

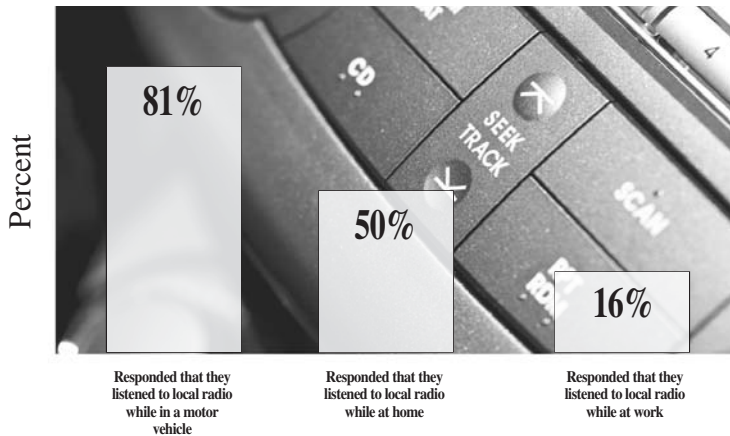


Poll STATION

With Linda Banister

Although the past decade has witnessed an increase in the popularity of personal media devices such as iPods, MP3 players and satellite radio, local radio continues to flourish. At the same time, new local stations continue to emerge, including Edmonton's newest hit music station, *HOT 107* (situated at 107.1 on the local FM dial). With local radio in mind, this month's *Poll Station* asked Edmontonians about their radio listening habits.

DO YOU LISTEN TO THE RADIO? WHEN AND FOR HOW LONG?



The vast majority of survey respondents reported they had listened to a local radio station both in the past 30 days (95 percent) and in the past seven days (94 percent), while 78 percent said they had listened in the past 24 hours.

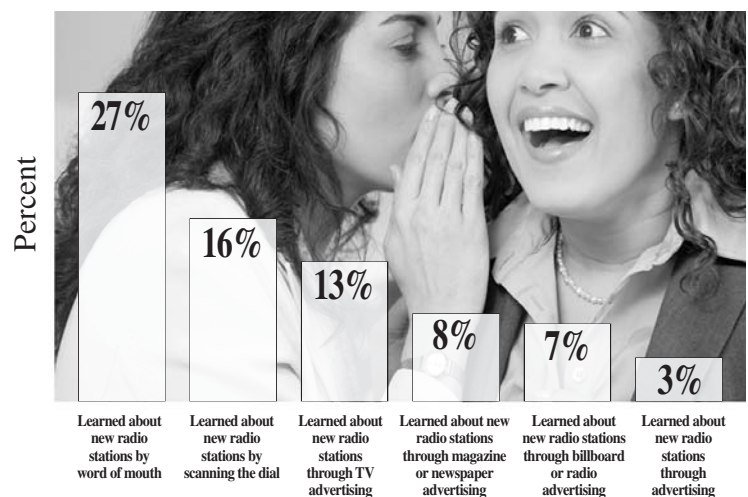
The majority (81 percent) reported listening to local radio while traveling in a motor vehicle, half (50 percent) listened at home, and 16 percent at work. Radio listeners were then asked at which time(s) of day they generally tuned in. Eighty-five percent listened in the morning (5:00 am to 9:59 am), and more than half (55 percent) in the late-afternoon (3:00 pm to 5:59 pm). Just under half (46 percent) listened in the mid-day (10:00 am to 2:59 pm), 33 percent in the evening (6:00 pm to midnight), and 13 percent overnight (midnight to 4:59 pm).

More than half (53 percent) of all local radio listeners tune in at least one hour per day, including 19 percent between one and two hours per day, eight percent between two and three hours per day, and 25 percent over three hours per day.

WHAT ARE YOUR LISTENING PREFERENCES?

Next, radio listeners were asked to choose, from a list of three options, the feature most important to them when selecting a radio station. Nearly half (46 percent) picked news and information as most important, one-third (33 percent) indicated steady music play without talk or interruption, 15 percent selected entertaining DJs, and six percent were unsure. When asked if there was anything else they look for, 46 percent replied that music genre was important; 15 percent chose news, current events or local information; 12 percent indicated DJ or radio personalities; eight percent preferred programming with limited commercials; six percent looked for talk shows or logical debates.

HOW DO YOU FIND OUT ABOUT NEW RADIO STATIONS?



When asked how they learn about new radio stations, respondents most frequently reported word of mouth (27 percent), by searching through stations (16 percent), and on TV news (13 percent). Other frequent mentions included in newspapers or magazines (eight percent), from billboards or signs throughout the city (seven percent), other radio stations or radio advertising (five percent), and advertisements in general (three percent).

DO YOU LISTEN TO *HOT 107*?

Lastly, respondents were asked a series of questions about Edmonton's newest hit music radio station, *HOT 107*. Among radio listeners, 26 percent had heard of *HOT 107*. Eleven percent reported that *HOT 107* was either their favourite radio station or the favourite of someone in their household. ✓

Monthly Poll Station Online Question

Visit www.edmontonians.com to register your opinion

Want a question included in the Edmontonians Poll?

Contact Linda at 780.451.4444 or e-mail lbanister@edmontonians.com.

Linda Banister is a certified management consultant and the owner of Banister Research and Consulting Inc., a full service provider of market research and program evaluation services. Visit www.banister.ab.ca.