



**American Media Services
LLC**

DEVELOPERS & BROKERS OF RADIO PROPERTIES

American Media Services Index #8
*Administered by GfK Custom Research North America
to a Nationwide Sample of 1,005 American Adults on March 27-29, 2009
(Sample error is ± 3 percentage points)
(All answers are in percentages unless marked)*

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

More	18	} 73
About the same	55	
Less	26	
Don't know	1	

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

Stay tuned to that station	56
Change the station to another one	33
Turn off the radio	6
Don't know	4

[Asked of the 334 respondents who said they change stations:] How long would you say it takes before you change the station to another one? Was it...

Right away	54	} 76
About 30 seconds	22	
About one minute	11	
About two minutes	3	
Three minutes or more	9	
Don't know	1	

Some radio sites play only on the Internet, and some radio stations play the same on the Internet as they are playing on regular radio. Have you ever listened to Internet-only radio on the Internet?

Yes	27
No	73

[Asked of the 271 people who have listened to Internet-only radio on the Internet:]
When was the most recent time you listened to Internet-only radio on the Internet?
Was it...

Within the past week	36	} 51
Within the past month	15	
Within the past six months	25	
Within the past year	11	
Longer ago than one year	13	

[Asked of the 271 people who have listened to Internet-only radio on the Internet:]
When you listen to Internet-only radio on the Internet, if you had a choice between paying a small monthly subscription charge or listening to commercials, which would you prefer? Would you prefer to...

Pay a small monthly subscription fee	23
Listen to commercials	70
Don't know	7

[Asked of the 62 people who were willing to pay a subscription charge:] For a subscription charge that you would pay the provider of Internet-only stations, how much money per month do you think you would be willing to pay? Do you think it would be...

\$4 a month	78
\$6 a month	3
\$8 a month	14
Don't know	6

[Asked of the 786 people who have never listened to Internet radio over the Internet :)
 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	6	} 21
Somewhat likely	15	
Not very likely	30	
Not likely at all	49	
Don't know	-	

What type of equipment do you think you are likely to use to listen to Internet-only in the future? Do you think you will use...

% Answering YES

	Have listened to Internet-Only Radio N=271	Likely to Listen to Internet-Only Radio N=154
A computer at home	87	86
A computer at the office	51	26
A cell phone or other mobile device	39	23
An Internet connection in your vehicle	46	22
None	4	8

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

Yes	48
No	51
Don't know	1

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 be...

Very interested	15	} 46
Somewhat interested	31	
Not at all interested	54	
Don't know	1	

[Asked of the 454 people interested in having an Internet connection in their car:] How interested, if at all, would you say you would be in listening to Internet-only radio in your vehicle? Would you be...

Very interested	24	} 88
Somewhat interested	64	
Not at all interested	12	

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

Regular radio	72
Satellite radio	15
Internet radio	7
HD radio	3
Cell phone	<1
Don't know	3

We were wondering what you think would prompt you to listen more to Internet-only radio. Do you think you would listen more to Internet-only radio if ...

	Have Already Listened N=271	Have Never Listened N=729
	% Answering <u>YES</u>	
There were fewer commercials on Internet radio	74	50
You could listen to it in your vehicle	74	48
There was a greater selection of music on Internet radio	73	50
There was more music or entertainment content on Internet radio	69	45
There were new or different formats on Internet radio	52	36
There was greater coverage of local news and issues	49	37
There was more national news on Internet radio	43	29
There was more talk from DJs or announcers on Internet radio	18	10

Sometimes, broadcasters discuss controversial matters of public interest. Do you think the federal government should be allowed to require that all broadcasters must devote air time to provide opposing views regarding these matters?

Yes	35
No	60
Don't know	6

Would you say that most broadcasters are already complying with the “spirit” of this proposed federal requirement?

Yes	52
No	35
Don't know	1

Think about all the shopping you do for a moment. In general, how often do you notice music playing in the background when you go shopping? Would you say you usually notice music playing...

Always	24	} 59
Most of the time	35	
Sometimes	25	
Seldom	10	
Never	5	
Don't know	1	

If a store playing music while you were shopping would occasionally include brief advertisements that made you aware of special offers going on in the store or made you aware of other stores in the area that might be of interest to you, would you feel that this might make your shopping experience easier?

Yes	51
No	47
Don't know	2