



February 2005

Commercial Loads: If a Commercial Falls in the Forest, Will Anybody (Not) Hear It?

Paragon Media Strategies recently surveyed 401 respondents ages 15 to 64 (43% male / 57% female) to determine listeners' tolerance of commercials and their impact on listening habits. This study reprises a topic Paragon Media Strategies addressed in 2003, 1999, 1996, 1994 and 1991. New questions were added to the 2005 study to address radio's recent changes in commercial policy. The results from 2003 and current are presented below.

Commercial Tolerance

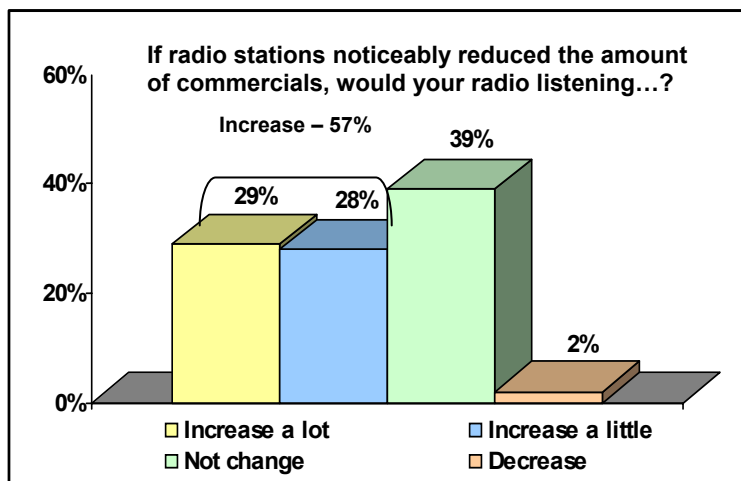
- While 25% never switch stations when commercials air, 13% switch before the first commercial and another 20% switch after hearing one commercial.
- Younger listeners are significantly more likely to switch before any commercials (15-24 – 19%, 25-34 – 16%), while older listeners were significantly more likely to never switch (45-59 – 38%, 55-64 – 39%).

Effects of Reducing Commercial Time

- A majority of radio listeners would increase their radio listening time if radio stations noticeably reduced the amount of commercials.
- Radio listeners ages 15 – 24 are significantly more likely (43%) than other age groups to increase their radio listening time "a lot" if commercial radio stations noticeably reduced the amount of commercials on the radio.

Question: How many commercials, if any, would you say you typically listen to before changing a radio station...?

Responses	2005	2003
None, switch before commercial	13%	13%
One	20%	14%
Two	21%	20%
Three	12%	16%
Four or more	7%	7%
Never switch	25%	22%



Charts provided represent top-line data only. For more in-depth results of these tables and other questions, including tracking numbers from previous studies and breakdowns by age, please visit our website:

www.paragonmediastrategies.com

Changing Listening Habits

- 62% say increased commercials have affected their listening habits (Among respondents who say radio is playing more commercials n=211)
- Among those who say their radio listening habits are affected, 8 out of 10 say they "spend more time flipping through stations" and "listening less to certain radio stations".

