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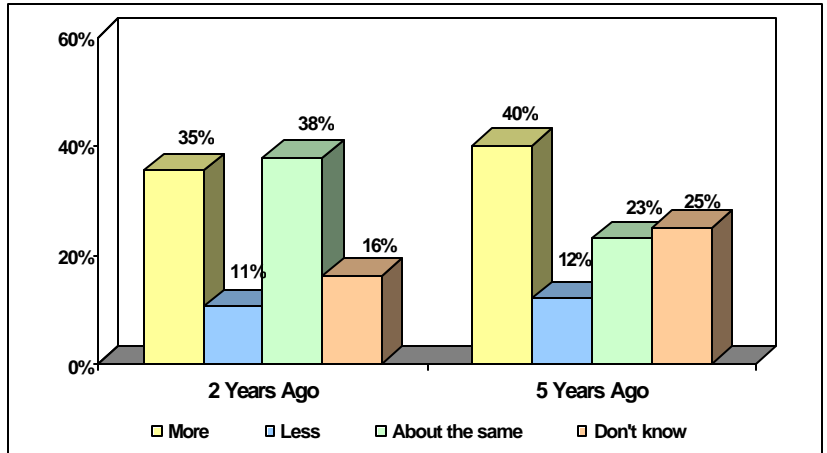
COMMERCIAL LOAD: LISTENERS PROVE THAT 'WHAT GOES UP (COMMERCIALS) MUST GO DOWN (LISTENING)'

Paragon Media Strategies recently surveyed 407 radio listeners (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 1999, 1996, 1994 and 1991. The results from 1999 and current are presented below.

Commercial Tolerance

Question: How many commercials, if any, would you say you typically listen to before changing a radio station...?		
Responses	2002	1999
None, switch before commercial	13%	6%
One	14%	16%
Two	20%	25%
Three	16%	15%
Four or more	7%	10%
Never switch	22%	28%

Commercial Load Past 2 years vs. 5 years



55%
say increased
commercials have
affected their
listening habits**

**Among respondents who say radio is playing more commercials (n=196)

Changing Listening Habits

Question: (AMONG THOSE WHO SAY THE INCREASE IN COMMERCIALS HAS AFFECTED THEIR LISTENING HABITS) Because of the increase in commercials, would you say you...	
Responses	% Who Said "Yes"
Spend more time flipping through radio stations?	70%
Listen to certain radio stations less?	69%
Decreased the time you listen to the radio?	51%
Listen to certain radio stations more?	47%
Changed your favorite radio station?	47%
Spend more time on one particular radio station?	38%
BASE	108

Included in the full report online:

- ◆ Tracking over five studies back to 1991
- ◆ All questions broken out by age and gender

Results provided represent top-line data only.

For more in depth results of these tables and other questions included in this poll please visit our website:

www.paragonmediastrategies.com

Stopset Preference

Question: Which one would you rather listen to...?		
Responses	2003	1999
A radio station that plays longer sets of music and has less frequent but longer periods of commercial breaks?	67%	65%
A radio station that plays shorter sets of music and has more frequent but shorter periods of commercial breaks?	25%	35%
Don't Know	8%	0%