



American Media Services Index #7

Administered by GfK Custom Research NorthAmerica to a Nationwide

Sample of 1,005 American Adults on September 5-7, 2008

(Sample error is ± 3 percentage points)

(All answers are in percentages unless marked)

1. How often would you say that you listen to the radio? Would you say...

Once a day	18	} <input type="text" value="64"/>
Several times a day	46	
Several times a week	12	
Once or twice a week	7	
Not very often	13	
Not at all	5	
Don't know	--	

1a. When you are listening to the radio, how much, if at all, does it matter to you if the program originates locally?

A lot	28	} <input type="text" value="52"/>
A little	24	
Not at all	47	
Don't know	1	

2. Compared with five years ago, would you say you are listening to the radio more, less or about the same?

More	18	} <input type="text" value="73"/>
About the same	55	
Less	27	
Don't know	--	

3. When you get in your car, do you usually turn on the radio?

Yes	80
No	17
Don't own a car	3
Don't know	--

3 a. When commercial breaks come on the radio, would you say that you usually ...

Stay tuned to that station	52
Change the station to another one	38
Turn off the radio	7
Don't know	3

3 b. [Asked of the 72 respondents who said they turn off the radio:] How long would you say it takes before you turn off the radio

Right away	45
About 30 seconds	15
About one minute	19
About two minutes	7
Three minutes or more	12
Don't know	2

3 c. How many minutes of commercials per hour do you think your favorite music station plays? If you're not sure, what is your best guess.

_____ RECORD NUMBER
The arithmetic average (mean) was 13.1 minutes

4. Have you ever listened to continuous music over the Internet?

Yes	35
No	65
Don't know	--

5. [Asked of 345 people who answered “Yes” to Question 4:] When was the most recent time you listened to continuous music over the Internet? Was it...

Within the past week	39
Within the past month	23
Within the past six months	19
Within the past year	7
Longer ago than one year	11
Don't know	1

5a. [Asked of the 345 people who answered “Yes” to Question 4:] When you listen to radio stations over the Internet, would you say that you are listening to

Radio stations that are playing the same thing on the Internet that they are playing on the radio	14
Internet-only radio stations	28
Both	54
Don't know	5

6. How likely do you think it is that you will be listening to radio over the Internet in the future? Would you say....

Very likely	22	} 48
Somewhat likely	26	
Not very likely	20	
Not likely at all	31	
Don't know	1	

7. [Asked of the 483 people who answered “Very likely” or “Somewhat likely” to Question 6:] What type of equipment do you think you are likely to use to listen to radio over the internet in the future? Do you think you will use...

	% Answering YES
A computer at home	87
A computer at the office	41
A cell phone or other mobile device	42
An Internet connection in your vehicle	35
None	4

7a. Do you currently have wireless Internet service or WiFi Internet service in your home?

Yes	37
No	61
Don't know	2

8. How familiar, if at all, would you say that you are with Chrysler's offer to install internet connections in its 2008 and 2009 vehicles? Would you say ..

Very familiar	3	} 20
Somewhat familiar	17	
Not at all familiar	80	
Don't know	--	

9. How interested, if at all, would you say that you would be in having an internet connection in your current vehicle or your next vehicle? Would you say...

Very interested	12	} 37
Somewhat interested	25	
Not at all interested	62	
Don't know	1	

10. How familiar, if at all, would you say that you are with something called HD radio? Would you say...

Very familiar	10	} 47
Somewhat familiar	37	
Not at all familiar	53	
Don't know	--	

11. [Asked of the 465 people who answered "Very familiar" or "Somewhat familiar" to Question 10:] Have you ever listened to anything broadcast on HD radio?

Yes	40
No	60
Don't know	--

12. What would you say is your favorite way to listen to radio? Would you say...

Regular radio	72
HD radio	5
Satellite radio	14
Internet radio	5
Cell phone	1
Don't know	3

13. We were wondering what you think would prompt you to listen to regular radio more. Do you think you would listen to the radio more if ...

	% Answering <u>YES</u>
There was more music or entertainment content on the radio	70
There were fewer commercials on the radio	68
There was a greater selection of music on the radio	64
There were new or different formats on the radio	48
There was greater coverage of local news and issues on the radio	45
There was more national news on the radio	38
There was more talk from DJs or announcers on the radio	17

14. We were wondering what you think would prompt you to listen to radio more through the Internet. Do you think you would listen to the radio more through the Internet if ...

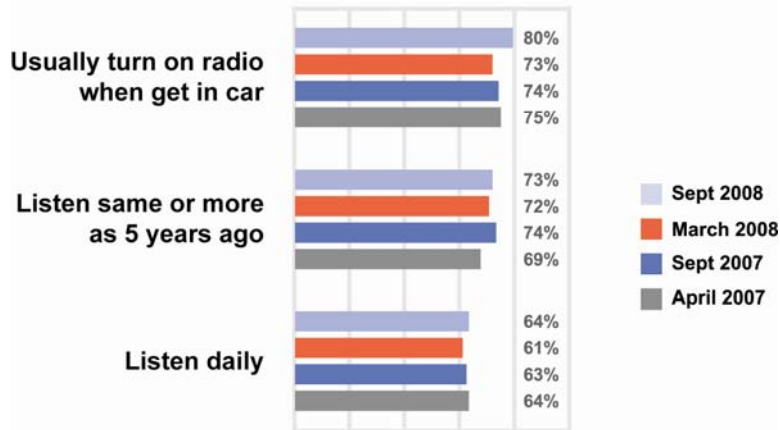
	% Answering <u>YES</u>
There was more music or entertainment content on Internet radio	44
There were fewer commercials on Internet radio	42
There was a greater selection of music on Internet radio	40
There were new or different formats on Internet radio	36
There was greater coverage of local news and issues on Internet radio	28
There was more national news on Internet radio	24
There was more talk from DJs or announcers on Internet radio	11

15. How would you say that you usually learn about new music?

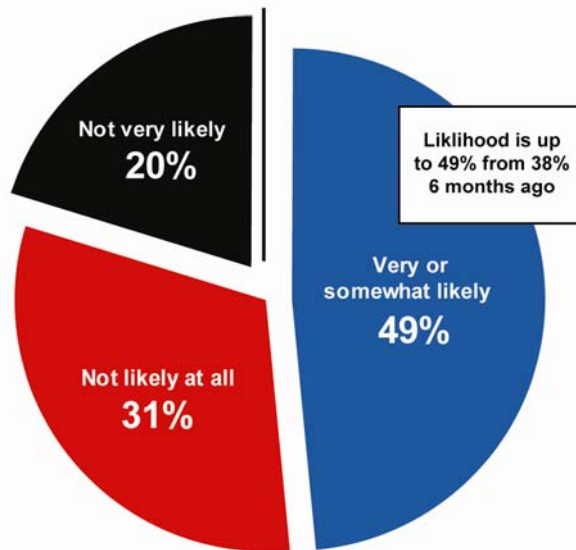
Radio	49	
Friends	18	} 27
Family members/Relatives	7	
Word of mouth	2	
Reviews in newspapers/magazines	4	
Television	15	
Internet	10	
Other	5	
None	1	

Key Findings of the AMS Index

Radio Listening Habits Remain Consistently Strong



“Likelihood You’ll Listen to the Radio over the Internet in the Future”



About the Latest AMS Radio Index

- Nationwide
- 1,005 adults
- Conducted Sept. 5-7, 2008
- Accurate within ± 3 percentage points
- Conducted by GfK Custom Research North America of Princeton, NJ