

The Infinite Dial Classical Music Edition



#infinitedial



What we did:

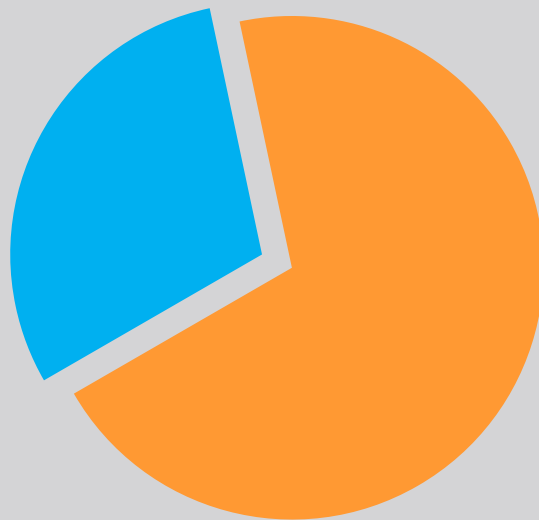
- Edison has been performing the “Infinite Dial” research series since 1998
- High quality telephone survey projectable to the US Population
- These studies provide estimates of digital platforms and their impact on the media landscape based on self-reported consumer behaviors and attitudes
- This year, at the suggestion of Bill Lueth, we added the following question:
 - *“Have you listened to any Classical music – either from an AM or FM radio station, an online radio station or from your own CDs or downloaded MP3s – for more than one hour in the last month?”*

A rather astonishing, at least to me,

30% of respondents said 'yes'

"Have you listened to any Classical music – either from an AM or FM radio station, an online radio station or from your own CDs or downloaded MP3s – for more than one hour in the last month?"

Monthly
Classical
Music
Listeners
30%



Among Public Radio Station P1s, more than three-fifths reported Classical listening

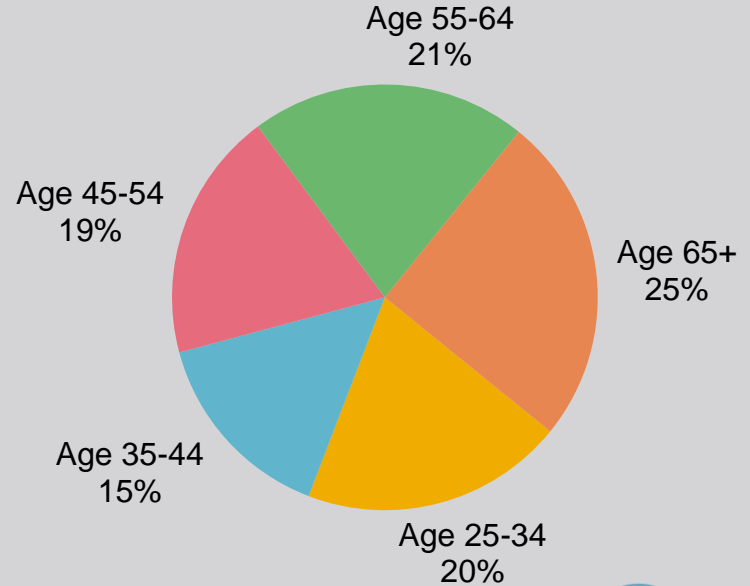
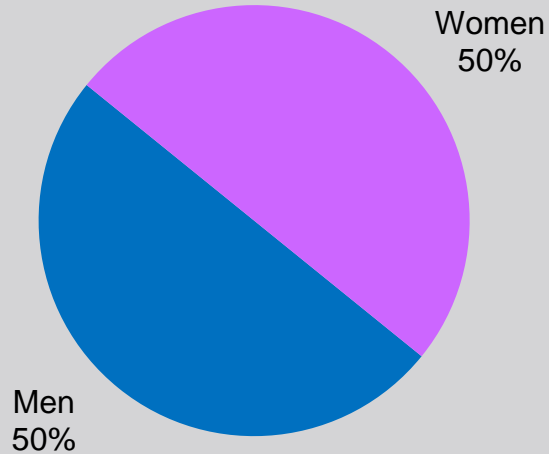
“Have you listened to any Classical music – either from an AM or FM radio station, an online radio station or from your own CDs or downloaded MP3s – for more than one hour in the last month?”

Monthly
Classical
Music
Listeners
62%



Who are Classical Music Listeners?

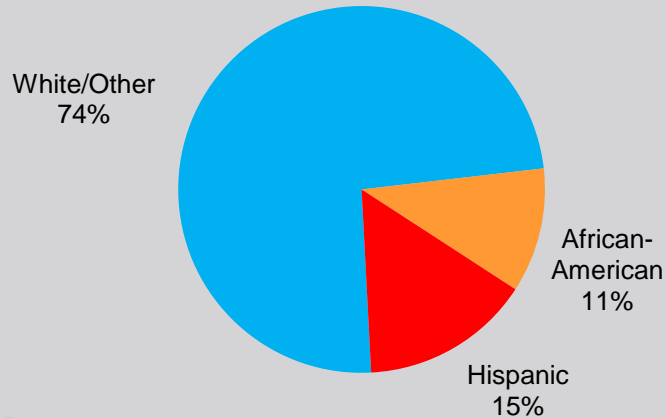
“Have you listened to any Classical music – either from an AM or FM radio station, an online radio station or from your own CDs or downloaded MP3s – for more than one hour in the last month?”



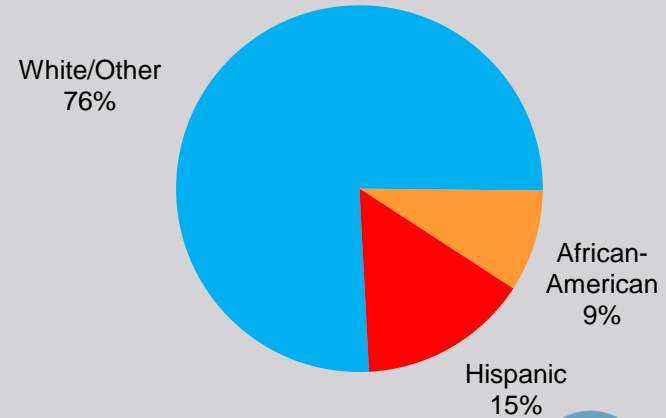
Who are Classical Music Listeners?

“Have you listened to any Classical music – either from an AM or FM radio station, an online radio station or from your own CDs or downloaded MP3s – for more than one hour in the last month?”

Total Population



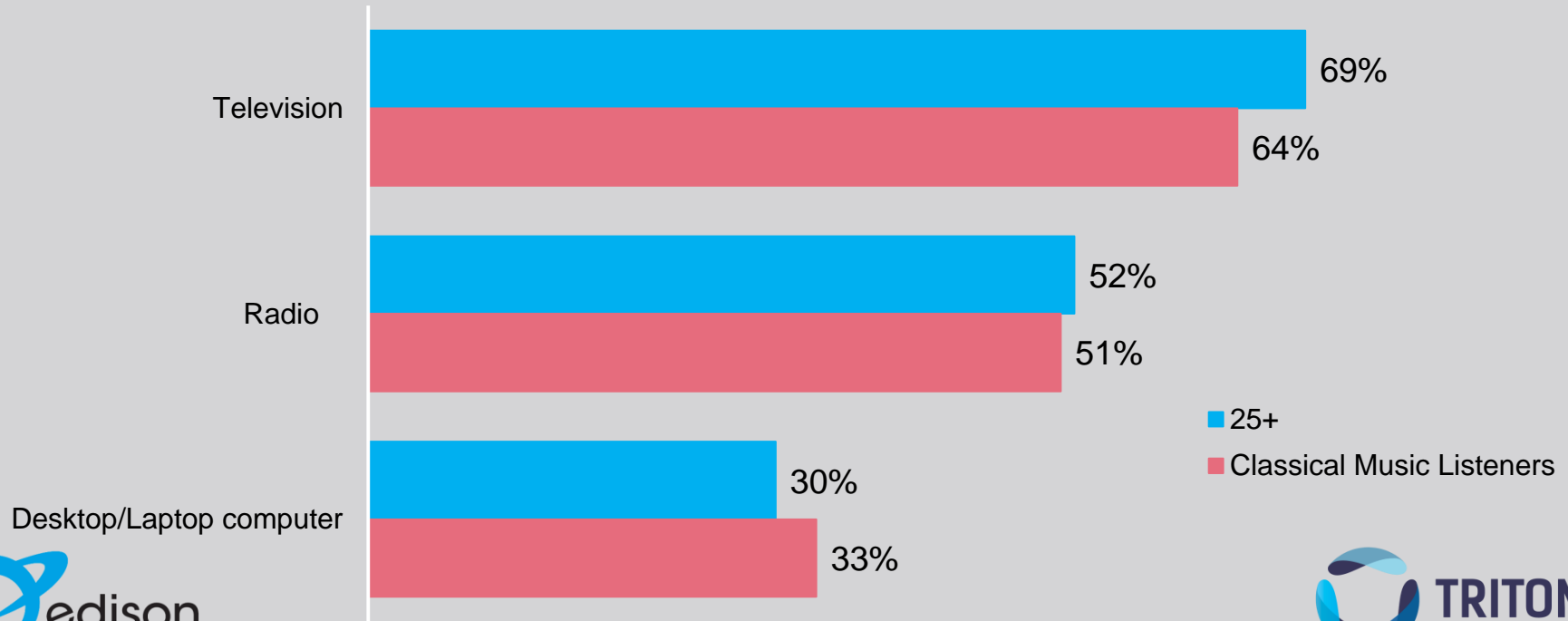
Classical Music Listeners



One of radio's biggest challenges:

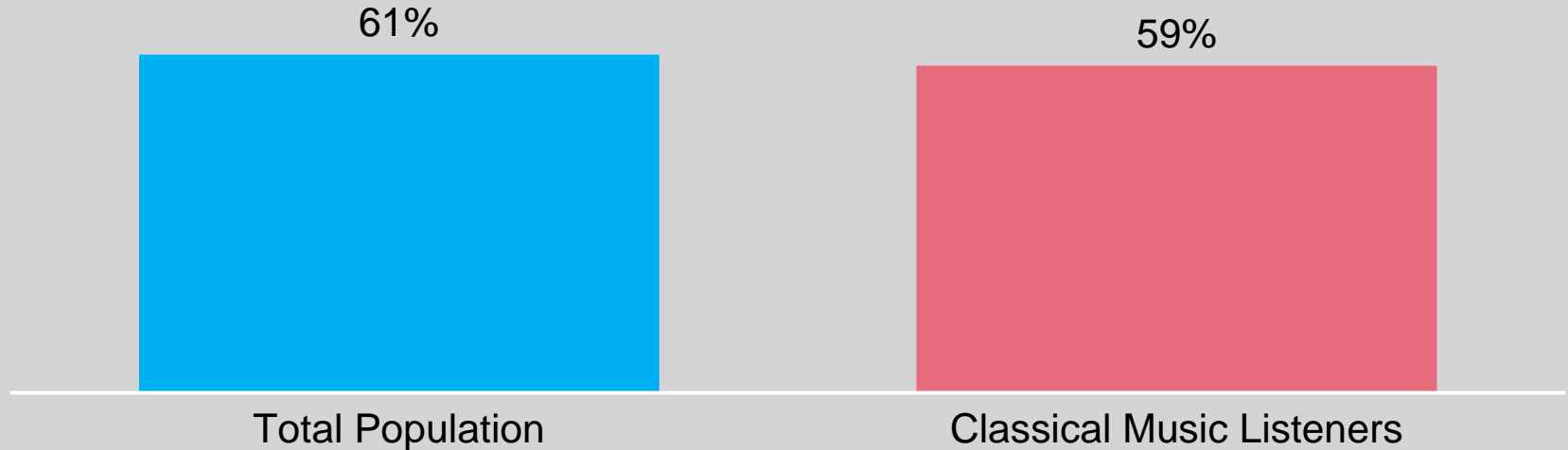
The modern bedroom

"In your bedroom, do you have a...?"



Classical listeners are in-line with the US Population for Smartphone ownership

% Who Own a Smartphone



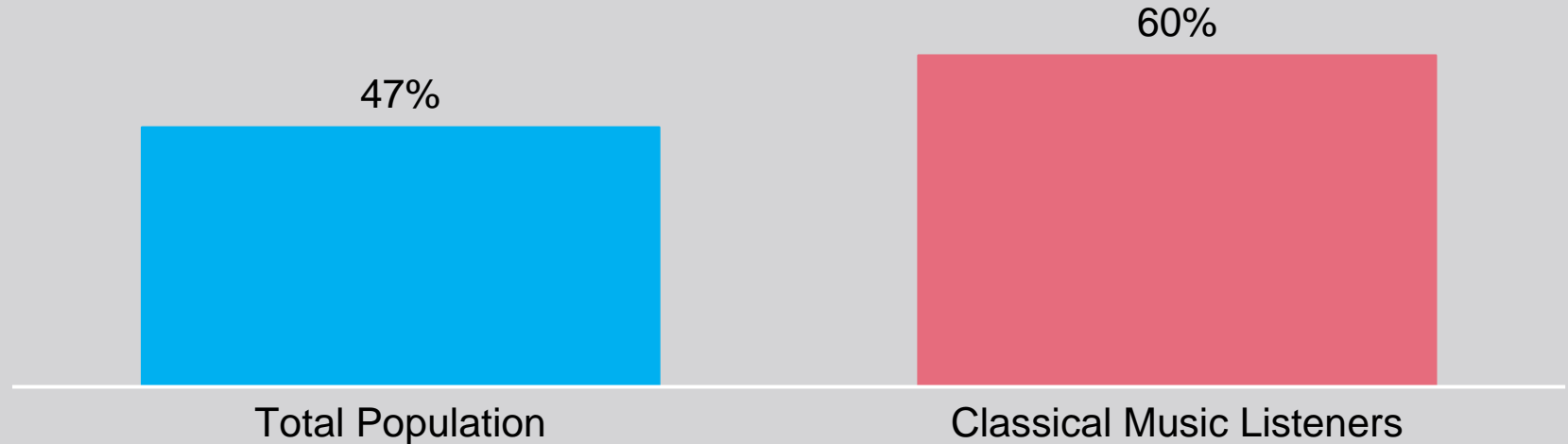
Classic Listeners are exactly as likely to listen to Online Radio as the total population

% Listened to Online Radio in Last Month



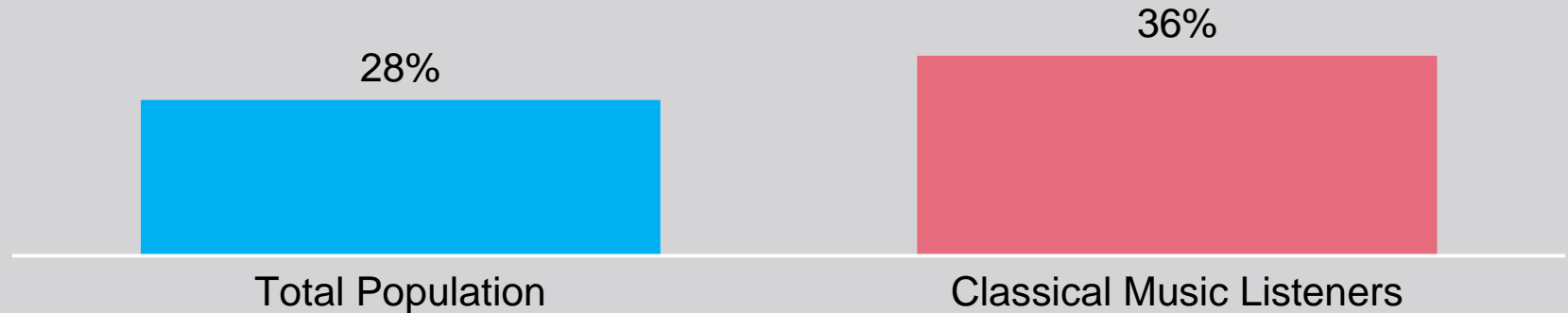
Likely from being heavy users of Public Media, Classical fans are much more familiar with Podcasting

% Familiar with Podcasting



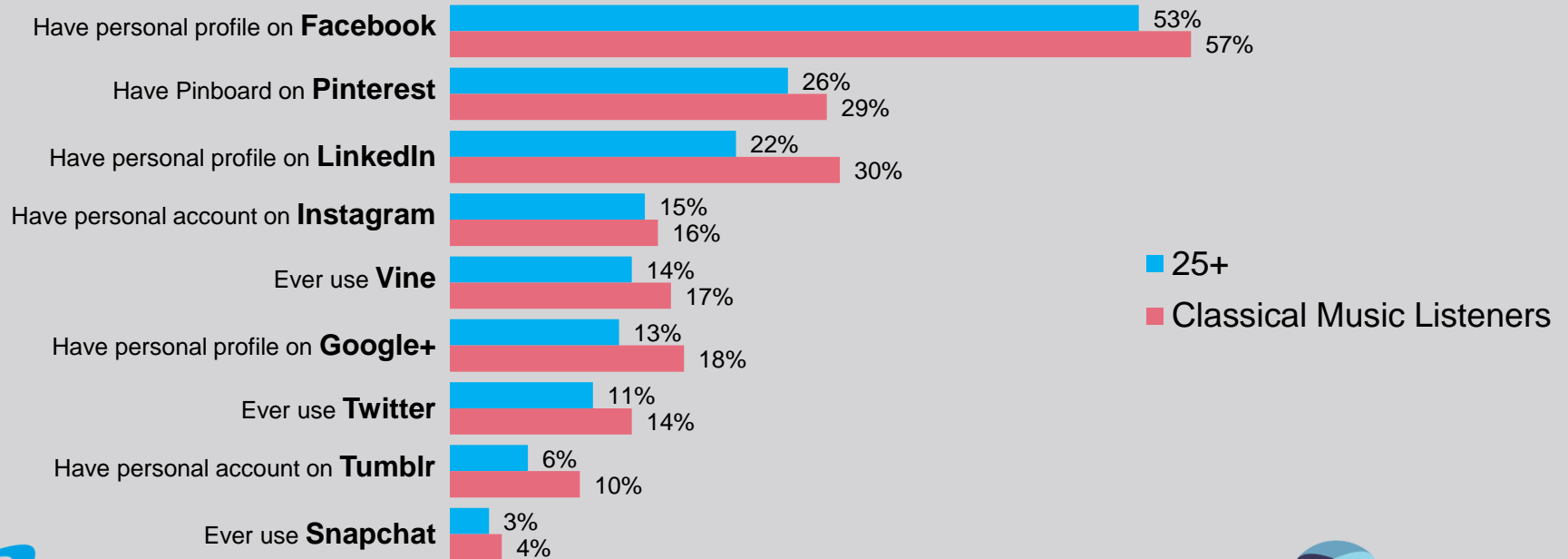
And Classical fans are much more likely to have listened to a podcast

% Who Have Ever Listened to an Audio Podcast



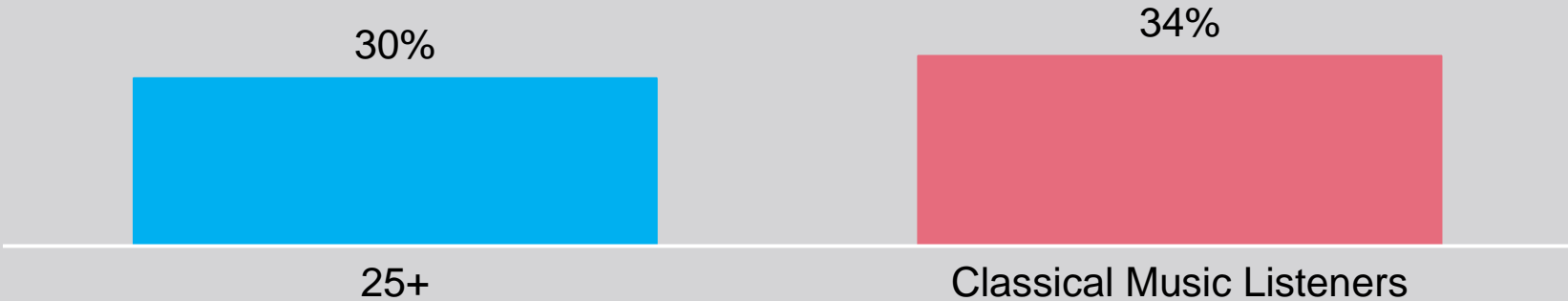
By comparison to the 25+ population, Classical Fans are more likely to use Social Media

% Using Each Social Networking Site/Service



This was interesting – Classical Listeners more likely to have shared a song

% Who Have Ever Used a Social Networking Site/Service to Share a Song or Music Station They Have Listened to with Friends or Followers

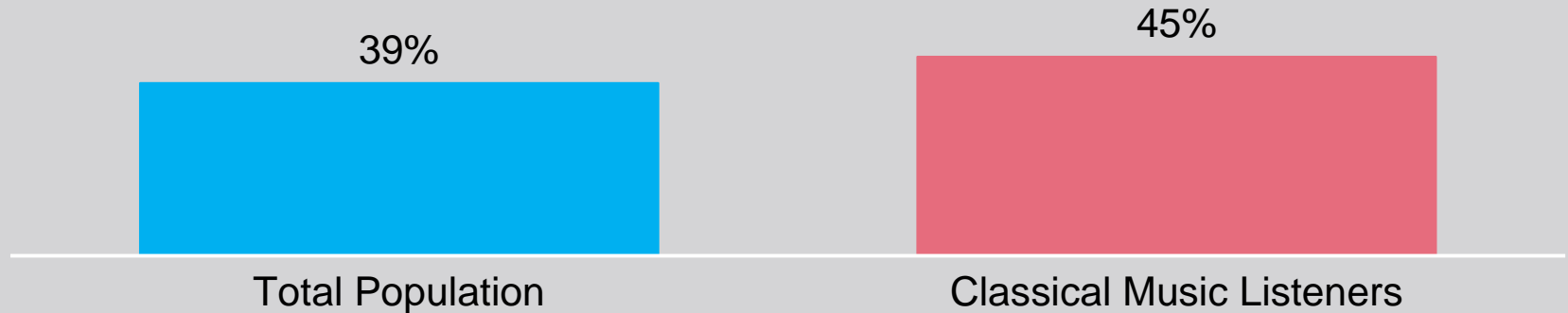


Base: Have Profile on Social Network or Service



At-work listening is an enormous opportunity for Classical

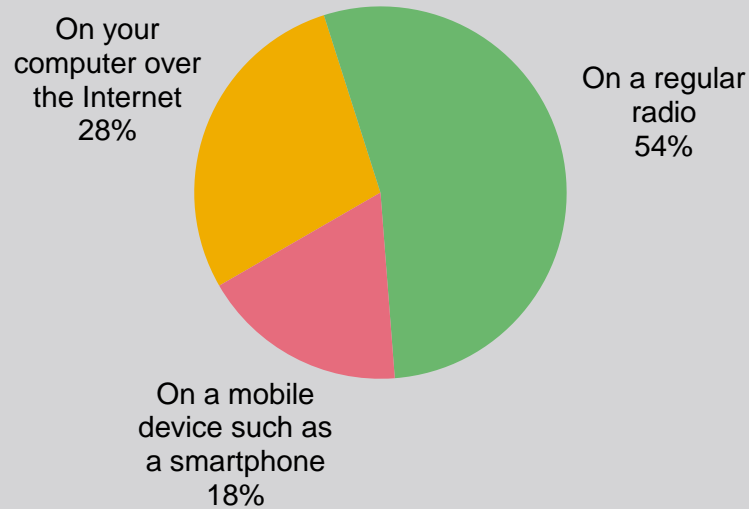
% Who Currently Ever Listen to the Radio While Working



Nearly half of Classical music listeners who listen to radio at work use streams

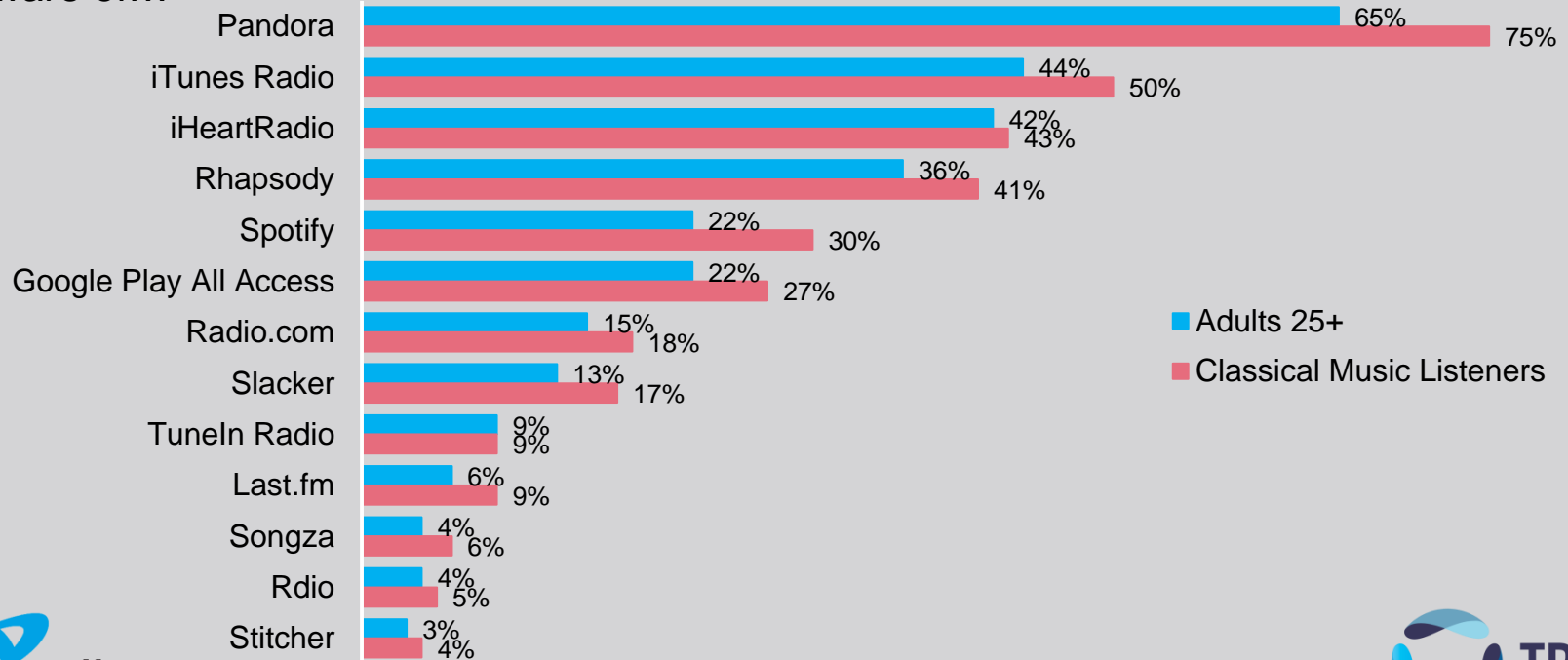
*“Thinking about how you listen to the radio while at work,
do you most often listen to the radio...?”*

Classical Music Listeners who listen to radio at-work



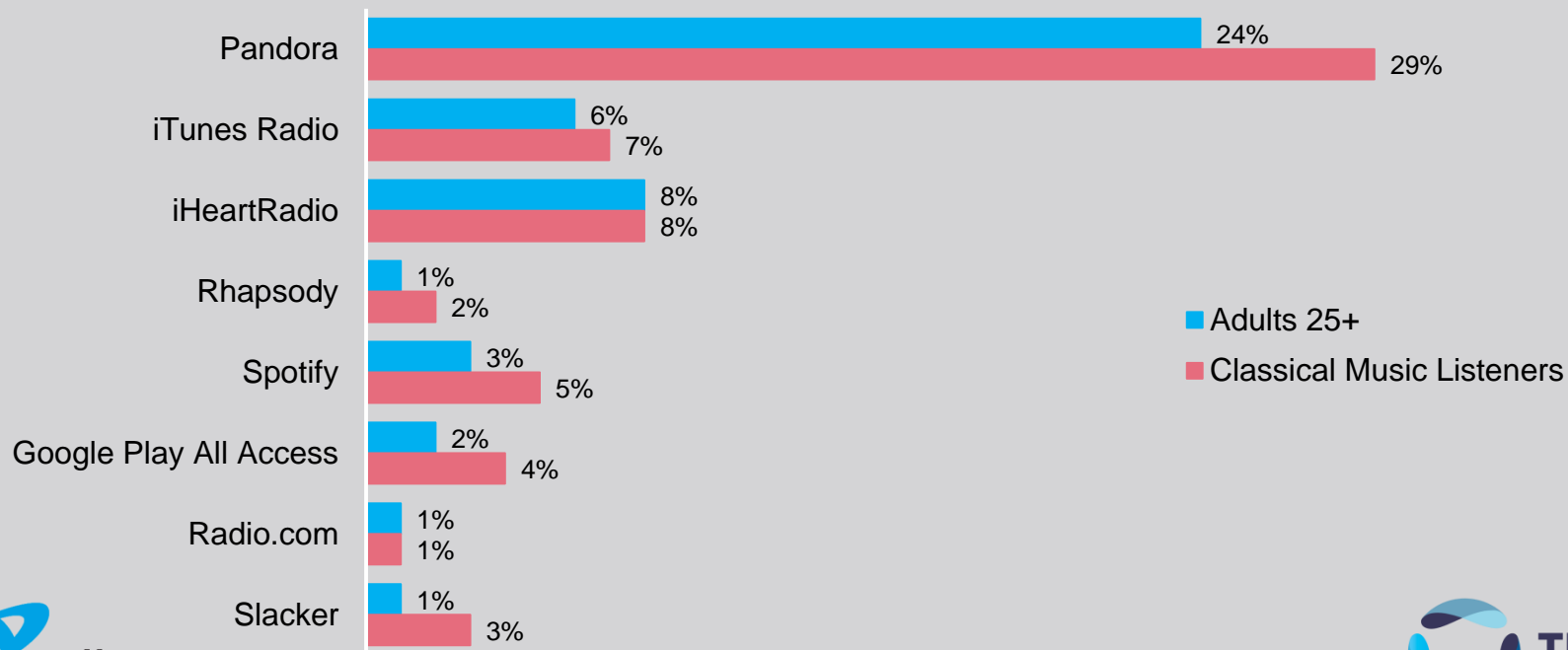
In every case, Classical Music listeners are more aware of Internet-audio brands

% Aware of...



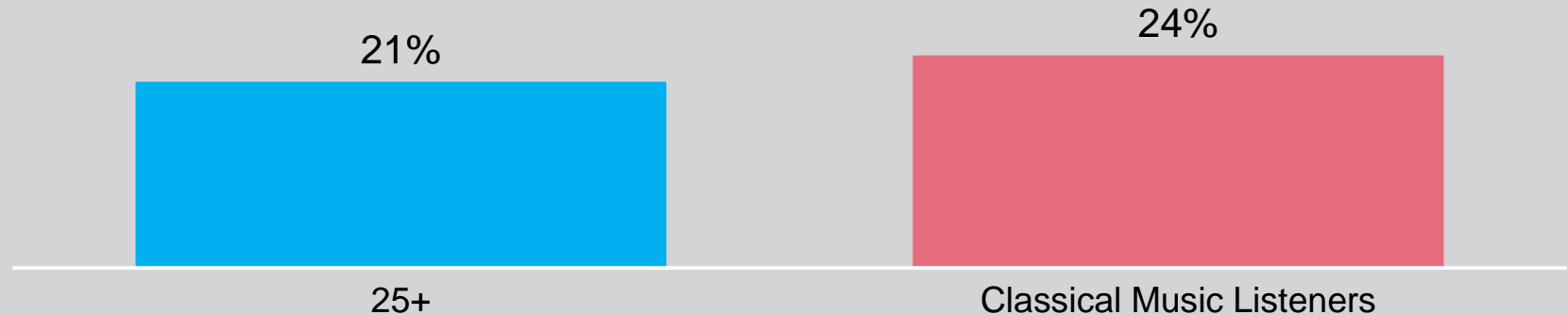
Classical Listeners are using Online Audio services

% Who Listened in Last Month to...



As we said yesterday, the last bastion is now under attack

% of Cell Phone Owners Who Have Ever Listened to Online Radio in a Car by Listening to the Stream From a Cell Phone Connected to a Car Audio System



Observations

- Astonishingly – there is still no branded option for Classical Music discovery
- Pandora gets it by default
- And Pandora is stealing your listeners every day
- Why aren't you ganging together to build THE Classical streaming app? Not station apps – a single app that you brand together

For a free copy of this report visit:

edisonresearch.com

Contact:

lrosin@edisonresearch.com



#infinitedial

