



 THE INFINITE DIAL® 2020

Radio Listener Profiles

An Infinite Dial 2020 Report



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Study Methodology

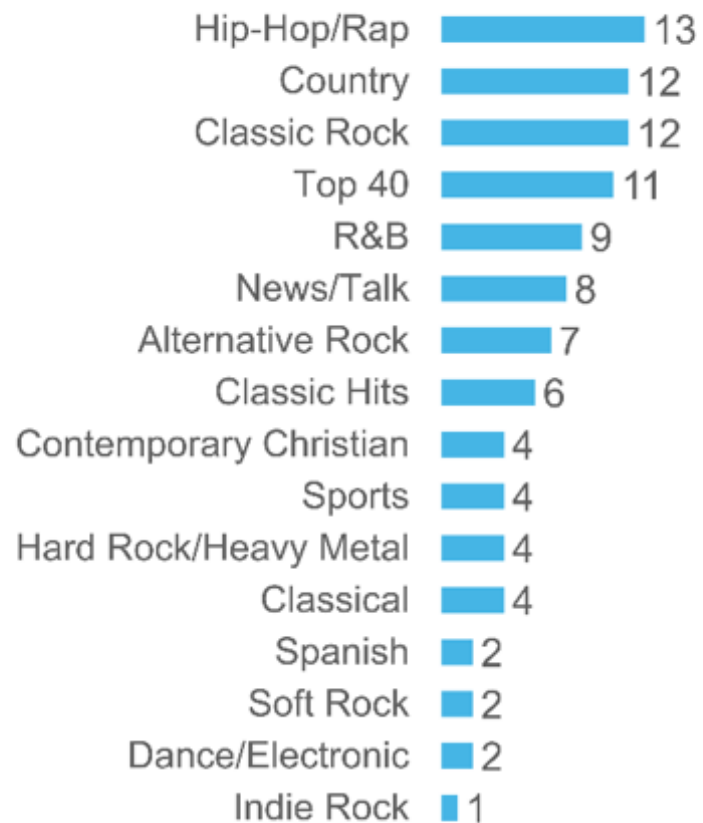
- ▶ In January/February 2020, Edison Research conducted national online survey of 3,159 Americans age 12 and older
- ▶ Survey offered in both English and Spanish
- ▶ Data weighted to national 12+ U.S. population figures
- ▶ All respondents in this report listened to AM/FM radio in the last week

Format of Radio Station Listened to Most Often

BASE: U.S. ONLINE POPULATION AGE 12+ WHO LISTENED TO AM/FM RADIO IN LAST WEEK

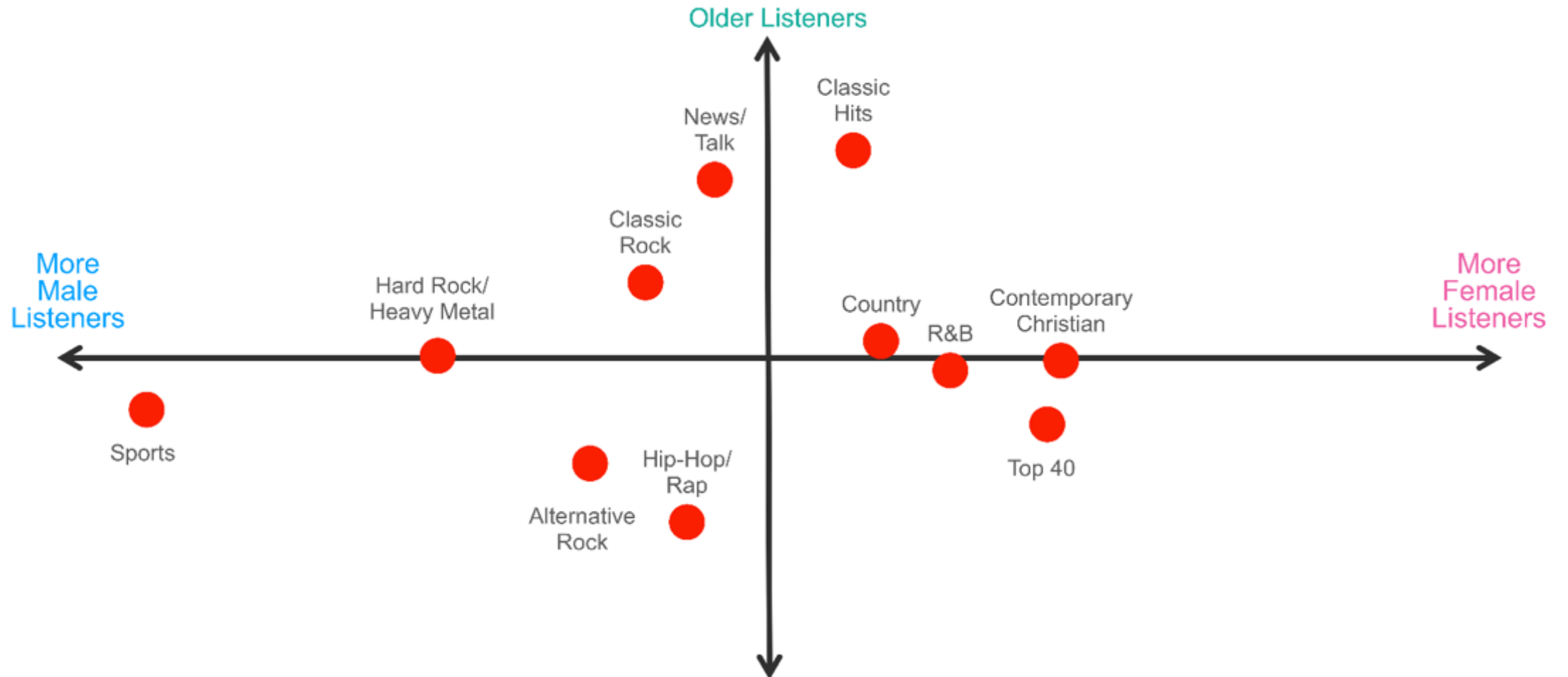
% SAYING FORMAT

AM/FM RADIO INCLUDES OVER-THE-AIR OR ONLINE STATIONS



Sex/Age Positioning of Radio Format P1 Listeners

BASE: U.S. ONLINE POPULATION AGE 12+ WHO LISTENED TO AM/FM RADIO IN LAST WEEK



Ethnicity of Radio Format P1 Listeners

BASE: U.S. ONLINE POPULATION OF WEEKLY AM/FM RADIO LISTENERS AGE 12+ WHO LISTEN TO FORMAT MOST ON RADIO

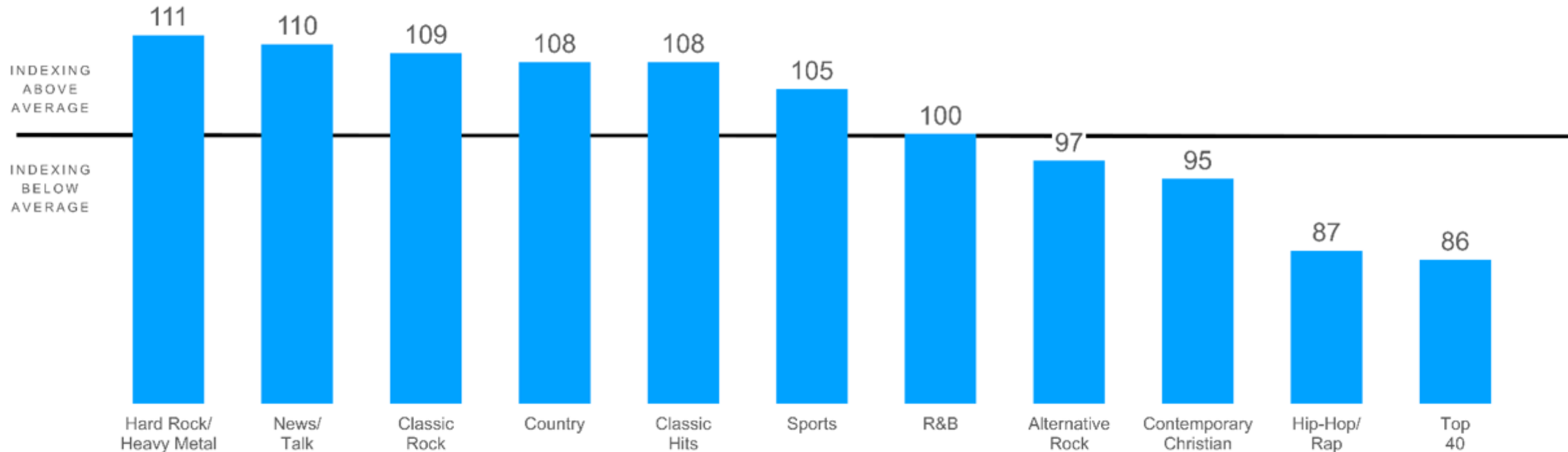


Devices & Technology

Among Radio Format P1 Listeners

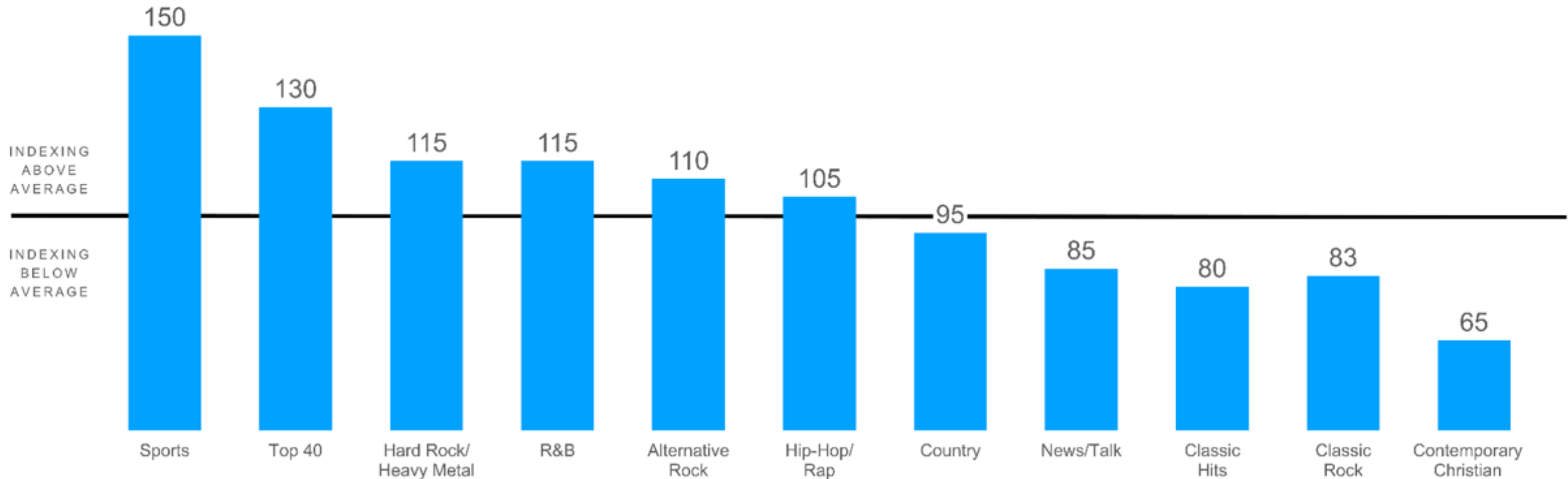
Radio Format P1 Listeners: Which radio format P1s over-index in having a radio in the household?

BASE: U.S. ONLINE POPULATION OF WEEKLY AM/FM RADIO LISTENERS AGE 12+ WHO LISTEN TO FORMAT MOST ON RADIO
AS COMPARED TO THE U.S. 12+ ONLINE POPULATION



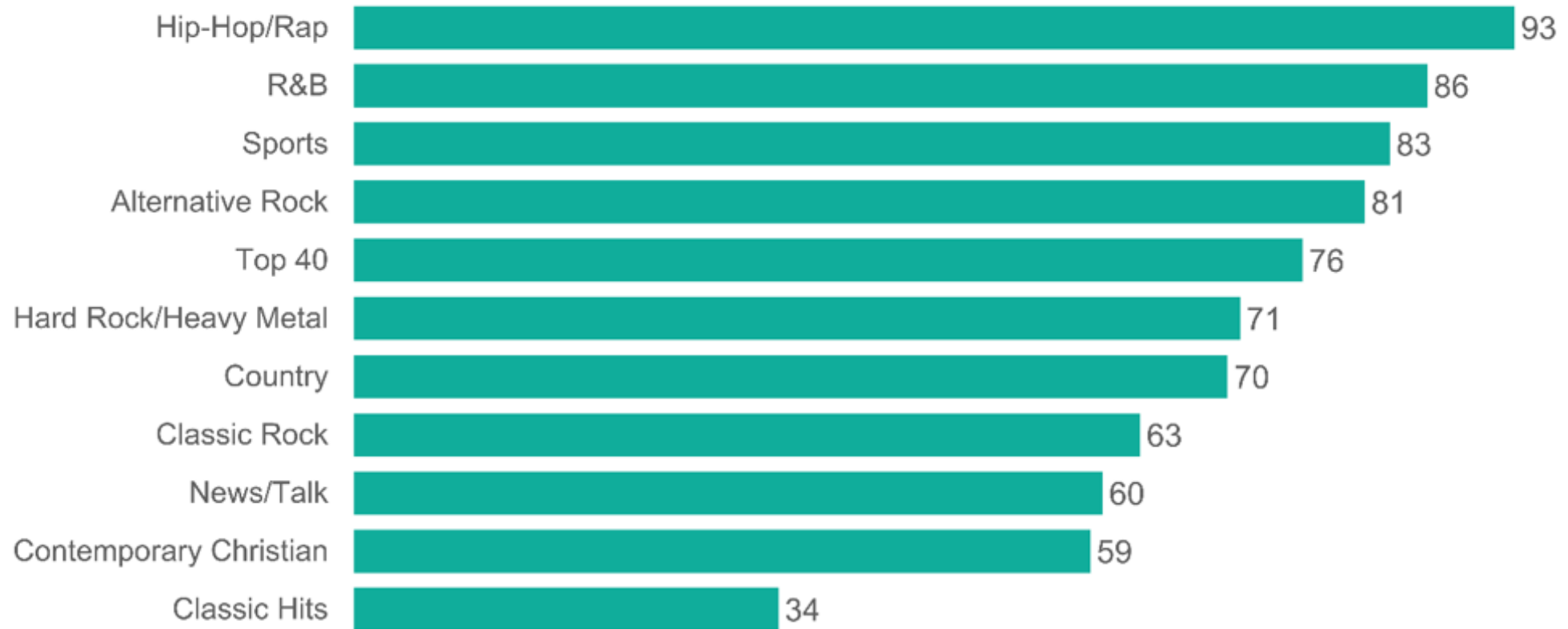
Radio Format P1 Listeners: Which radio format P1s over-index in having a smart speaker in household?

BASE: U.S. ONLINE POPULATION OF WEEKLY AM/FM RADIO LISTENERS AGE 12+ WHO LISTEN TO FORMAT MOST ON RADIO
AS COMPARED TO THE U.S. 12+ ONLINE POPULATION



Radio Format P1 Listeners: Percent who Listen to At Least “Some” of Audio Listening through Headphones/Earbuds

BASE: U.S. ONLINE POPULATION OF WEEKLY AM/FM RADIO LISTENERS AGE 12+ WHO LISTEN TO FORMAT MOST ON RADIO
% SAYING AT LEAST “SOME” OF AUDIO LISTENING IS DONE THROUGH HEADPHONES/EARBUDS



Social Media

Among Radio P1 Listeners

Radio Format P1 Listeners: Which radio format P1s over-index in using social media brands?

BASE: U.S. ONLINE POPULATION OF WEEKLY AM/FM RADIO LISTENERS AGE 12+ WHO LISTEN TO FORMAT MOST ON RADIO

% USING SOCIAL MEDIA BRAND



Hard Rock/Heavy Metal
Country
Top 40
R&B
Classic Rock
Contemporary Christian



Hip-Hop/Rap
Alternative Rock
R&B
Top 40
Hard Rock/Heavy Metal



Hip-Hop/Rap
Alternative Rock
Top 40
Sports
R&B
Country



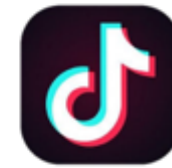
Sports
Alternative Rock
Hard Rock/Heavy Metal
R&B
Top 40
Hip-Hop/Rap



Sports
Alternative Rock
Hip-Hop/Rap
R&B
Top 40



Top 40
Contemporary Christian
Country
R&B



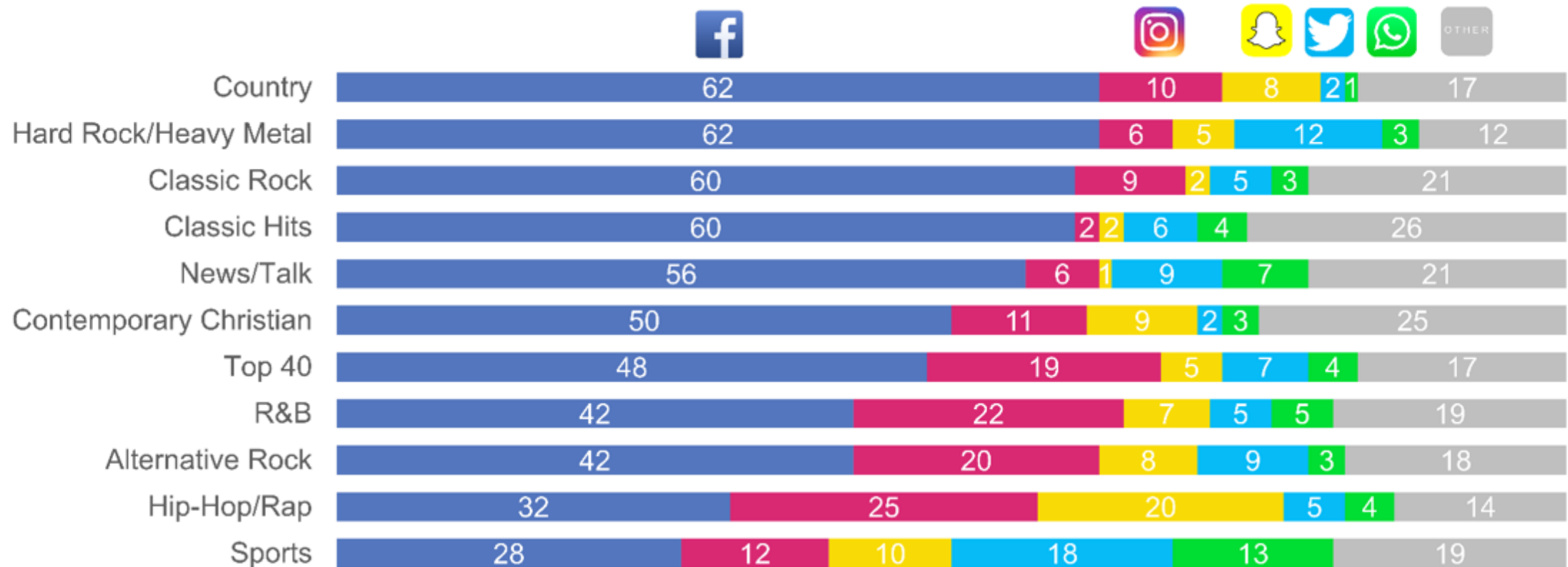
Hip-Hop/Rap
Top 40
R&B
Alternative Rock



Hard Rock/Heavy Metal
News/Talk
Contemporary Christian
Top 40
Classic Rock

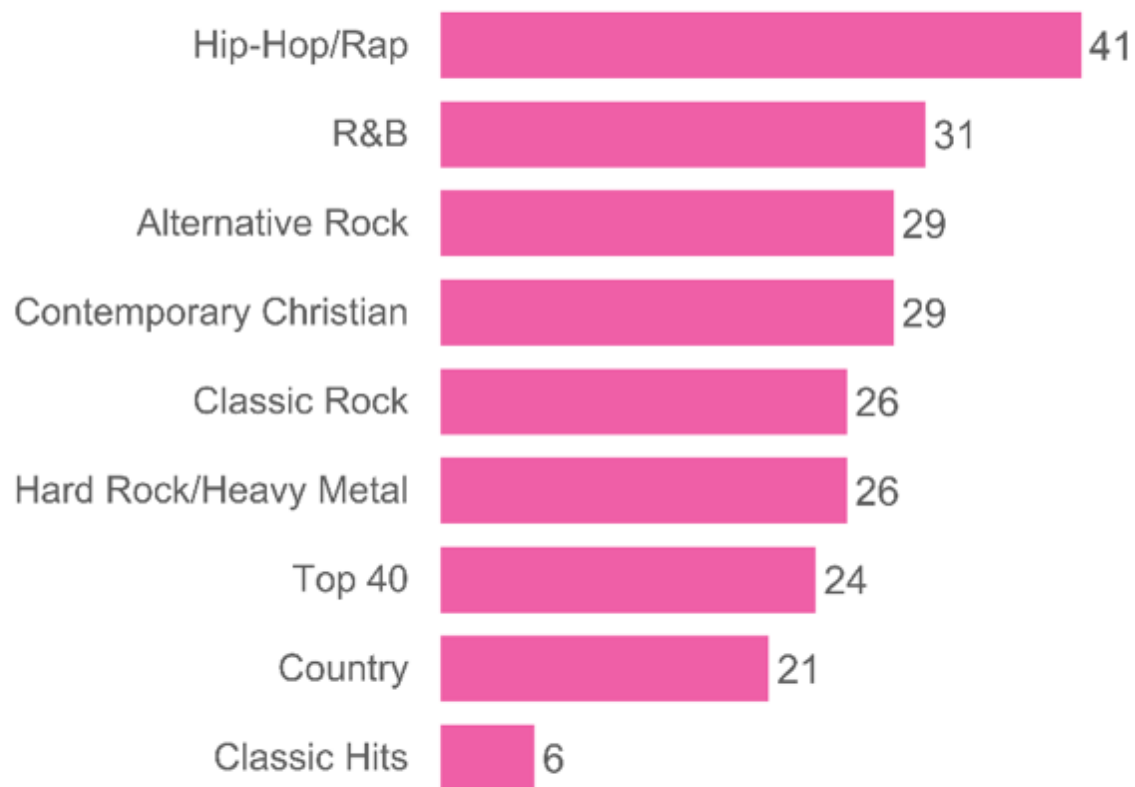
Radio Format P1 Listeners: Social Media Brand Used Most Often

BASE: U.S. ONLINE POPULATION OF WEEKLY AM/FM RADIO LISTENERS AGE 12+ WHO USE SOCIAL MEDIA AND LISTEN TO FORMAT MOST ON RADIO



Radio Format P1 Listeners: Sharing Music Updates through Social Media

BASE: U.S. ONLINE POPULATION OF WEEKLY AM/FM RADIO LISTENERS AGE 12+ WHO LISTEN TO FORMAT MOST ON RADIO



Online Audio

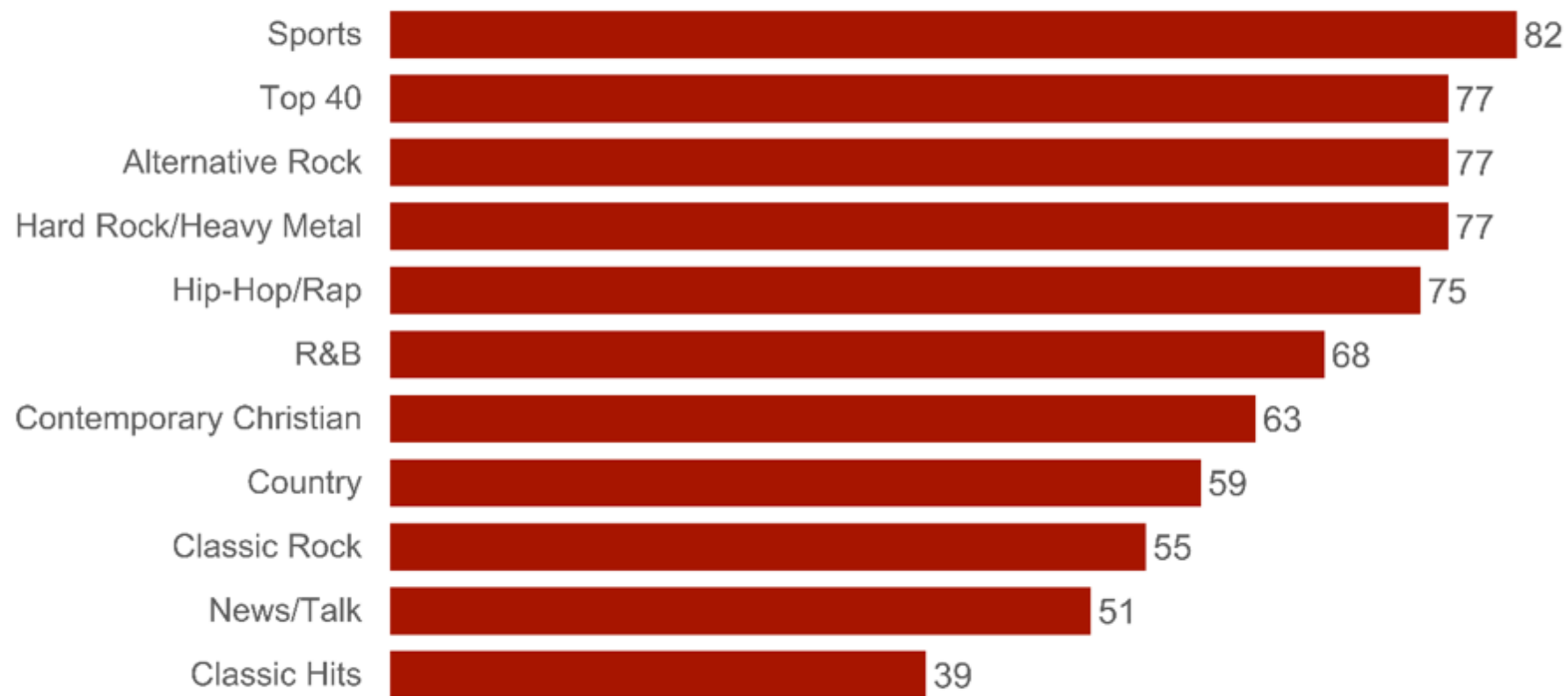
Among Radio Format P1 Listeners

Radio Format P1 Listeners: Weekly Online Audio Listening

BASE: U.S. ONLINE POPULATION OF WEEKLY AM/FM RADIO LISTENERS AGE 12+ WHO LISTEN TO FORMAT MOST ON RADIO

% LISTENED TO ONLINE AUDIO IN LAST WEEK

ONLINE AUDIO = LISTENING TO AM/FM RADIO STATIONS ONLINE AND/OR LISTENING TO STREAMED AUDIO CONTENT AVAILABLE ONLY ON THE INTERNET



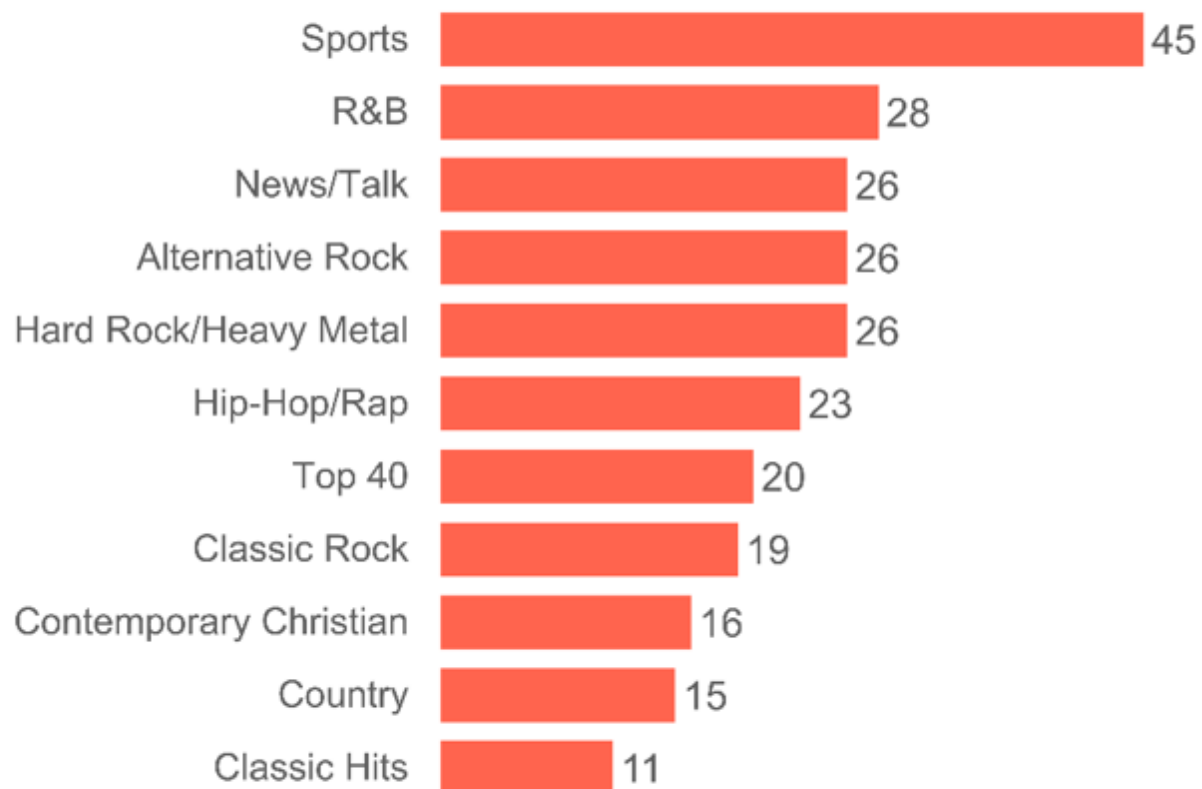
Radio Format P1 Listeners:

Listened to AM/FM Radio Stations Online in Last Week



BASE: U.S. ONLINE POPULATION OF WEEKLY AM/FM RADIO LISTENERS AGE 12+ WHO LISTEN TO FORMAT MOST ON RADIO

% LISTENED ANY AM/FM RADIO STATIONS ONLINE IN LAST WEEK



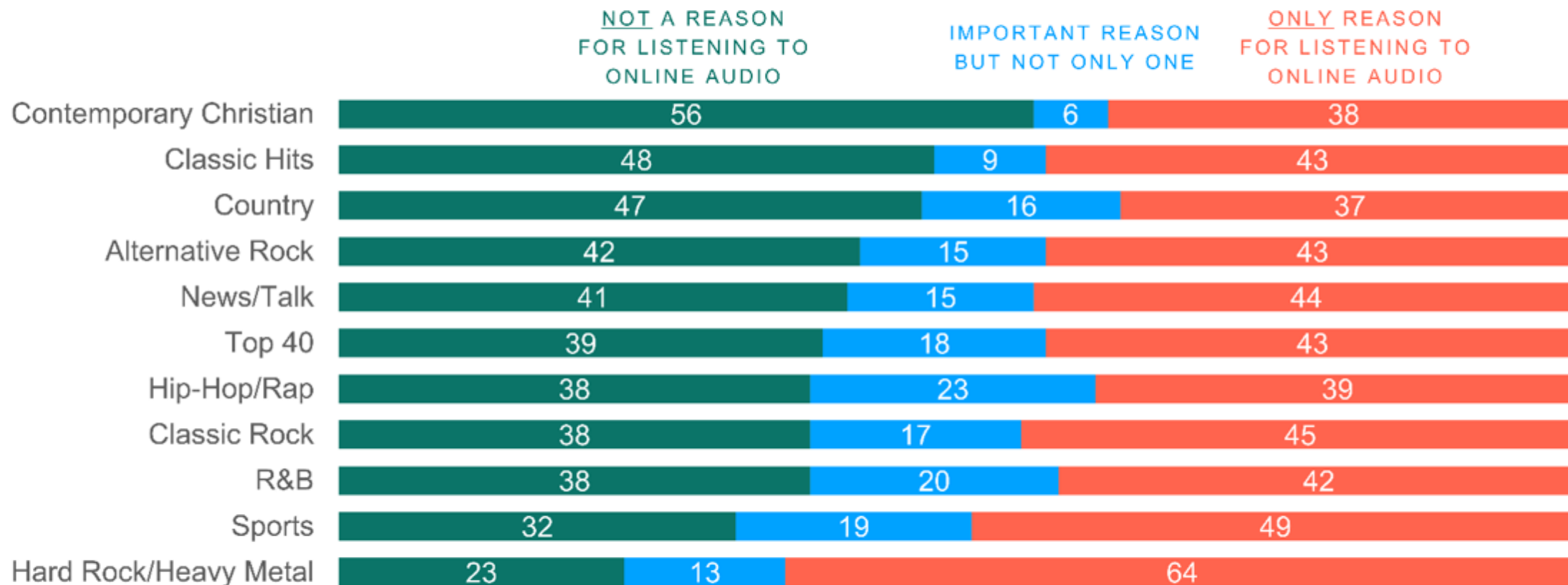
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Radio Format P1 Listeners: Importance of Hearing Few/No Commercials on Online Audio

BASE: U.S. ONLINE POPULATION OF WEEKLY AM/FM RADIO LISTENERS AGE 12+ WHO LISTEN TO ONLINE AUDIO AND LISTEN TO FORMAT MOST ON RADIO

ONLINE AUDIO = LISTENING TO AM/FM RADIO STATIONS ONLINE AND/OR LISTENING TO STREAMED AUDIO CONTENT AVAILABLE ONLY ON THE INTERNET



Audio Brands

Among Radio Format P1 Listeners

Radio Format P1 Listeners: Which radio format P1s over-index in using audio brands in last month?

BASE: U.S. ONLINE POPULATION OF WEEKLY AM/FM RADIO LISTENERS AGE 12+ WHO LISTEN TO FORMAT MOST ON RADIO

INDEX HIGHER THAN TOTAL ONLINE POPULATION



Sports
Alternative Rock
Hip-Hop/Rap
Top 40
R&B
Hard Rock/Heavy Metal



Alternative Rock
Top 40
Hard Rock/Heavy Metal
R&B
Country
Hip-Hop/Rap



Hard Rock/Heavy Metal
Top 40
R&B
Country
Sports



Sports
Alternative Rock
Classic Rock
Contemporary Christian
News/Talk
Top 40



R&B
Sports
Hard Rock/Heavy Metal
Hip-Hop/Rap
Classic Rock
Top 40



Hip-Hop/Rap
Top 40
Alternative Rock
R&B
Contemporary Christian
News/Talk

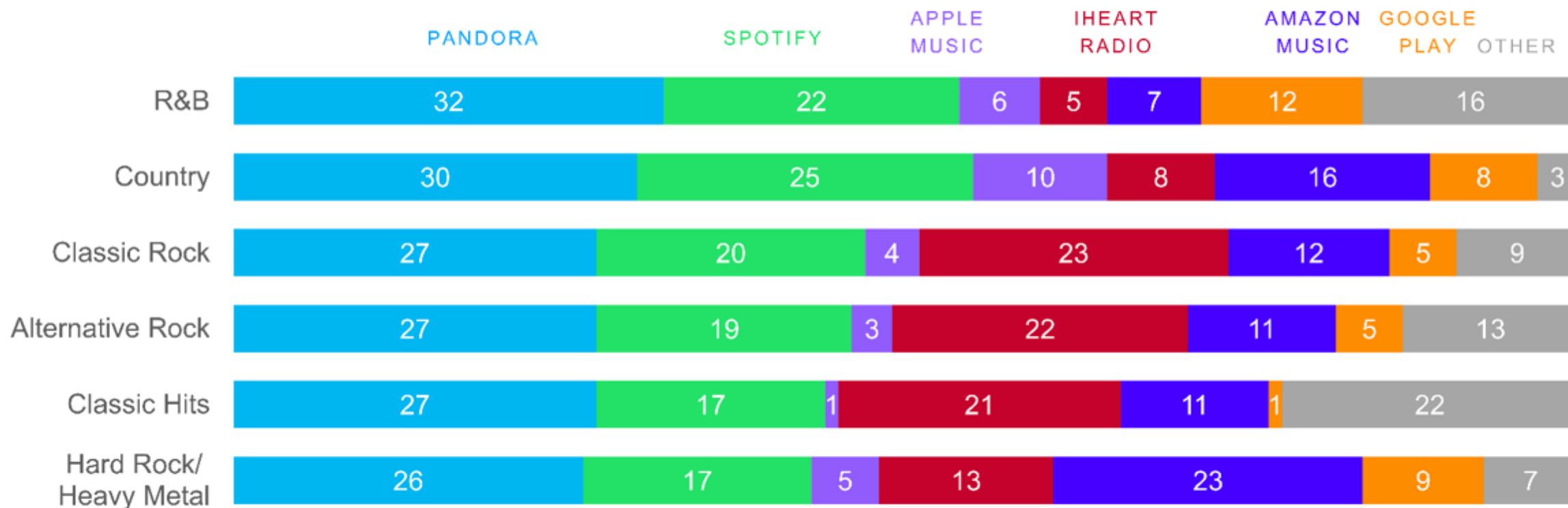


Hip-Hop/Rap
R&B
Sports

Radio Format P1 Listeners: Audio Brand Used Most Often

BASE: U.S. ONLINE POPULATION OF WEEKLY AM/FM RADIO LISTENERS AGE 12+ WHO LISTEN TO FORMAT MOST ON RADIO AND USE ANY AUDIO BRAND

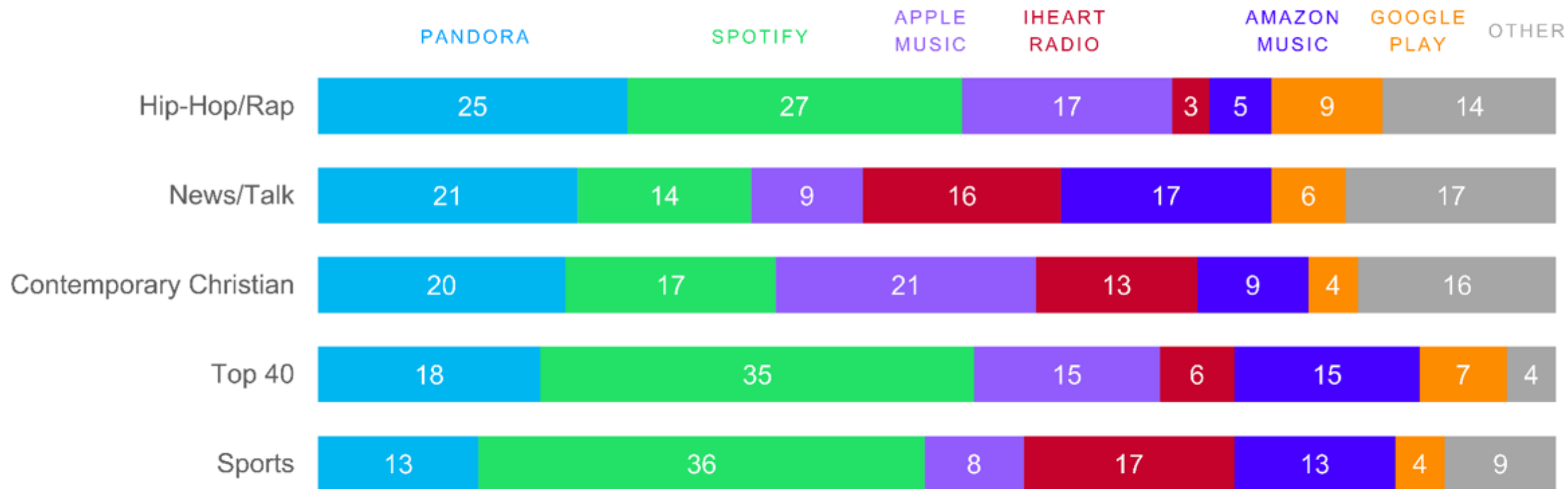
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Radio Format P1 Listeners: Audio Brand Used Most Often

BASE: U.S. ONLINE POPULATION OF WEEKLY AM/FM RADIO LISTENERS AGE 12+ WHO LISTEN TO FORMAT MOST ON RADIO AND USE ANY AUDIO BRAND

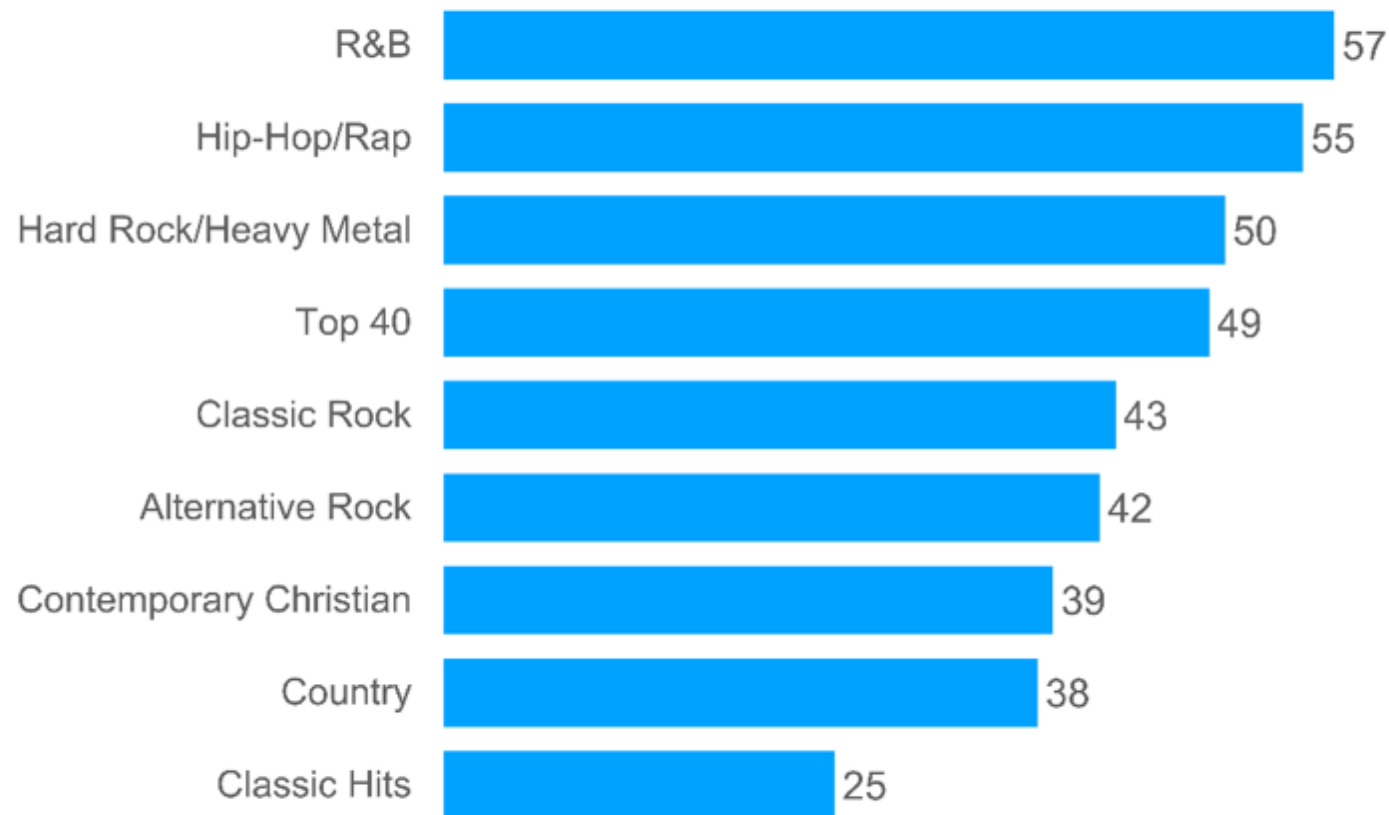
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Radio Format P1 Listeners: Weekly Usage of YouTube for Music

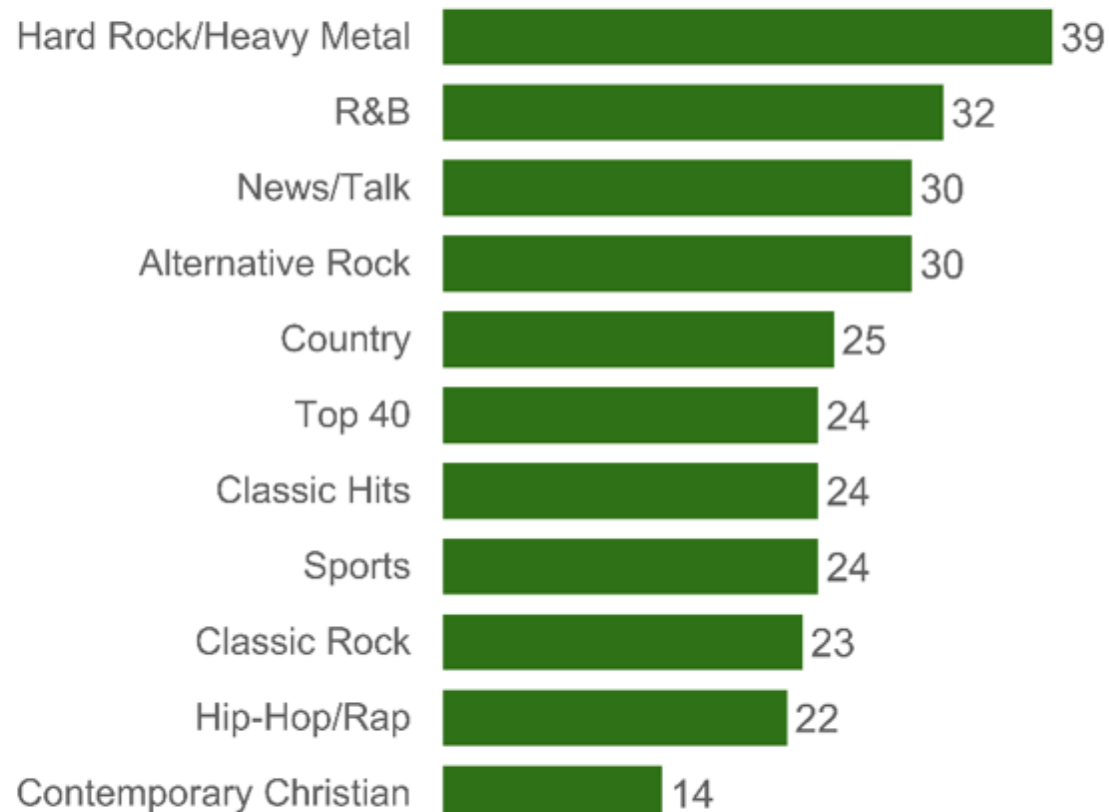
BASE: U.S. ONLINE POPULATION OF WEEKLY AM/FM RADIO LISTENERS AGE 12+ WHO LISTEN TO FORMAT MOST ON RADIO

% USED YOUTUBE FOR MUSIC OR MUSIC VIDEOS IN LAST WEEK



Radio Format P1 Listeners: SiriusXM Satellite Radio Subscribers

BASE: U.S. ONLINE POPULATION OF WEEKLY AM/FM RADIO LISTENERS AGE 12+ WHO LISTEN TO FORMAT MOST ON RADIO
% SUBSCRIBE TO SIRIUSXM SATELLITE RADIO

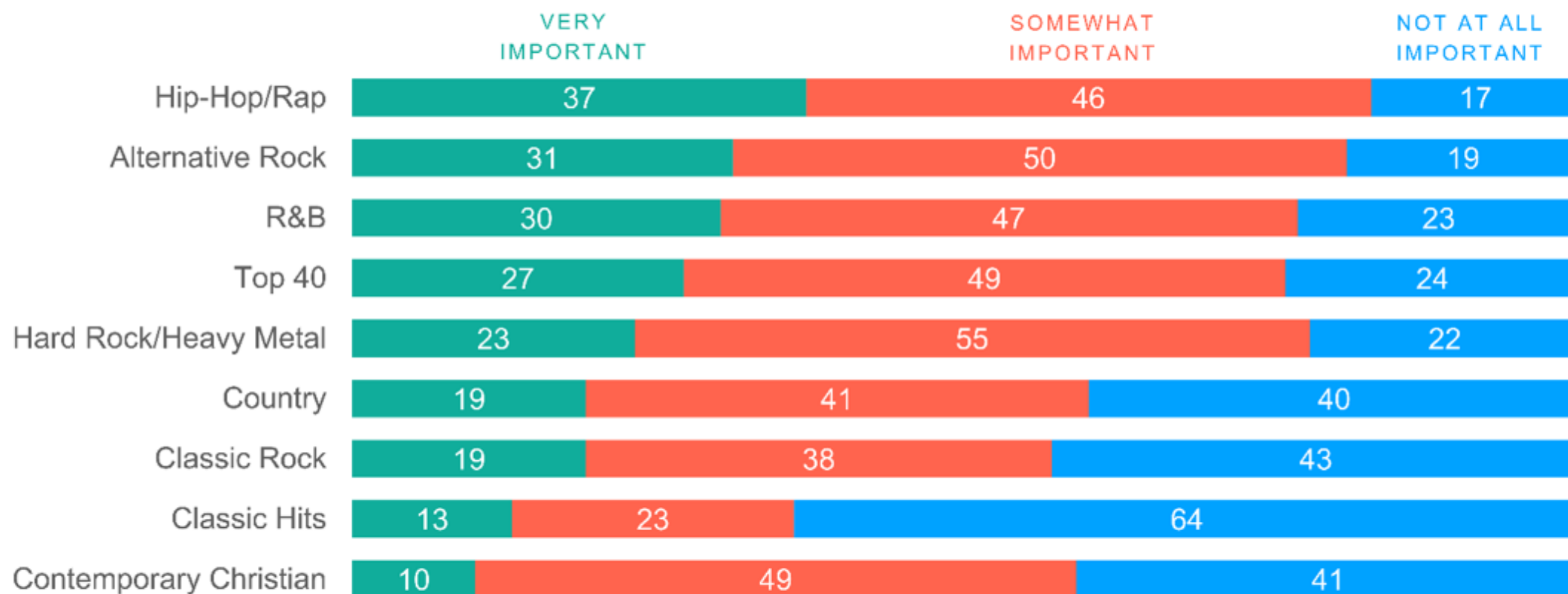


Music Discovery

Among Radio Format P1 Listeners

Radio Format P1 Listeners: Importance of Learning about and Staying Up to Date with Music

BASE: U.S. ONLINE POPULATION OF WEEKLY AM/FM RADIO LISTENERS AGE 12+ WHO LISTEN TO FORMAT MOST ON RADIO



Radio Format P1 Listeners:

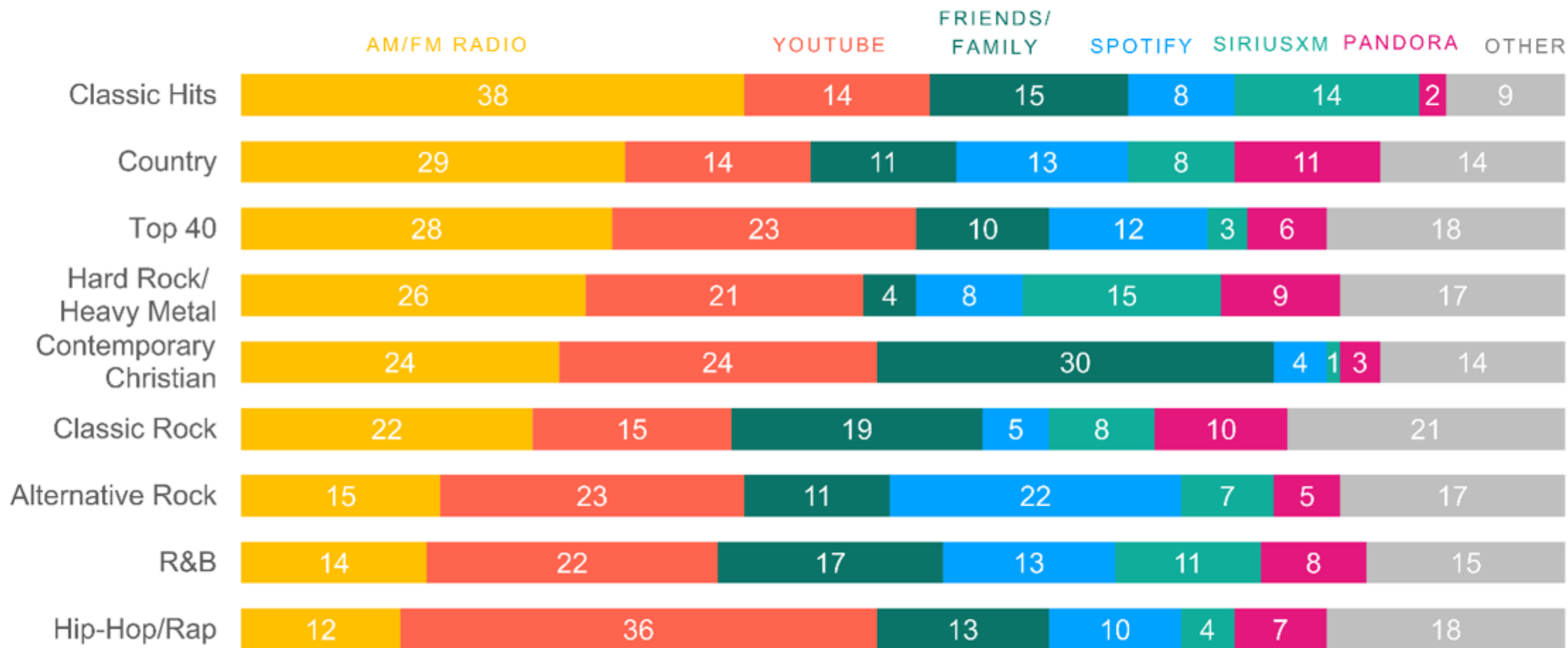
Top Sources Radio Format P1 Listeners Use for Music Discovery

BASE: U.S. ONLINE POPULATION OF WEEKLY AM/FM RADIO LISTENERS AGE 12+ WHO LISTEN TO FORMAT MOST ON RADIO

Hip-Hop/ Rap	Country	Classic Rock	Top 40	R&B	Alternative Rock	Classic Hits	Contemporary Christian	Hard Rock/ Heavy Metal
YouTube	AM/FM Radio	AM/FM Radio	AM/FM Radio	YouTube	YouTube	AM/FM	AM/FM Radio	AM/FM Radio
Friends/ Family	YouTube	YouTube	YouTube	AM/FM Radio	Friends/ Family	Friends/ Family	Friends/ Family	Friends/ Family
Spotify	Friends/ Family	Friends/ Family	Friends/ Family	Friends/ Family	AM/FM Radio	YouTube	YouTube	YouTube

Radio Format P1 Listeners: Source Used Most Often to Discover Music

BASE: U.S. ONLINE POPULATION OF WEEKLY AM/FM RADIO LISTENERS AGE 12+ WHO LISTEN TO FORMAT MOST ON RADIO

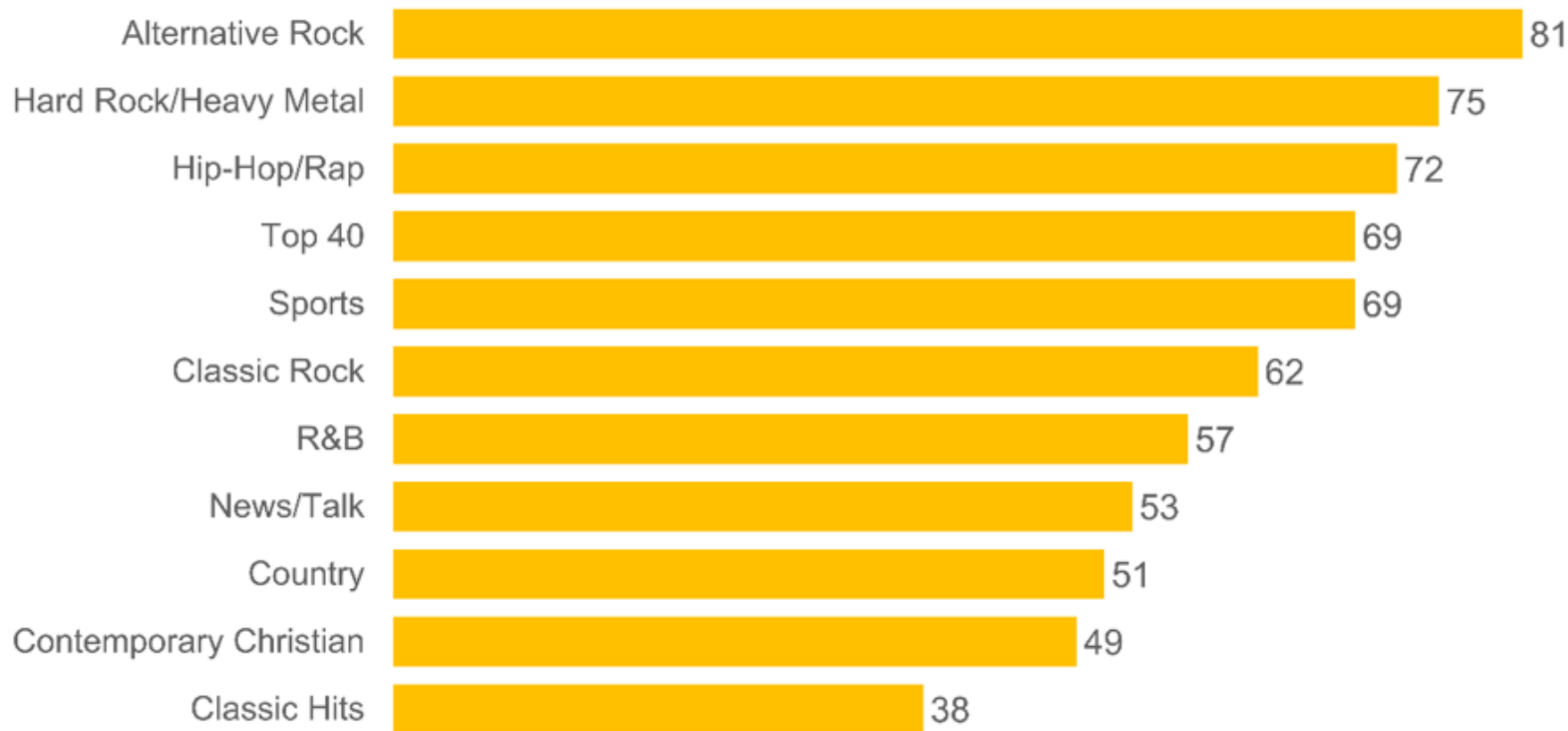


Podcasting

Among Radio Format P1 Listeners

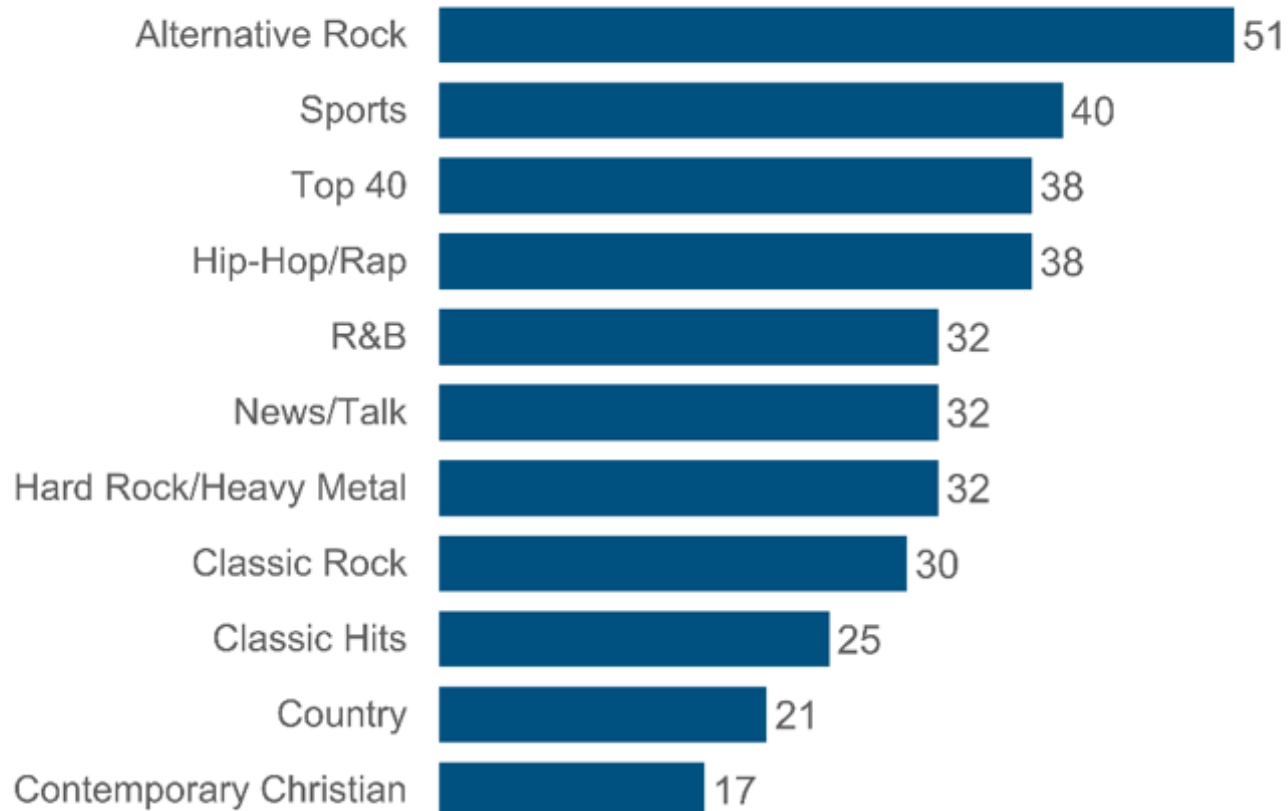
Radio Format P1 Listeners: Podcast Listening

BASE: U.S. ONLINE POPULATION OF WEEKLY AM/FM RADIO LISTENERS AGE 12+ WHO LISTEN TO FORMAT MOST ON RADIO
% EVER LISTENED TO A PODCAST



Radio Format P1 Listeners: Weekly Podcast Listening

BASE: U.S. ONLINE POPULATION OF WEEKLY AM/FM RADIO LISTENERS AGE 12+ WHO LISTEN TO FORMAT MOST ON RADIO
% LISTENED TO A PODCAST IN LAST WEEK



Radio Format P1 Listeners:

Top Topics Radio Format P1 Listeners are Interested in Hearing on Podcasts



BASE: U.S. ONLINE POPULATION OF WEEKLY AM/FM RADIO LISTENERS AGE 12+ WHO HAVE EVER LISTENED TO A PODCAST AND WHO LISTEN TO FORMAT MOST ON RADIO

Hip-Hop/ Rap	Country	Classic Rock	Top 40	R&B	News/ Talk	Alternative Rock	Contemporary Christian	Classic Hits	Sports	Hard Rock/ Heavy Metal
Music	True Crime	History	Entertainment/ Celebrity/ Gossip	True Crime	News/ Info	Music	Sports	History	Sports	Music
Entertainment/ Celebrity/ Gossip	Wellness/ Self- improvement	News/ Info	Music	Music	Travel	True Crime	Technology	Music	Technology	News/ Info
Food	Music	Food	News/ Info	News/ Info	History	Technology	History	News/Info	History	Games/ Hobbies



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Coming Soon

The Spoken Word Audio Report from NPR and Edison Research

Week of 10/19

Podcast Movement

Details to follow at www.edisonresearch.com

Coming Soon

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Radio Format P1 Listeners

An Infinite Dial 2020 Report



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