% Who Have Listened to Pandora in the Last Month



Persons 12+



31%

AC P1s



32%

% Who Have Listened to Pandora in the Last Week



Persons 12+

22%

AC P1s

20%

% Who Are Aware of iHeartRadio



Persons 12+

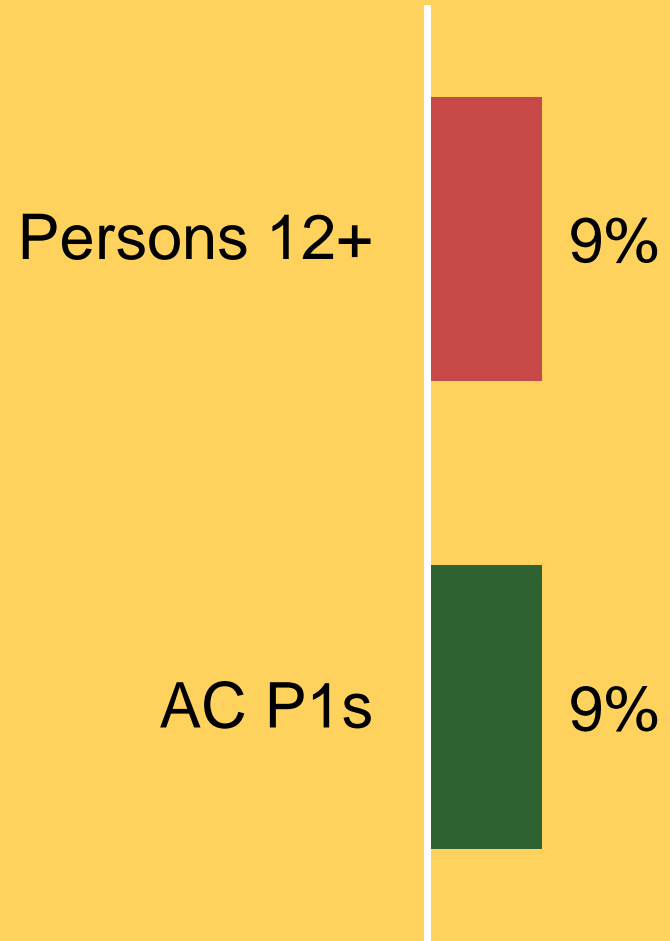
48%

AC P1s

57%



% Who Have Listened to iHeartRadio in the Last Month



% Who Are Aware of Spotify



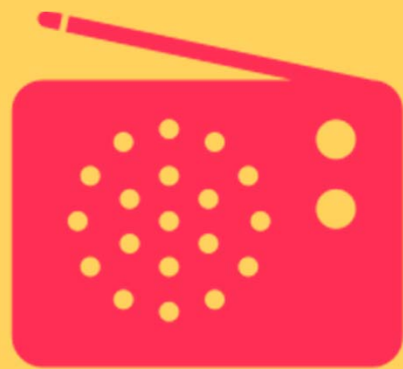
Persons 12+

28%

AC P1s

29%

% Who Are Aware of iTunes Radio



iTunes Radio

Persons 12+

47%

AC P1s

53%

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



Persons 12+

33%

AC P1s

19%



Smartphones and Other Mobile Devices



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



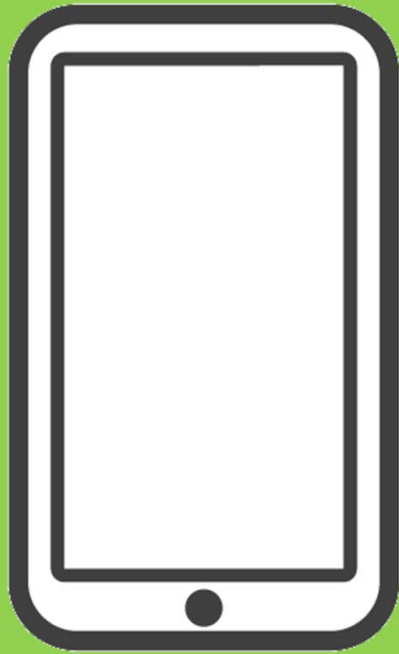
Persons 12+

53%

AC P1s

52%

% Who Own a Smartphone



Persons 12+

61%

AC P1s

59%

% Who Own a Tablet



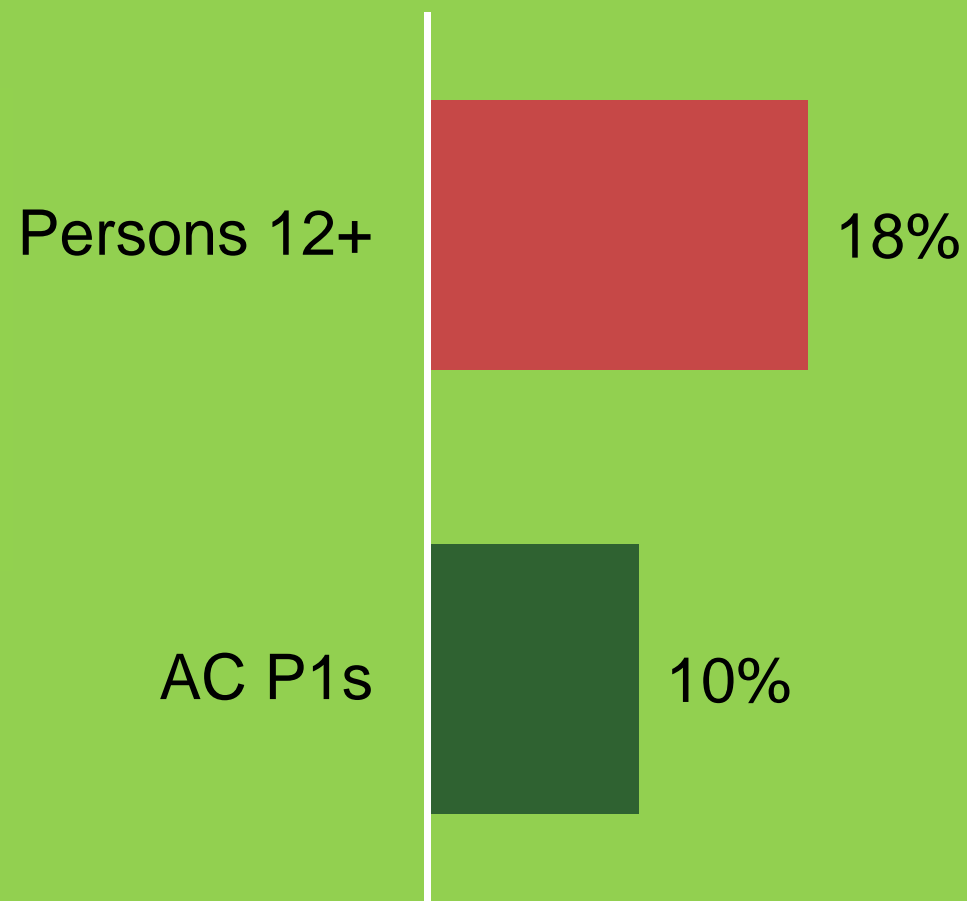
Persons 12+

39%

AC P1s

47%

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



Base: Own a Smartphone



AC Radio P1 Listener Insights



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



Persons 12+

17%

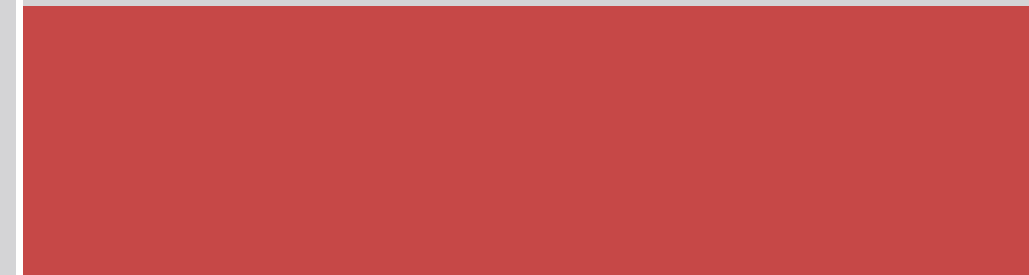
AC P1s

23%

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



Persons 12+



80%

AC P1s



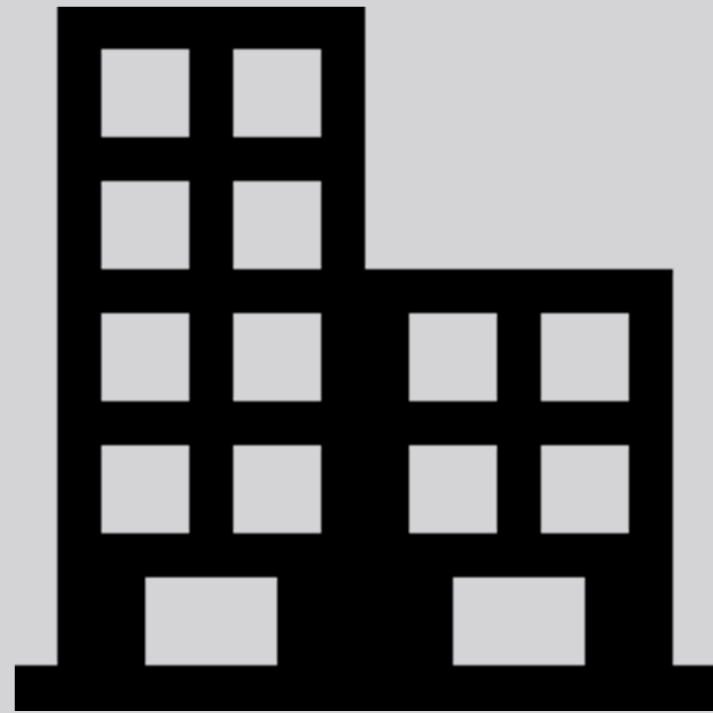
87%



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



% Who Listen to the Radio While Working



Persons 12+

40%

AC P1s

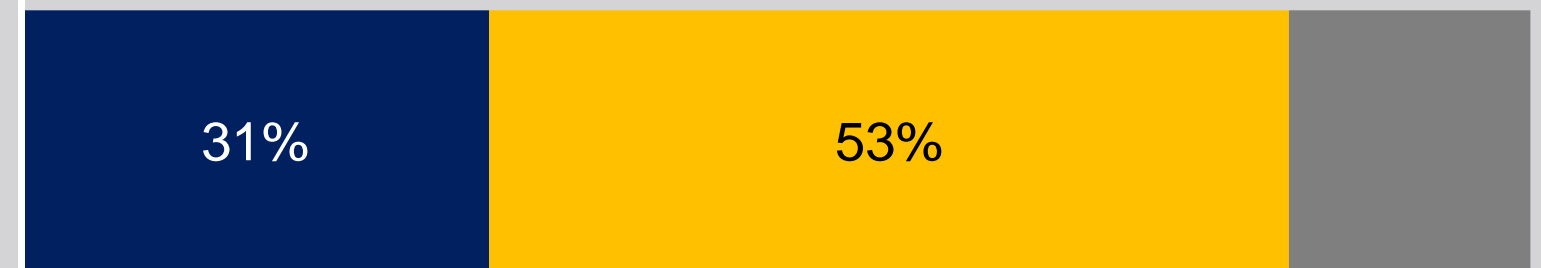
41%

AM/FM Radio Stopset Length Preference:



- Long blocks of programming; long blocks of commercials
- More frequent stops with shorter blocks of commercials
- Don't Know

Persons 12+



AC P1s



Social Networking



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% Who Have a Profile on Any Social Network



Persons 12+

67%

AC P1s

72%

% Who Have a Profile on Facebook



Persons 12+

58%

AC P1s

59%

Average Number of Facebook Friends



Persons 12+

350

AC P1s

256

Base: Facebook Users

% Who Have a Profile on LinkedIn



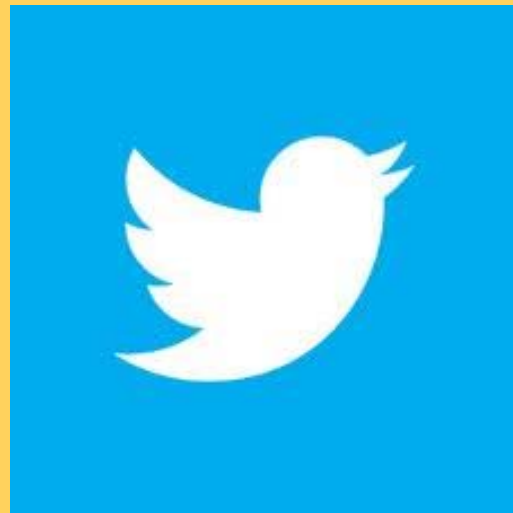
Persons 12+

19%

AC P1s

21%

% Who Currently Use Twitter



Persons 12+

16%

AC P1s

17%

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



Persons 12+



28%

AC P1s



30%

In-Car Media



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



Persons 18+

86%

AC P1s

91%

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



Persons 18+

17%

AC P1s

24%



Music Discovery



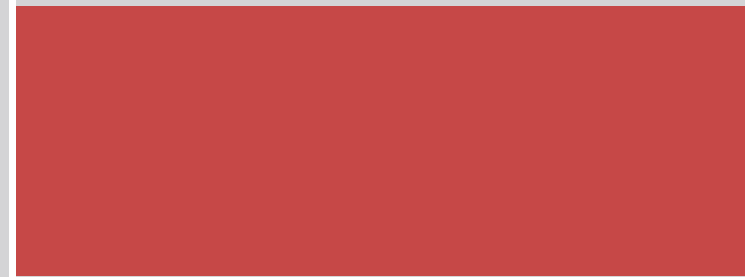
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% Who Say It Is “Very” or “Somewhat” Important to Keep Up-to-Date With Music



Persons 12+



47%

AC P1s



55%

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



Persons 12+

75%

AC P1s

89%

Observations



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Observations

- AC P1s are more likely to say they would listen to radio “a lot more” if their cell phones had an FM radio tuner
- More likely to say listening to commercials is a fair price to pay for listening to free programming from AM/FM Radio
- More likely to have a social media profile
- Use broadcast radio more in the car and more for music discovery

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