

The Infinite Dial 2014

A Look at
Contemporary
Hit Radio P1s



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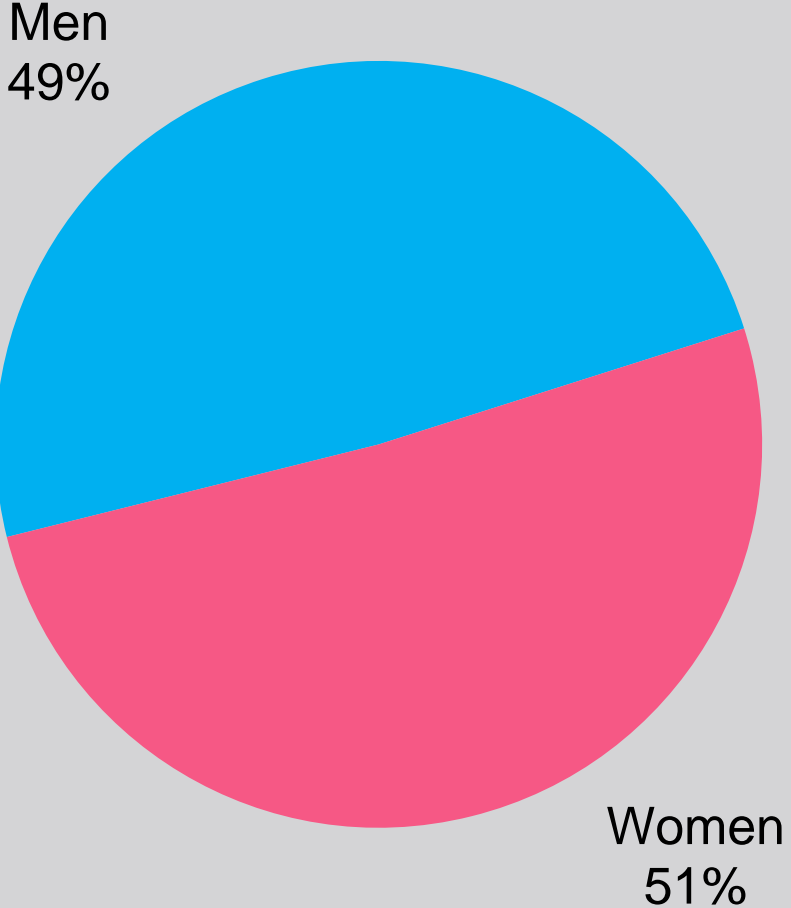
Methodology Overview

- 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 152 Mainstream CHR & Rhythmic Top 40 format P1s.

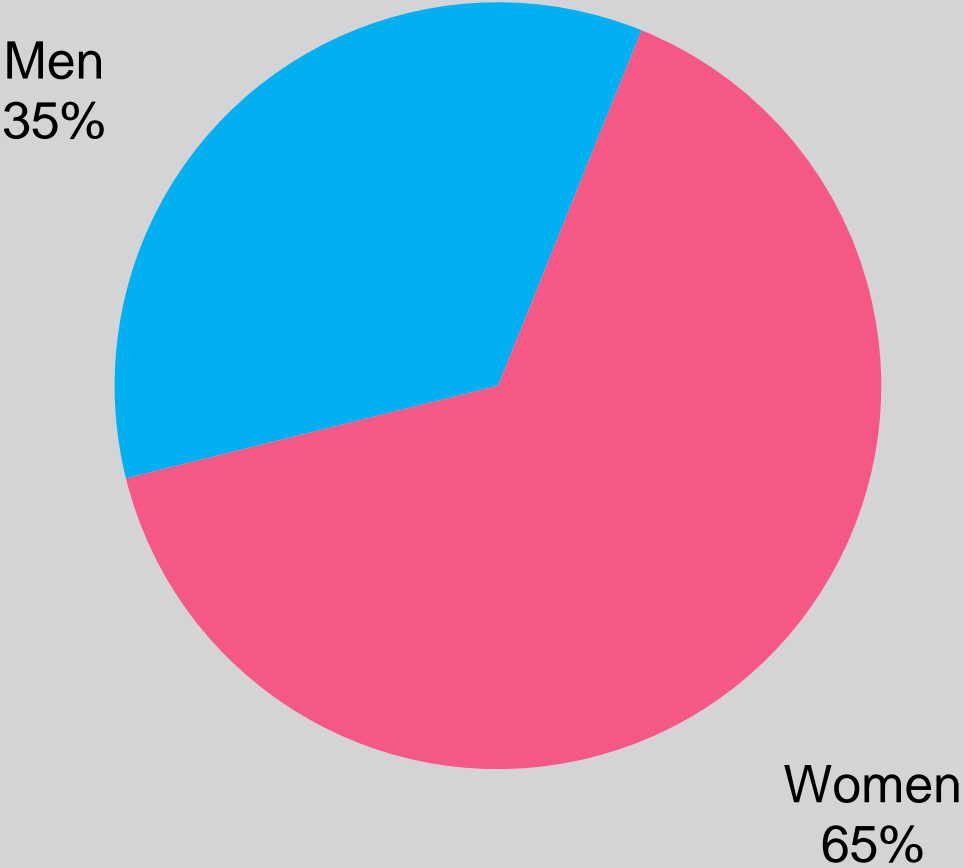


Who Are the CHR P1s?

Persons 12+

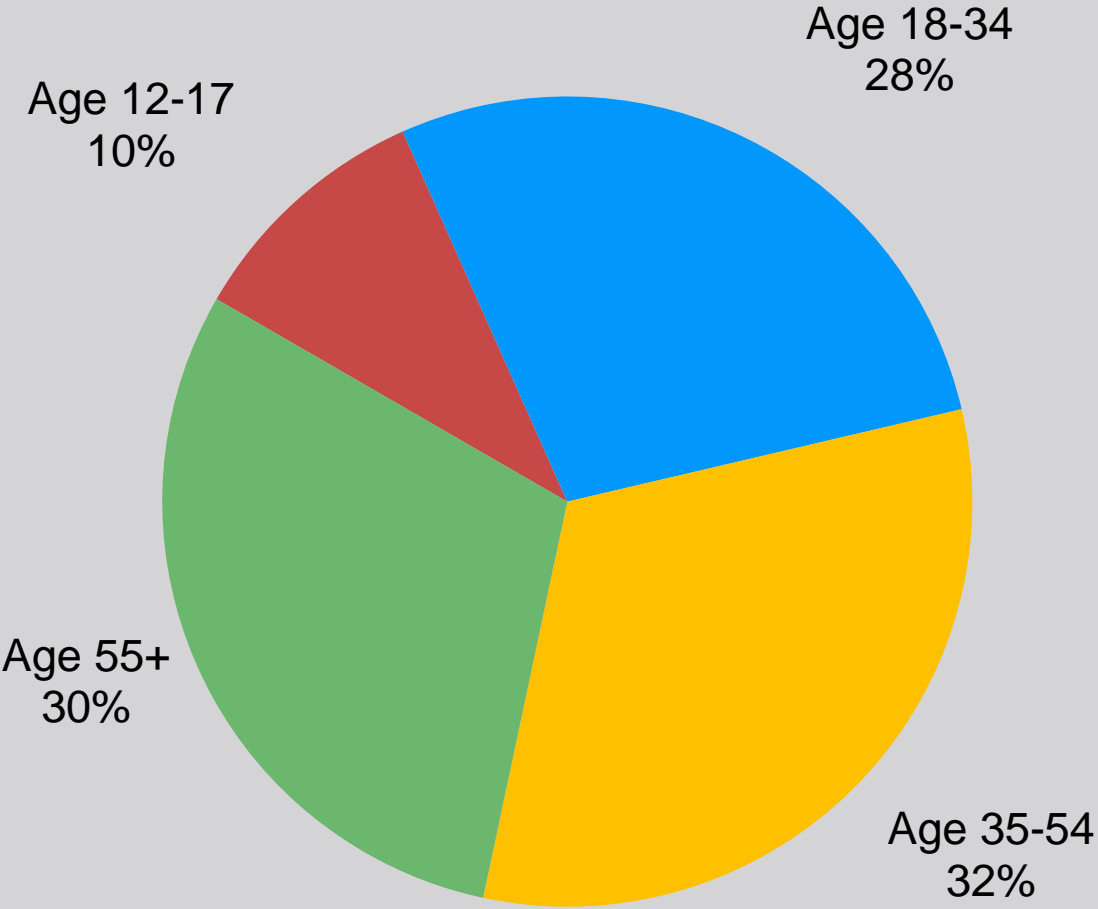


CHR P1s



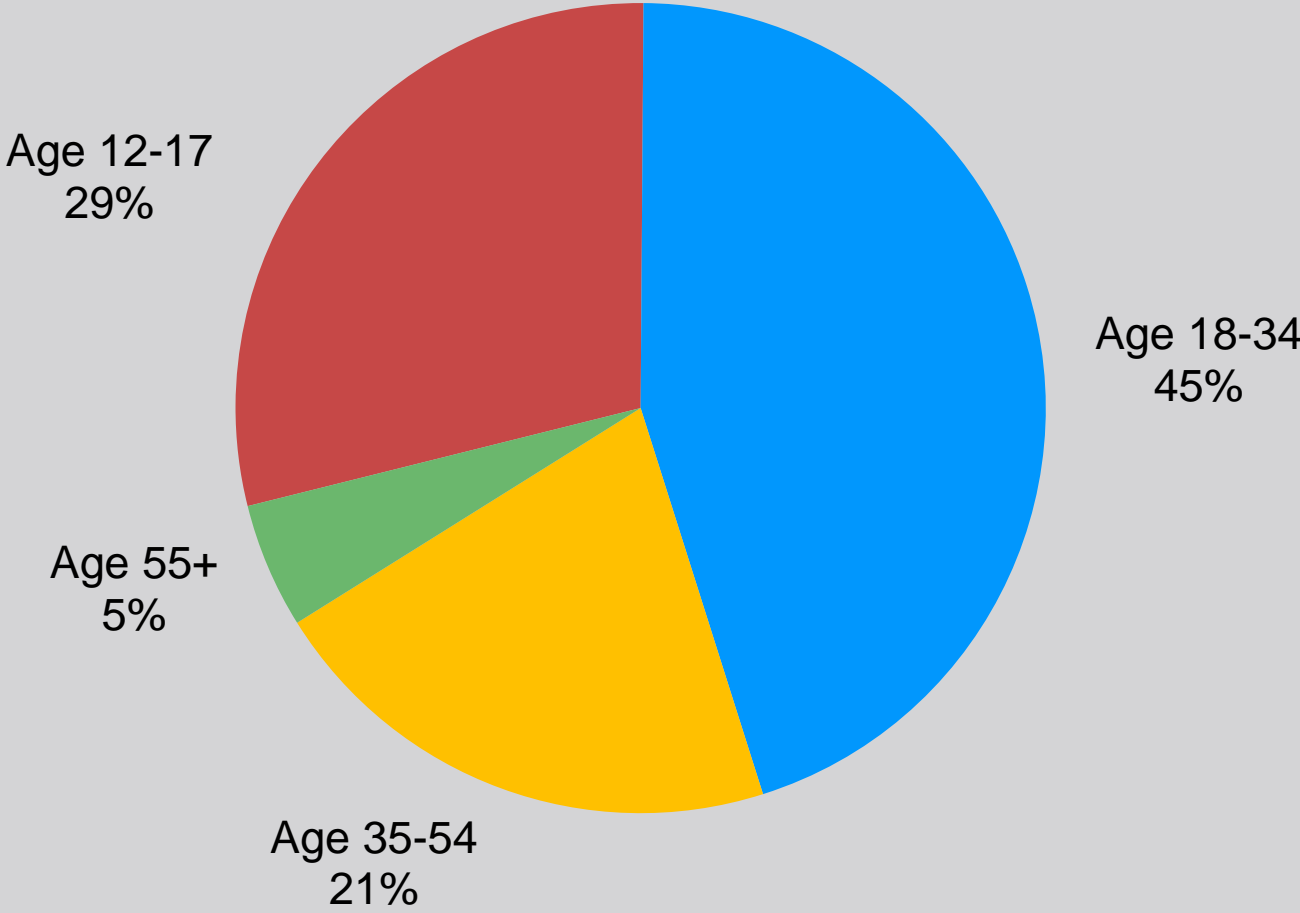
Who Are the CHR P1s?

Persons 12+



Average age = 44

CHR P1s

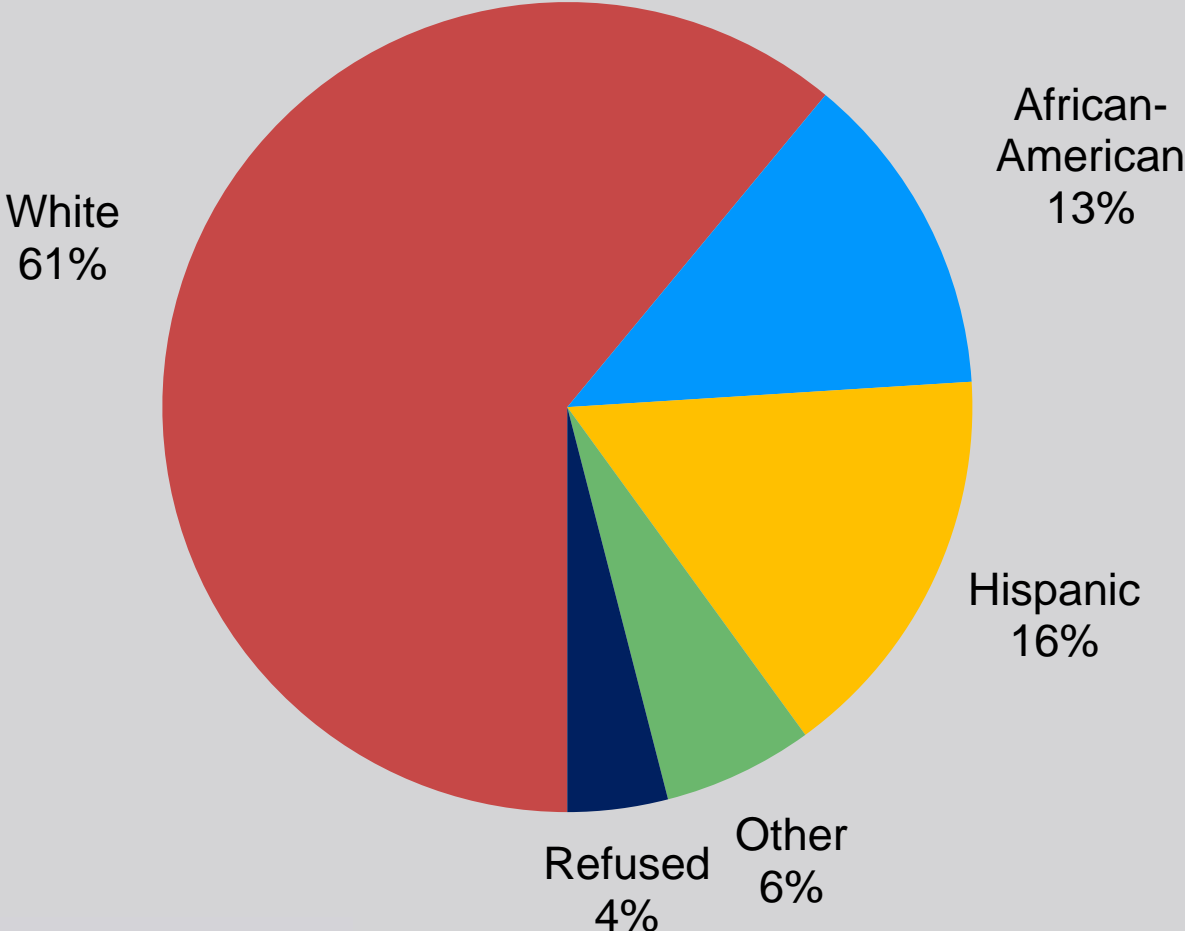


Average age = 28

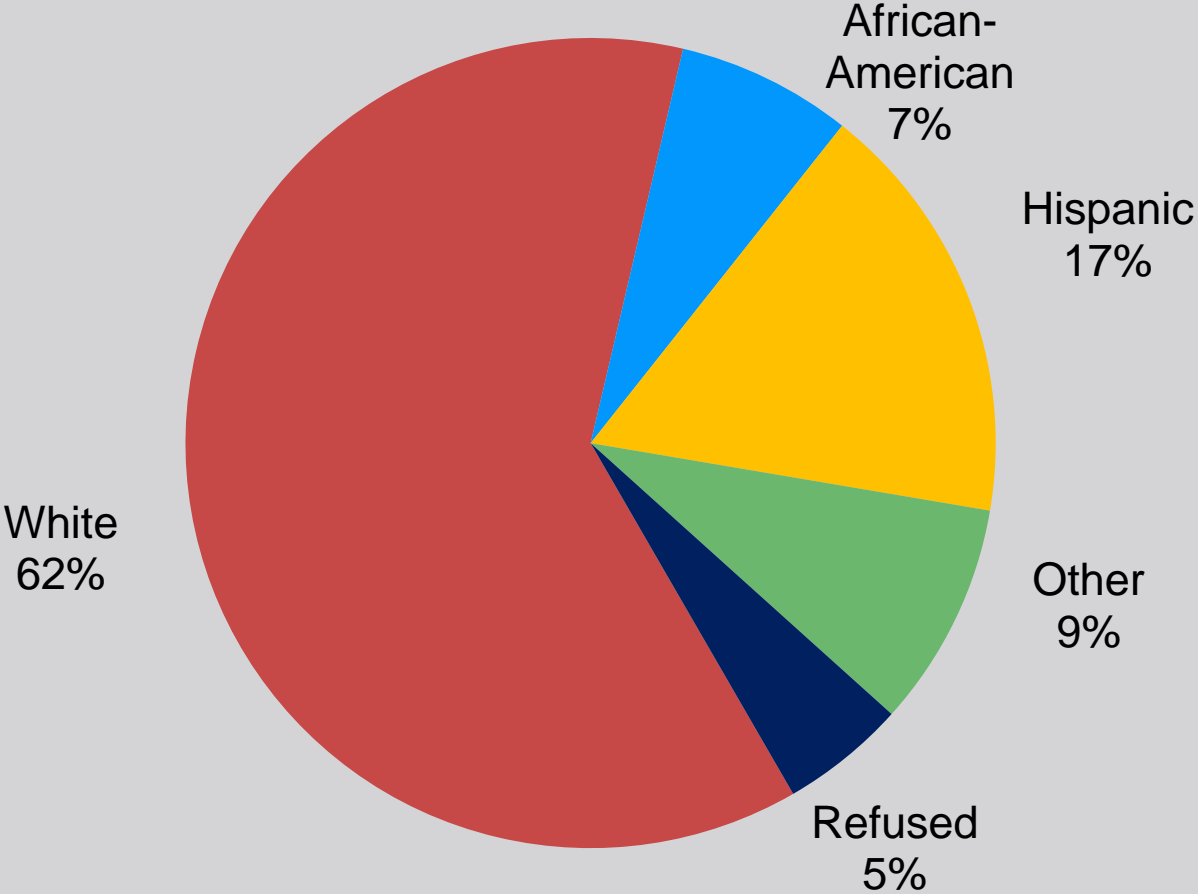


Who Are the CHR P1s?

Persons 12+



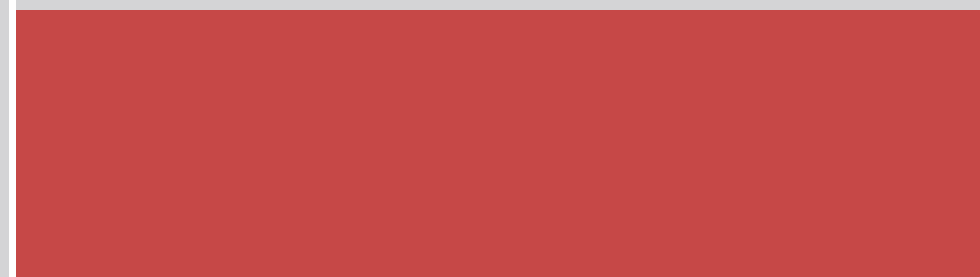
CHR P1s



% Who Live in Homes With Internet Access

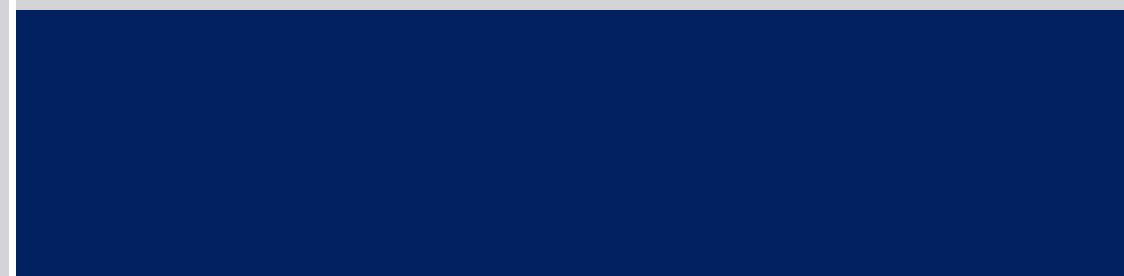


Persons 12+



81%

CHR P1s



93%

Online Radio & Video



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% Who Have Listened to Online Radio in the Last Week



Persons 12+

36%

CHR P1s

64%



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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% Who Are Aware of Pandora



Persons 12+

70%

CHR P1s

90%

% Who Have Listened to Pandora in the Last Month



Persons 12+

31%

CHR P1s

60%

% Who Have Listened to Pandora in the Last Week



Persons 12+

22%

CHR P1s

44%

% Who Are Aware of iHeartRadio



Persons 12+

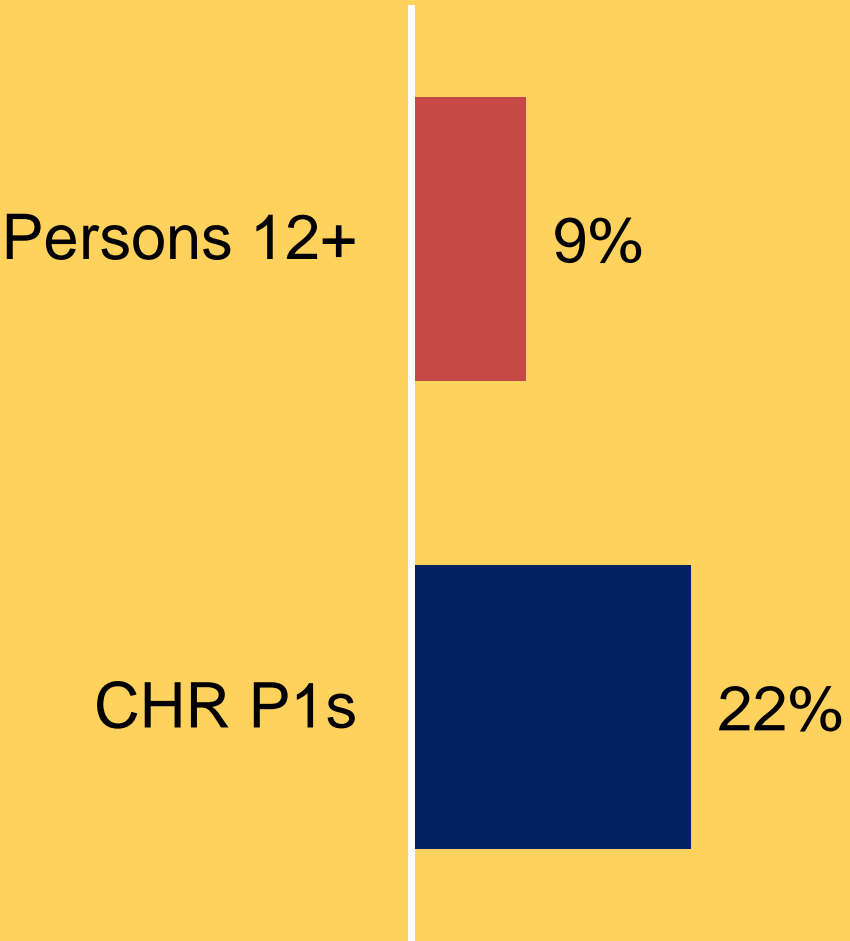
48%

CHR P1s

75%



% Who Have Listened to iHeartRadio in the Last Month



% Who Are Aware of Spotify



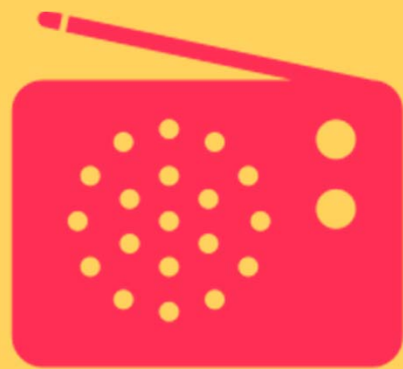
Persons 12+

28%

CHR P1s

43%

% Who Are Aware of iTunes Radio



iTunes Radio

Persons 12+

47%

CHR P1s

60%

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



Persons 12+

33%



CHR P1s

57%



Smartphones and Other Mobile Devices



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



Persons 12+

53%

CHR P1s

62%

% Who Own a Smartphone



Persons 12+

61%

CHR P1s

79%

% Who Own a Tablet



Persons 12+

39%

CHR P1s

48%

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



Persons 12+

18%

CHR P1s

36%



Base: Own a Smartphone



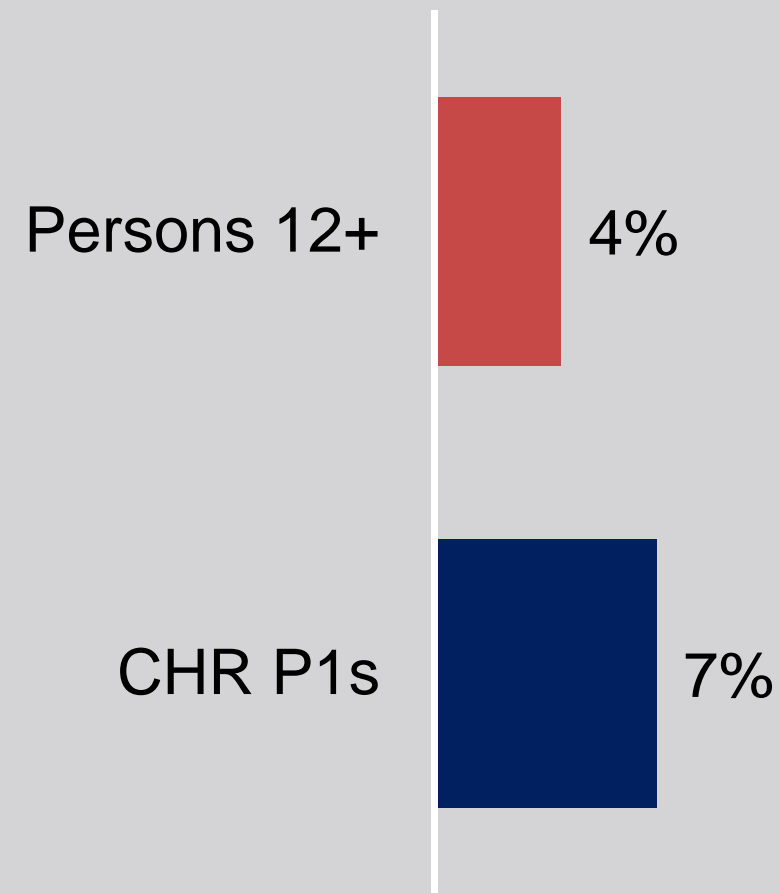
CHR Radio P1 Listener Insights



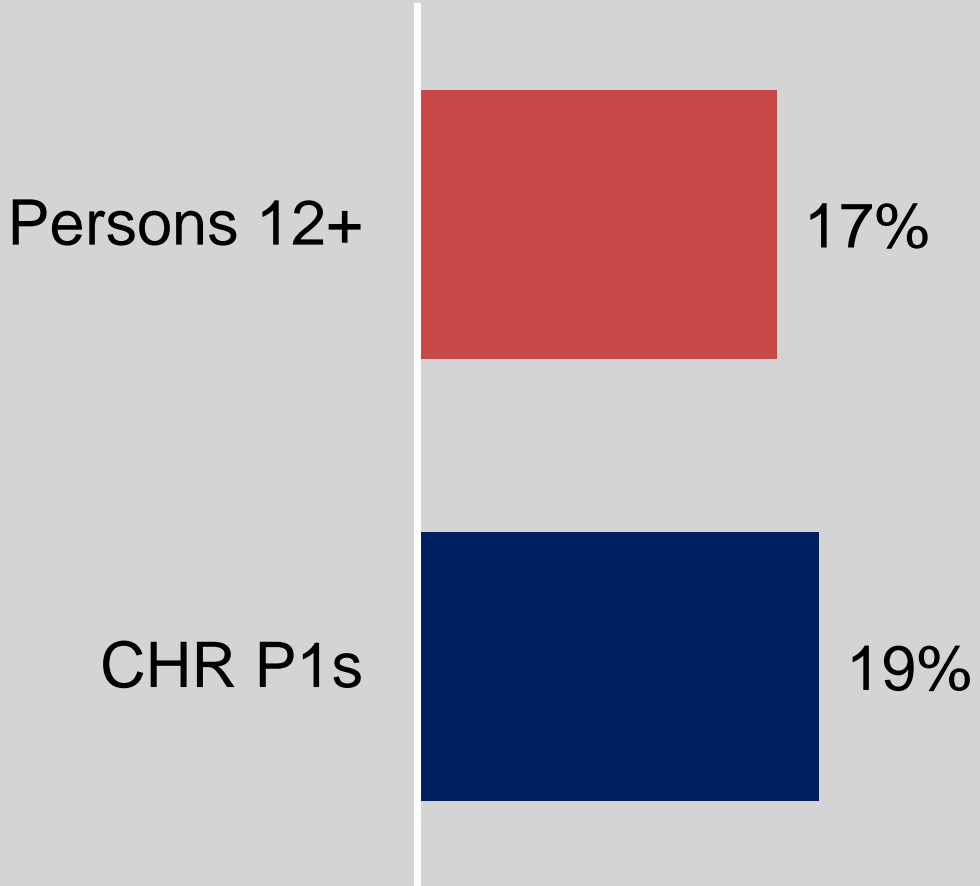
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% Who Listen Most Often to AM/FM Radio Stations Using Earbuds, Earphones or Some Other Type of Headset



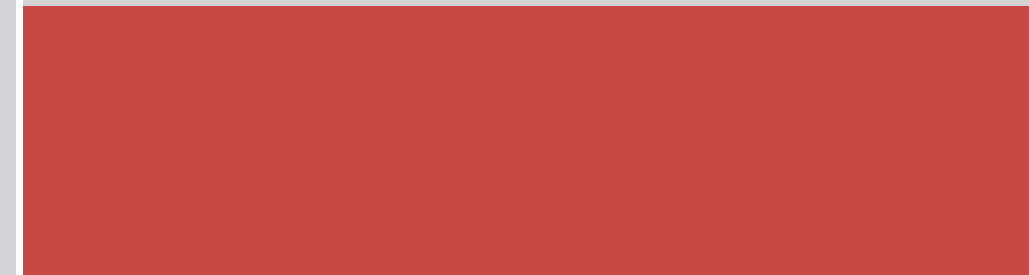
% Who Would Listen A Lot More if their Cell Phones Had an FM Radio Tuner



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

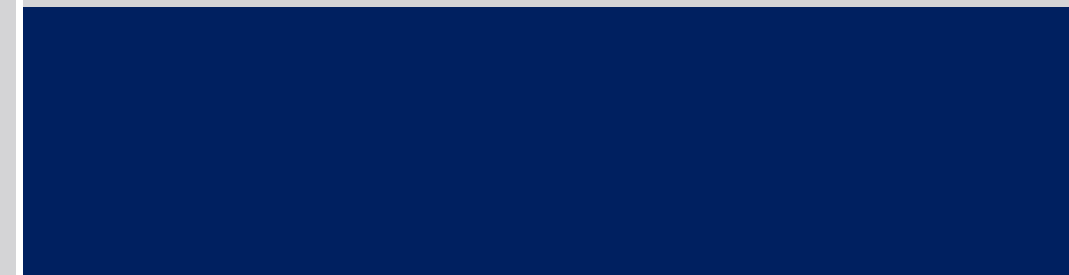


Persons 12+



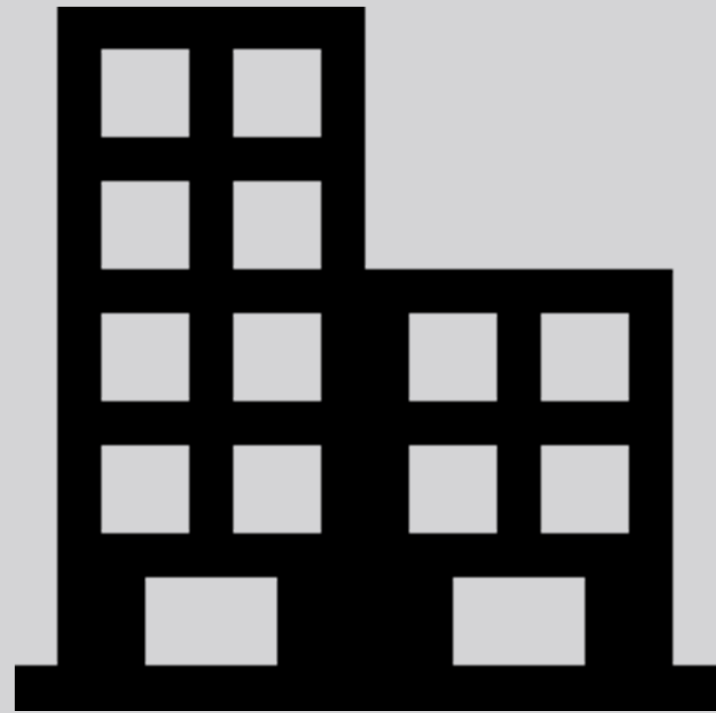
80%

CHR P1s



83%

% Who Listen to the Radio While Working



Persons 12+

40%

CHR P1s

38%

% Who Listen to the Radio Over a Computer While Working



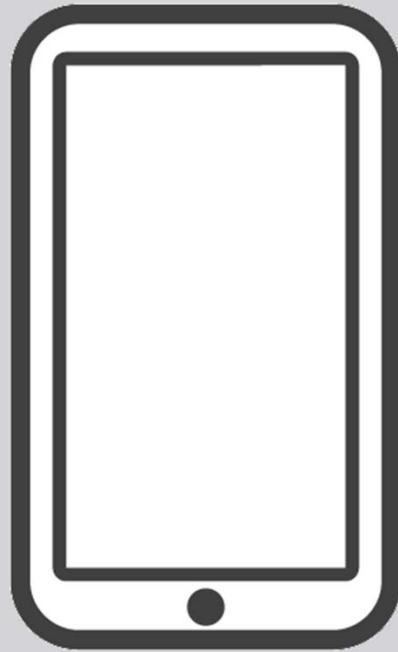
Persons 12+

22%

CHR P1s

26%

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



Persons 12+

16%

CHR P1s

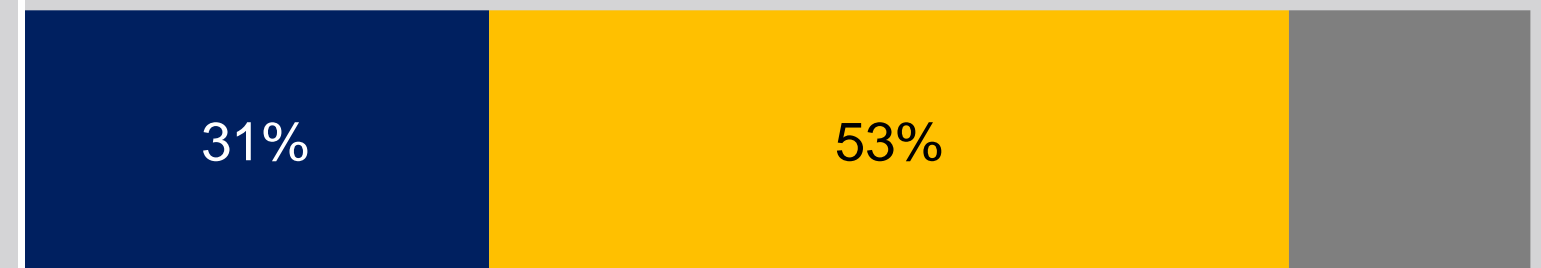
23%

AM/FM Radio Stopset Length Preference:

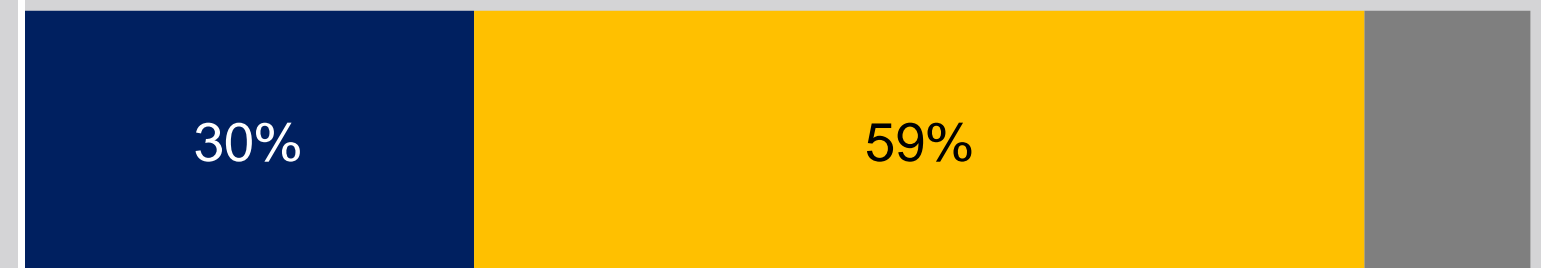


- Long blocks of programming; long blocks of commercials
- More frequent stops with shorter blocks of commercials
- Don't Know

Persons 12+



CHR P1s



Social Networking



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% Who Have a Profile on Any Social Network



Persons 12+

67%

CHR P1s

89%

% Who Have a Profile on Facebook



Persons 12+



58%

CHR P1s



82%

Average Number of Facebook Friends



Persons 12+

350

CHR P1s

532

% Who Have a Profile on LinkedIn



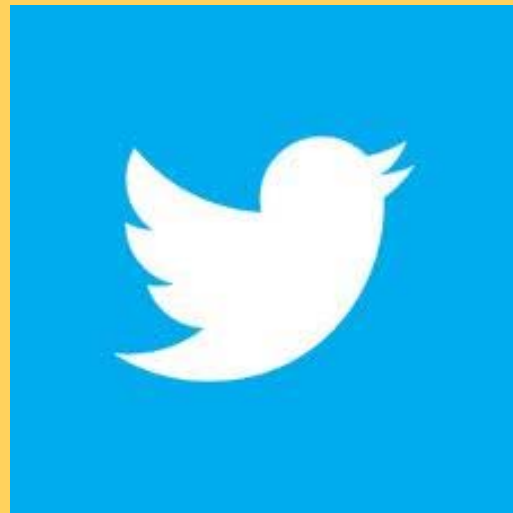
Persons 12+

19%

CHR P1s

23%

% Who Currently Use Twitter



Persons 12+

16%

CHR P1s

35%

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



Persons 12+

28%

CHR P1s

53%

In-Car Media



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



Persons 18+

86%

CHR P1s

92%

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



Persons 18+

17%

CHR P1s

15%



Music Discovery



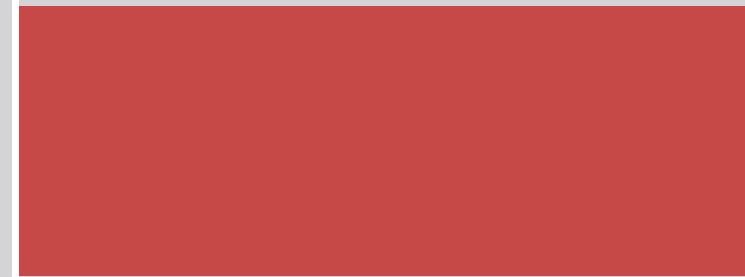
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% Who Say It Is “Very” or “Somewhat” Important to Keep Up-to-Date With Music



Persons 12+



47%

CHR P1s

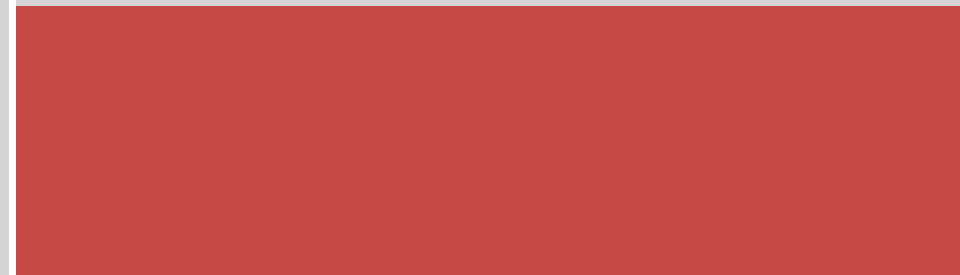


68%

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



Persons 12+



75%

CHR P1s



77%

Observations



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Observations

- With a relatively young average age of 28, CHR P1s index higher for all things digital, including:
 - Home Internet access
 - Listening to Online Radio weekly
 - Using YouTube for music
 - Using social networks and using them more often
- CHR P1s also use broadcast radio more in the car and more for music discovery than the overall population

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