

# Radio Listener Profiles

An Infinite Dial 2020 Report

## Study Methodology

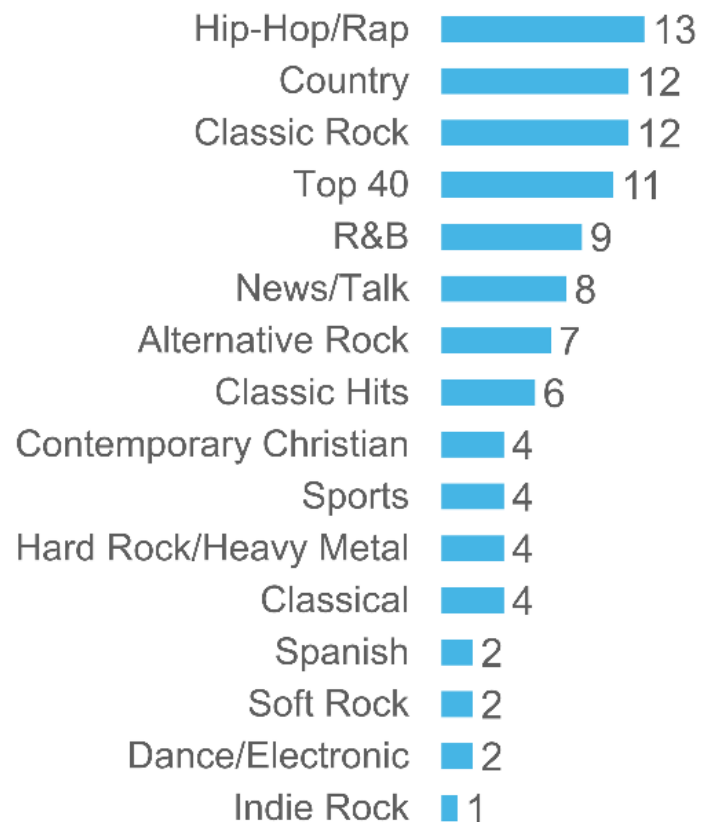
- ▶ In January/February 2020, Edison Research conducted national online survey of 3,159 Americans age 12 and older
- ▶ Survey offered in both English and Spanish
- ▶ Data weighted to national 12+ U.S. population figures
- ▶ All respondents in this report listened to AM/FM radio in the last week

# Format of Radio Station Listened to Most Often

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

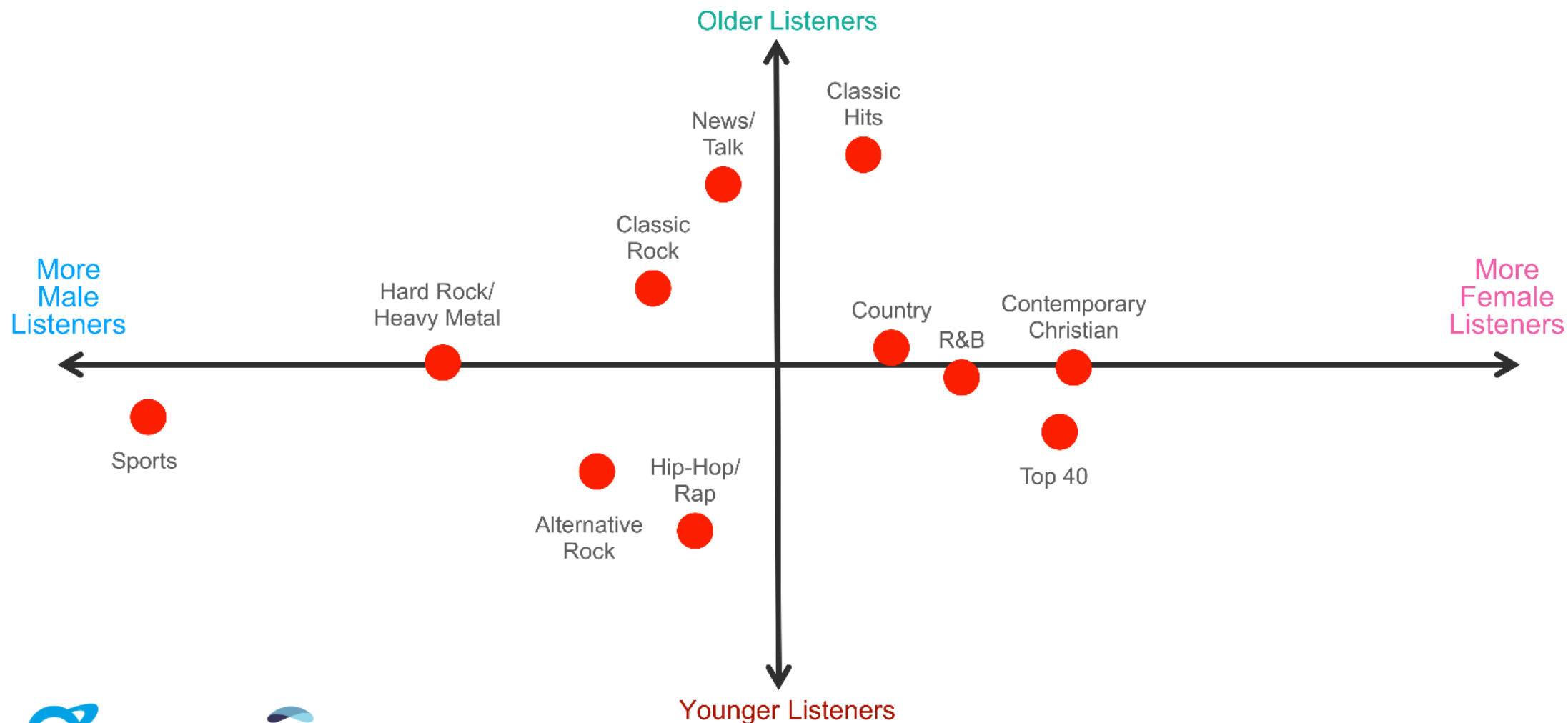
% SAYING FORMAT

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



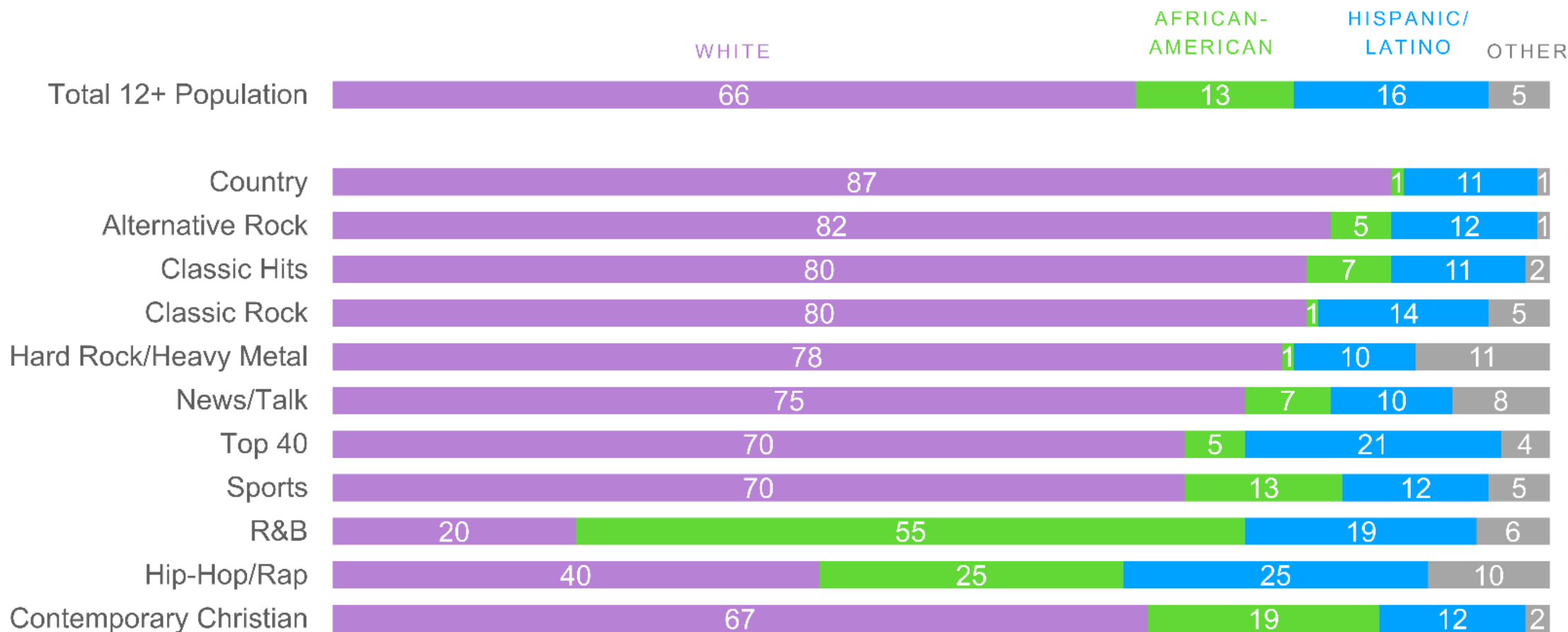
# Sex/Age Positioning of Radio Format P1 Listeners

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

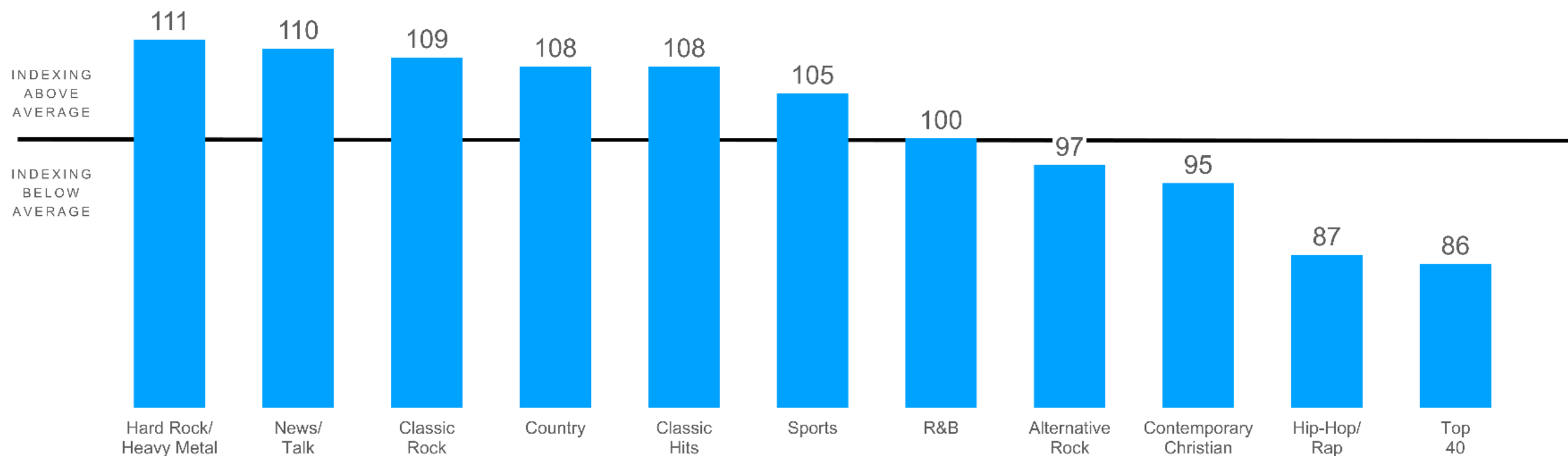


# Devices & Technology

## Among Radio Format P1 Listeners

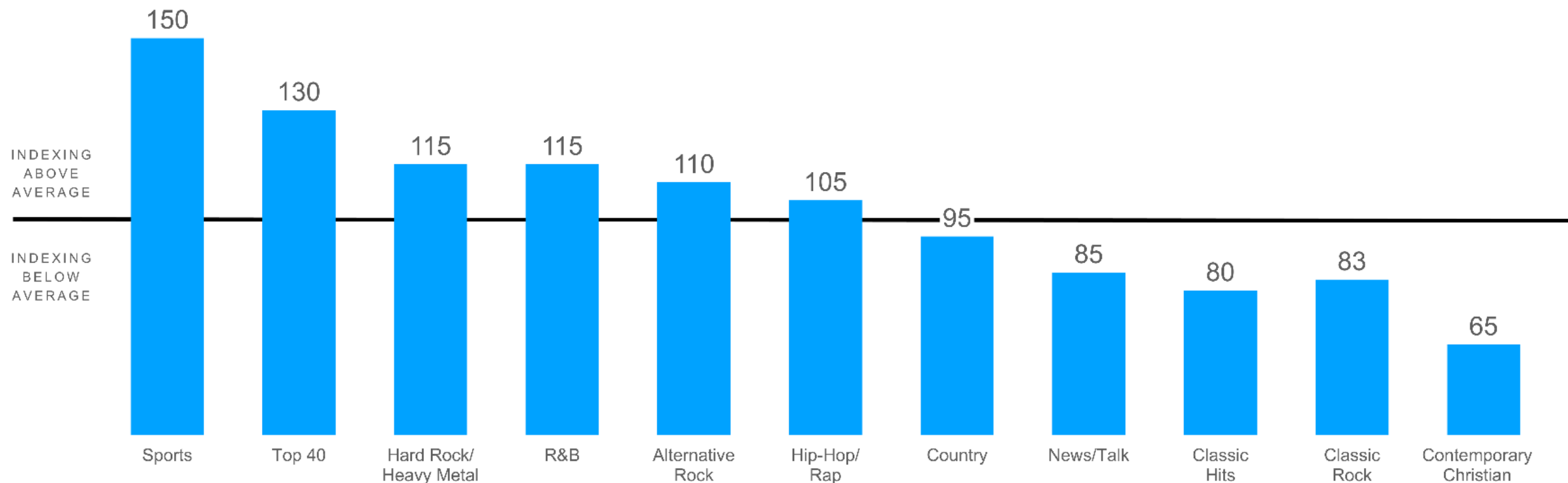
## Radio Format P1 Listeners: Which radio format P1s over-index in having a radio in the household?

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

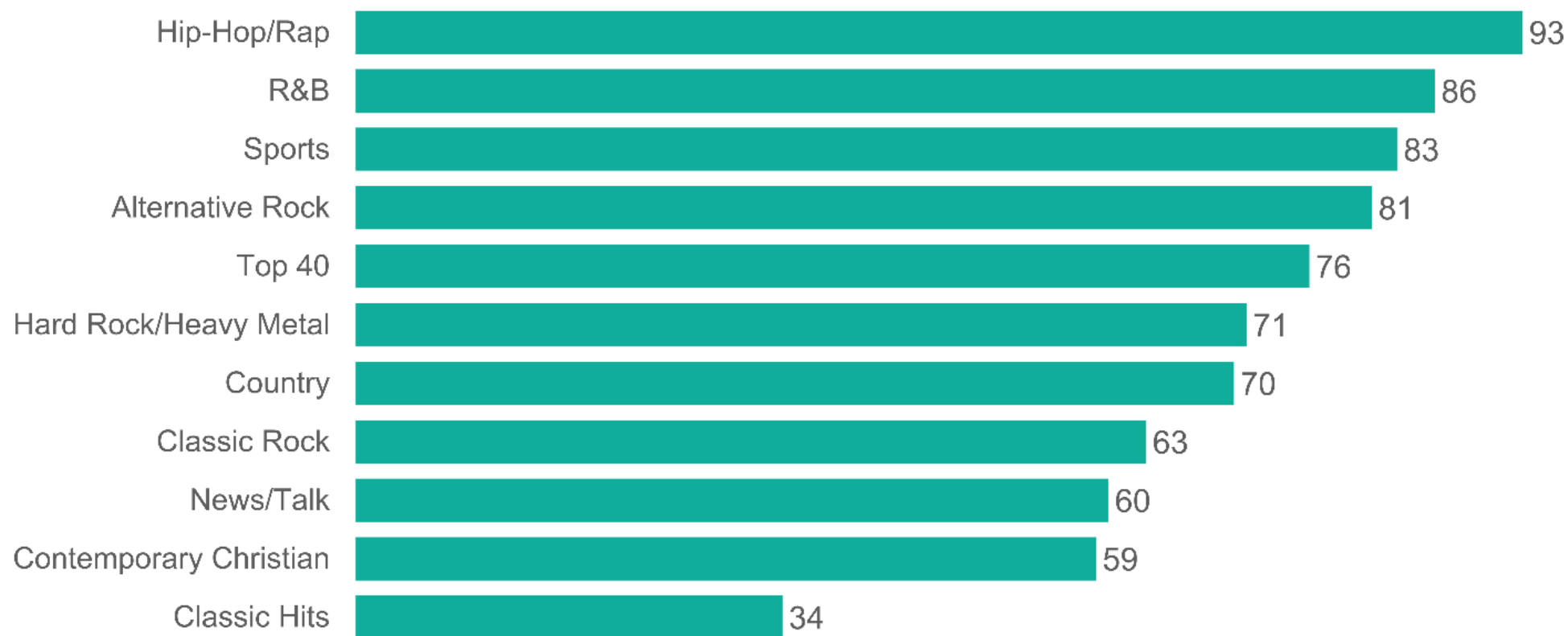


## Radio Format P1 Listeners: Percent who Listen to At Least “Some” of Audio Listening through Headphones/Earbuds



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



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# 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



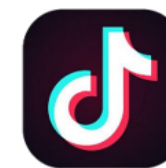
Sports  
Alternative Rock  
Hard Rock/Heavy Metal  
R&B  
Top 40  
Hip-Hop/Rap



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

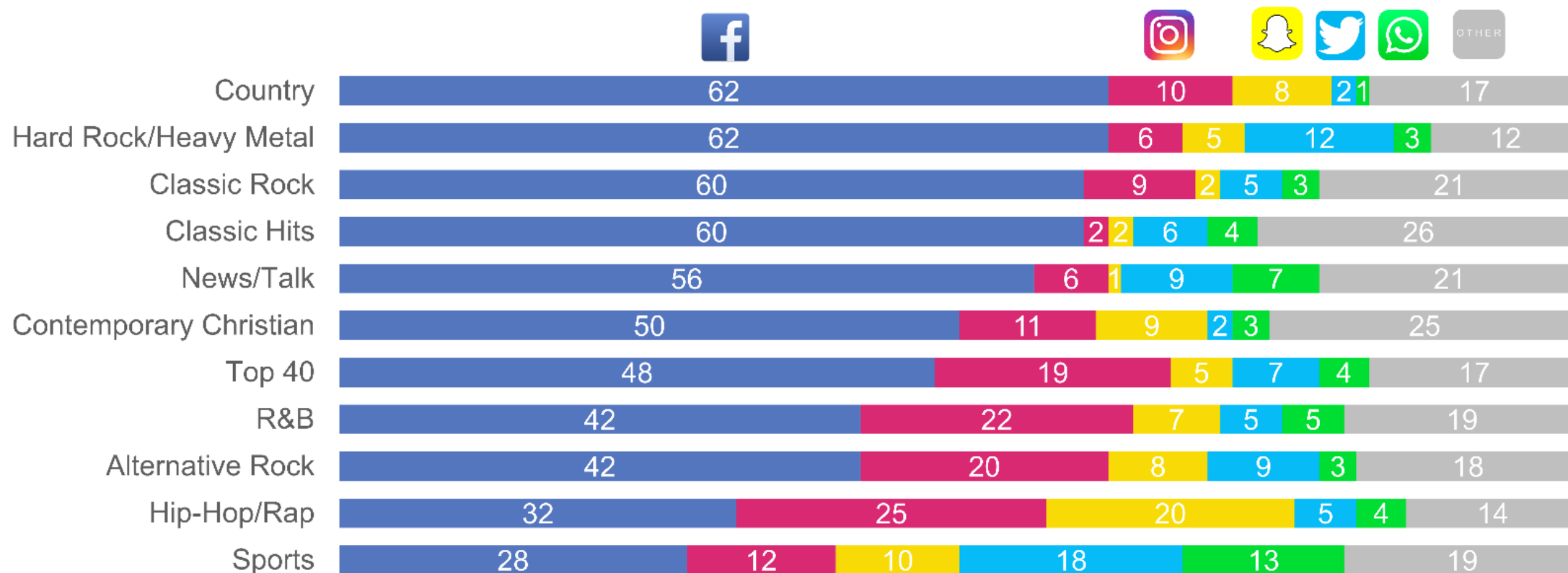


Hard Rock/Heavy Metal  
News/Talk  
Contemporary Christian  
Top 40  
Classic Rock

# 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



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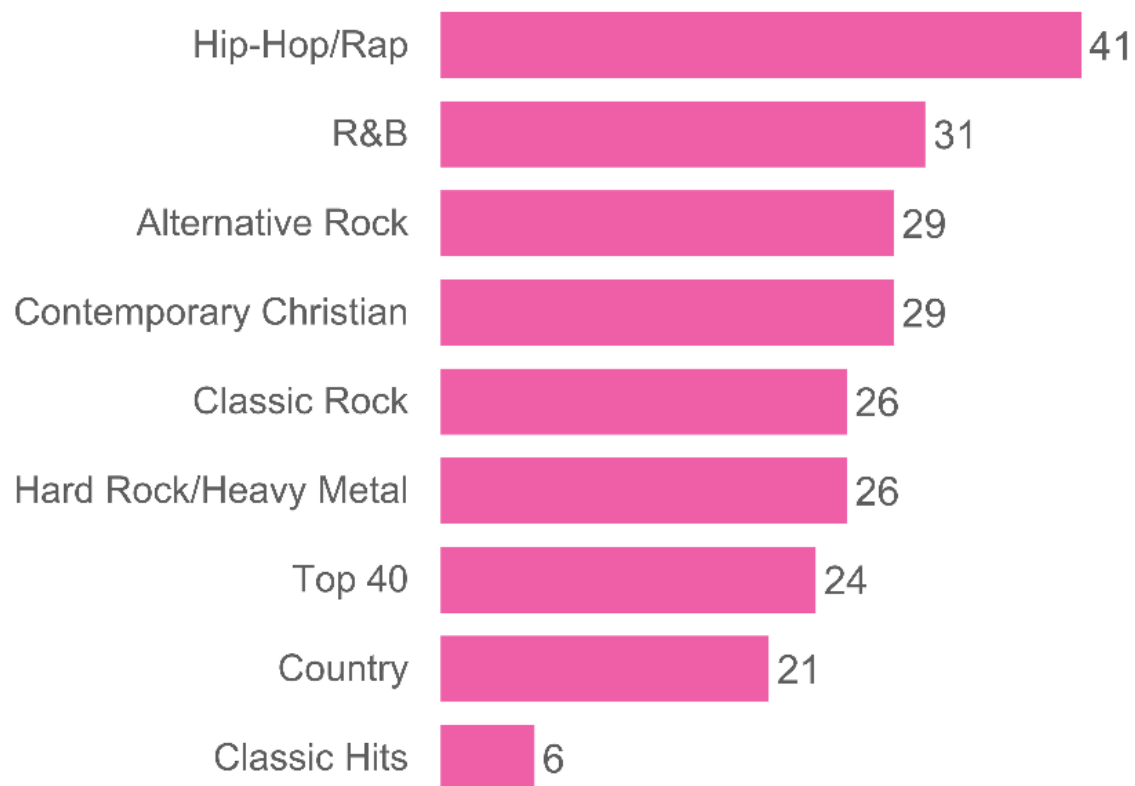
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Radio Format P1 Listeners:

## 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



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# Online Audio

## Among Radio Format P1 Listeners



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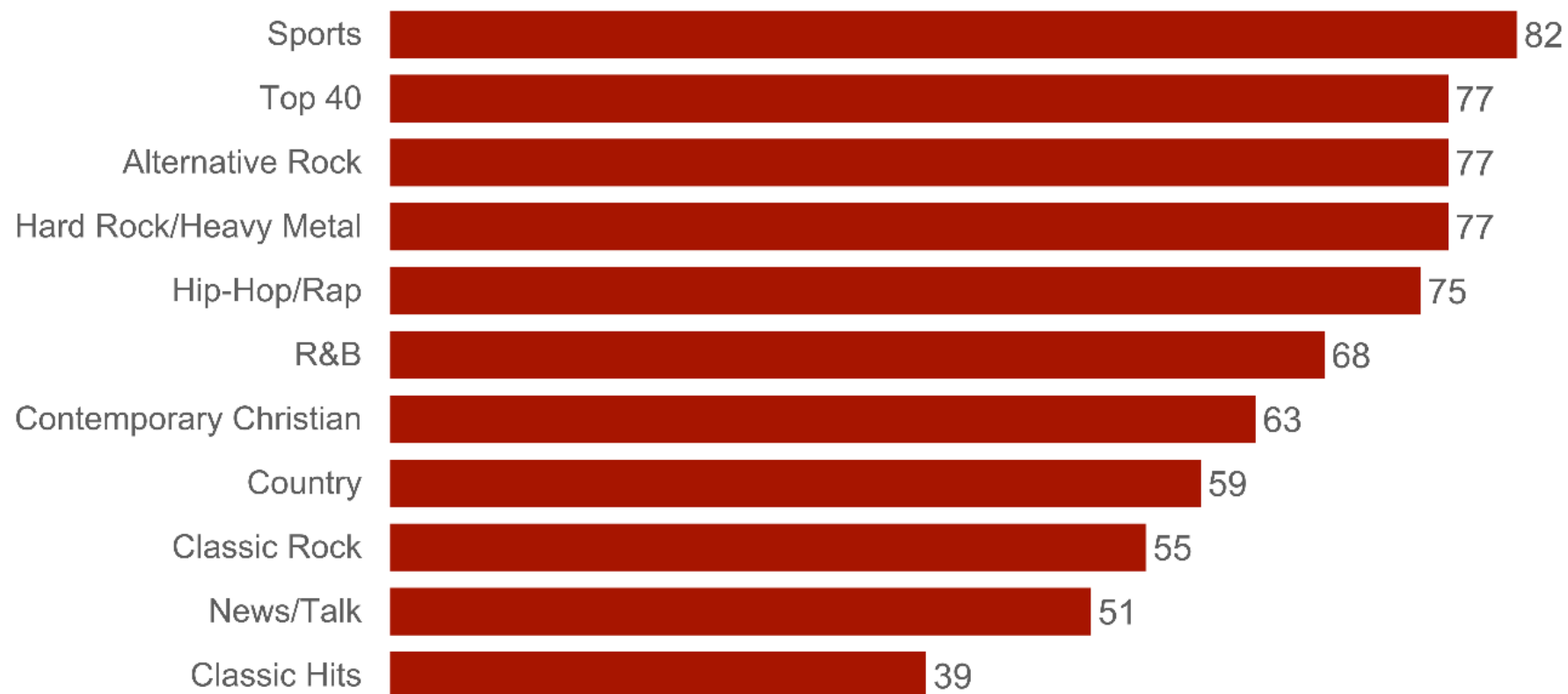
## Radio Format P1 Listeners: Weekly Online Audio Listening



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



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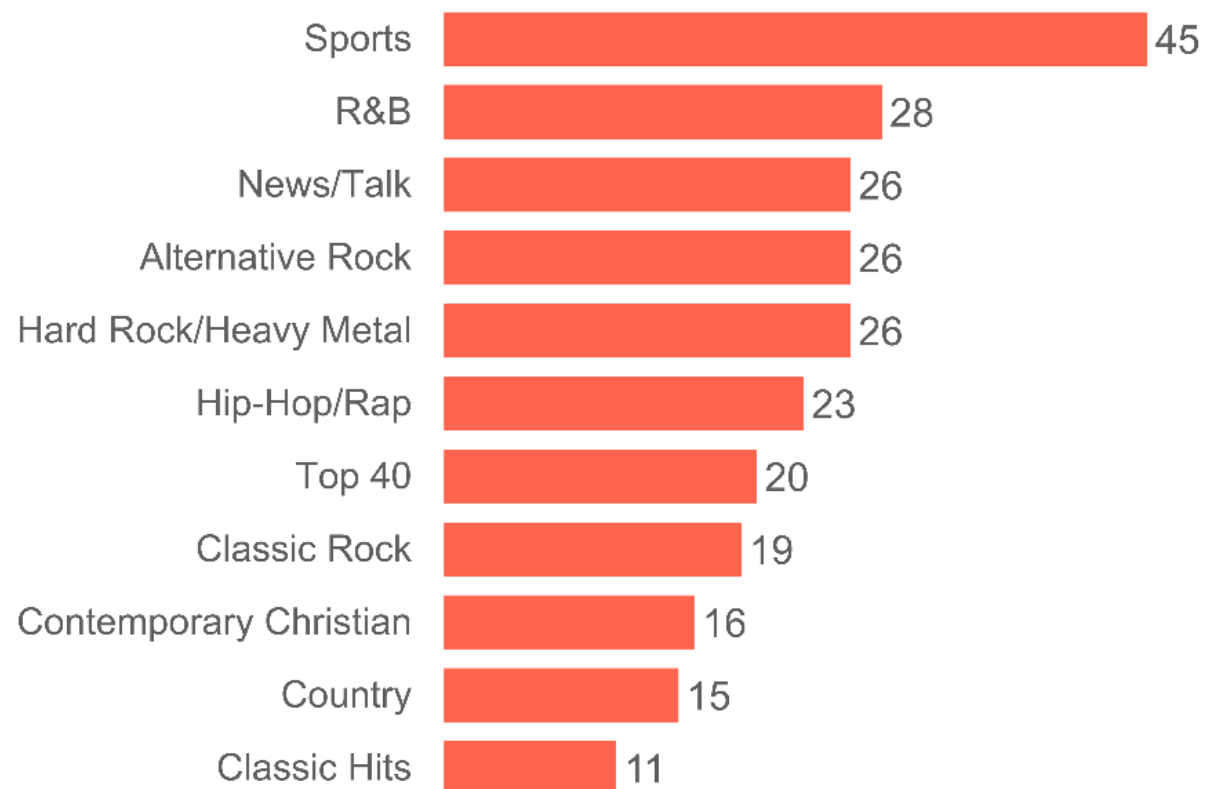
Radio Format P1 Listeners:

## 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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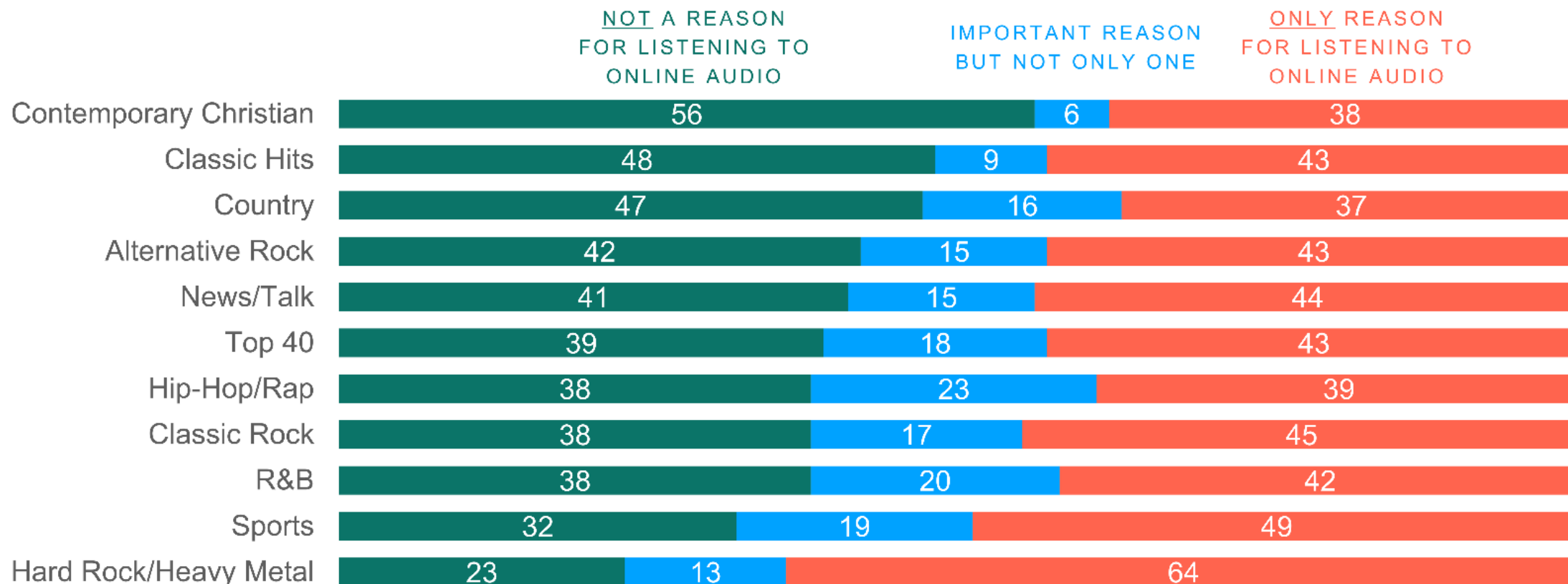
## Radio Format P1 Listeners:

# 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



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# Audio Brands

## Among Radio Format P1 Listeners



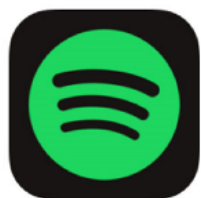
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# Radio Format P1 Listeners: Which radio format P1s over-index in using audio brands in last month?

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

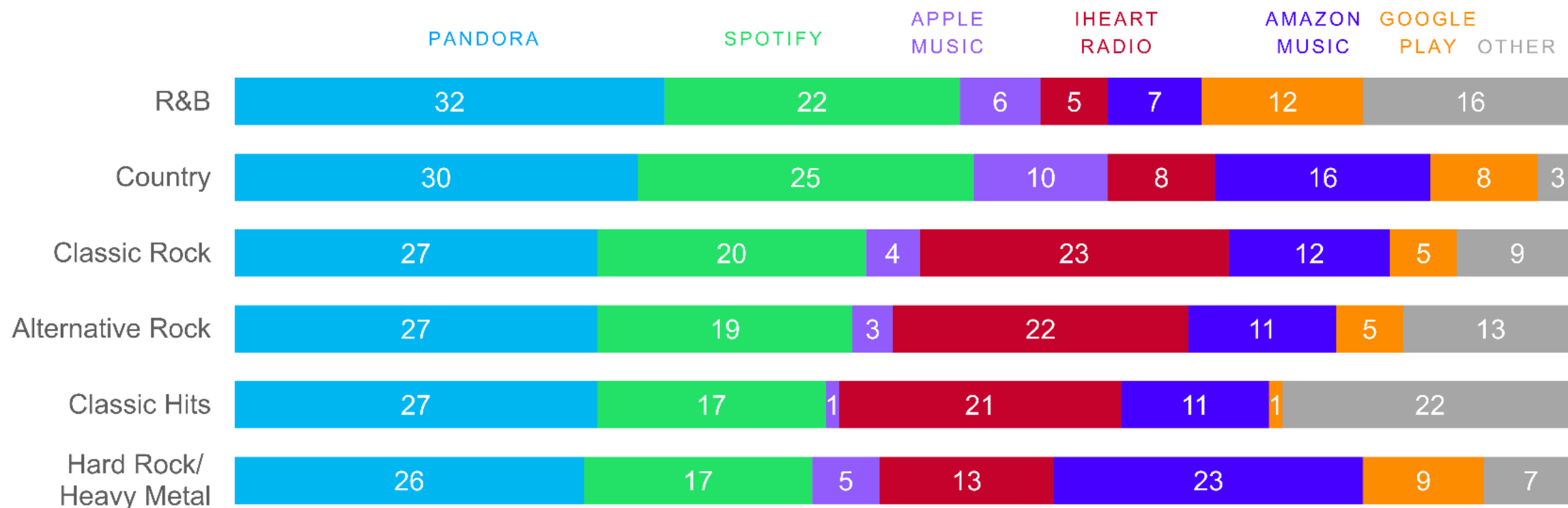


Hip-Hop/Rap  
R&B  
Sports

# 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

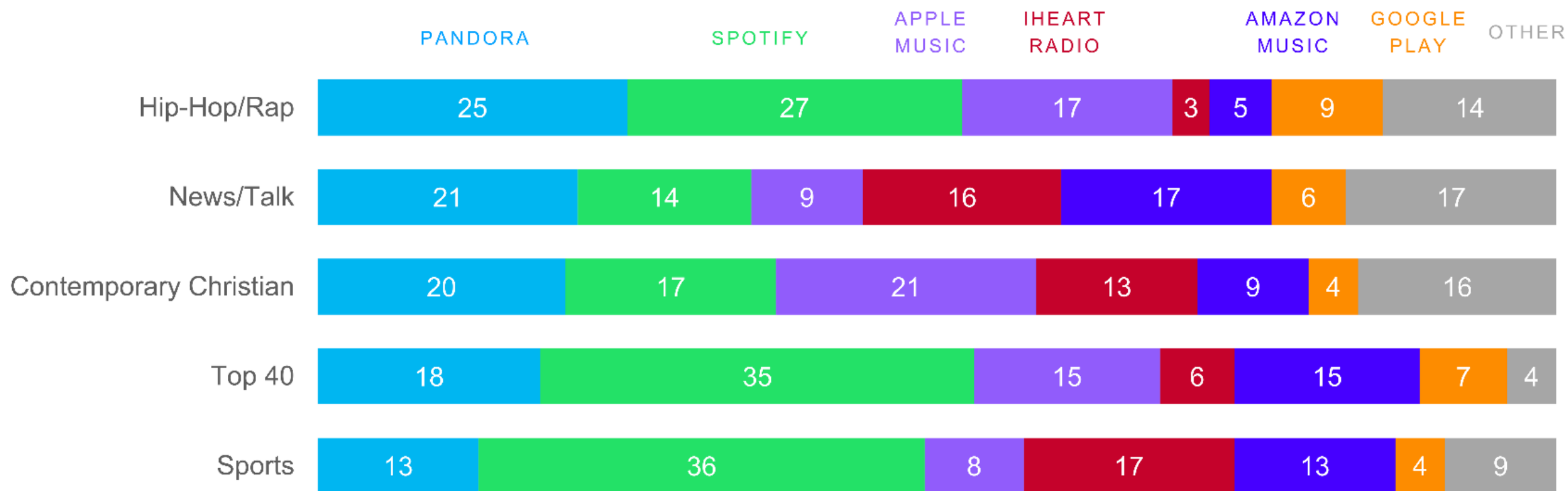
PAGE 1 OF 2



## 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

PAGE 2 OF 2

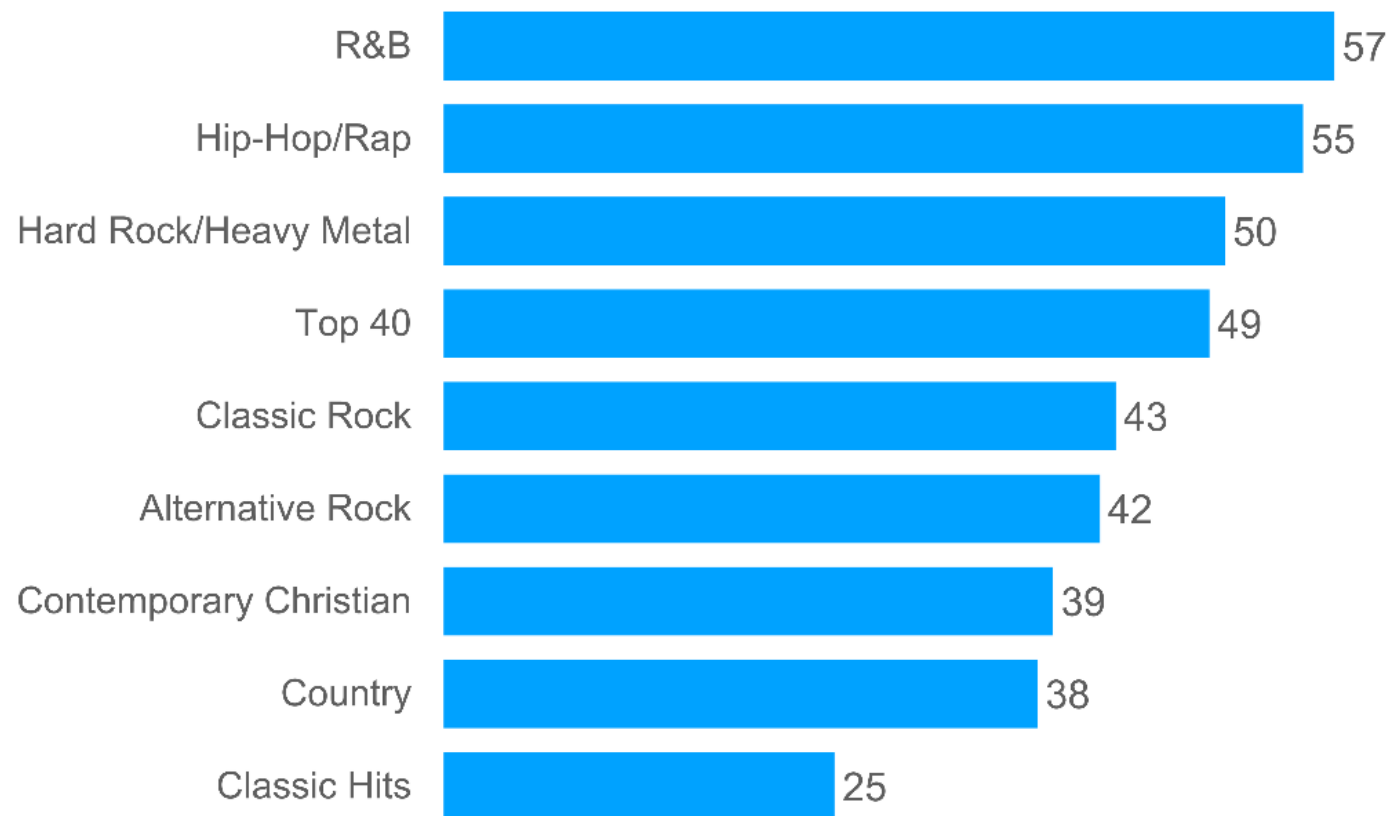


Radio Format P1 Listeners:

## 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

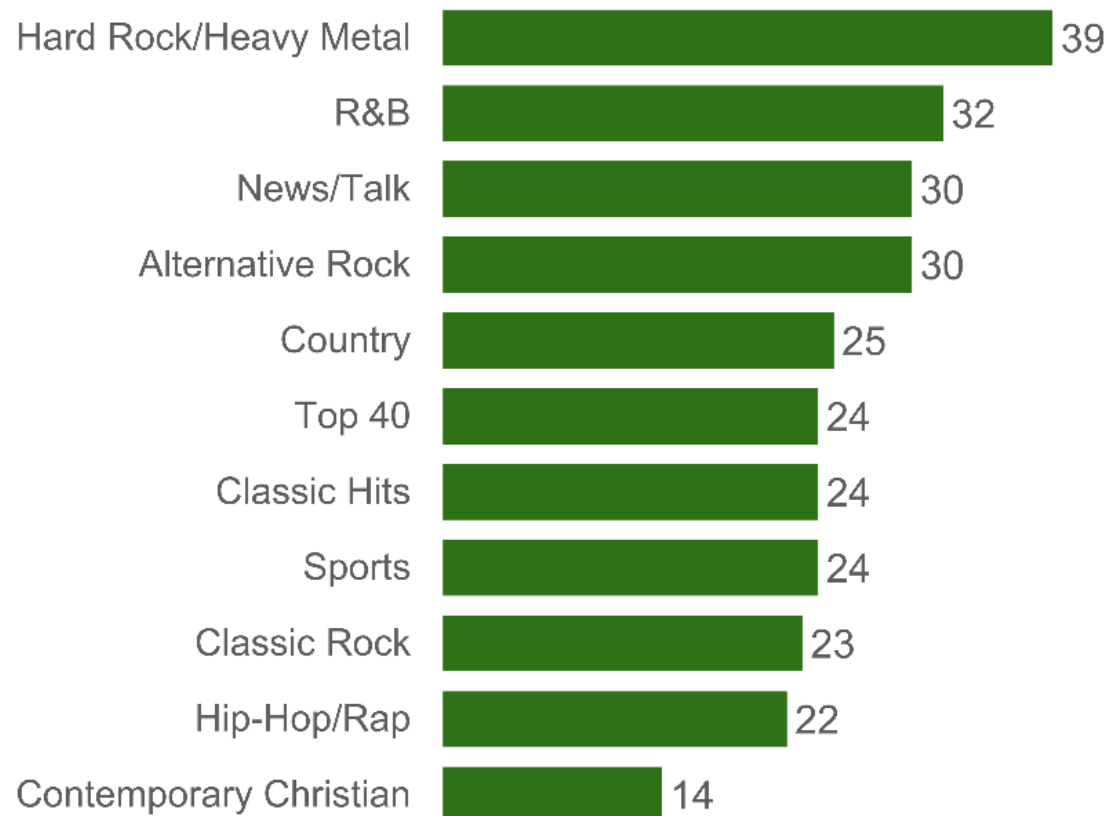
% USED YOUTUBE FOR MUSIC OR MUSIC VIDEOS IN LAST WEEK



## 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

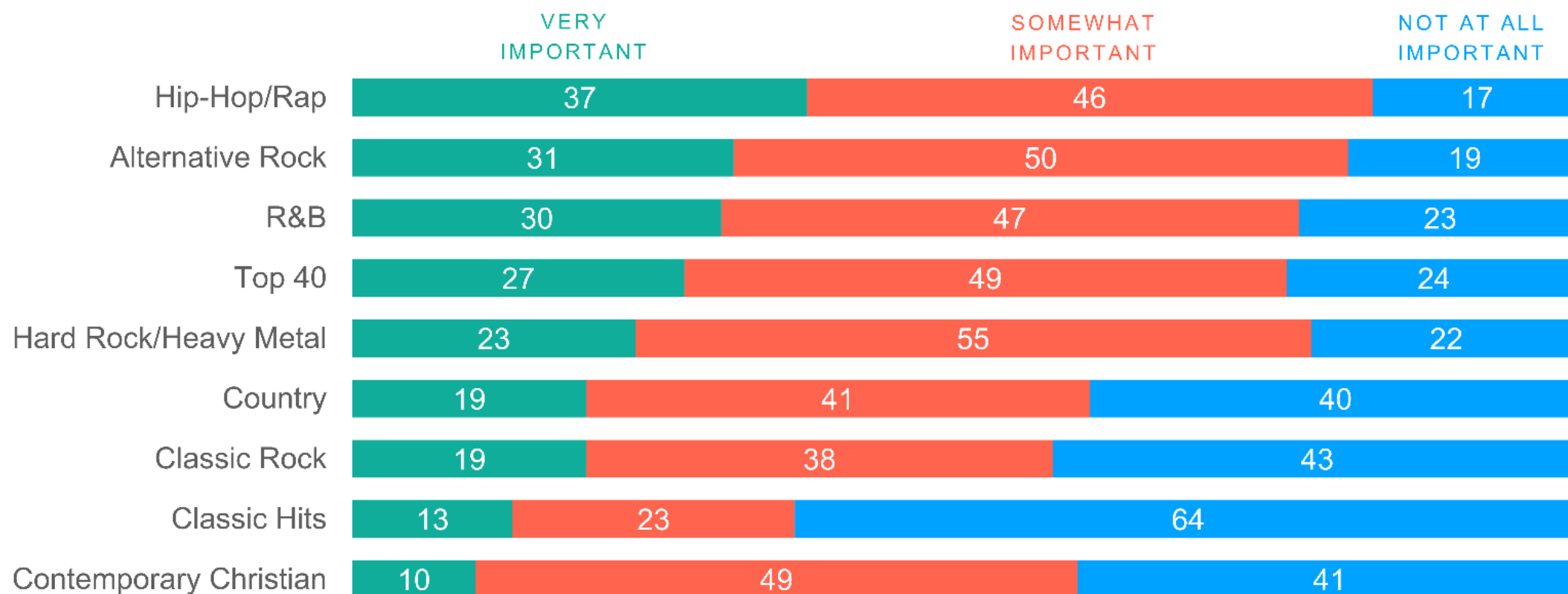


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# Radio Format P1 Listeners: Importance of Learning about and Staying Up to Date with Music

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

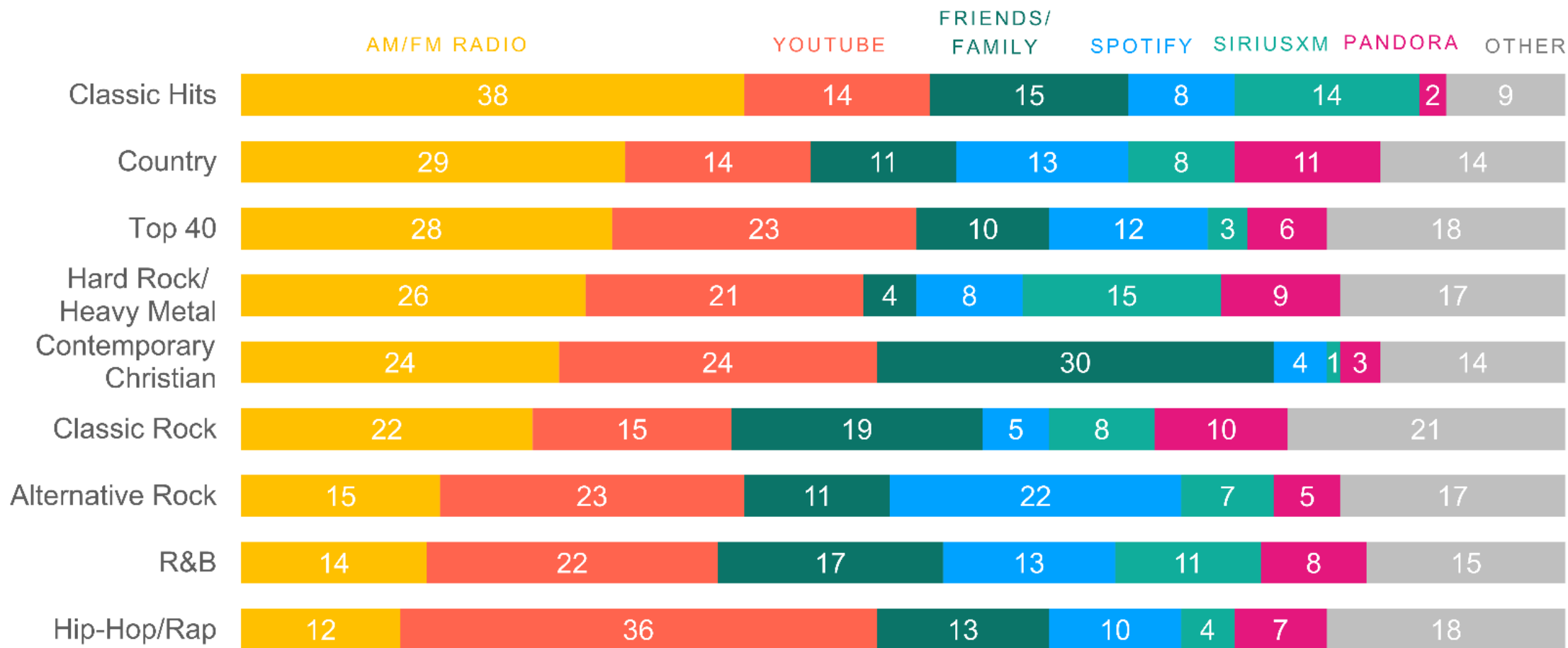


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## Radio Format P1 Listeners: Source Used Most Often to Discover Music

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



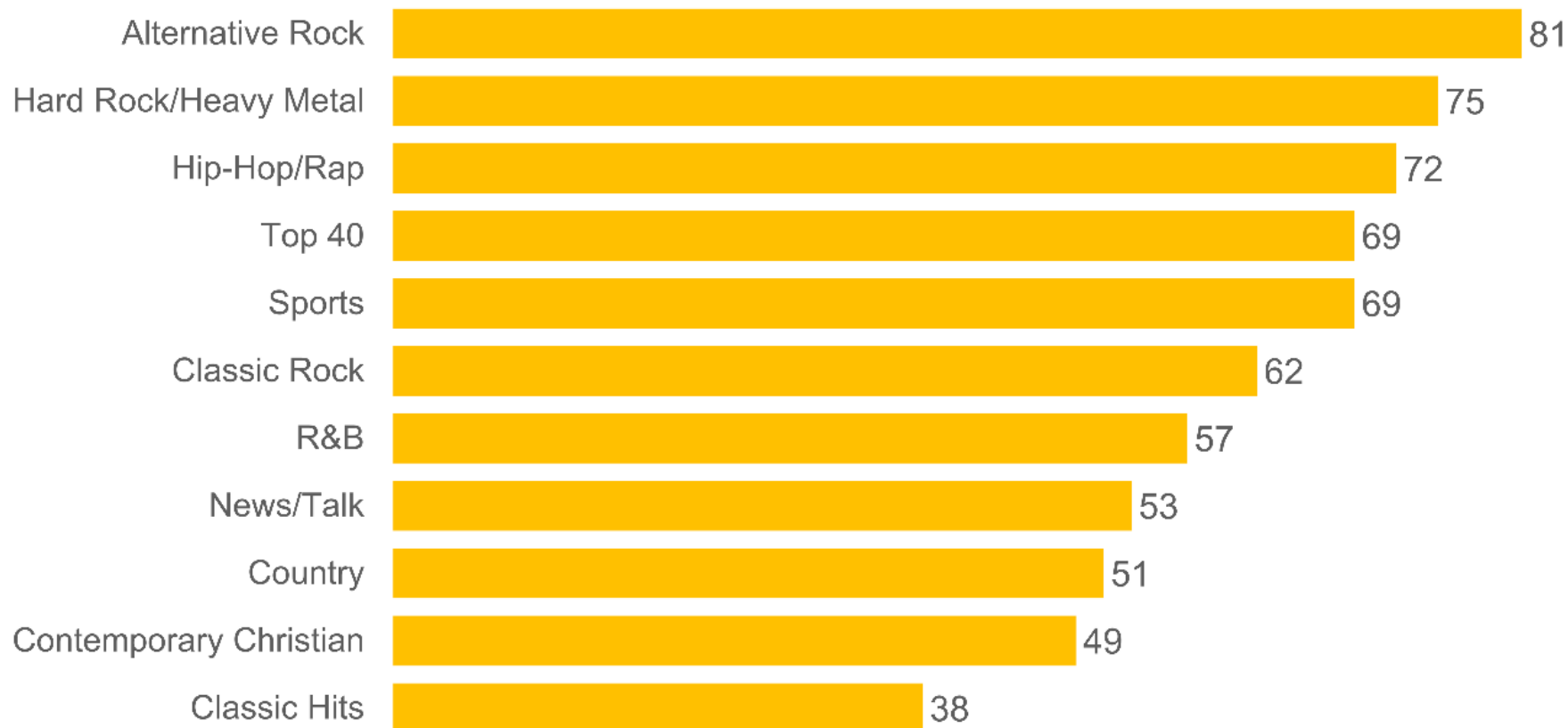
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## Radio Format P1 Listeners: Podcast Listening

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

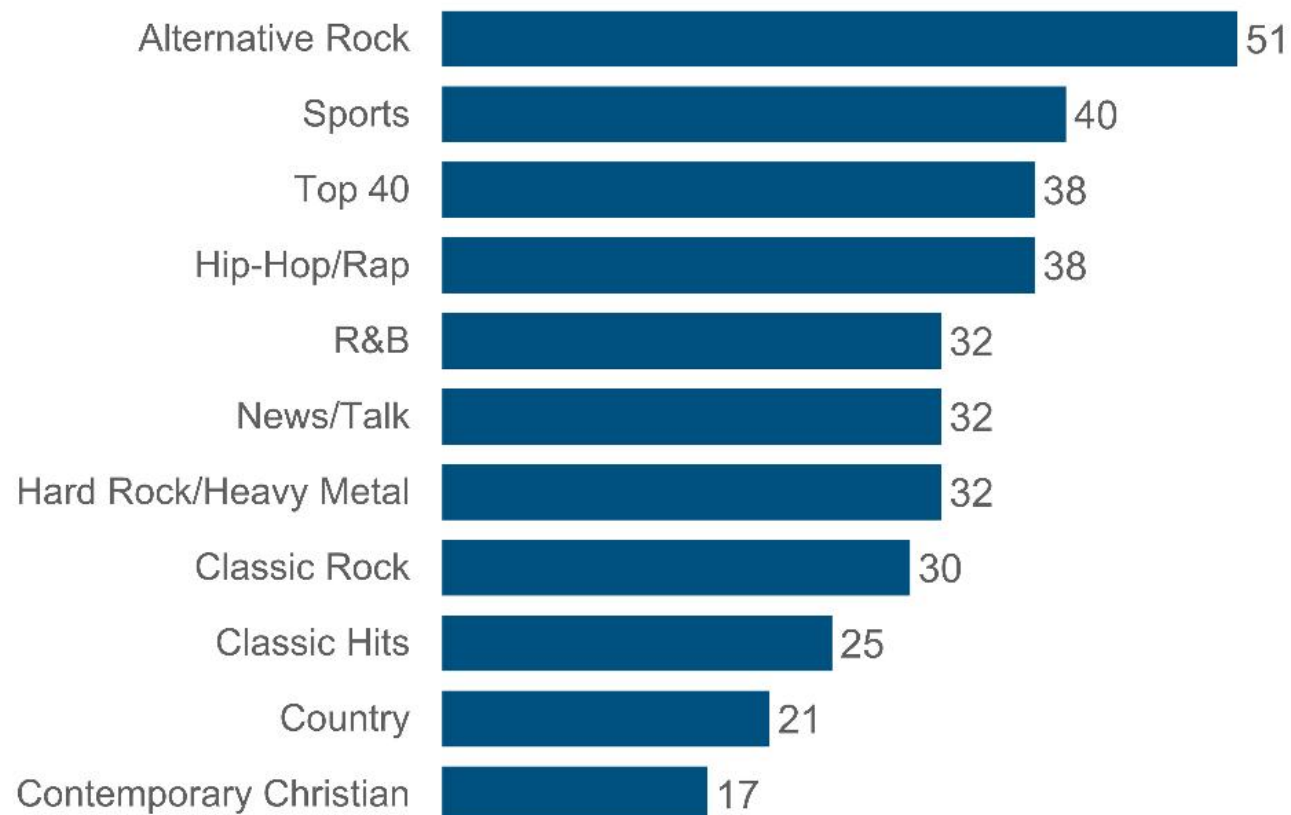


## Radio Format P1 Listeners: Weekly Podcast Listening



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



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## 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/<br>Rap                        | Country                           | Classic<br>Rock | Top<br>40                              | R&B           | News/<br>Talk | Alternative<br>Rock | Contemporary<br>Christian | Classic<br>Hits | Sports     | Hard Rock/<br>Heavy Metal |
|----------------------------------------|-----------------------------------|-----------------|----------------------------------------|---------------|---------------|---------------------|---------------------------|-----------------|------------|---------------------------|
| Music                                  | True<br>Crime                     | History         | Entertainment/<br>Celebrity/<br>Gossip | True<br>Crime | News/<br>Info | Music               | Sports                    | History         | Sports     | Music                     |
| Entertainment/<br>Celebrity/<br>Gossip | Wellness/<br>Self-<br>improvement | News/<br>Info   | Music                                  | Music         | Travel        | True Crime          | Technology                | Music           | Technology | News/<br>Info             |
| Food                                   | Music                             | Food            | News/<br>Info                          | News/<br>Info | History       | Technology          | History                   | News/Info       | History    | Games/<br>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](http://www.edisonresearch.com)

# Radio Format P1 Listeners

An Infinite Dial 2020 Report