



Tech Poll V Survey Characterizes Media Usage

Jacobs Media (Southfield, Mich., www.jacobsmedia.com) is a U.S. radio consulting firm specializing in Rock formats. Since 2005, they have been conducting an annual Web-based media usage survey of Rock radio listeners and publishing the results as a “Tech Poll.” This year’s study is called “Tech Poll V” and is the fifth consecutive study of its kind. It is a follow-up to the previous four studies, and together these studies offer an interesting look into how media usage has changed in the last five years. The information that follows has been taken from a 22-page Executive Summary of Tech Poll V, recently released by Jacobs Media.

The “Media Usage Pyramid” shown in the figure below is a graphic device developed by Jacobs Media to illustrate how the rock radio listeners polled use old and new media, as well as gadgets, and how these habits are changing over time. Four pyramids are included in the Executive Summary – one each for Classic, Alternative, and Active Mainstream rock listeners and a fourth which includes all of these categories of listeners combined (“Totals,” the one shown here). The pyramids are especially helpful in understanding the media/devices that radio listeners use, and their relative “pecking order.” The numbers next to each category indicate the percent of respondents who use each media (qualified by the notes just below the pyramid itself), and the numbers on the right indicate the percent change in each media usage category from the 2008 poll to the 2009 poll.

This year’s study was conducted from February 17- March 8, 2009. Data was collected from 21,143 respondents from a total of 64 Classic, Mainstream/Active, and Alternative Rock stations in markets as diverse as Los Angeles, Philadelphia, Knoxville, and Omaha (no single station contributed more than 2.8% of the responses to the survey). Responses were solicited using an email invitation, sent to members of each participating station’s email database. All data were collected online, and efforts were made to prevent duplicate submissions. Jacobs Media notes that this Web poll has inherent limitations, and that unlike a national Gallup Poll (for example) this Web poll did not attempt to balance demographic or geographic sampling.

Some of the key findings of this year’s poll include the following:

- Nearly half (47%) of respondents who indicate they’re planning on purchasing/leasing a new vehicle in 2009 say the ability to connect an iPod or MP3 player to the vehicle’s sound system is very important. A GPS is mentioned by nearly one-fourth (24%), followed by a DVD player (18%), satellite radio (16%), Sync (11%), and HD Radio (9%);
- Internet streaming has experienced a healthy jump. Today, four in ten (39%) say they listen to streaming audio weekly, almost double the totals from the first study in 2005 (23%);
- More than eight in ten stations (84%) now provide a streaming version of their signal on the Internet. As a result of the station streaming, an impressive majority (53%) say they now listen to these stations a little more or a lot more, particularly iPhone owners;

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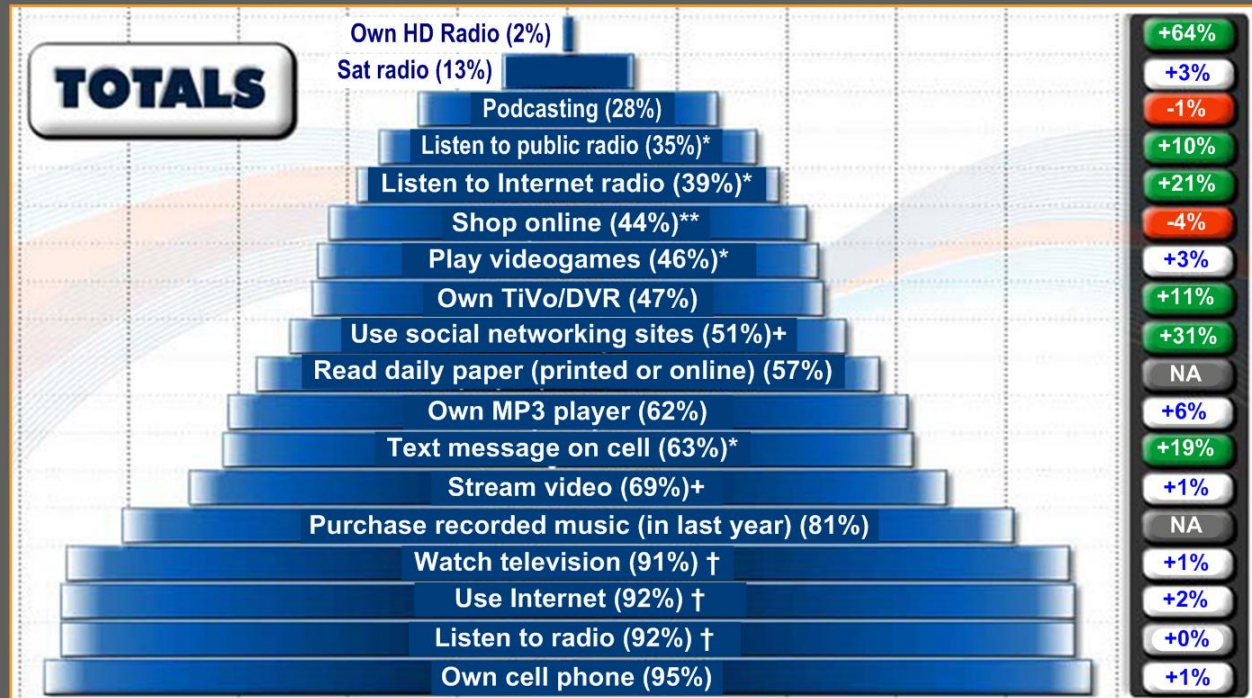


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Media Usage Pyramid 2009

Change from
2008 to 2009:



Percentage of total respondents:

*using medium weekly or more

+using medium frequently or occasionally

† using medium at least 1 hour per day

**shopping online at least monthly

SOURCE: Jacobs Media

- When respondents were asked to check off all their sources of music exposure, 85% point to FM radio, followed by friends (57%), movies and TV shows (both with 33%), music television channels (28%), and kids (23%). iTunes, social networking sites, YouTube, print sources, sites like Pandora, videogames, and satellite radio are all mentioned by fewer than one-fifth of the total sample;
- Eight in ten (81%) respondents say they've purchased recorded music in the past year. Of these, nine in ten (90%) say they've bought music in the CD format, while more than half (54%) indicate they've downloaded digital music files from sites like iTunes and Amazon.com;
- Six of every ten (63%) say that being a member of the radio station's email club generates a stronger bond with the station. These numbers are consistent across-the-board, and also very similar to past years' polls with no respondents indicating that the email club has harmed the relationship, suggesting that most stations aren't "spamming" their audiences;
- Familiarity with HD Radio technology continues to improve. This year, more than half (59%) say they know about it (or own one) – up from 49% in '08;
- On satisfaction by owners of HD Radio technology, 37 percent report being satisfied, while three in ten (30%) are very satisfied. Conversely, about one-fifth (22%) are neutral, while one in ten (11%) expresses some level of dissatisfaction with an HD Radio product.

A copy of the Jacobs Media Tech Poll V – 2009 Executive Summary is available for download on the Jacobs Media Webpage at www.jacobsmedia.com/articles/tech5main.asp. An archived webinar (which was originally conducted on April 13, 2009) on this survey is also available at this link.

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Radio TechCheck will not be published on May 25 but will return on June 1.