

Paragon Media Strategies rolls out its defining study of Youth Radio and new media habits. This study quantifies how the next generations of 25-54 year olds use radio and new media. We interviewed 474 respondents age 14-24 via an online survey.

◆ 73% of respondents say a majority of their music listening time is spent listening to music on sources other than radio (CDs, MP3s, iPods, streaming, satellite radio, etc).

- Radio maintains a strong 41% of 14-24's time listening to recorded music.

◆ There is a lot of churn in radio tuning...44% are listening more and 40% are listening less to radio than before.

◆ Throughout the study, females 19-24 indicate their use of radio is significantly more than the other three age/gender groups.

- Listening to music on sources other than radio is pronounced among younger and male respondents.

◆ iPods and personal mixed CDs are the major threats to radio time spent listening (TSL).

- 71% have iPods, and half of them (49%) are now listening less to radio (18% are listening more).
- 68% of iPod owners have personalized playlists; they are creating their own content.
- Over three-quarters listen to personalized music CDs (mix CDs), and a third of them (32%) are now listening less to radio (19% are listening more).
- Listening to audio over the internet is also an important reason among those who say they're listening to radio less.

◆ Continuing the theme from the "Millennial" Focus Groups that Paragon conducted for the NAB in 2006, "new music discovery" is the primary reason teens and young adults listen to radio.

- Radio can attract more radio listening from the younger listeners if they would play music they and their friends like that radio doesn't play, and to play more new music.

Answers to more questions and all results of the Youth Radio study are now online. Please visit our website.

www.paragonmediastrategies.com