

The Infinite Dial 2014

A Look at
Public Radio P1s



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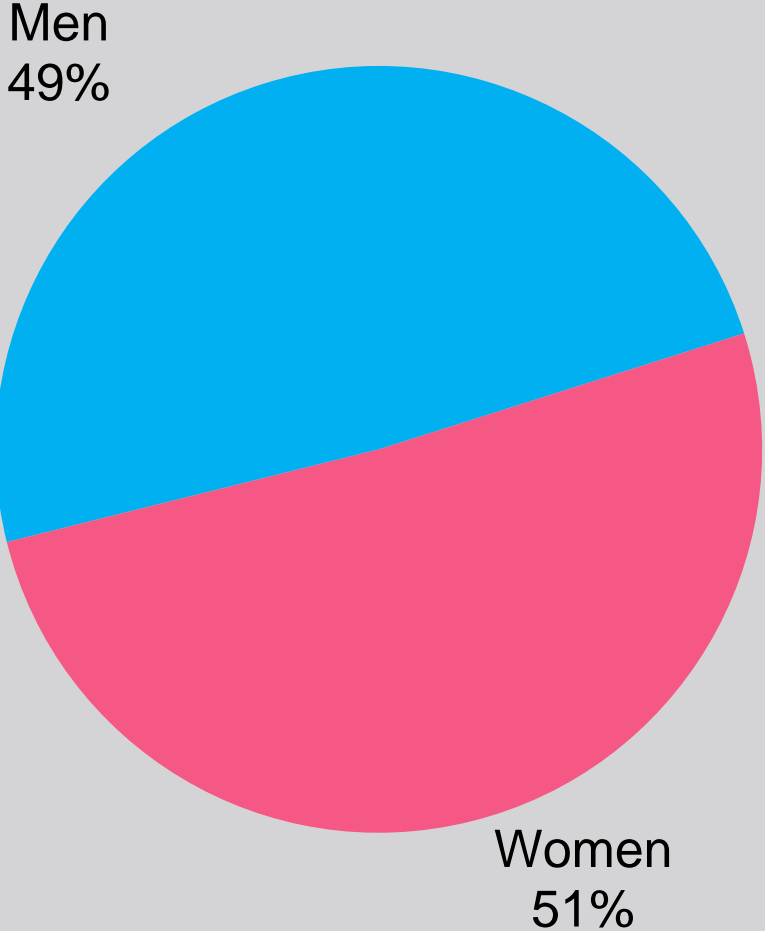
Methodology Overview

- 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 126 Public Radio format P1s.

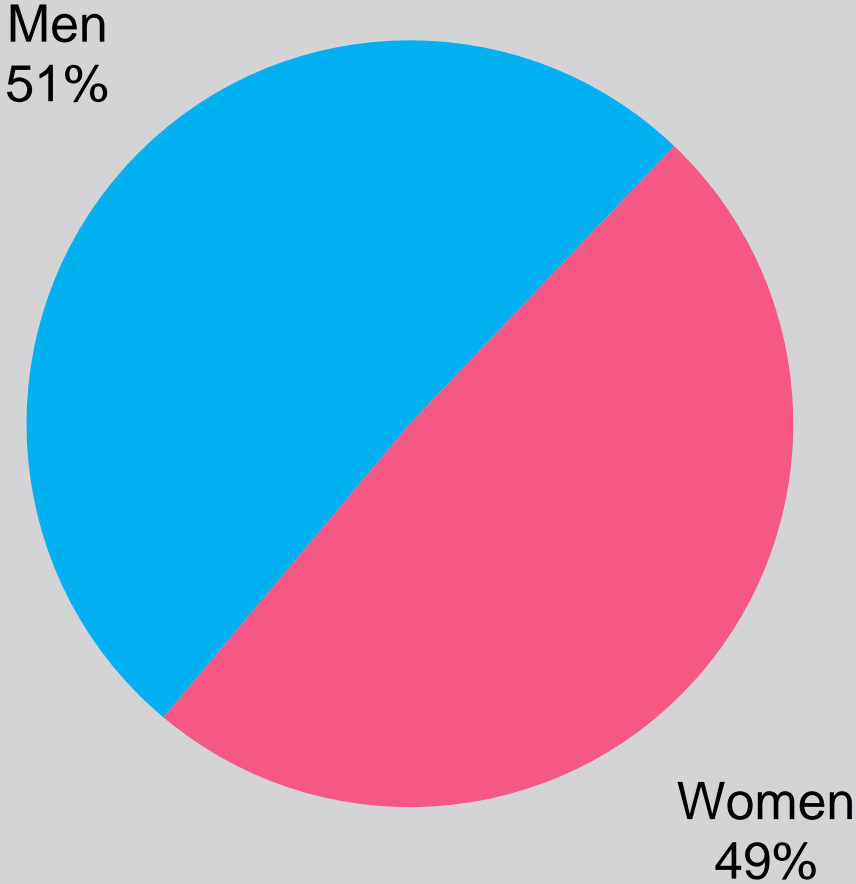


Who Are the Public Radio P1s?

Persons 12+

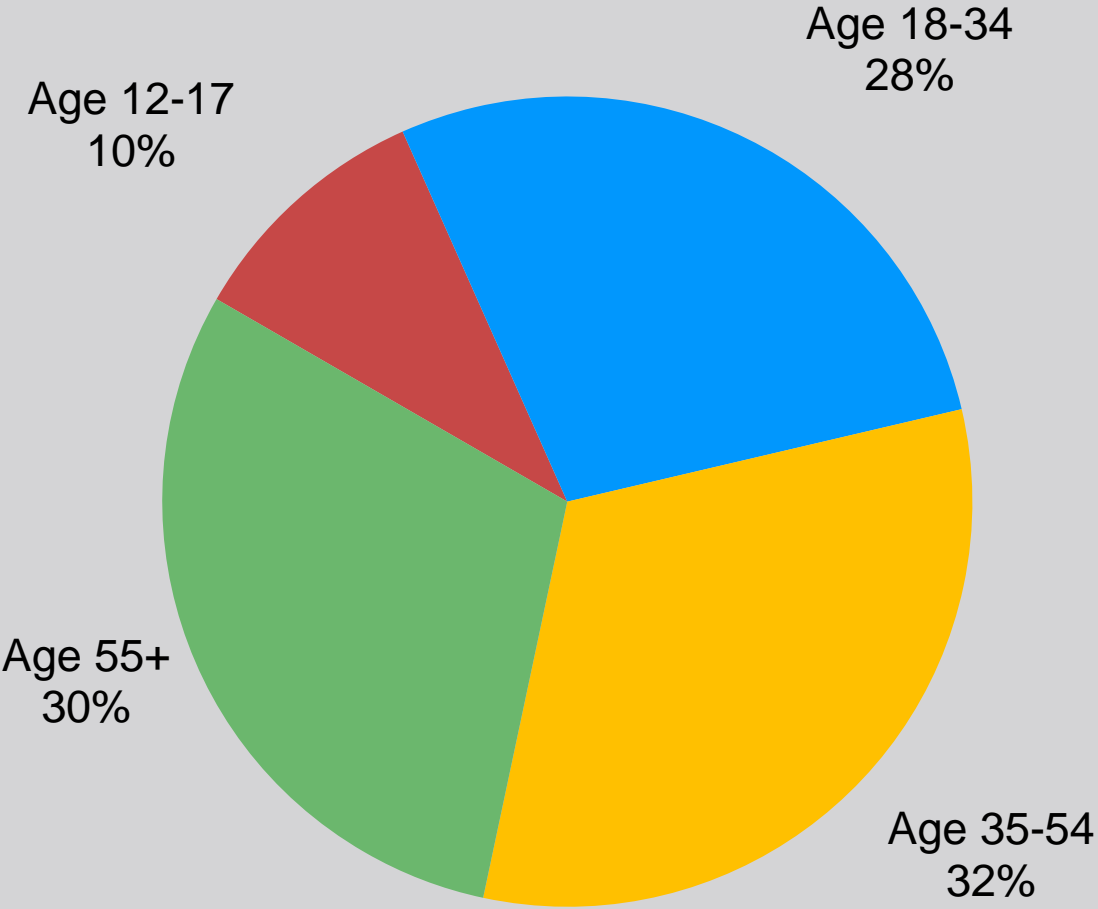


Public Radio P1s



Who Are the Public Radio P1s?

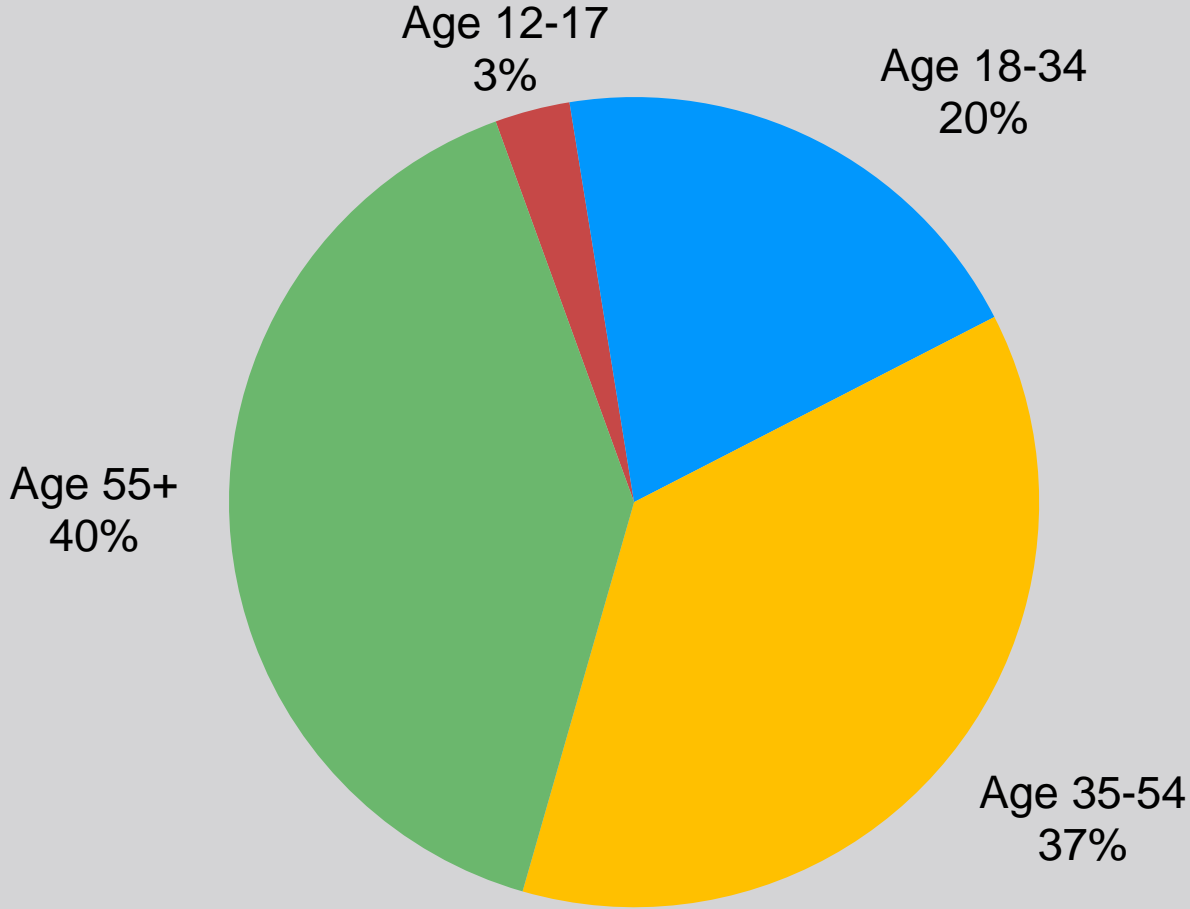
Persons 12+



Average age = 44



Public Radio P1s

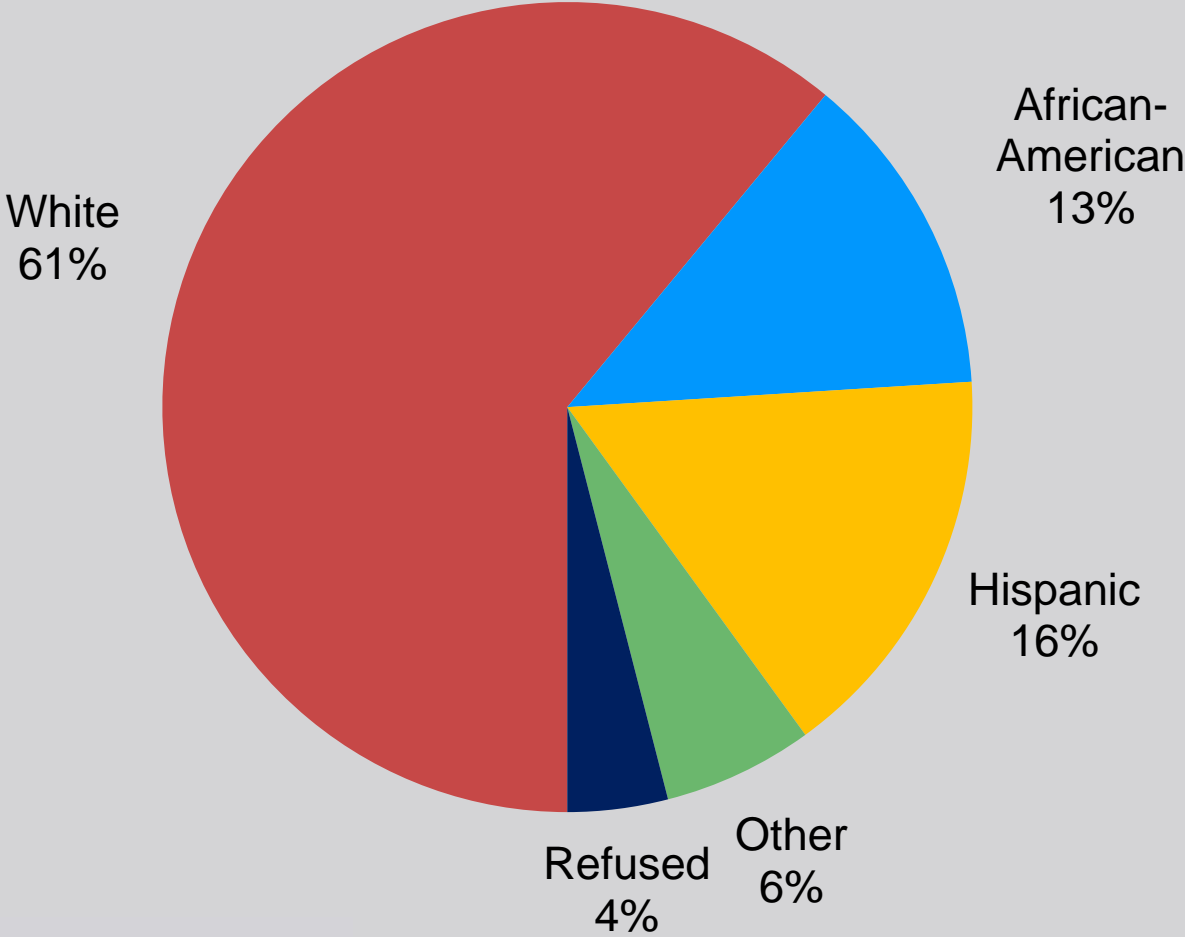


Average age = 50

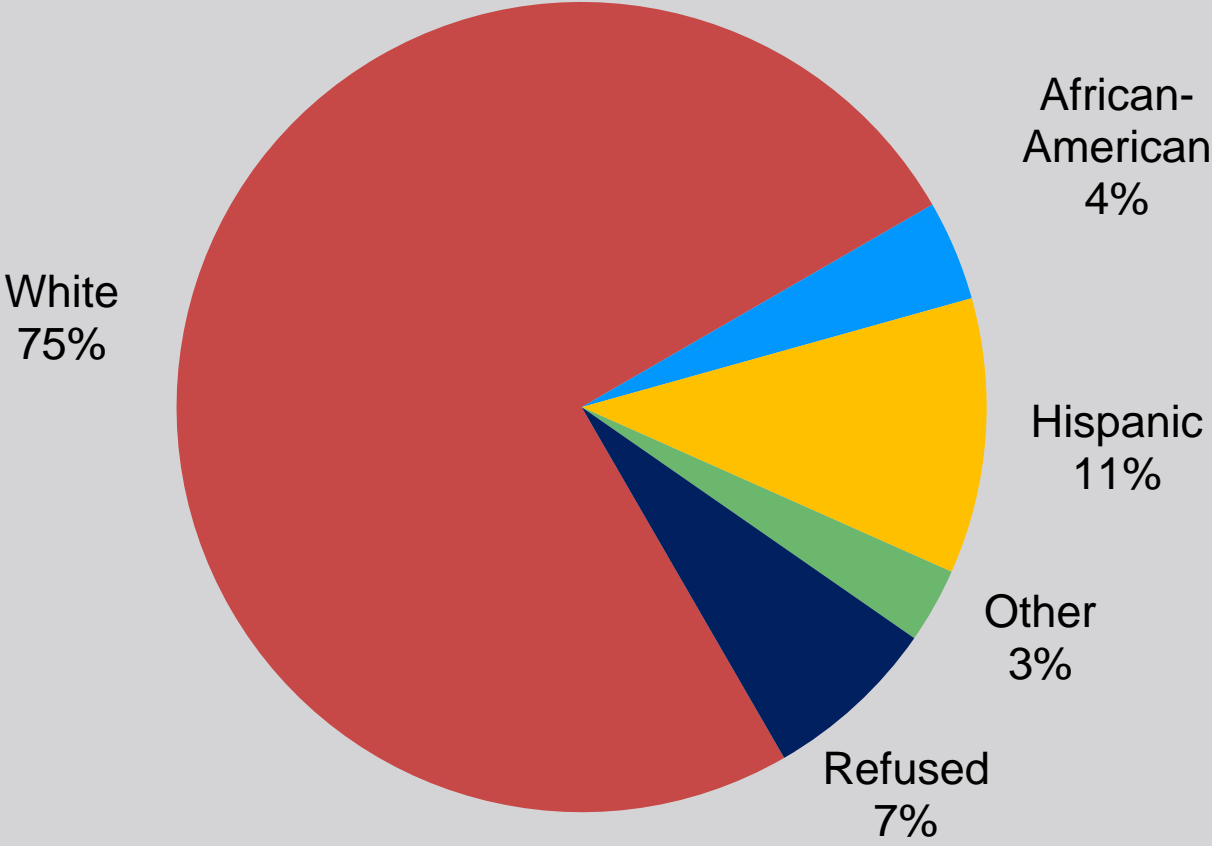


Who Are the Public Radio P1s?

Persons 12+



Public Radio P1s



% Who Live in Homes With Internet Access



Persons 12+

81%

Public Radio P1s

91%

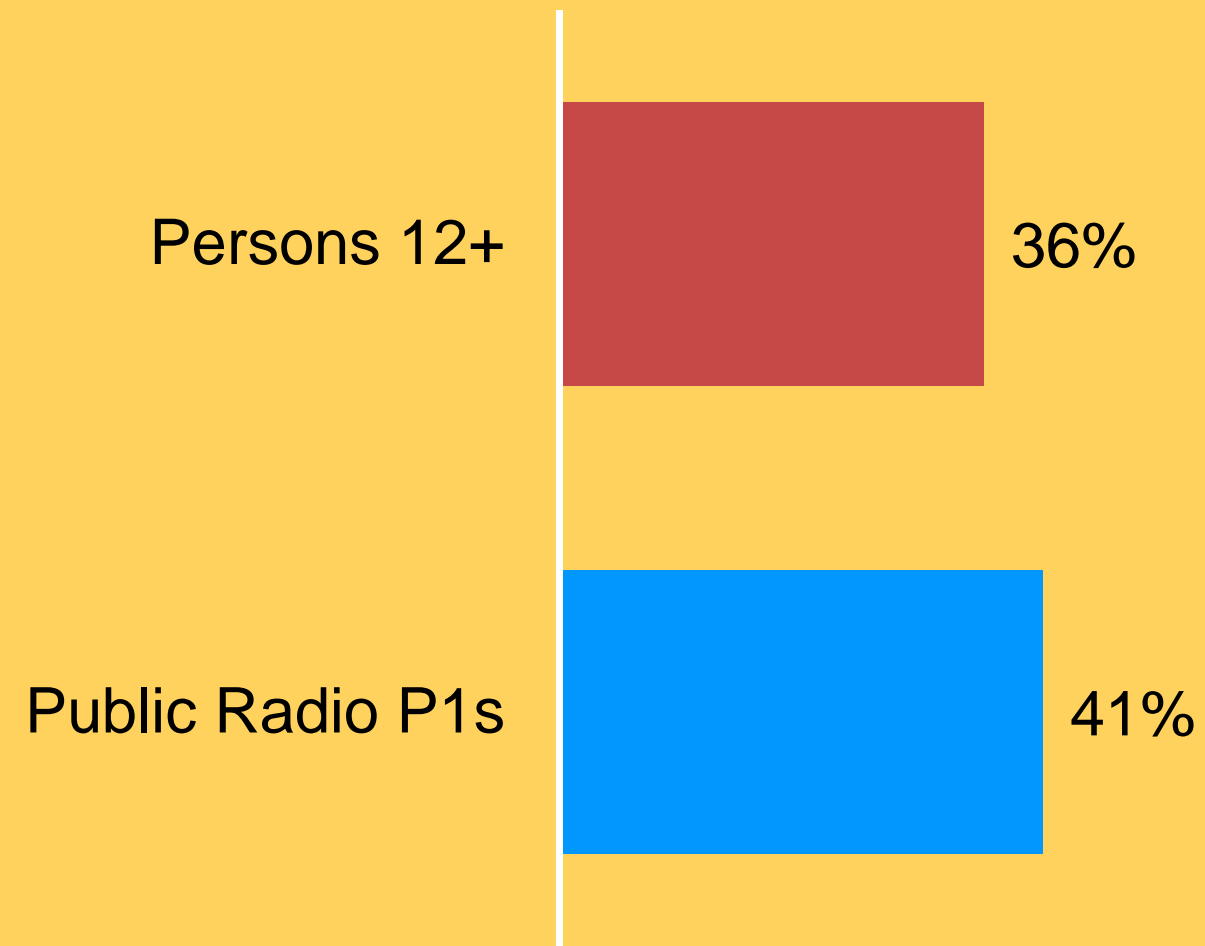
Online Radio & Video



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% Who Have Listened to Online Radio in the Last Week



% Who Are Aware of Pandora



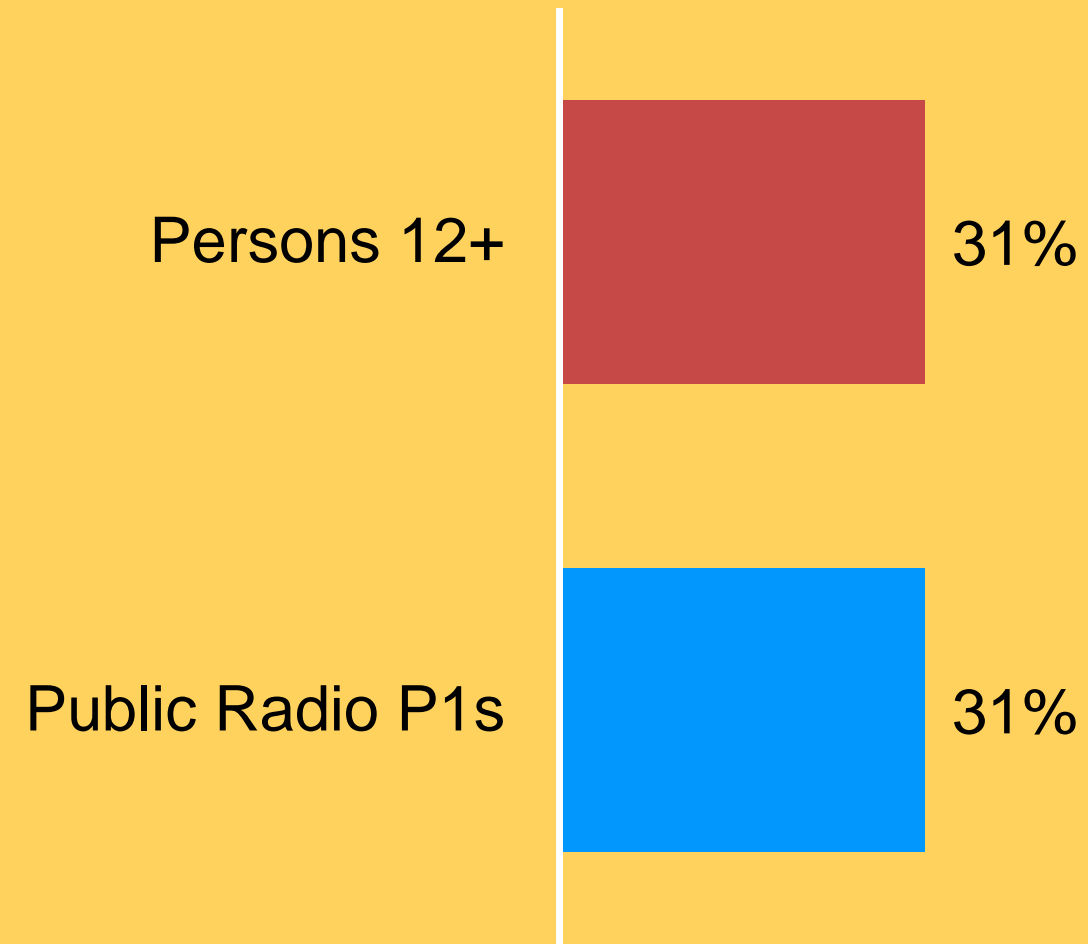
Persons 12+

70%

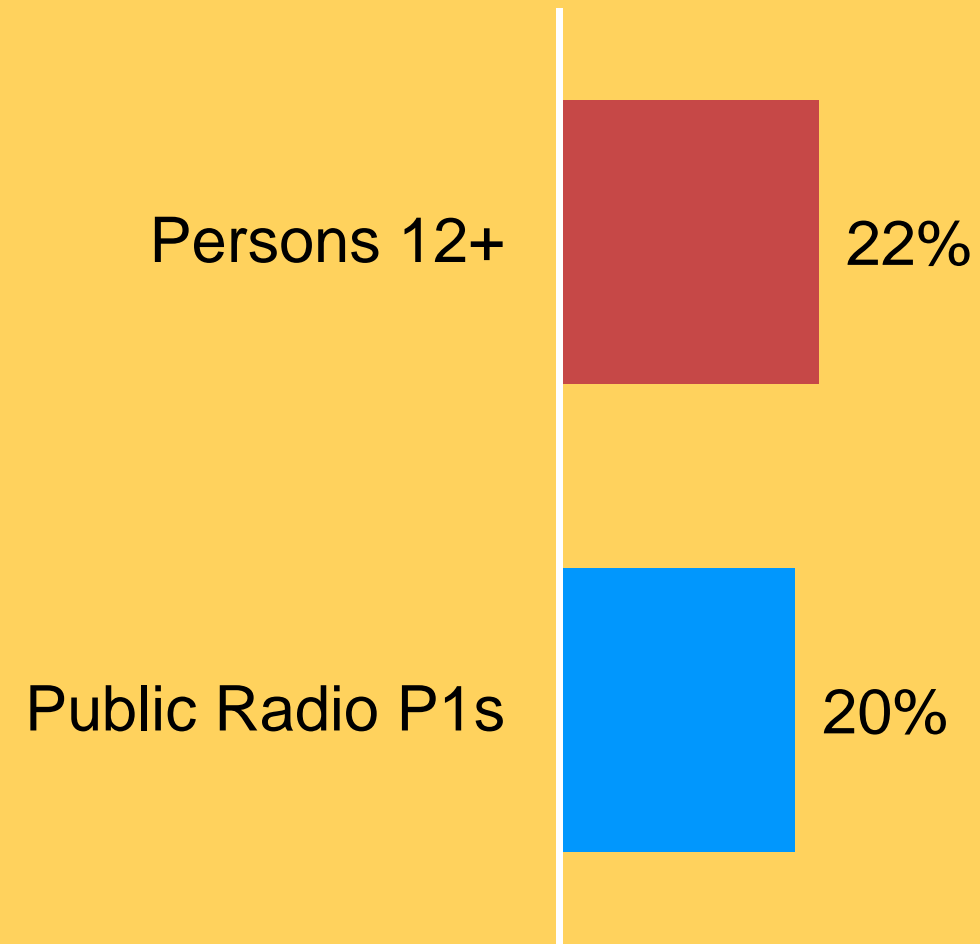
Public Radio P1s

80%

% Who Have Listened to Pandora in the Last Month



% Who Have Listened to Pandora in the Last Week



% Who Are Aware of iHeartRadio



Persons 12+

48%

Public Radio P1s

44%



% Who Have Listened to iHeartRadio in the Last Month



Persons 12+

9%

Public Radio P1s

4%



% Who Are Aware of Spotify



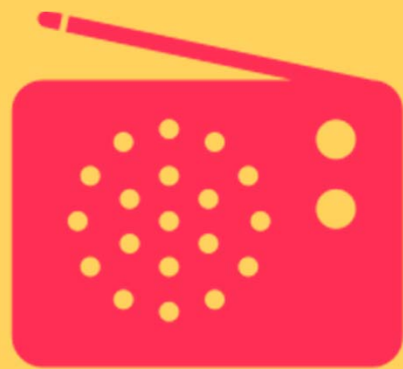
Persons 12+

28%

Public Radio P1s

51%

% Who Are Aware of iTunes Radio



iTunes Radio

Persons 12+

47%

Public Radio P1s

59%

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



Persons 12+

33%

Public Radio P1s

33%



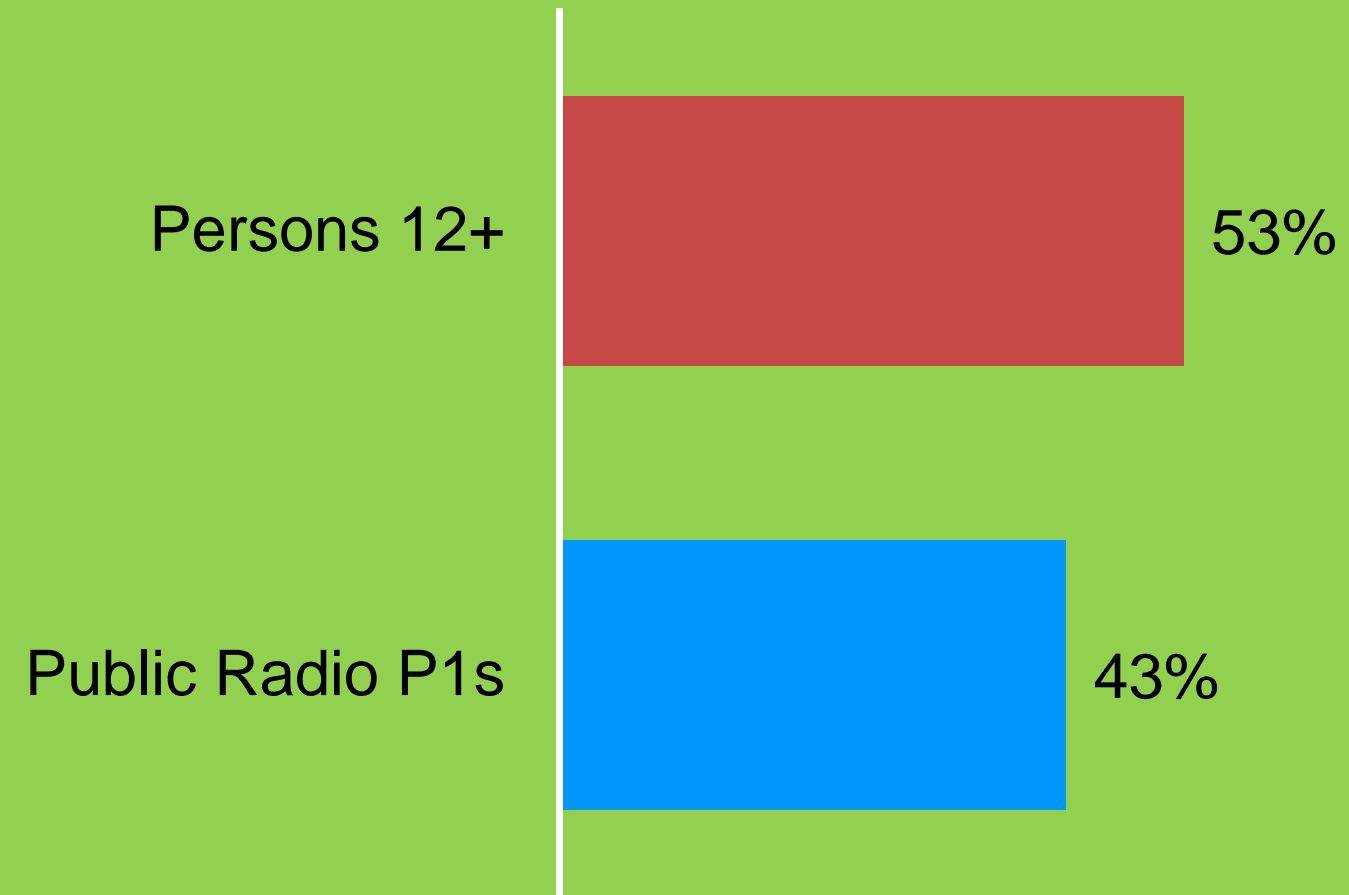
Smartphones and Other Mobile Devices



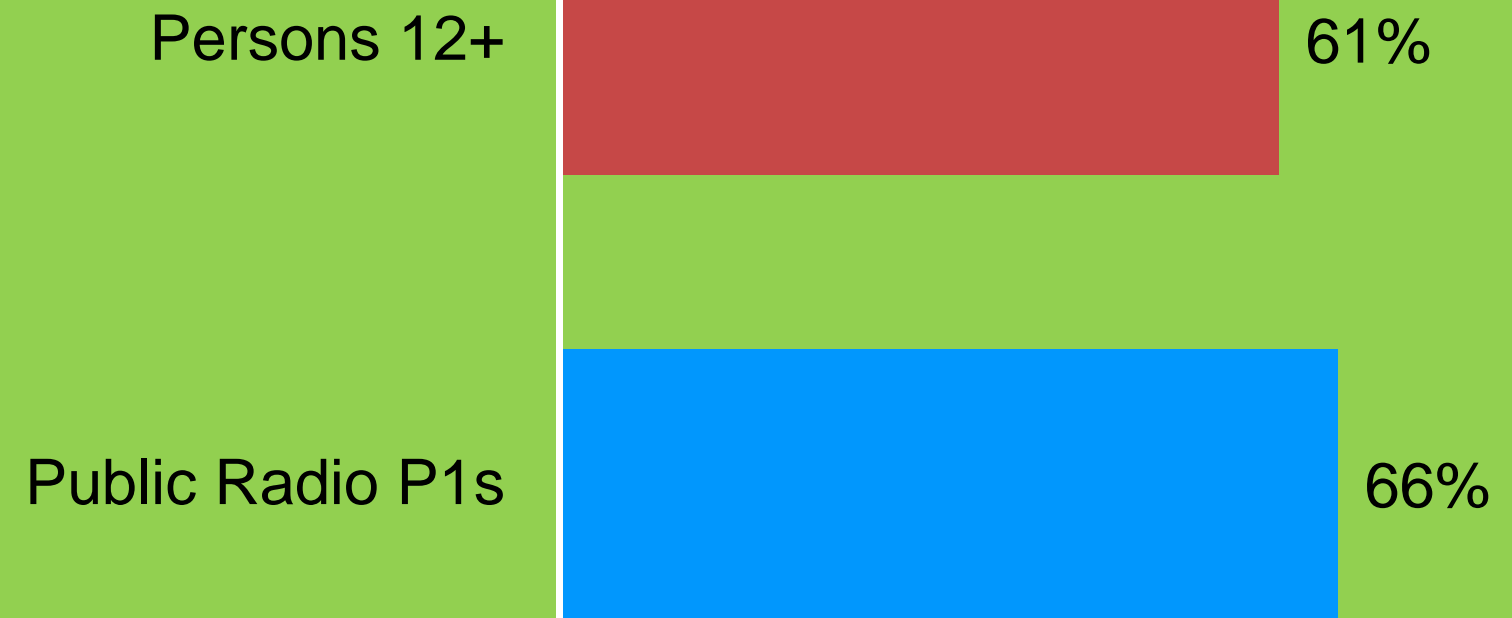
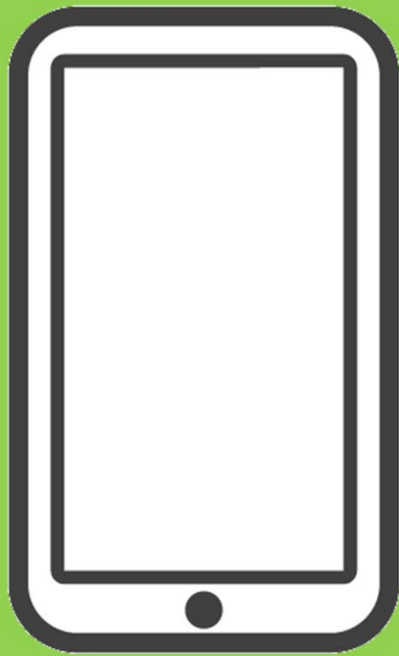
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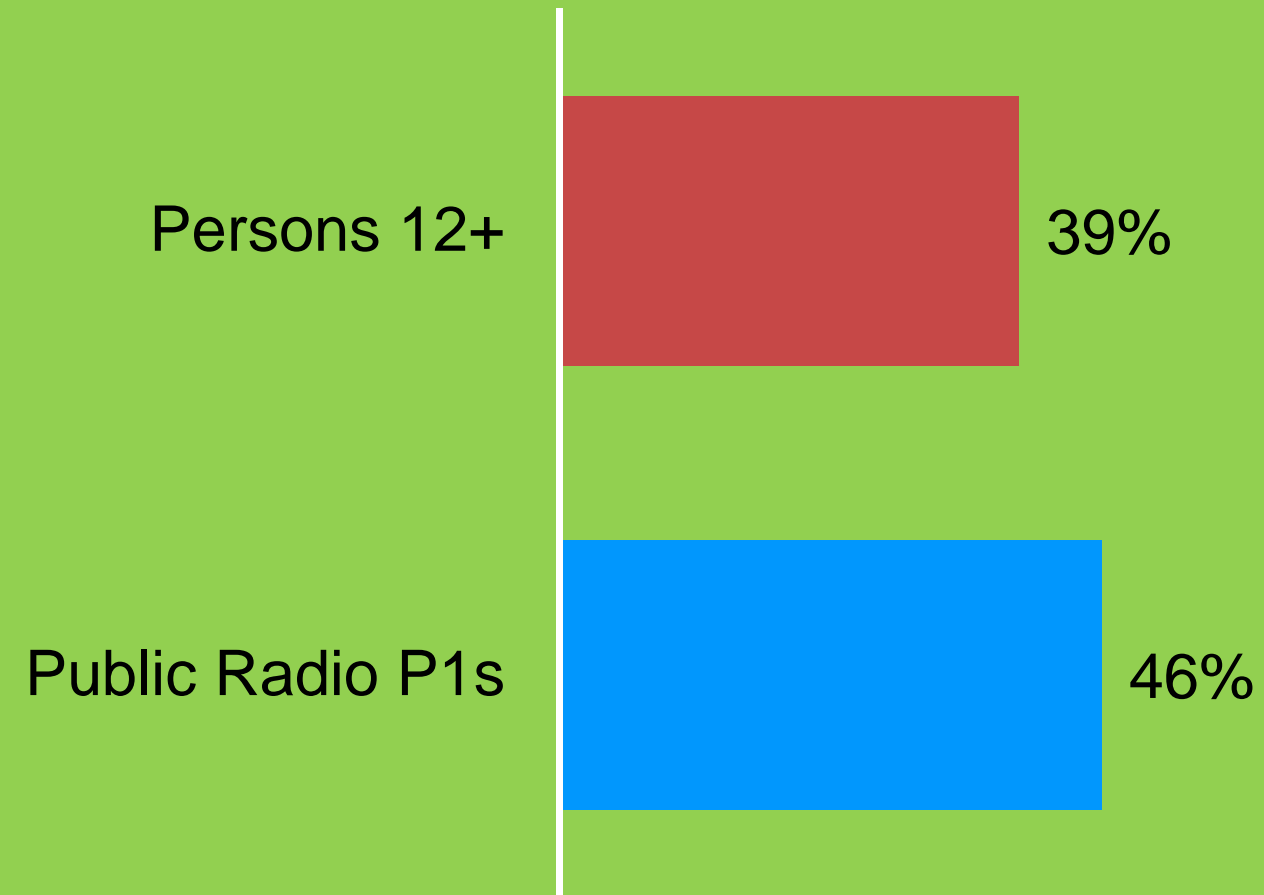
% Who Always Have Their Cell Phone Within Arm's Length



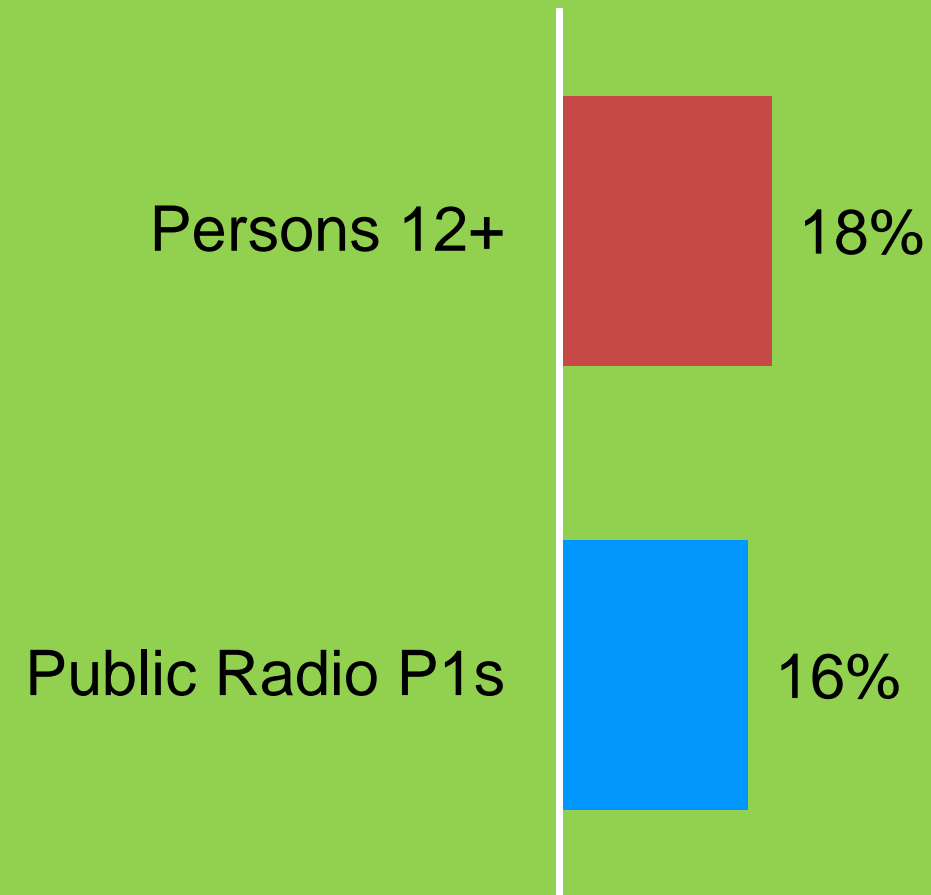
% Who Own a Smartphone



% Who Own a Tablet



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



Base: Own a Smartphone



Public Radio P1 Listener Insights



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

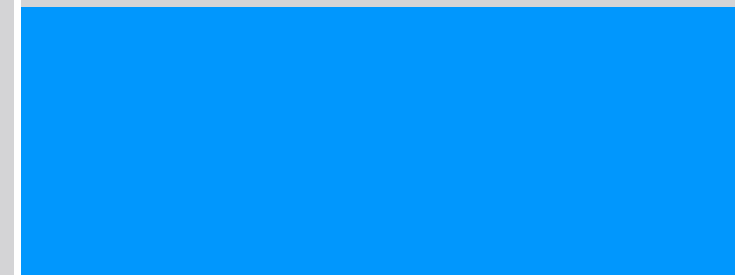


Persons 12+



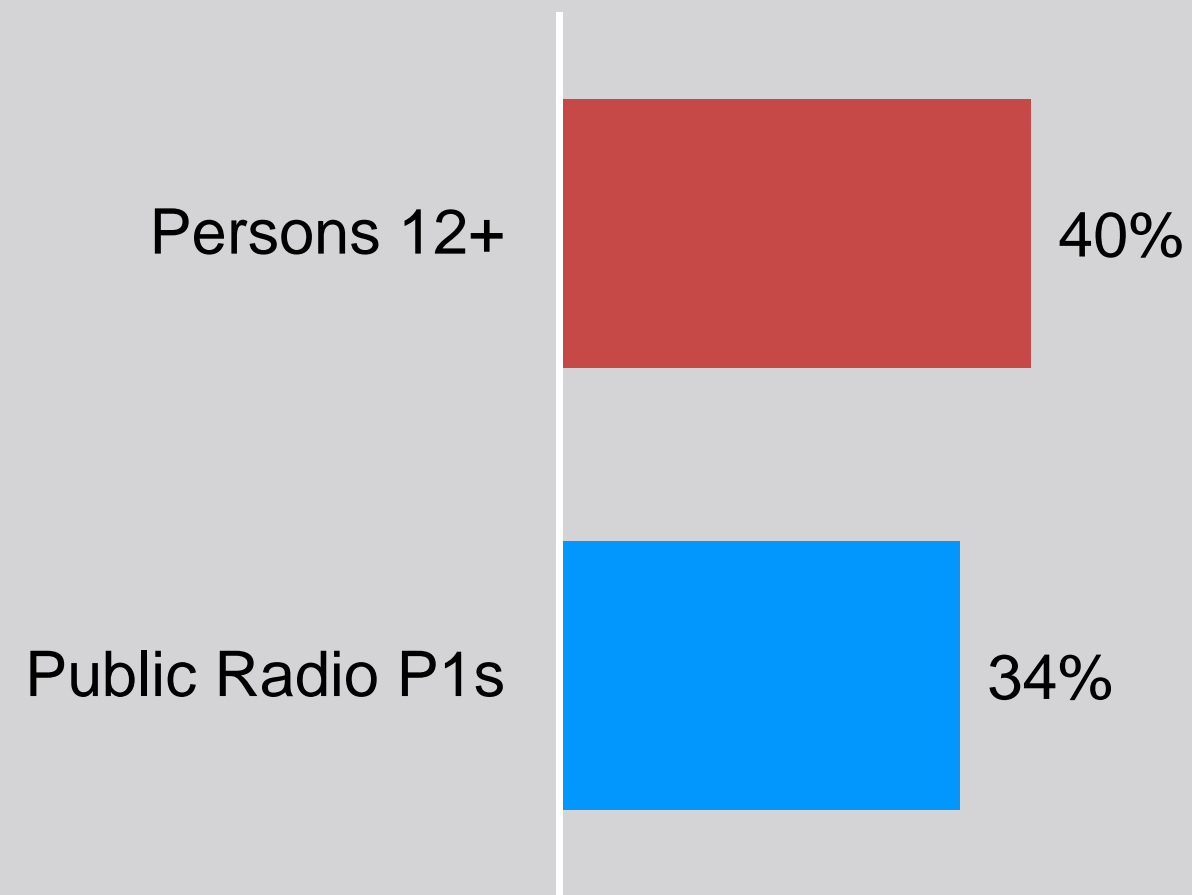
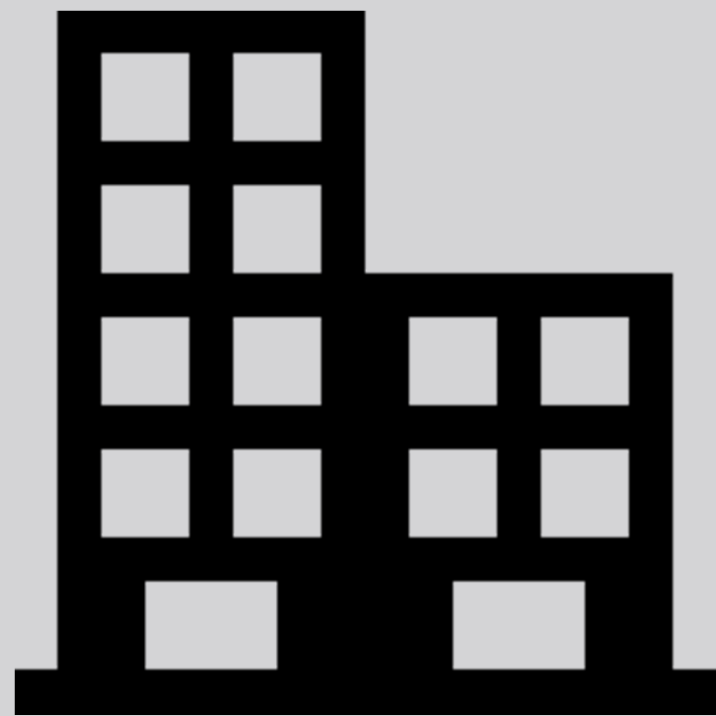
80%

Public Radio P1s

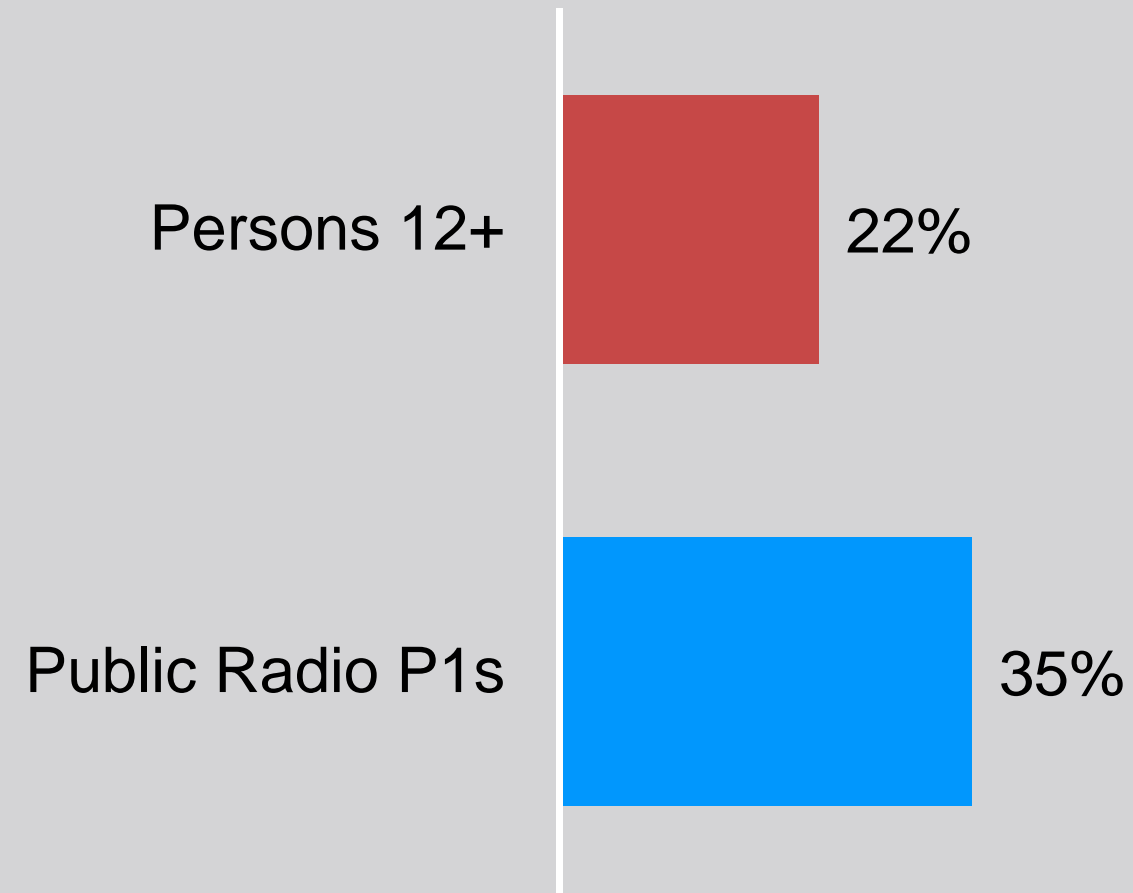


62%

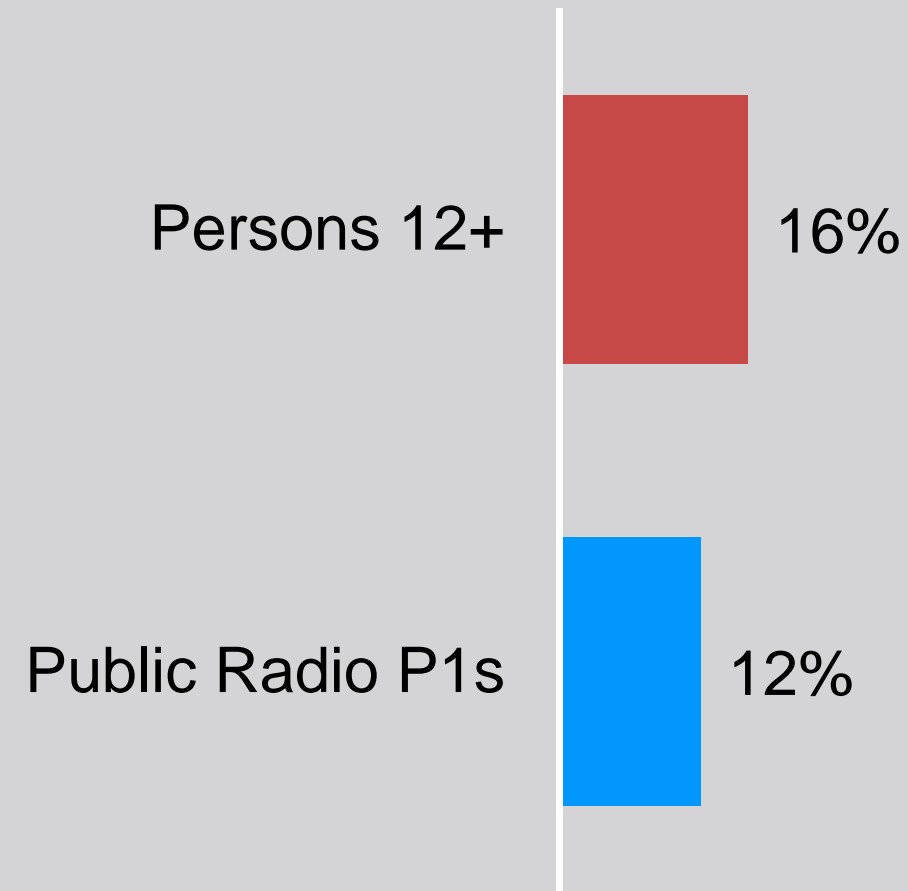
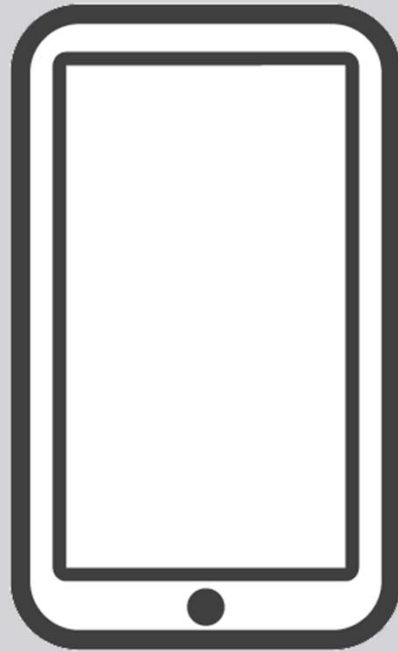
% Who Listen to the Radio While Working



% Who Listen to the Radio Over a Computer While Working



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

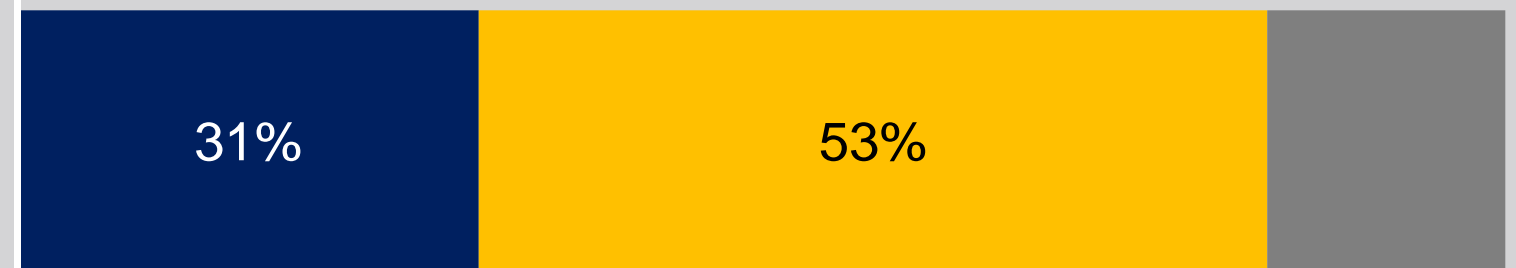


AM/FM Radio Stopset Length Preference:

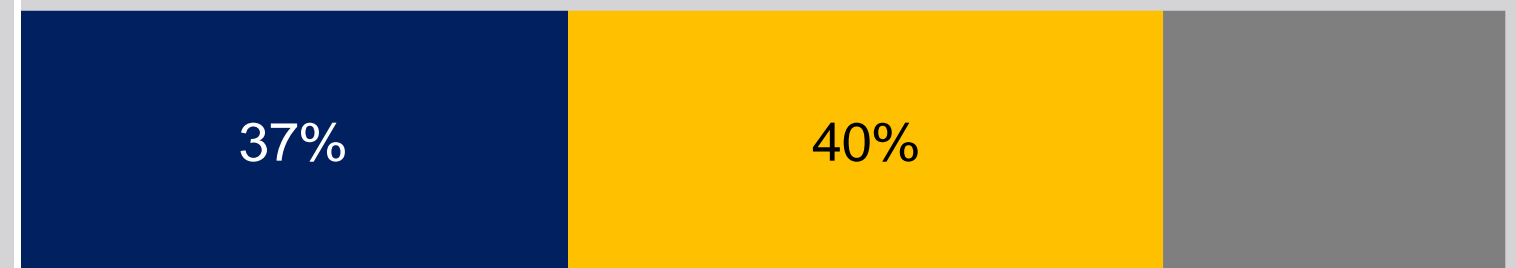


- Long blocks of programming; long blocks of commercials
- More frequent stops with shorter blocks of commercials
- Don't Know

Persons 12+



Public Radio P1s



Social Networking



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% Who Have a Profile on Any Social Network



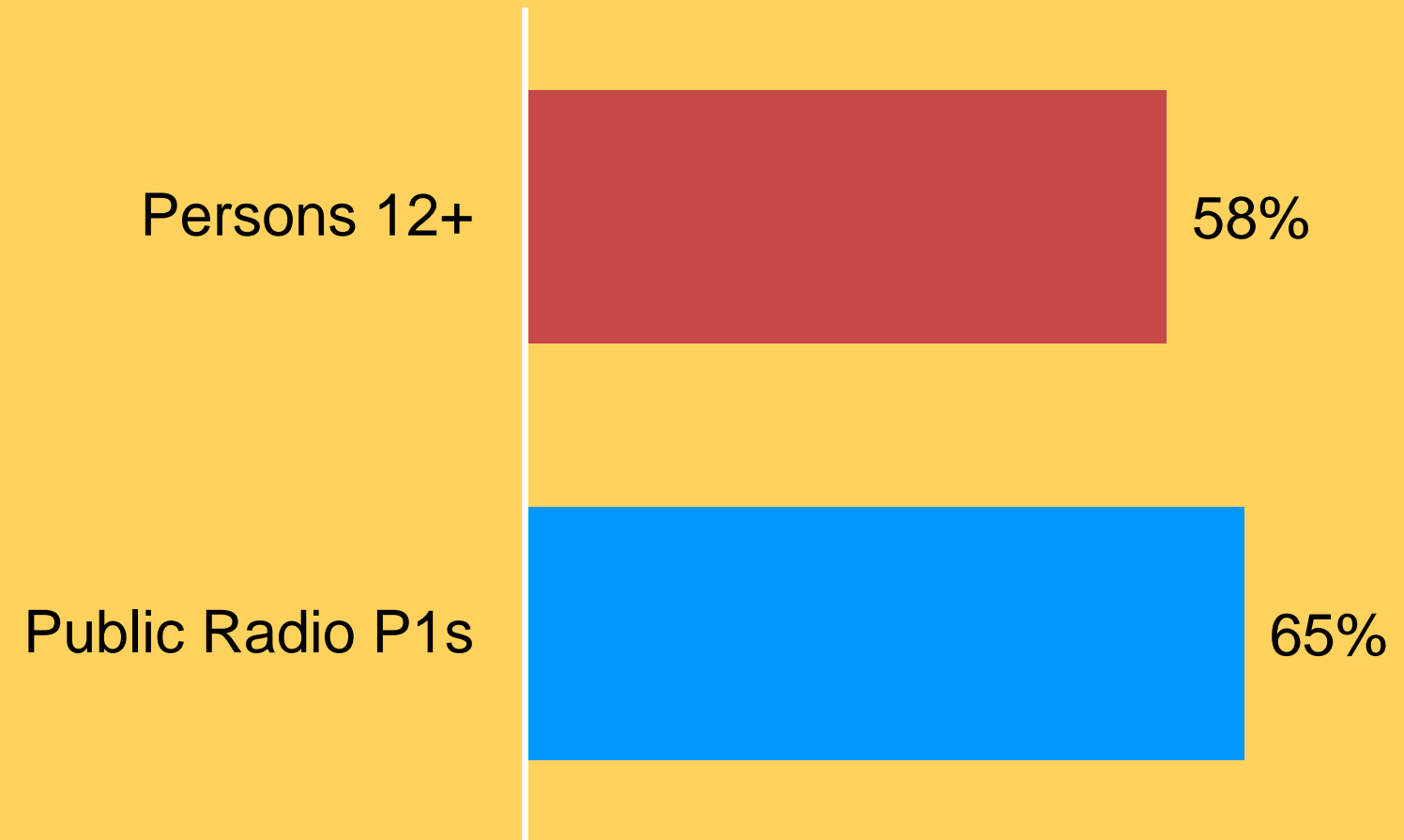
Persons 12+

67%

Public Radio P1s

76%

% Who Have a Profile on Facebook



Average Number of Facebook Friends



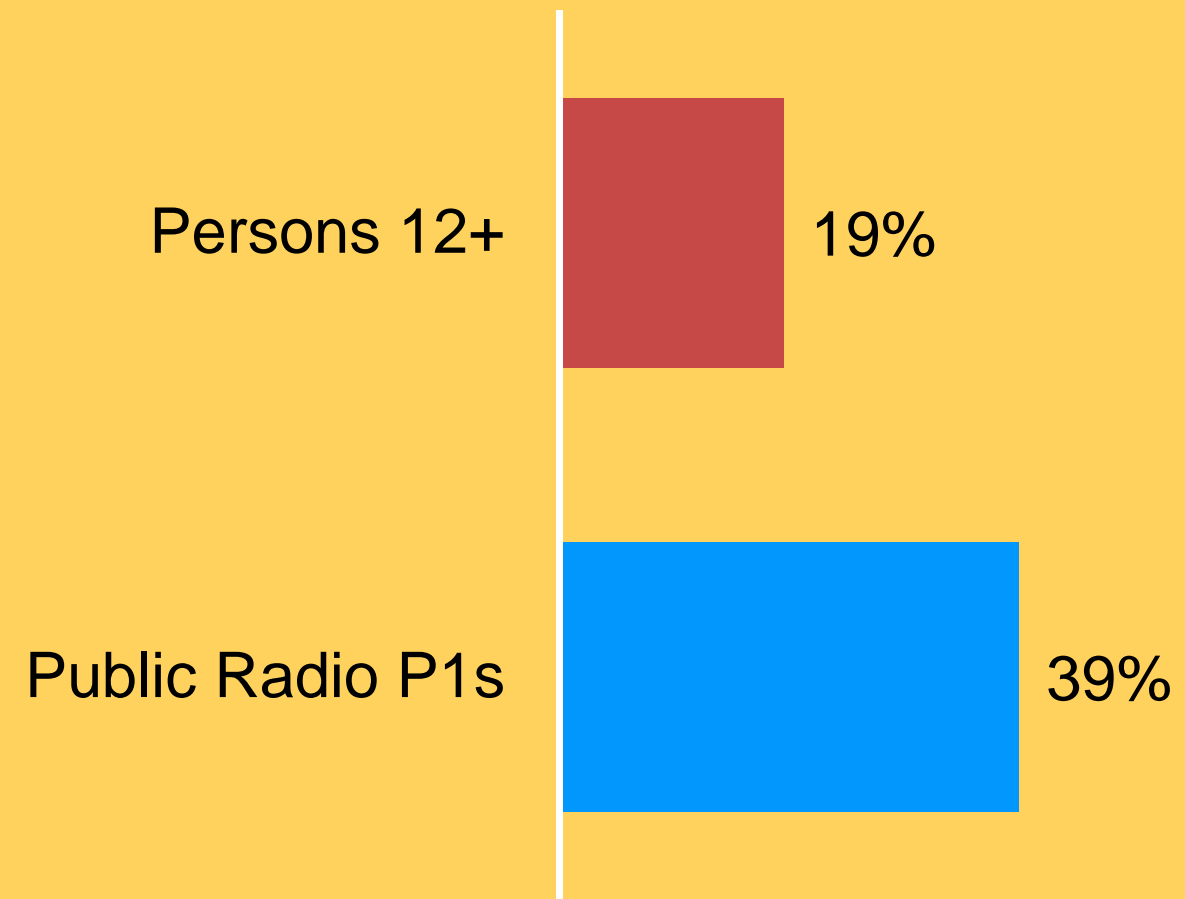
Persons 12+

350

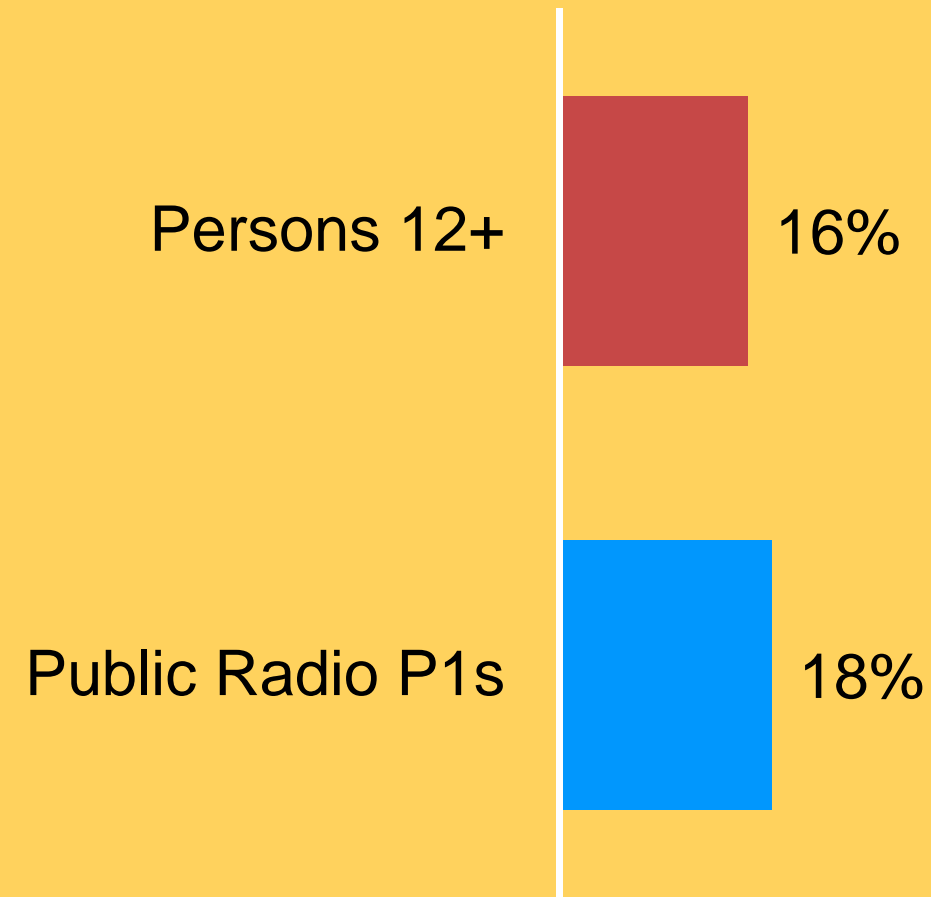
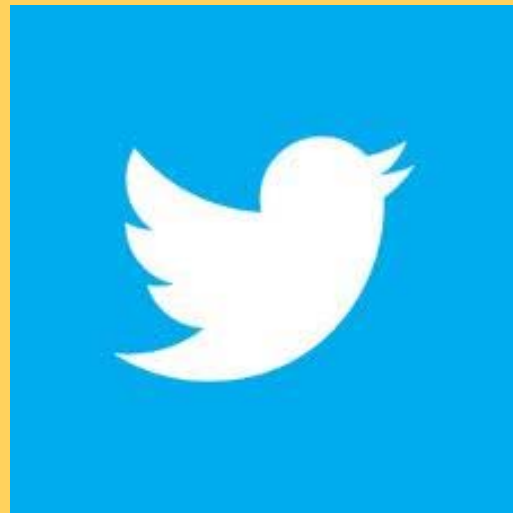
Public Radio P1s

276

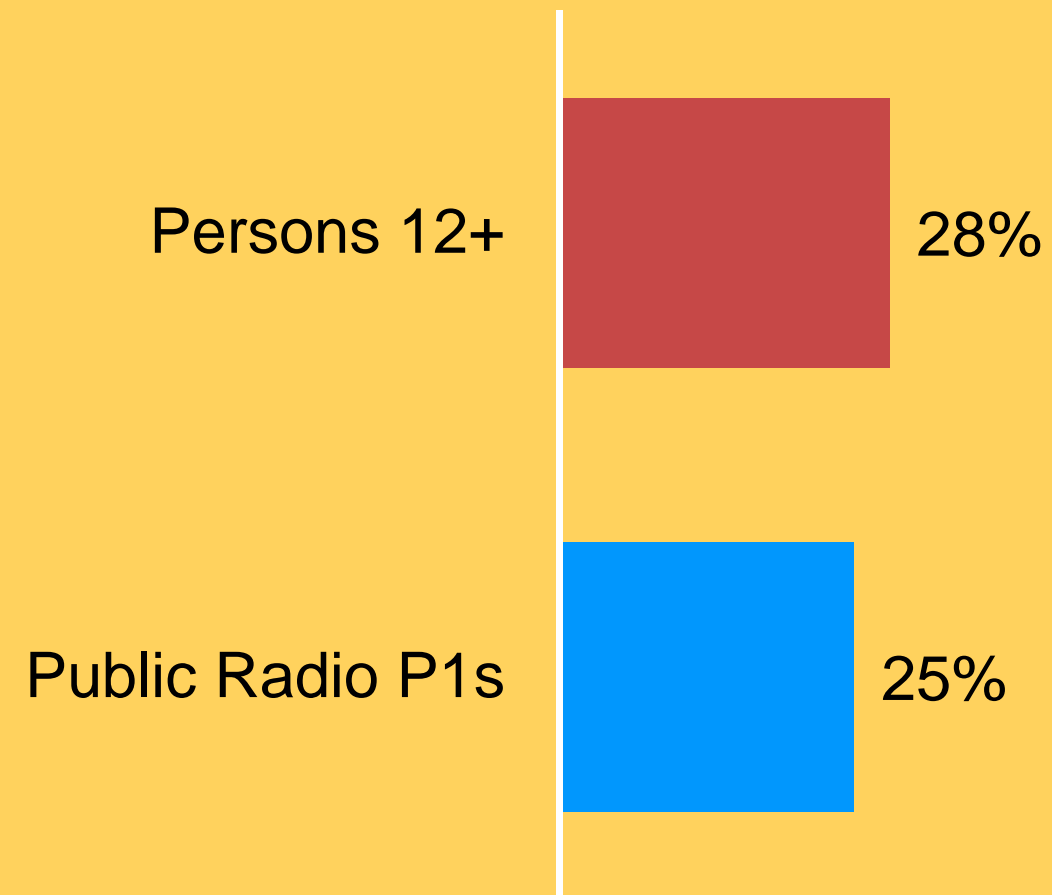
% Who Have a Profile on LinkedIn



% Who Currently Use Twitter



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



In-Car Media



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



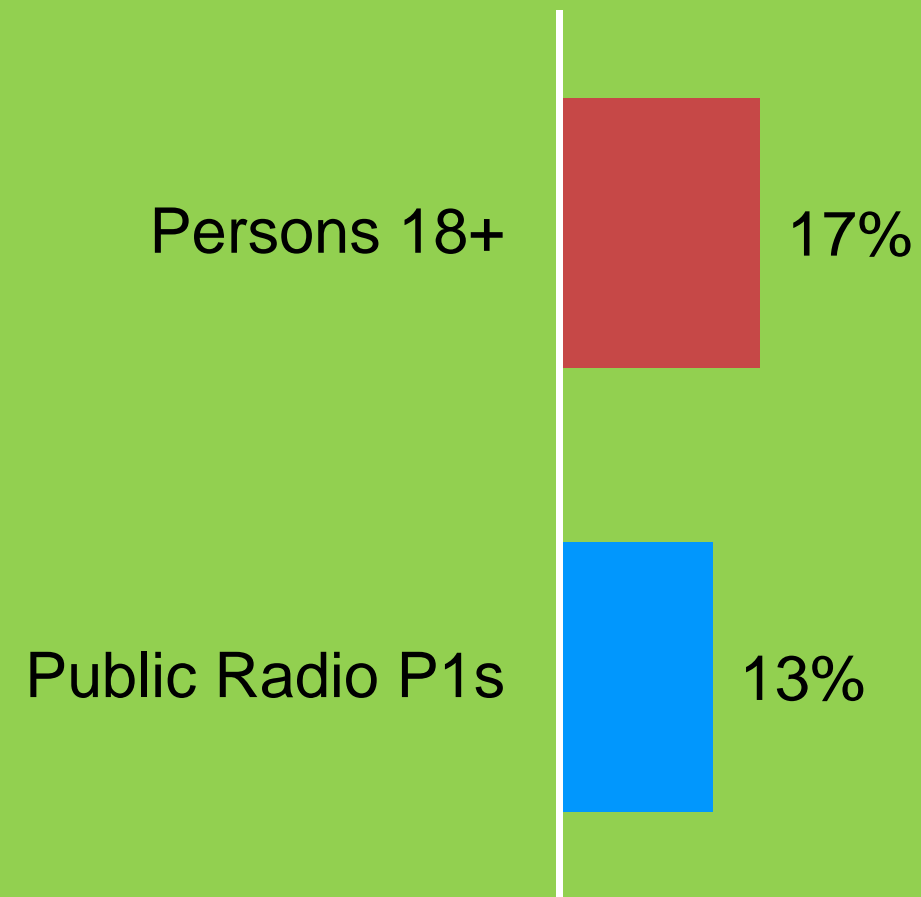
Persons 18+

86%

Public Radio P1s

95%

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



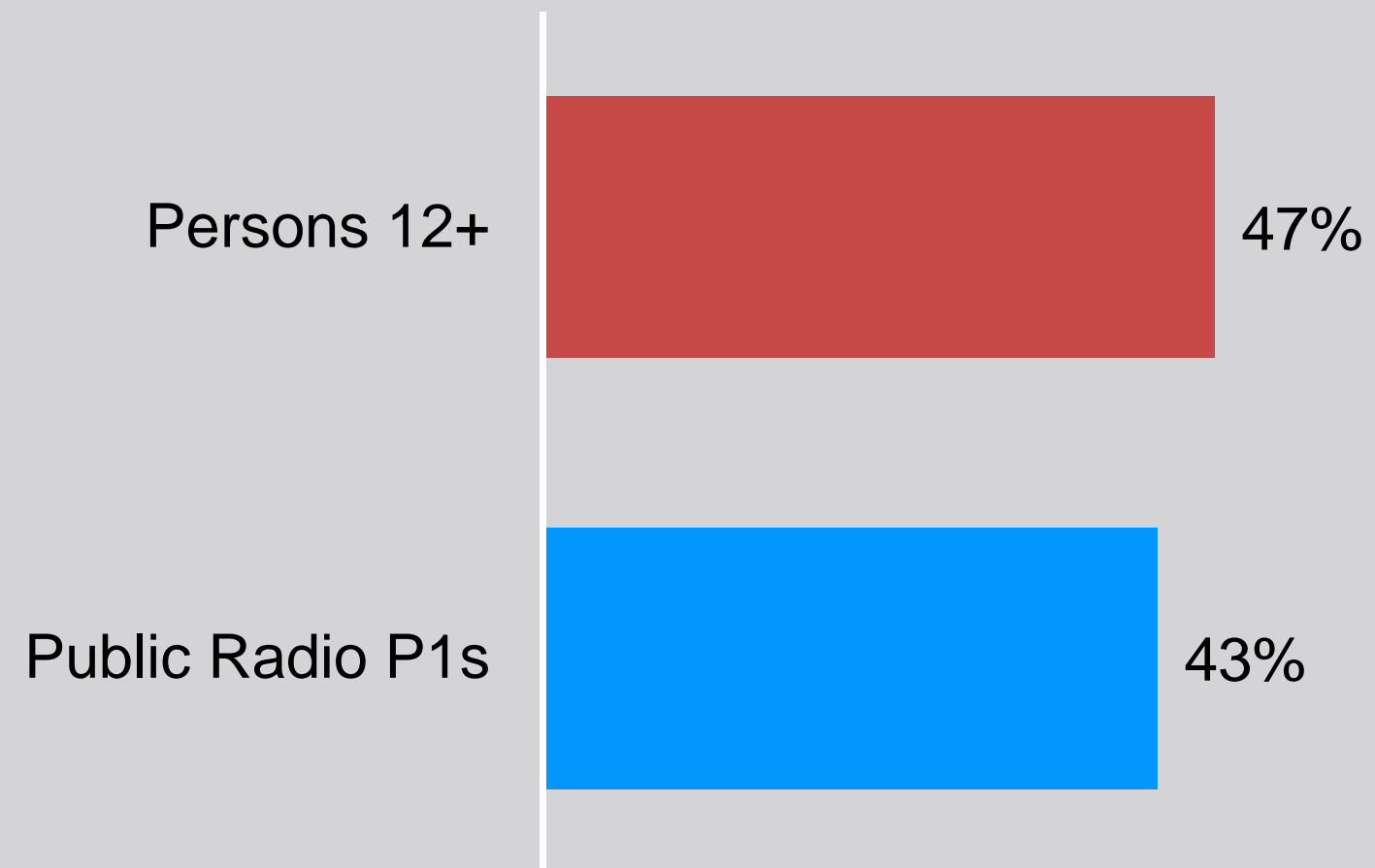
Music Discovery



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



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



Persons 12+

75%

Public Radio P1s

84%

Observations



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Observations

- Public Radio P1s are more likely to be digitally connected: more likely to live in homes with Internet access, to own a smartphone, and to own a tablet
- More likely to be aware of Spotify and iTunes Radio, and to listen to Online Radio in general
- While fewer Public Radio P1s listen to radio while working, many more do so via a computer
- More likely to use social media in general, and twice as likely to have a LinkedIn profile specifically
- Nearly ubiquitous usage of AM/FM radio in the car
- Fewer think listening to commercials is a fair price to pay for free programming on AM/FM Radio stations

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