

PLAN **DEVELOPER**

National Marketplace

Executive Summary for Radio Research Consortium

February 2014



EXECUTIVE SUMMARY AND CONCLUSIONS

This section contains the key findings of the Plan DeveloperSM study completed for participating public Classical stations through the Radio Research Consortium. The section that follows this one, entitled “*The Plan*,” contains Coleman Insights’ recommendations based on these findings.

HEALTHY DEMAND FOR CLASSICAL EXTENDS TO YOUNGER AND ETHNIC CONSUMERS

By all accounts, interest in Classical music appears to be healthy among 30- to 64-year-olds in the 40 markets covered in this study. Among the roughly half of the study that was completed online, 16% of those attempting to take the study qualified by indicating that they are in the Weekly Cume audience of their local, public FM Classical station and/or rated “Classical music from composers such as Mozart, Bach and Beethoven” with a “4” or a “5” on a one-to-five scale. While it is unrealistic to conclude that all of those qualifying for the study are likely candidates for listening to public Classical radio, the fact that this figure is so much higher than the Nielsen Audio Cume Rating of every station participating in this study suggests that there is considerable upside for the format.

Even more encouraging is that the rates of qualification for the study were generally higher among younger listeners and ethnic listeners. In fact, listeners in their 30s qualified for the online study at twice the rate of listeners in their 50s.

SLIGHT PEAKS FOR CLASSICAL MUSIC CONSUMPTION IN MIDDAYS, MORNINGS AND WEEKENDS AMONG MAJOR CLASSICAL MUSIC USAGE FINDINGS

At 21%, weekends are when consumers are most likely to say they “frequently” listen to Classical music, followed closely by weekday mornings and weekday middays at 20%. Seventeen percent (17%) of the consumers in our study say they “frequently” listen to Classical music on weekday afternoons, with fewer—at 14% and 13%, respectively, saying they do so at work and on weekday afternoons.

When we consider how many consumers indicate that they “occasionally” listen to Classical music by daypart, weekends and middays pull away from the other times to some extent. Listening to Classical music at work looks especially weak by this measure; in fact, more than half—52%—of the consumers in this study say they “never” listen to Classical music at work.

Among those who frequently listen to Classical music in each of these dayparts, local FM radio and personal collections finish as the top two sources in every case. Radio edges out personal collections in mornings, middays and at work, while personal collections are slightly more likely to be used frequently among frequent afternoon, evening and weekend Classical music listeners. Local FM radio and personal collections are more widely cited as sources than are streaming or satellite radio, although streaming and satellite provide more competition among the relatively few who say they frequently listen to Classical music at work.

We also observe that listening to Classical music when driving and at home are more prevalent than other locations and activities that were mentioned in the Focus Group study we completed in 2013. Thirty percent (30%) say they

“frequently” listen to Classical music when driving and 29% say they do so at home. Fewer than a quarter of the consumers in our study say they “frequently” listen to Classical music when working on a project or doing chores around the house, while only 10% say they frequently do so when they are exercising.

The emphasis on listening while driving is especially noteworthy among those who identify themselves as Weekly P1 listeners to their local, public Classical FM station. Sixty-five percent (65%) of these P1s say they frequently listen to Classical music when driving, well ahead of the 47% of them who say they do so at home.

SLIGHT POSITIVE MOMENTUM FOR CLASSICAL MUSIC CONSUMPTION; CONSUMPTION VIA RADIO IS FLAT

The majority—60%—of those with a proclivity for listening to Classical indicate that they are consuming it in about the same quantities as in the past. More of them, however, indicate that they are doing so more than indicate they are doing so less, by a margin of 24% to 14%, demonstrating some slightly positive momentum for Classical music consumption. It is noteworthy that the youngest listeners in our study are in between the ages of 30 and 34 and are significantly more likely to claim that they are listening to Classical music more than they used to. This is also true among Hispanics, who are more likely to indicate increasing Classical music consumption than other ethnic groups covered in our study.

We do not, however, see nearly as much positive momentum when consumers assess their consumption of Classical music via local FM radio. Sixty-five percent (65%) of listeners say they are listening to Classical music on the radio about the same as they used to, with 16% indicating they are doing so more and 14% indicating they are doing so less. In fact, the overall positive momentum we observe for Classical music consumption cannot be pinpointed to any specific

source or activity, even for newer means of consumption such as satellite radio or streaming.

Although relatively few indicate reduced consumption of Classical music or Classical radio, among those who do there does not appear to be a “smoking gun” pointing at obvious causes. Most of those who are listening less tie their reduced consumption to lifestyle reasons or changing tastes; they do not do so because of decreased satisfaction with what Classical radio stations offer.

CLASSICAL RADIO NOT DEEPLY PENETRATING THE APPETITE FOR CLASSICAL MUSIC

The public Classical FM radio stations in the markets covered by this study lead but do not dominate radio consumption among those interested in Classical music. In fact, only 20% of the consumers in our study report listening to their local Classical radio station for at least an hour in the past week and only 12% name that station as the one they listen to the most. By comparison, commercial News/Talk stations achieve an 8% Weekly P1 share, as do public News/Talk stations, with CHR (6%), Classic Hits/Oldies (5%), AC (4%) and Country (4%) not far behind.

A major cause of this lack of domination is that public Classical radio stations suffer from low awareness. In fact, only 25% of the consumers in our study are aware of their local, public FM Classical station on an unaided basis; even in this study of consumers with a proclivity for listening to Classical music, commercial News/Talk, Classic Hits/Oldies, CHR and AC stations had roughly the same Unaided Awareness levels as public Classical stations. (Furthermore, as an indicator of the low profiles that many public radio stations have, only 16% in this study are aware of public News/Talk stations on an unaided basis.)

With relatively few listeners aware of public Classical stations, it is not surprising that few name them as a source for “Classical music from composers such as Mozart, Bach and Beethoven.” Public Classical stations’ Fit for this description is only 27%, meaning that nearly three-quarters of those with a proclivity for listening to Classical music do not associate public Classical stations with it. Thirty-five percent (35%) do not know what station to link with “Classical music from composers such as Mozart, Bach and Beethoven,” while another 24% associate it with a commercial radio station in their market.

Much of this is the result of extremely low recall of these stations’ marketing activities. Only 4% of the consumers in this study recall advertising efforts on behalf of public Classical stations, while only 3% recall these stations being visible “at a local arts event, concert or community event.”

AUDIENCE OF PUBLIC CLASSICAL RADIO SKEWS MUCH OLDER AND LESS ETHNIC THAN THE DEMAND FOR CLASSICAL MUSIC

With such low awareness and low recall of their marketing efforts, it is not surprising that public Classical radio stations struggle to attract listening from the younger and ethnic listeners among whom usage of these stations is not already habituated. Among 55- to 64-year-olds, public Classical stations achieve a 19% Weekly P1 level, which is dramatically higher than any other age group covered in this study. Eleven percent (11%) of 44- to 54-year-olds with a proclivity for listening to Classical music name their local, public FM commercial station as the one they listen to the most; the Weekly P1 performance of these station drops into the single digits with younger listeners. Similarly, public Classical stations garner Weekly P1 shares of only 7% each with African Americans and Hispanics; among the rest of the sample, the Weekly P1 level is almost twice as high at 13%.

RELAXATION, STRESS RELIEF AND MOOD IMPROVEMENT ARE UNIVERSALLY RATED AS THE BIGGEST BENEFITS OF LISTENING TO CLASSICAL MUSIC

In the Focus Group study we completed in 2013, listeners to public Classical radio provided us with a number of benefits they personally derive from listening to Classical music. The most frequent themes we heard in those groups pertained to relaxation, stress relief and mood improvement.

This study provided us with an opportunity to quantify the value of those benefits, as well as a number of others that the Focus Group participants mentioned. That it “helps me relax” was the benefit consumers most strongly rated as a reason for listening to Classical music; that it “helps me escape from stress” and “improves my mood” scored second and third, respectively. Of the benefits tested, that listening to Classical music “raises my energy level” and “makes me feel smarter” scored the lowest in terms of how much it makes consumers listen to Classical music.

What is most striking is not that the three benefits that emerged most clearly from the Focus Groups score best in this study; instead it is the universality of this finding. This is especially true of “helps me relax,” which scores the highest with every age group; actually performing slightly better with younger listeners than with older listeners, both genders and all ethnic groups. Even among those most passionate about Classical music (i.e., the Classical Fans, those that rated “Classical music from composers such as Mozart, Bach and Beethoven” with a “5” on our one-to-five scale), “helps me relax” easily led all of the benefits tested. The strategic value of the “helps me relax” message is also supported by our finding that it is the best-testing benefit of those who qualified for this study because of their proclivity for listening to Classical music but do not currently listen to their local, public FM Classical radio station.

HIGH SATISFACTION WITH ON-AIR PRODUCT

There are no signs of any problems with the on-air product of public Classical radio stations. To the contrary, our findings show how the Classical stations in the markets covered in this study enjoy a high Cume Conversion Rate on average, which is generally an indicator of listener satisfaction.

Our exploration of potential problems with the on-air products show that very few listeners aware of public Classical stations “strongly agree” that these stations have too much talk, repeat the same pieces of music too much, stop their music too often, play too much unfamiliar music, have boring hosts or play music that is “too sleepy” to listen to. They are, however, highly likely to “strongly agree” that they would be devastated if these stations went away, that these stations play music they love and that these stations play an important role in their local arts community. Furthermore, while there is less passion on these points, listeners generally feel positively about these stations’ on-air hosts, specialty shows and news and information content.

A more detailed examination of the latter two items yields important insights. First, while listeners generally feel positively about the specialty shows offered on these stations, Familiarity with any specific shows—especially nationally syndicated shows such as Sunday Baroque, Performance Today, From The Top and Pipedreams is very low. Even among the 12% of study participants who identify themselves as Weekly P1 listeners to their local, public FM Classical station, Familiarity levels for these shows barely crack the 50% threshold.

Second, there is a sense that the audience is somewhat split on the role of service elements on Classical radio. While there are generally positive perceptions about the news and information these stations provide, a small but

not insignificant majority agrees with the idea that these stations should “stick to music and leave providing news and information to other radio stations.”

LITTLE DIFFERENCES OBSERVED WITH CLASSICAL RADIO CONTRIBUTORS

Those who claim to have made contributions to their local, public Classical FM radio stations—while generally demonstrating more passion for Classical music and being more likely to associate such music with their local, public Classical FM station—share similar appetites and perceptions to the overall pool of consumers in this study. For example, they are highly unlikely to recall advertising or other marketing activities on behalf of Classical radio and they are highly satisfied with the on-air products of such stations.

Perhaps most importantly, they derive similar benefits from listening to Classical music. In fact, they are even more likely to cite how listening to Classical “helps me relax” than is the average listener, making this the number one benefit they indicate drives their usage. Classical radio contributors also rate mood improvement and escape from stress more highly than any other benefit consumers are likely to get out of listening to Classical music.

With these conclusions in mind, Coleman Insights offers its recommendations to public Classical stations in the following section, entitled “*The Plan.*”

“The Plan”

1. **Classical radio should direct as many of its resources as possible towards the funding of external advertising.** We strongly believe that these findings confirm a conclusion of last year’s Focus Group study—the ratings challenges public Classical radio stations face are due to marketing issues, not product issues. On the whole, the public Classical radio format is not on listeners’ “radar screens,” as listeners are not aware of Classical stations at sufficient levels and do not strongly associate them with Classical music, let alone the benefits listeners get out of listening to Classical music.

What this means is that adjustments and tweaks of the on-air products of most public Classical stations will not have a meaningful impact on their ability to attract listeners. This does not mean that these stations should not continue to strive to provide a compelling product for their audiences, but that if they truly want to “move the needle” and generate more listenership, they will need to make more listeners aware of them and build stronger positions in listeners’ minds.

The only way this is going to happen is through external marketing, specifically advertising that communicates a message that those with a proclivity for listening to Classical music will find appealing. Only about one in five consumers interested in Classical music are circulating through the Cumé audiences of public Classical radio, so that advertising must reach consumers through other means beyond the stations’ own airwaves and their donor databases. This will

require serious investment—television advertising, outdoor advertising, direct mail, digital advertising, etc. is not cheap—but can only be impactful if such investment takes place.

Fortunately, there are signs that such investment will pay for itself, as interest in Classical music appears much stronger than the listenership performances of most stations would indicate. This is especially true among younger listeners and ethnic listeners, who are far less present in the audiences of most public Classical radio stations than their appetites for the music suggests should be the case.

2. **Classical radio should aggressively position itself as a source of relaxation and stress relief.** The ease with which we make this recommendation cannot be overstated; it is striking how convincing the evidence is that all segments of the target audience find these benefits to be the biggest drivers of their usage of Classical music.

Quite simply, any “purists” who feel such positioning devalues the music in some way should get over themselves; they are clearly members of a tiny fraction of the potential audience for Classical radio. Similarly, any objectors who feel that such positioning would make Classical radio seem “old” or “boring” should recognize the universality of the need to relax, including that in our study younger listeners are slightly more likely to cite this benefit of listening to Classical music than are their older counterparts.

This positioning of Classical radio should involve the adoption of positioning language that is always used in conjunction with each station's call letters, dial position and/or brand. Any visual executions of the stations' logos should be accompanied by this positioning language. Furthermore, and perhaps most importantly, the external advertising we recommended earlier should exclusively focus on two related goals—increasing awareness of public Classical radio stations and growing listener perceptions that they are a source of relaxation and stress relief.

We will add that the commercial radio landscape could not be more inviting than it presently is for public Classical radio to seek out the relaxation/stress relief position. Smooth Jazz has largely disappeared as a commercial format in most markets and most Adult Contemporary stations have had to adapt to a dramatic contemporization in the tastes of its targets listeners that they must focus on contemporizing their music images instead of reinforcing the relaxation utility that many of them have previously marketed. The marketplace is essentially handing this opportunity to public Classical radio; it is time for the format to step up and invest in the relaxation position accordingly.

3. **Classical radio should recognize younger and ethnic listeners as potential sources of growth, but should not deviate from the broader market positioning strategy when courting them.** There is upside for Classical radio in virtually all segments of the 30- to 64-year-old population we measured, but that upside is greater among the younger and

ethnic demographic cells that are less likely to be currently using Classical radio. This is exciting for the format given its need to attract a new generation of listeners and donors and because of the increasing ethnic diversity of the American population.

It is important to note, however, that the message of relaxation and stress relief is as—if not more—compelling to the younger and ethnic audience as it is to overall target of consumers with a proclivity for listening to Classical music. Thus, while it is advisable for Classical stations to present themselves as youthfully and as inclusively as they possibly can, attracting younger and ethnic listeners will not require doing anything different than the broader goals of the format (i.e., raising awareness and increasing perceptions of it as a source of relaxation and stress relief). In fact, any efforts to bend over backwards to attract these listeners could distract from these broader goals.

4. **Classical radio should move forward with confidence in the appeal of its on-air product.** Much as we observed in last year's Focus Group study, those who listen to public Classical radio are satisfied with the programming executions of these stations. The music mixes are in synch with their tastes, the hosts are appreciated and the specialty shows are well-liked. Furthermore, those aware of the stations who do not listen to them frequently do not cite any obvious reason for not using them more; in most cases, these listeners are seeking a more personalized music selection that is difficult for a radio station to cater to.

5. **Classical radio should be cautious about “going overboard” with news and service elements.** The overall conclusion is that listeners are satisfied with the news and information they receive from public Classical radio stations, even if it is not a big usage driver for these stations.

There is, however, a meaningful minority of Classical radio listeners who agree that it would be preferable if these stations focused on music and left providing service elements to other stations. With that in mind, it is likely advisable for most public Classical radio stations to maintain their existing level of service elements and avoid expanding the amount of news and information they provide.

6. **Classical radio should reassess its approach to arts community events.** The bottom line is that consumers have no recollection of the extensive efforts many public Classical stations put into being present at events in their local arts communities. This means that (a) stations are not at events that generate significant traffic, (b) do not execute their presence at these events in memorable ways or—the mostly likely—(c) some combination of these two problems. We urge Classical stations to examine their arts community event planning closely to ensure that they are present at the right events and when they are, they execute their presences in a way that will enhance recall of their efforts.

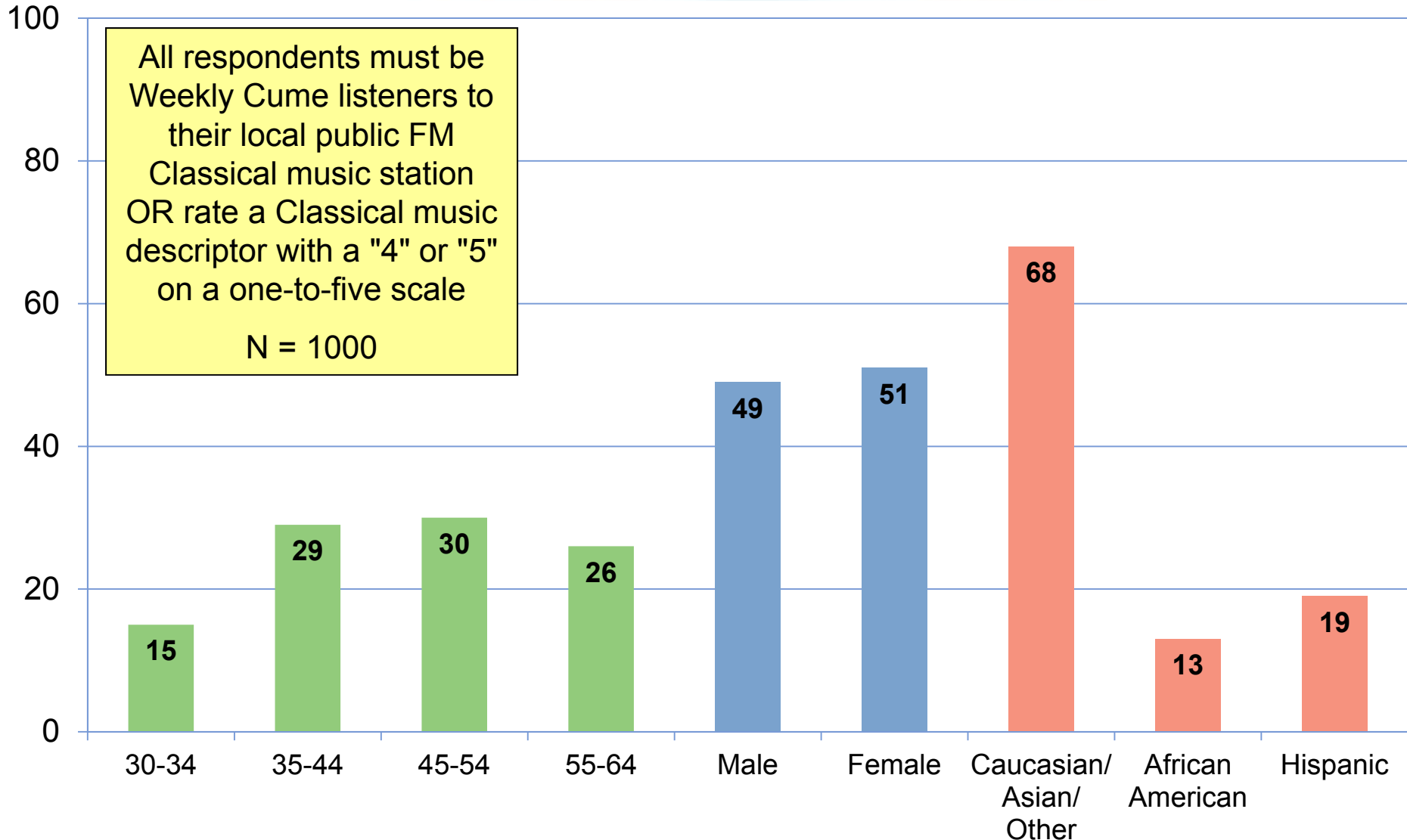
Sample

Target Sample Composition

By Age, Gender & Ethnicity

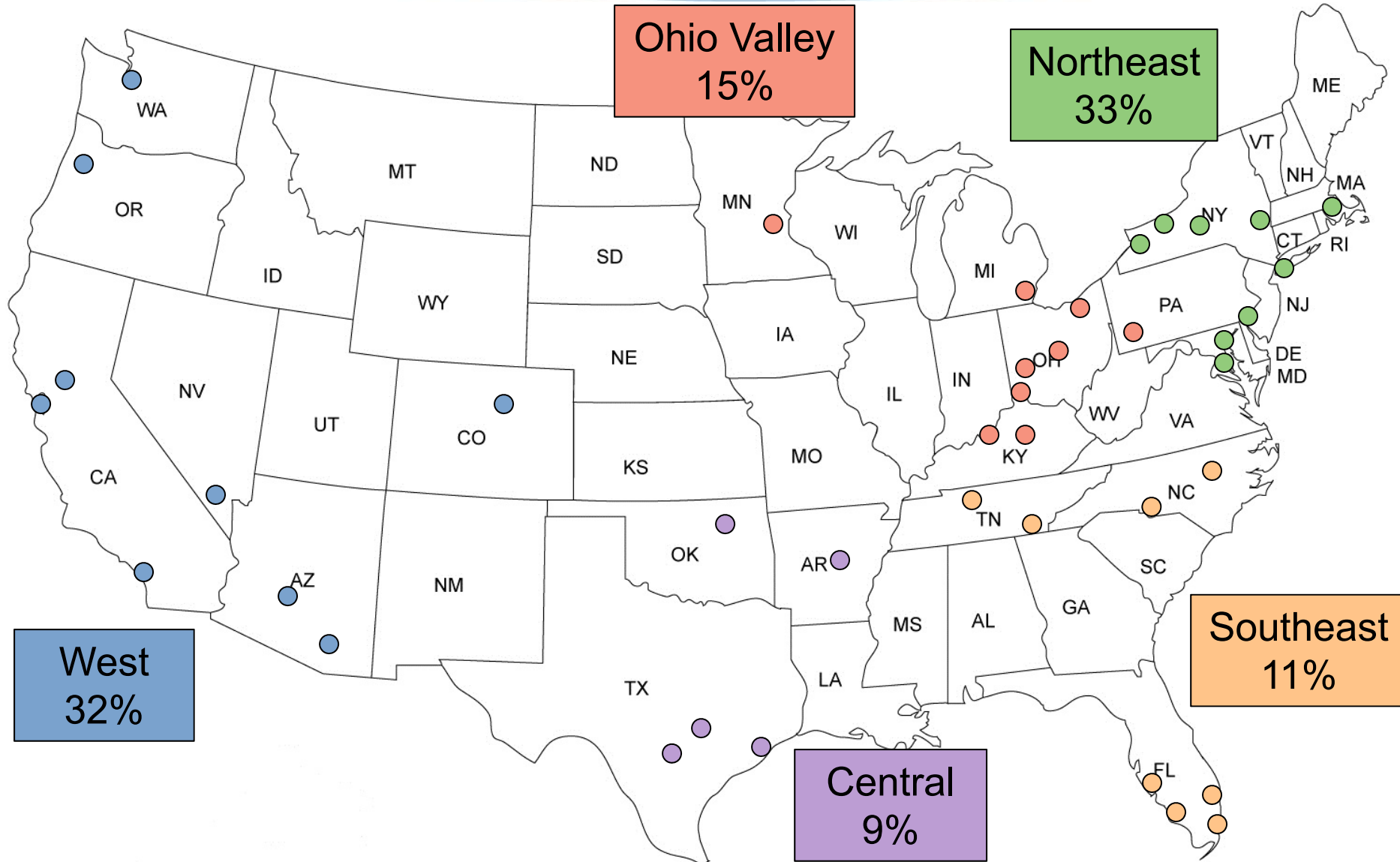
All respondents must be
Weekly Cume listeners to
their local public FM
Classical music station
OR rate a Classical music
descriptor with a "4" or "5"
on a one-to-five scale

N = 1000



Target Sample Composition

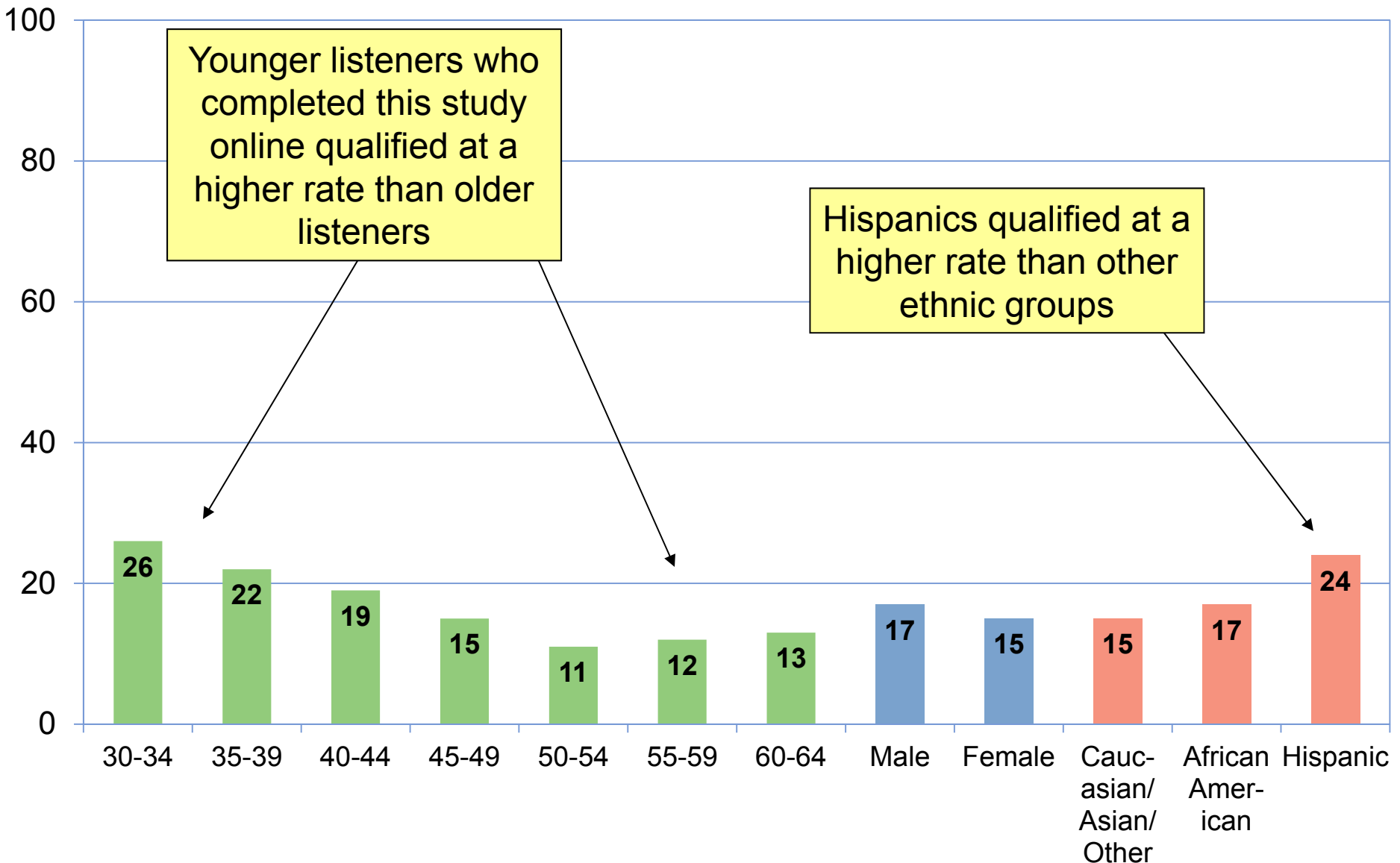
By Region



The Classical Appetite

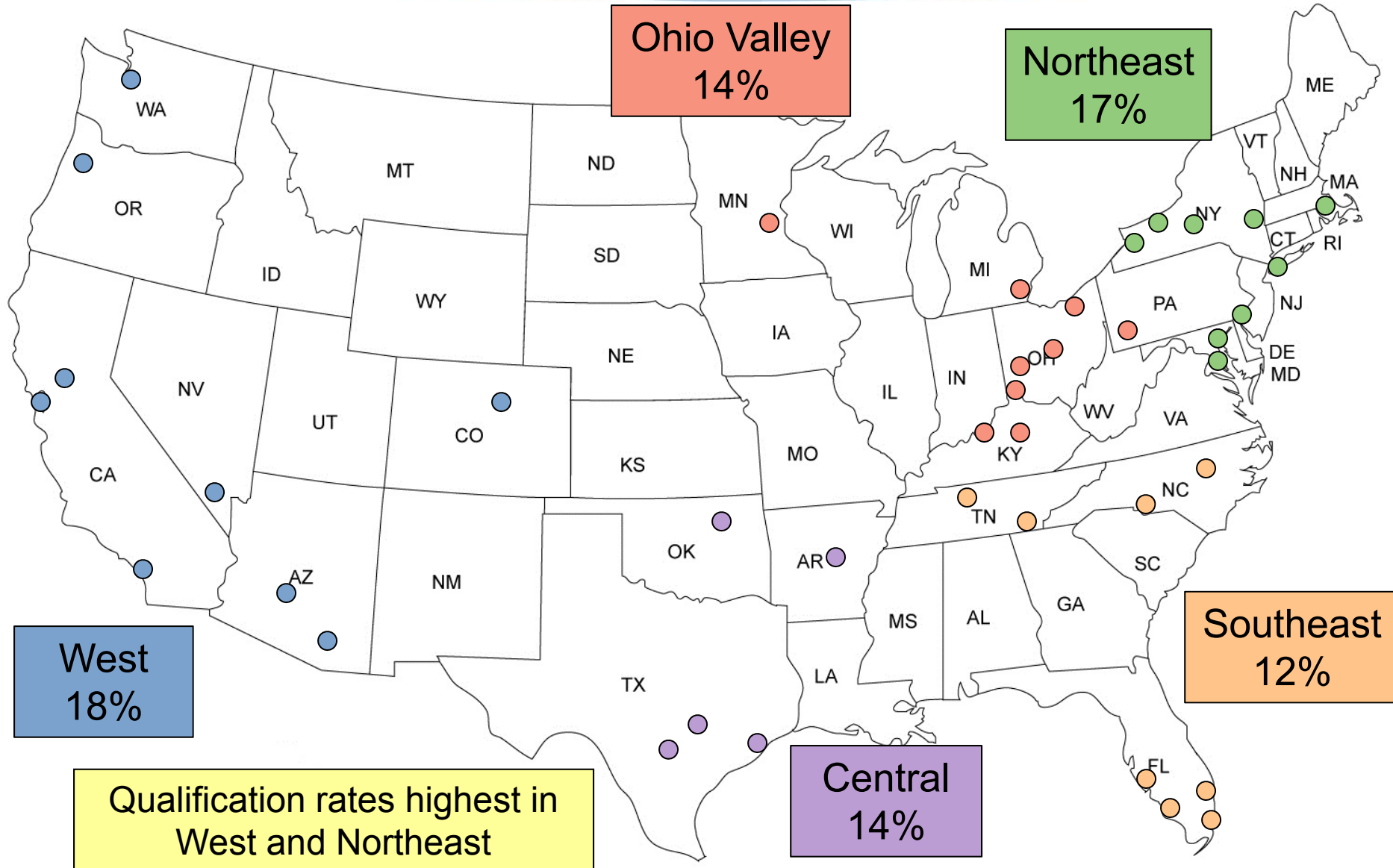
Study Qualification

Among Online Respondents By Age, Gender & Ethnicity



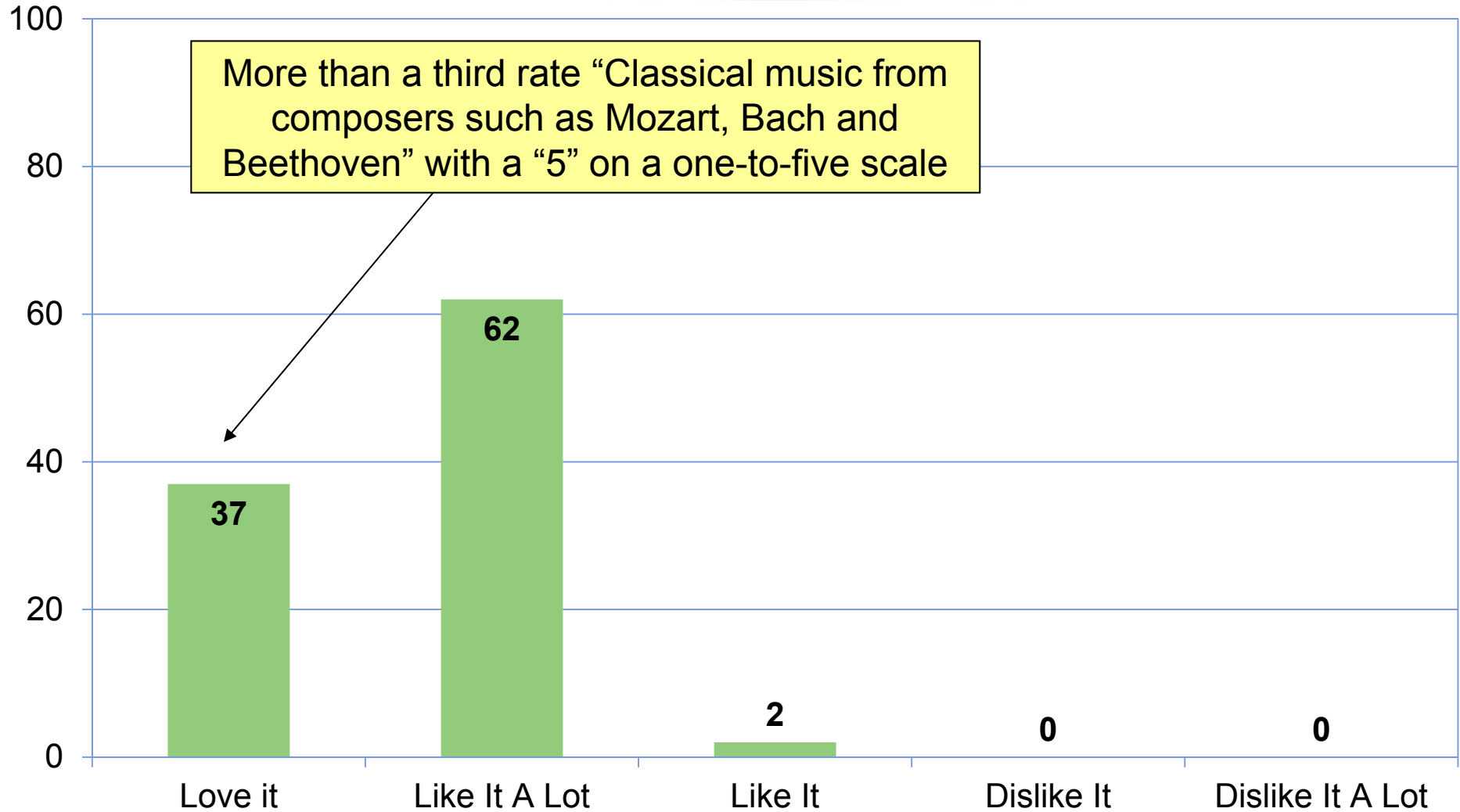
Study Qualification

By Region



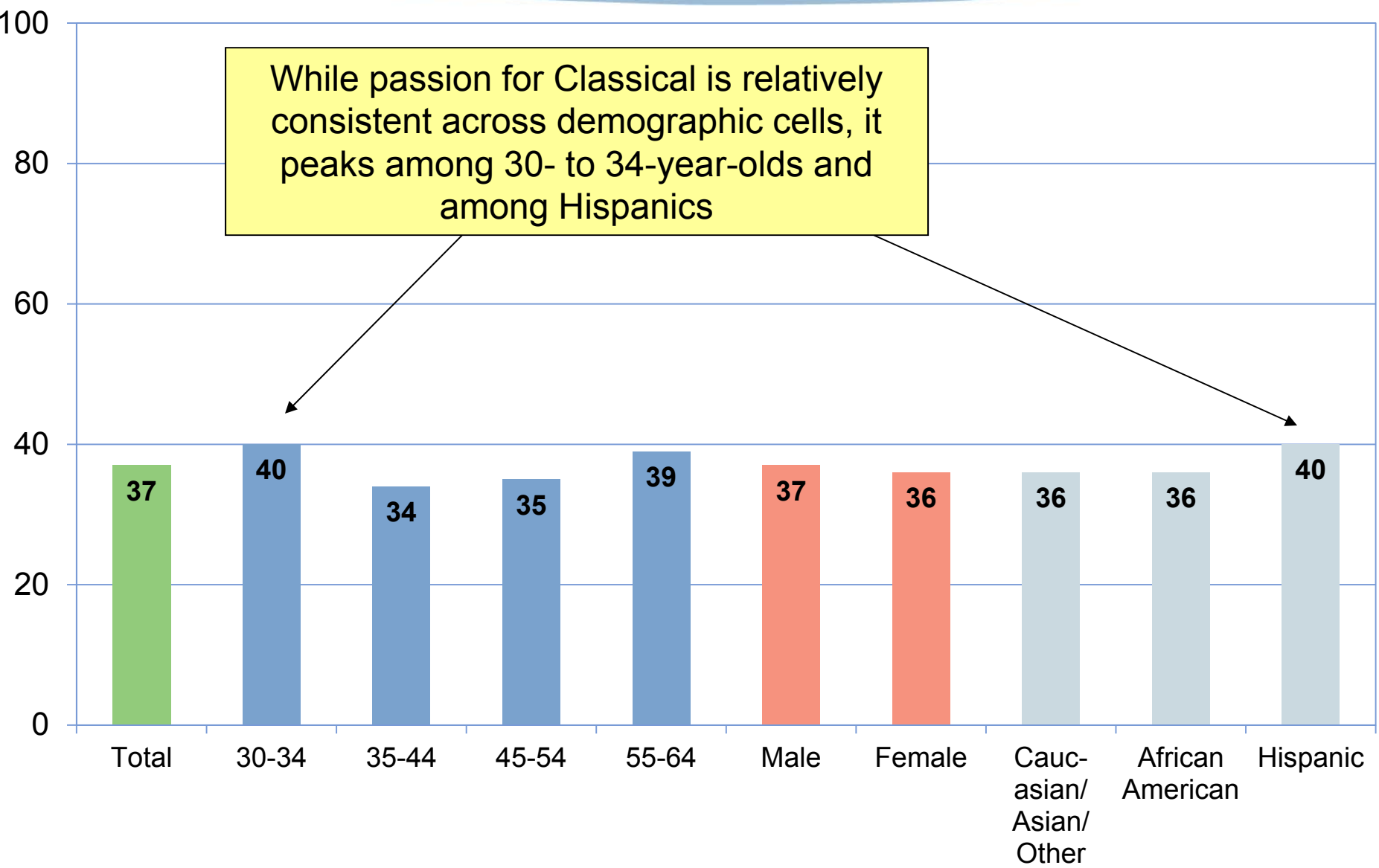
Classical Music Popularity

Among All Listeners



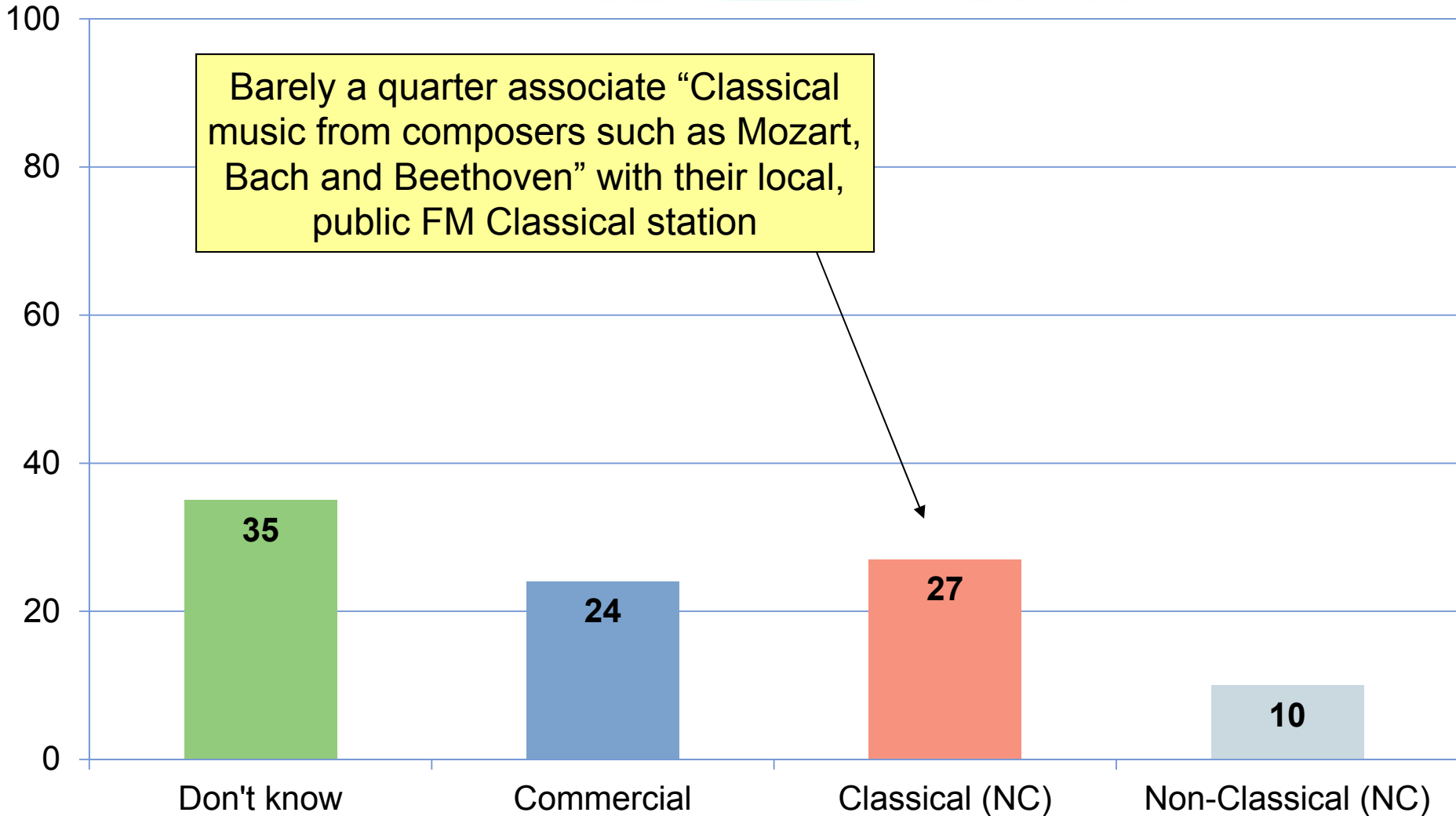
Classical Music Popularity

“Love It” By Age, Gender & Ethnicity



Classical Music Fit

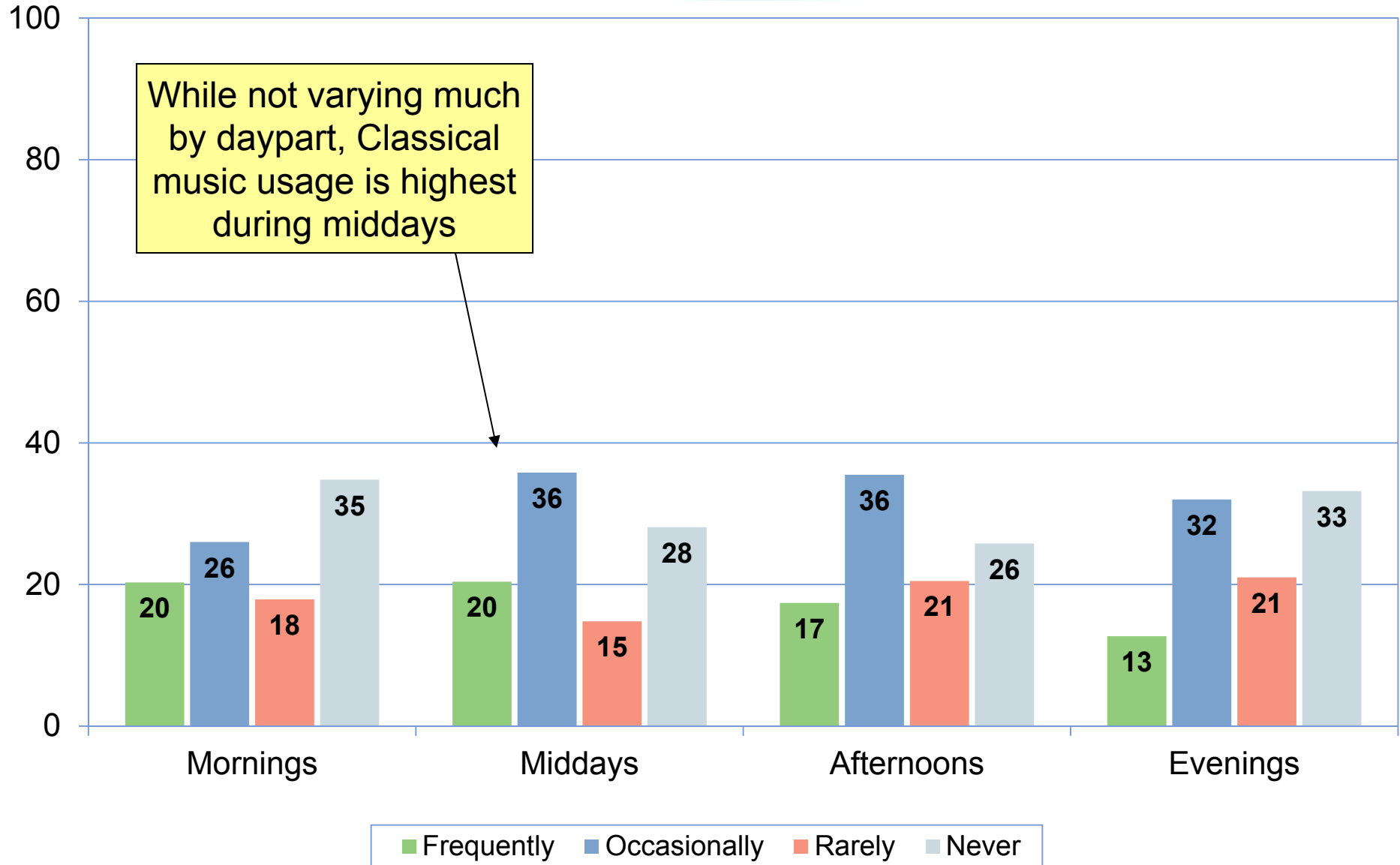
Among All Listeners



Classical Media Usage

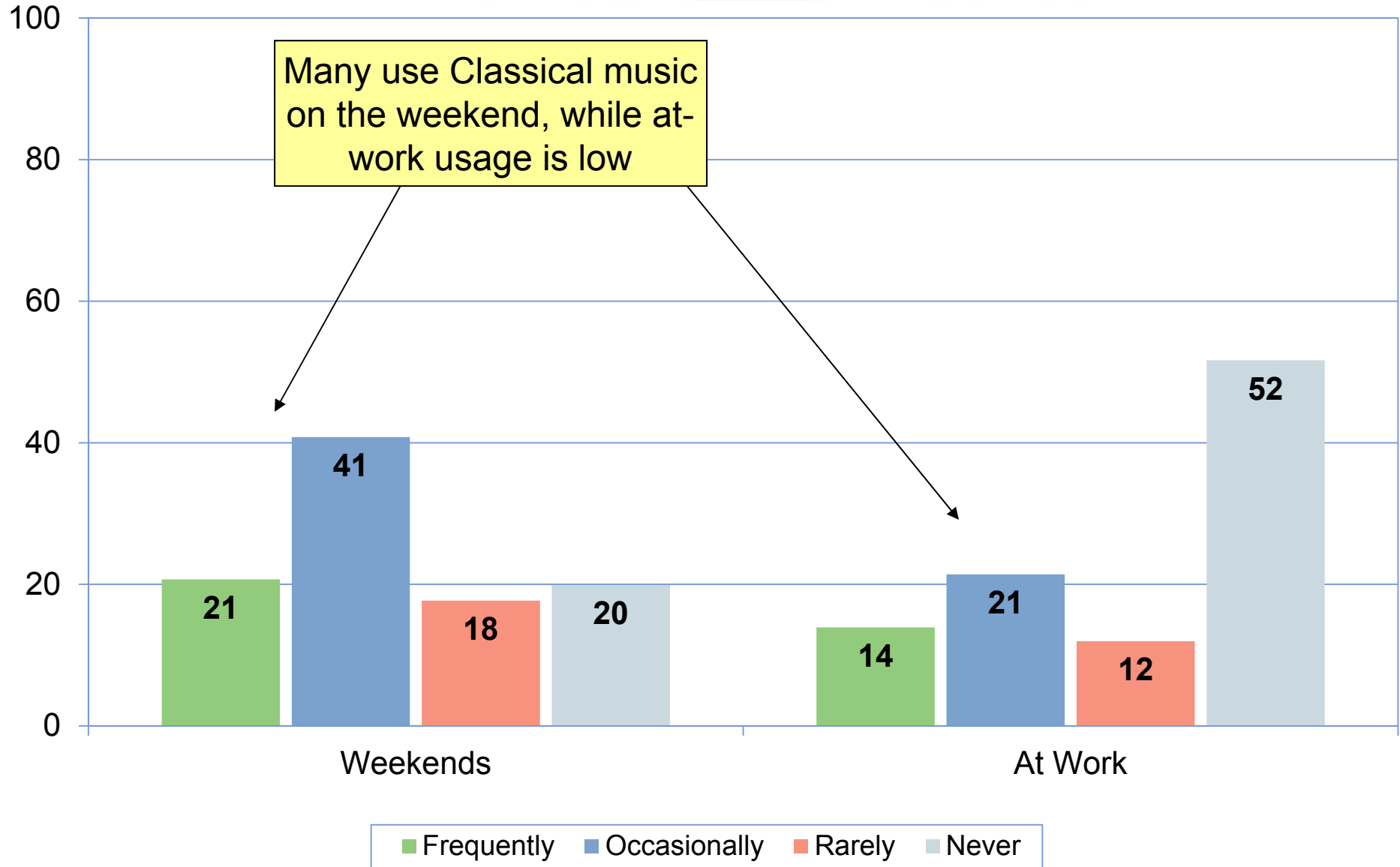
Classical Music Usage

By Weekday Daypart



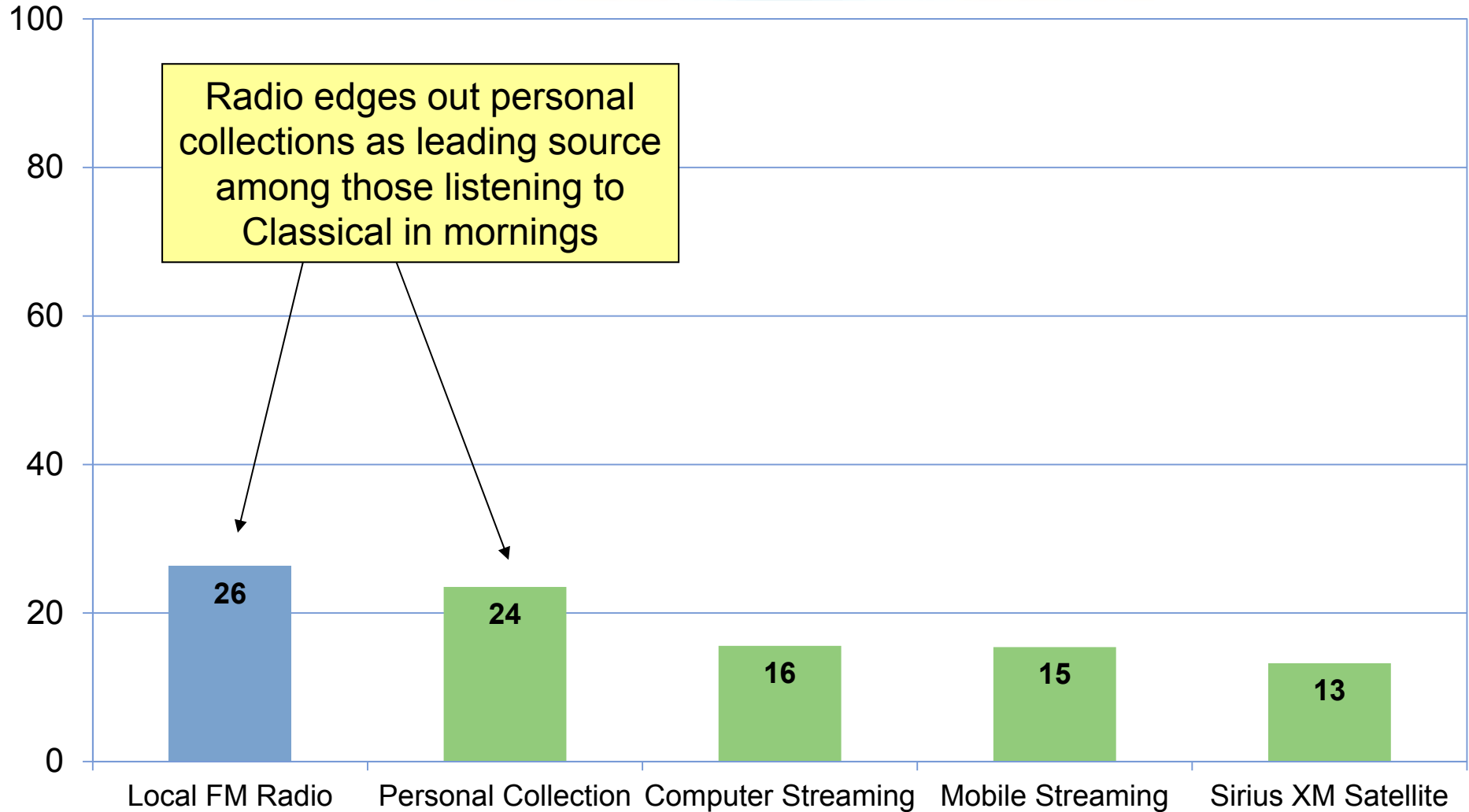
Classical Music Usage

By Other Daypart



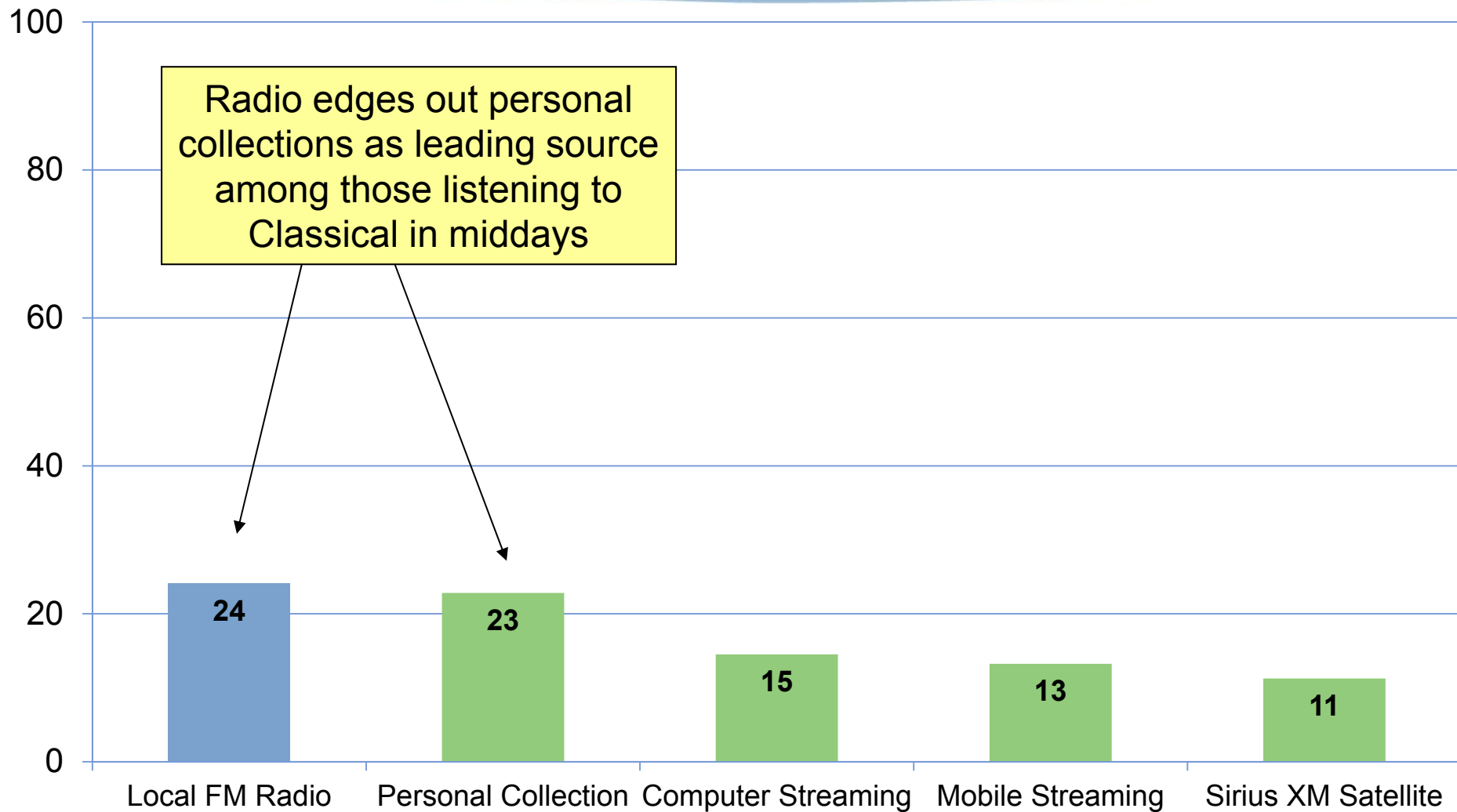
Classical Music Morning Usage By Source

“Frequently” Among Classical Music Morning Users



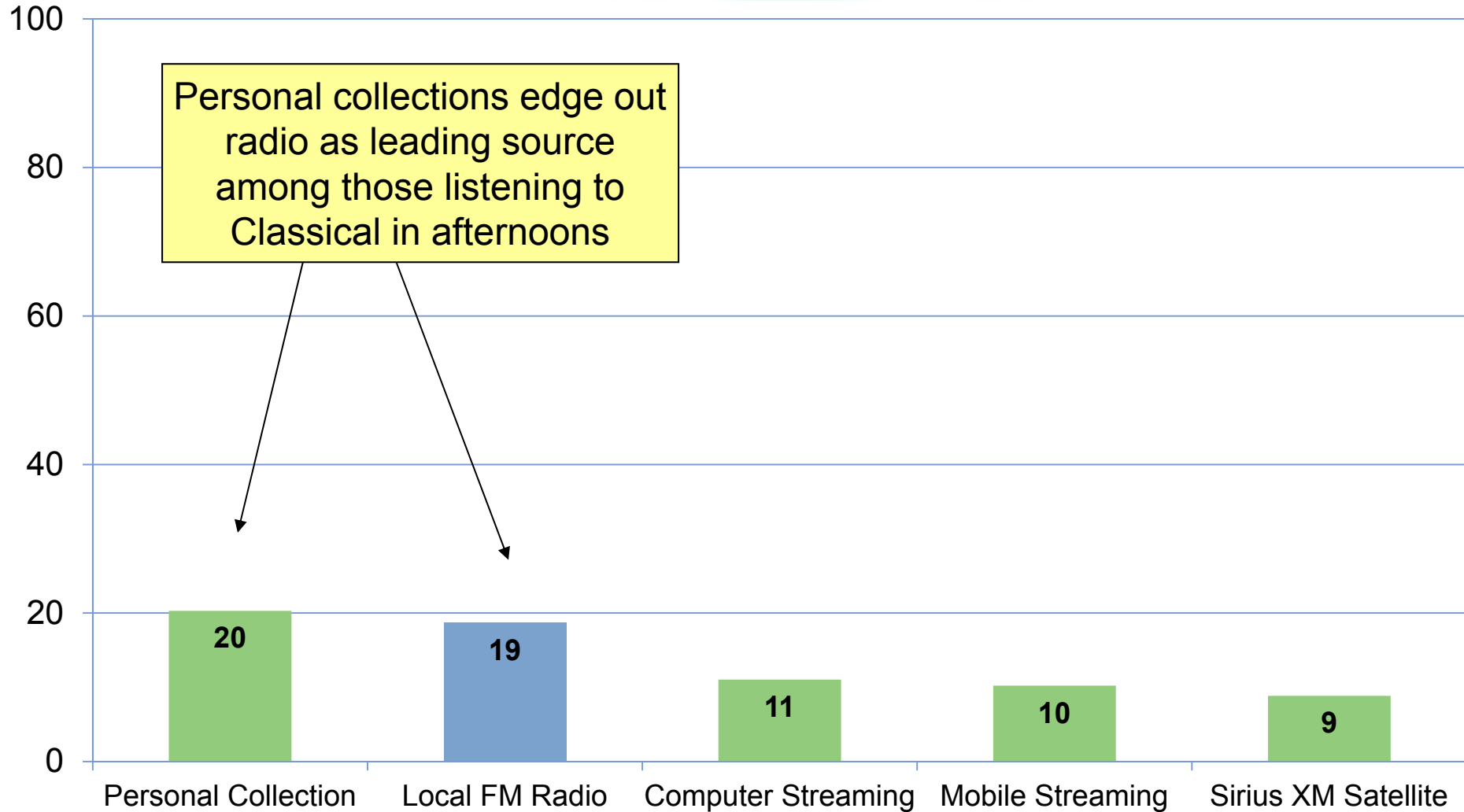
Classical Music Midday Usage By Source

“Frequently” Among Classical Music Midday Users



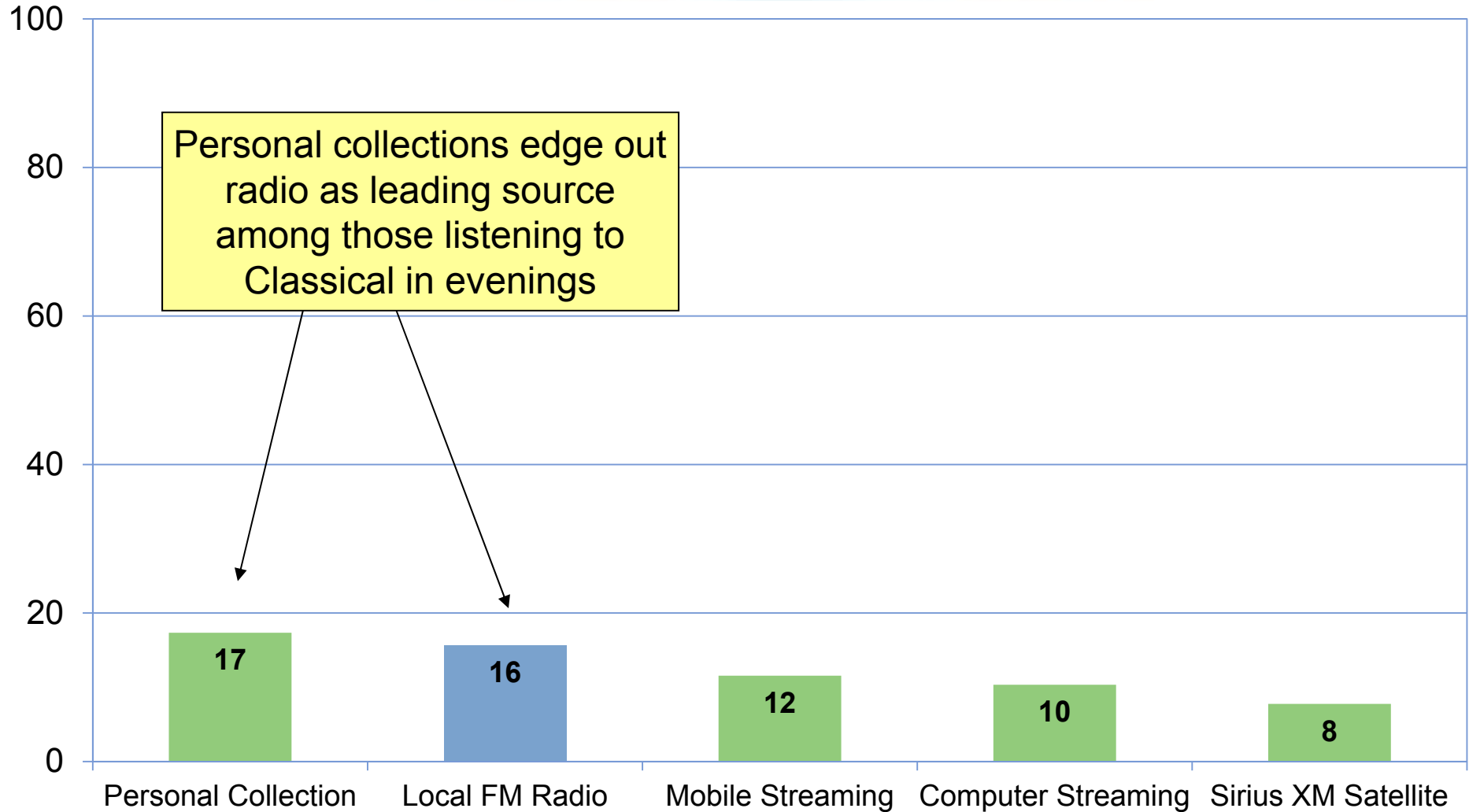
Classical Music Afternoon Usage By Source

“Frequently” Among Classical Music Afternoon Users



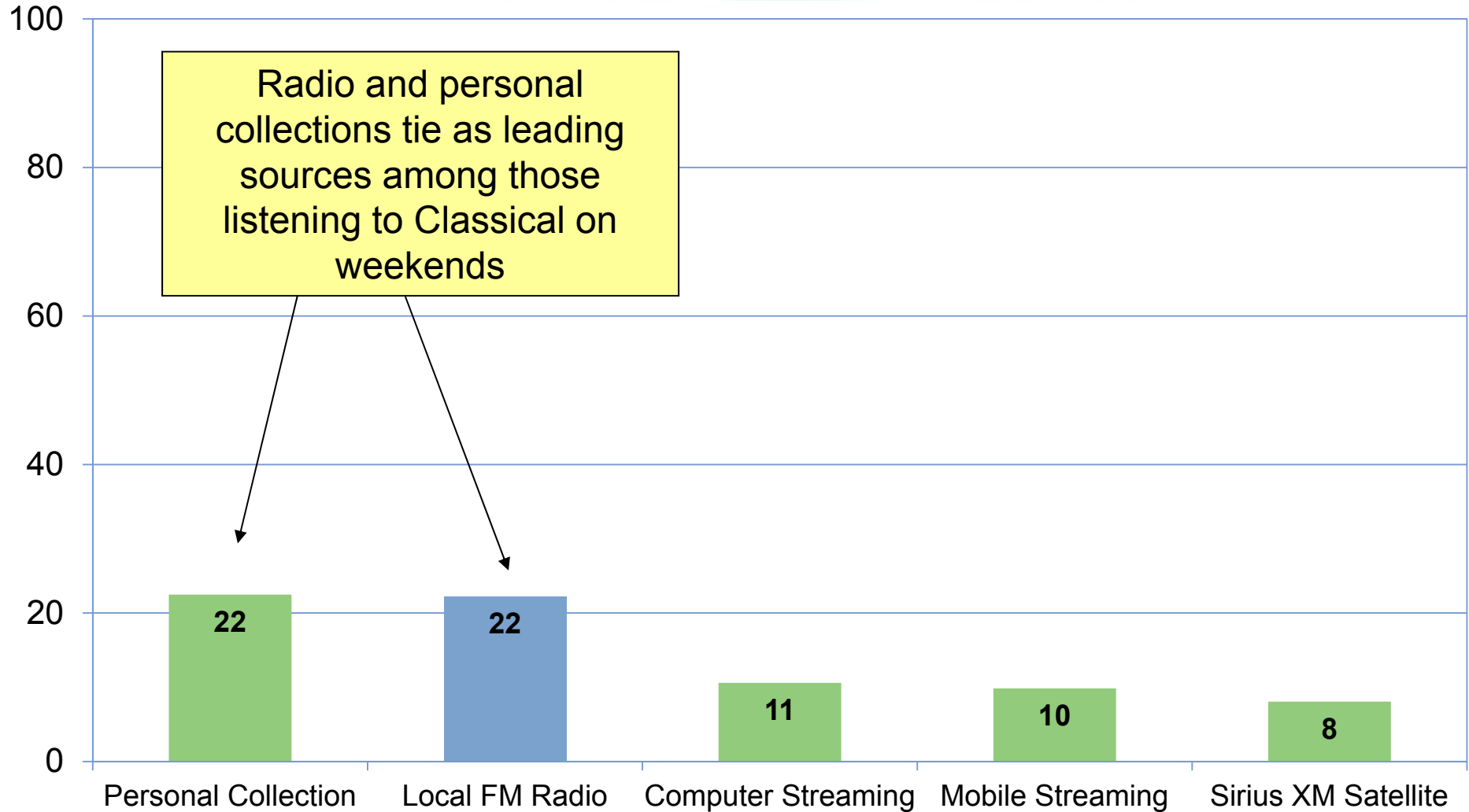
Classical Music Evening Usage By Source

“Frequently” Among Classical Music Evening Users



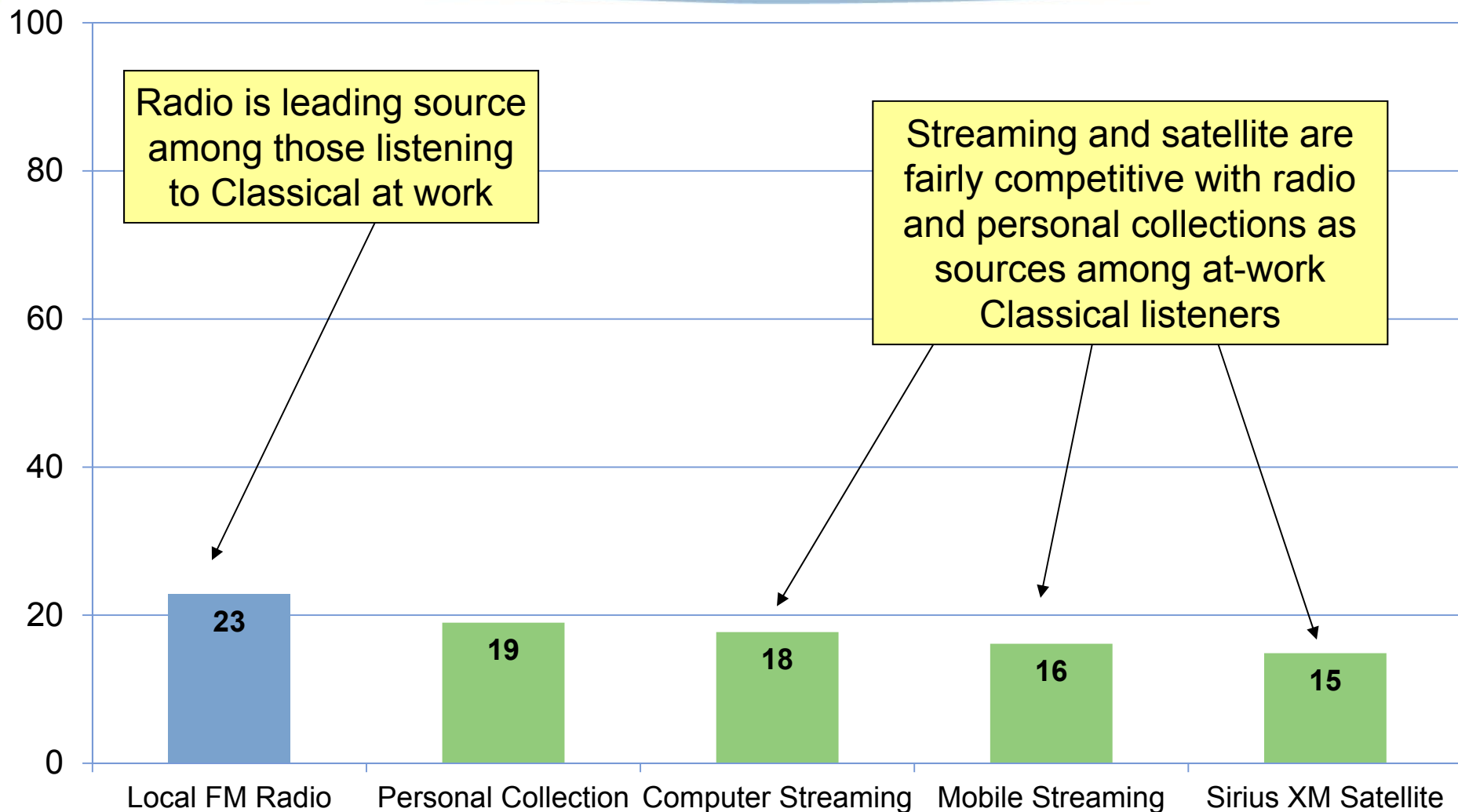
Classical Music Weekend Usage By Source

“Frequently” Among Classical Music Weekend Users



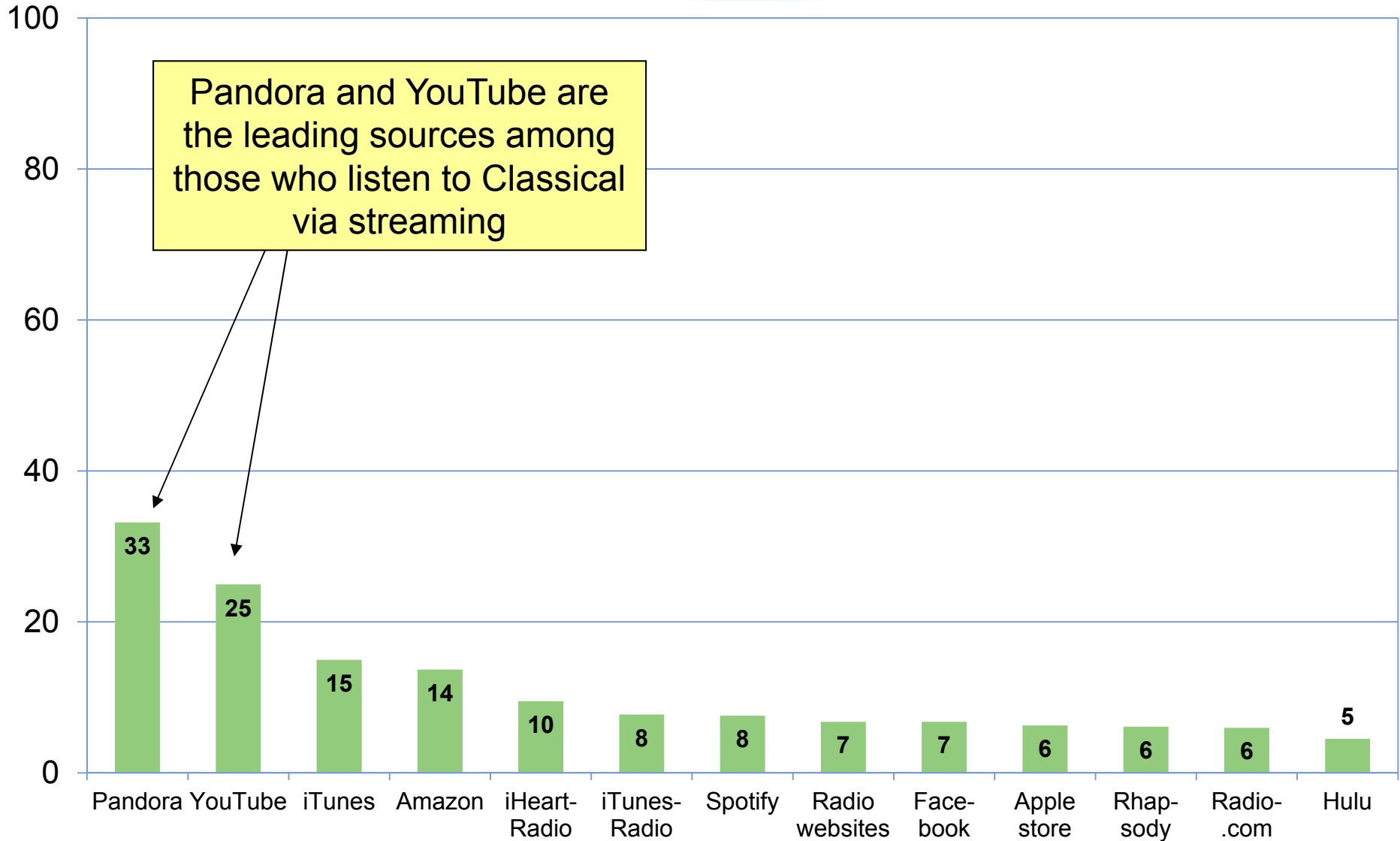
Classical Music At Work Usage By Source

“Frequently” Among Classical Music At Work Users



Streaming Media Sources

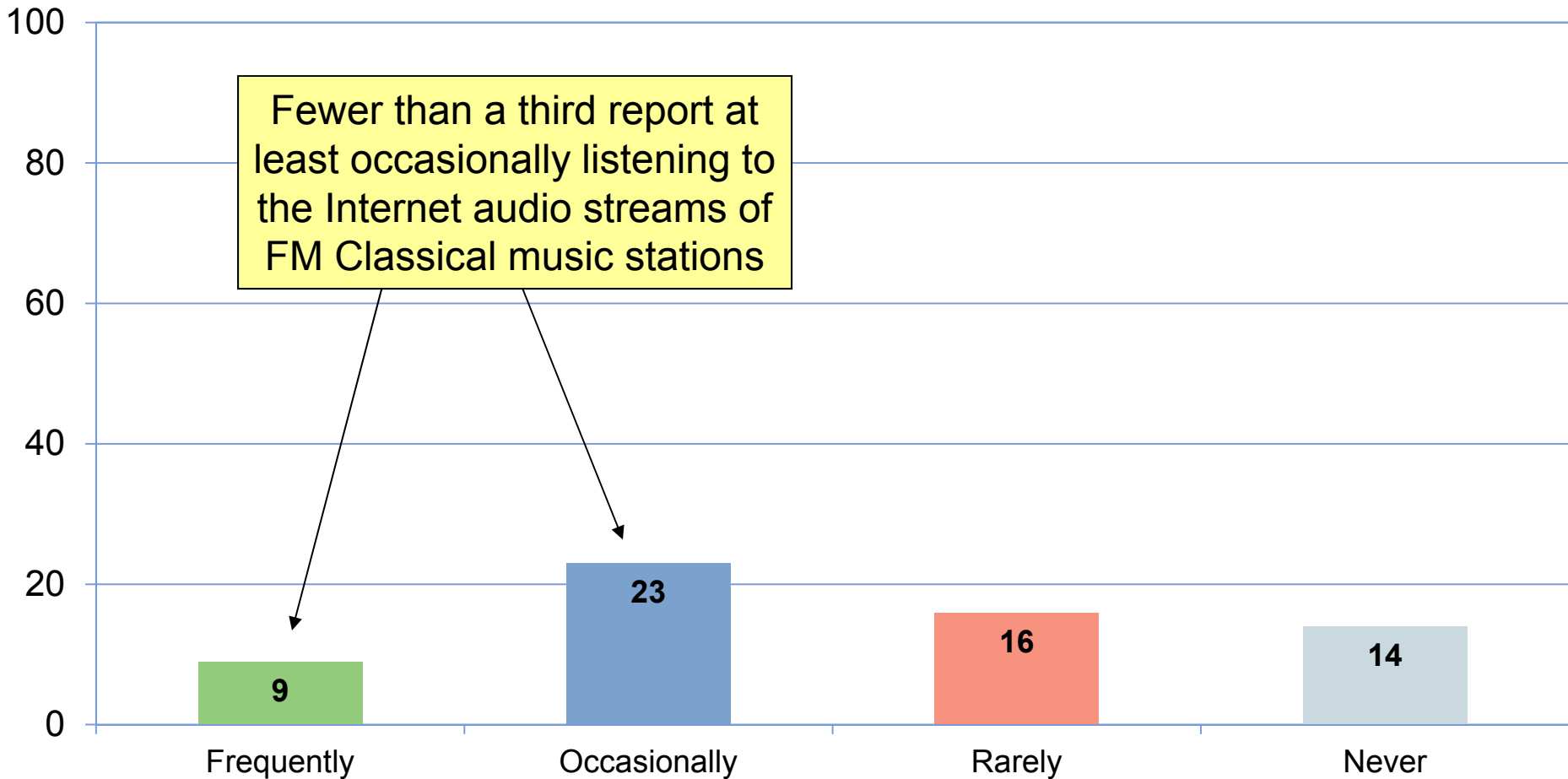
Among Those Who Listen To Classical Via Streaming



FM Classical Music Station Stream Usage

Among All Listeners

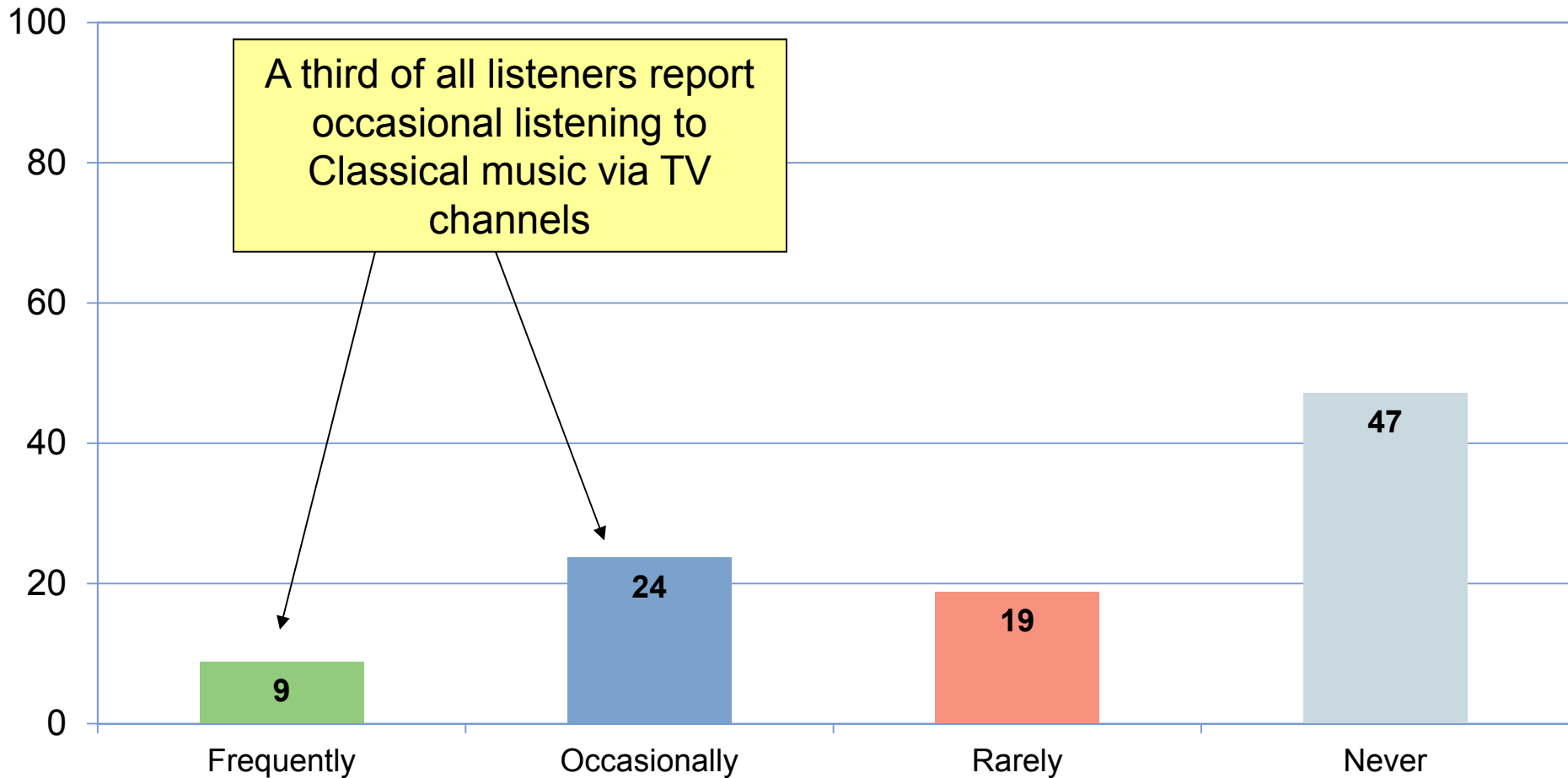
Internet audio streams of FM Classical music stations



Cable/ Satellite Classical Music Channel Usage

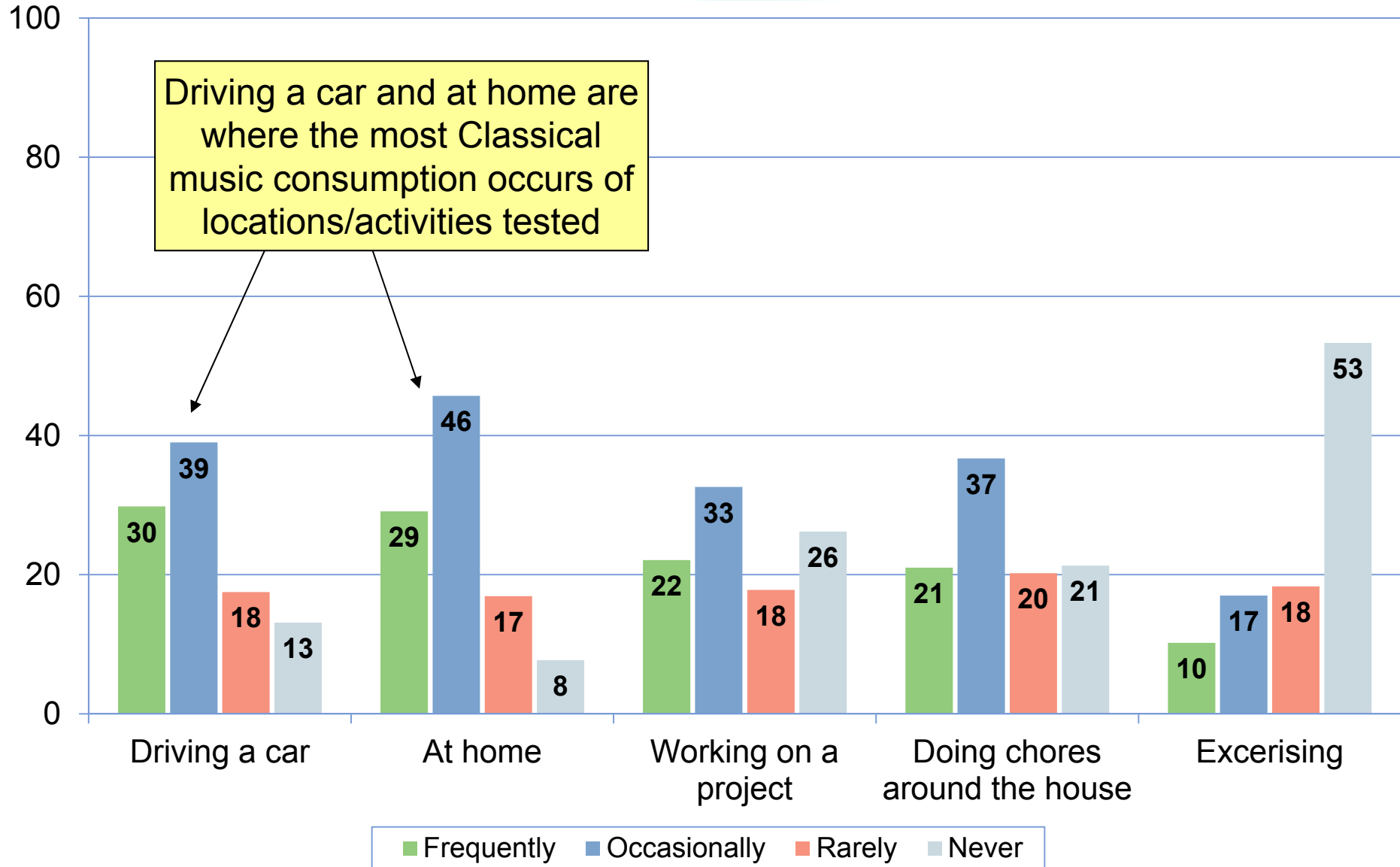
Among All Listeners

Classical music via a cable or satellite television channel



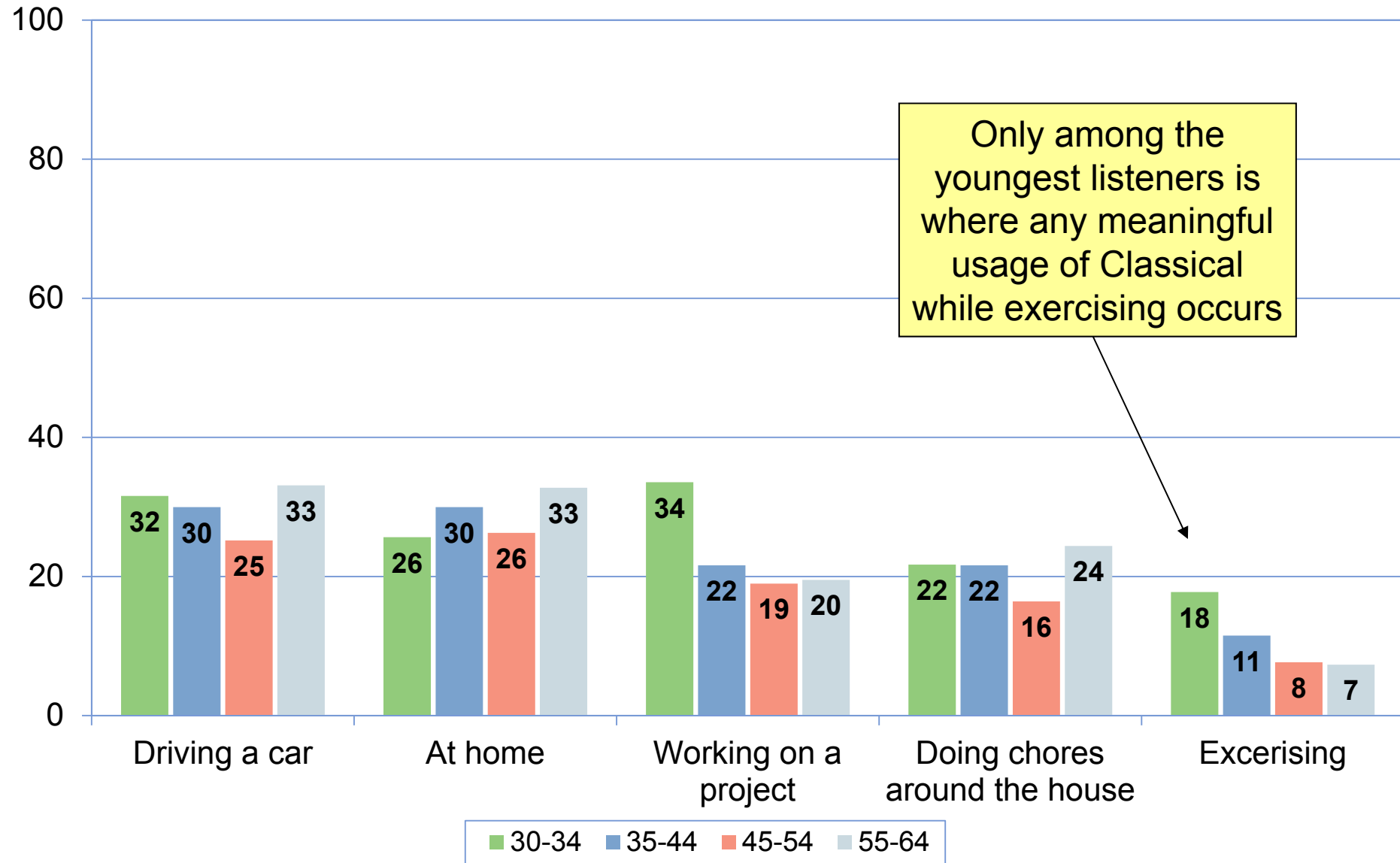
Classical Music Listening Locations

Among All Listeners



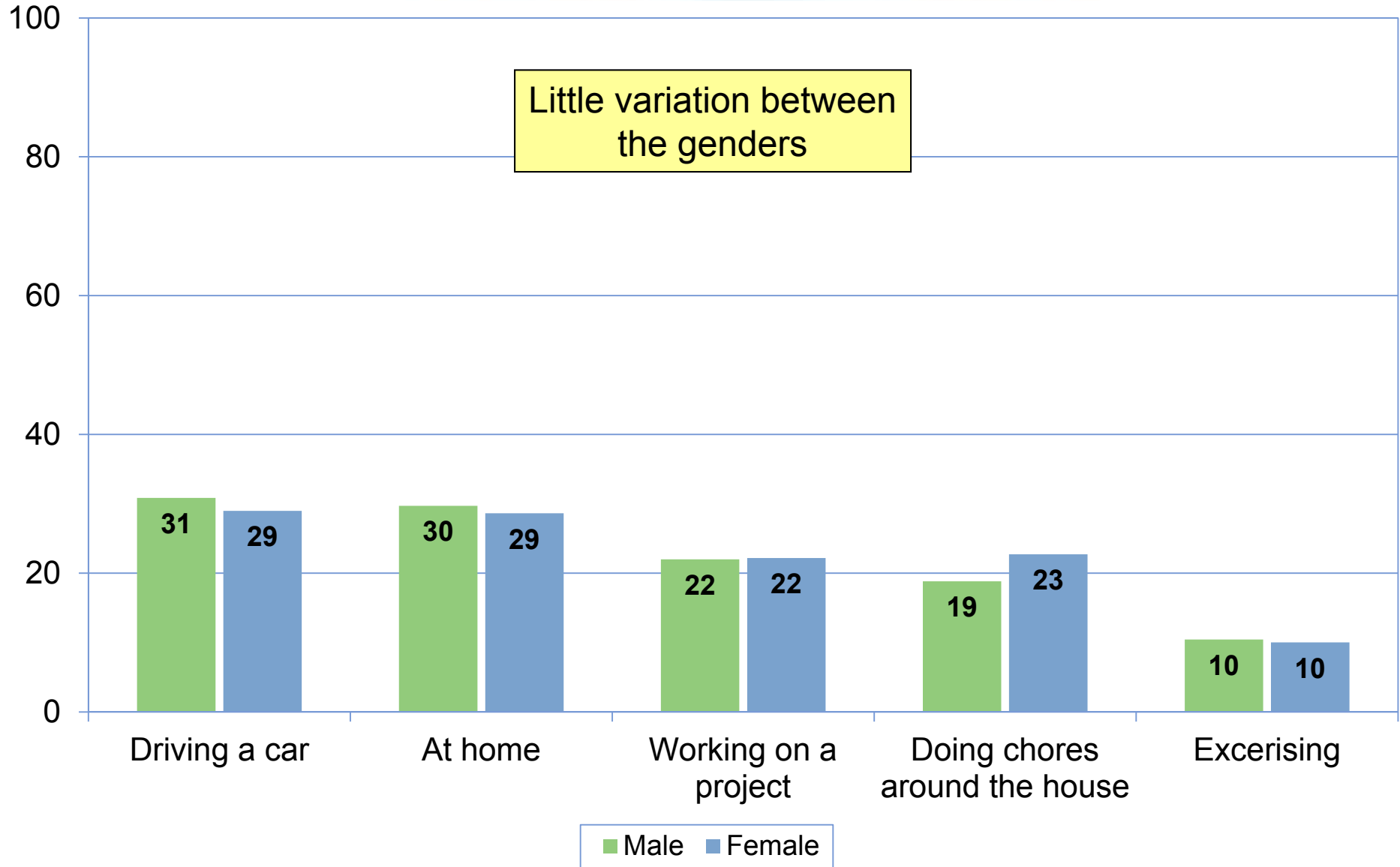
Classical Music Listening Locations

“Frequently” By Age



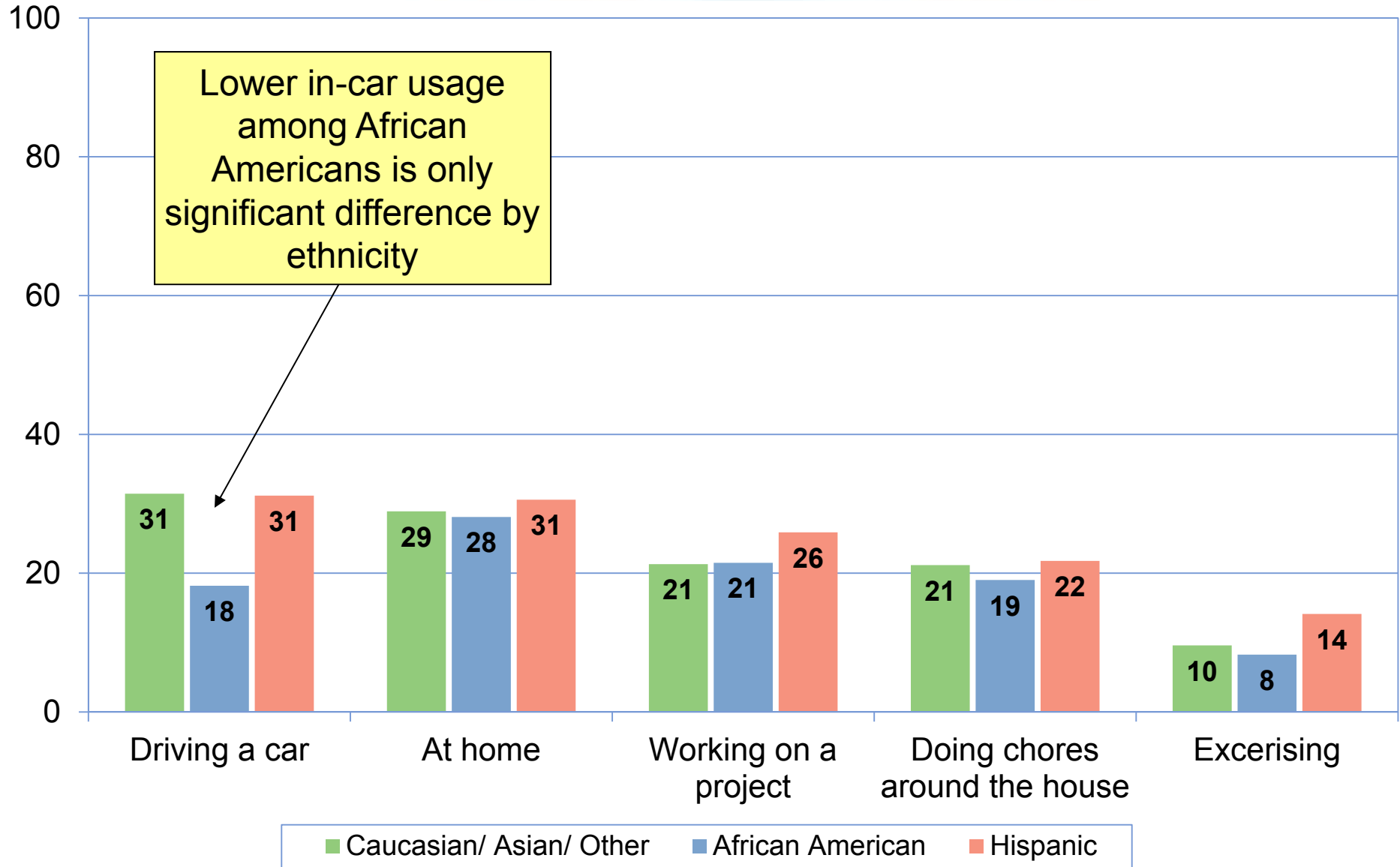
Classical Music Listening Locations

“Frequently” By Gender



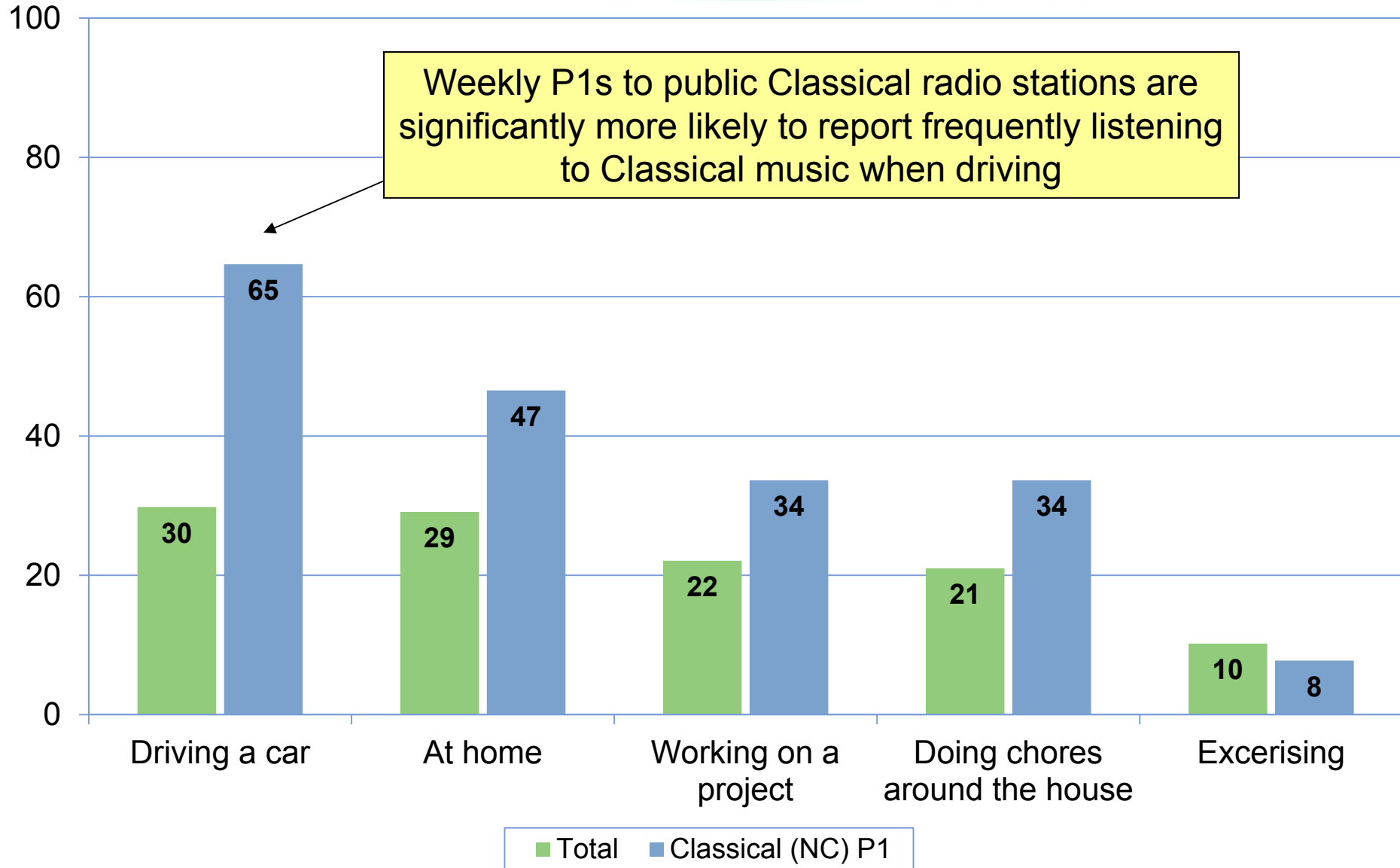
Classical Music Listening Locations

“Frequently” By Ethnicity



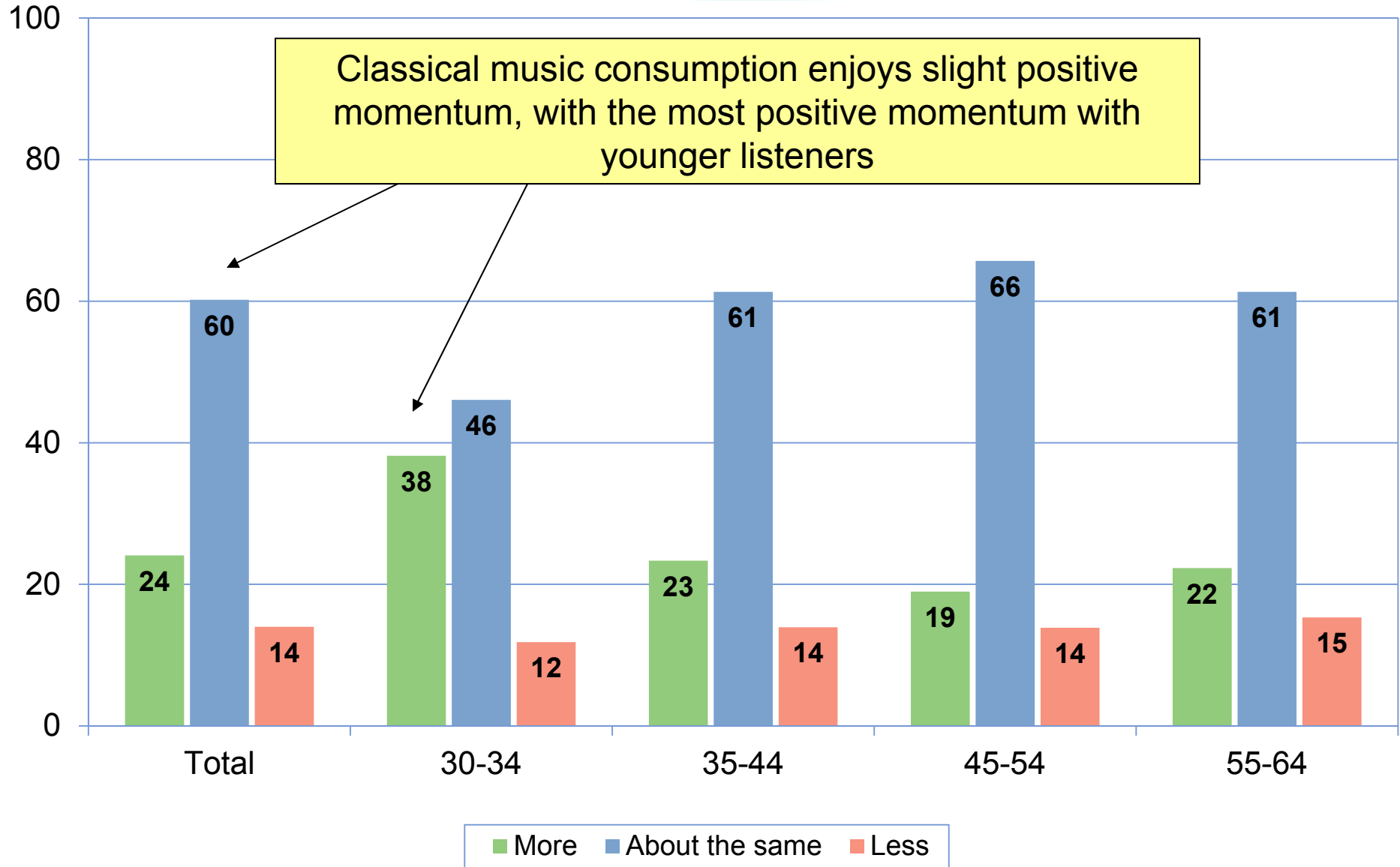
Classical Music Listening Locations

“Frequently” Among All Listeners Vs. Classical (NC) P1 Listeners



Classical Music Listening Momentum

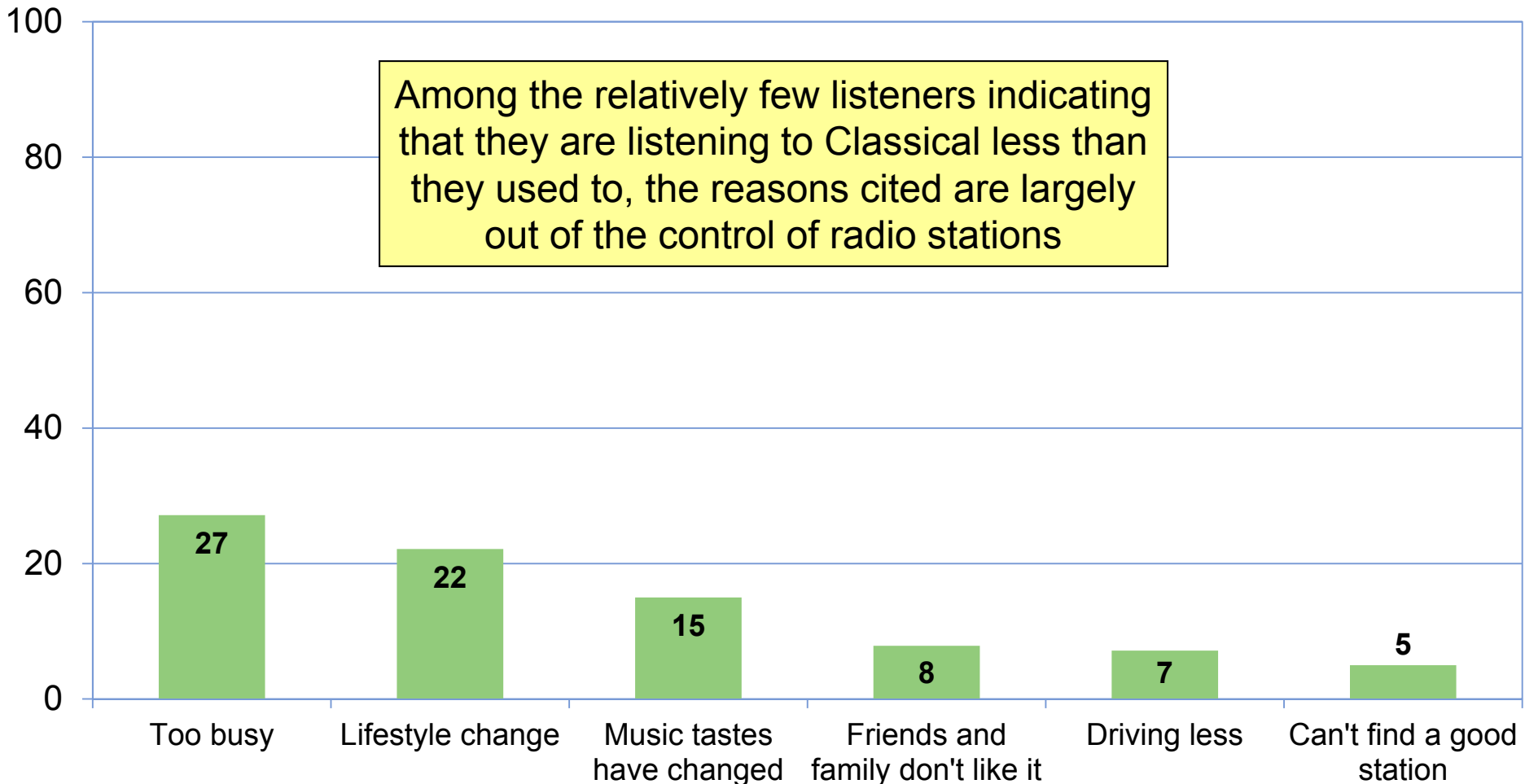
By Age



Classical Music Listening Momentum Verbatim

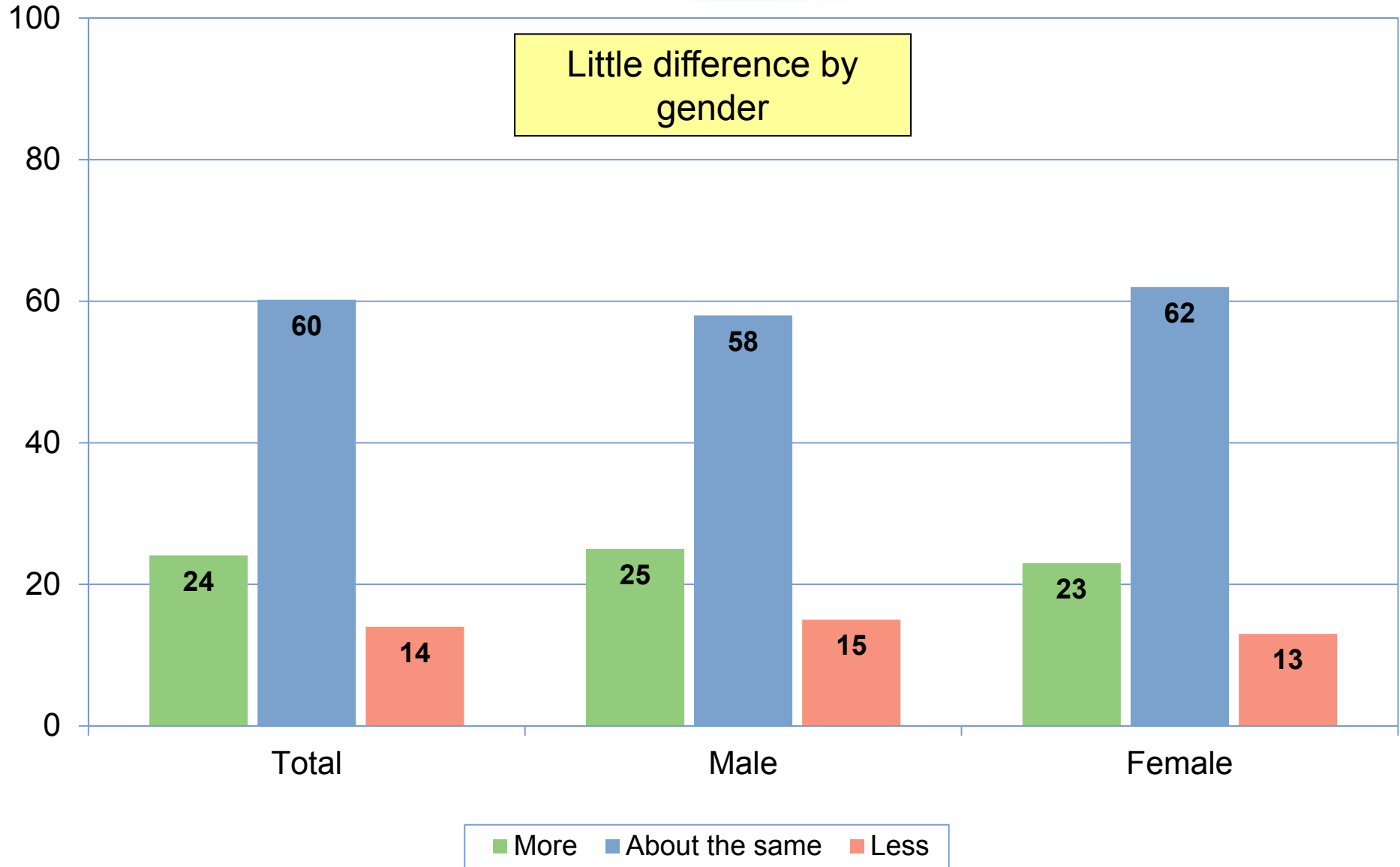
Among Those Listening “Less”

Why are you listening to Classical music less than you used to?



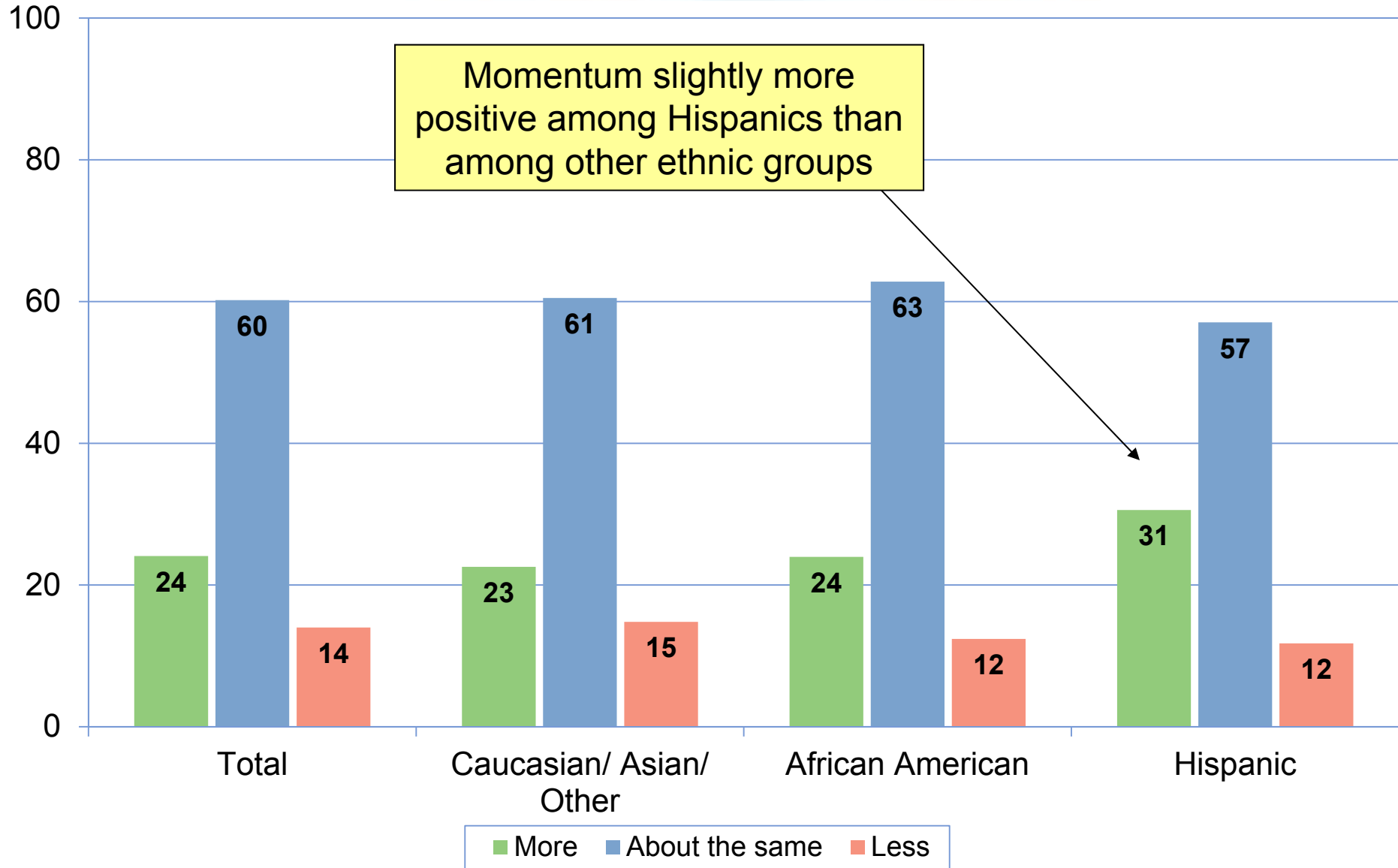
Classical Music Listening Momentum

By Gender



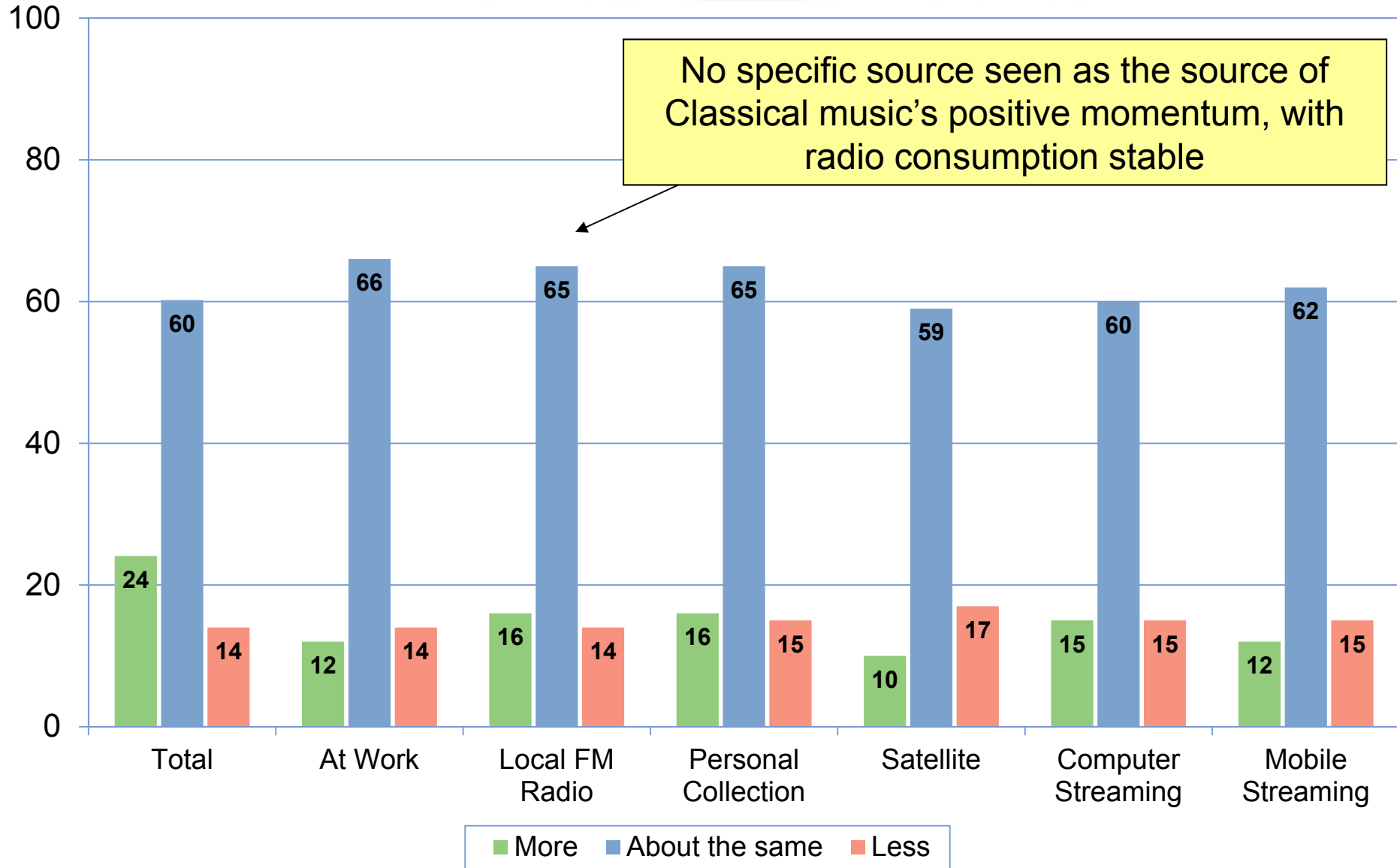
Classical Music Listening Momentum

By Ethnicity



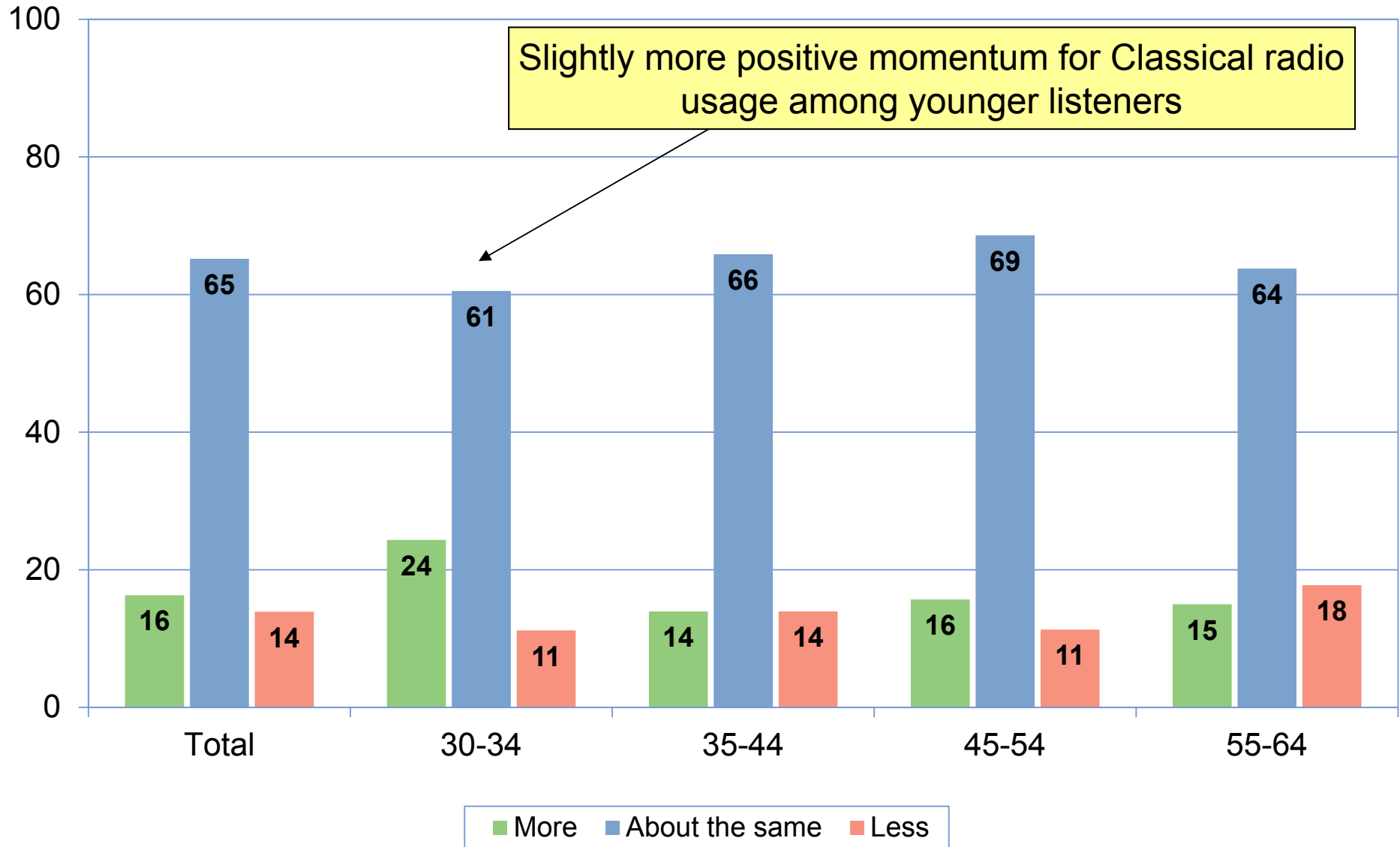
Classical Music Listening Momentum

By Source



Classical Music Listening On Local FM Radio Momentum

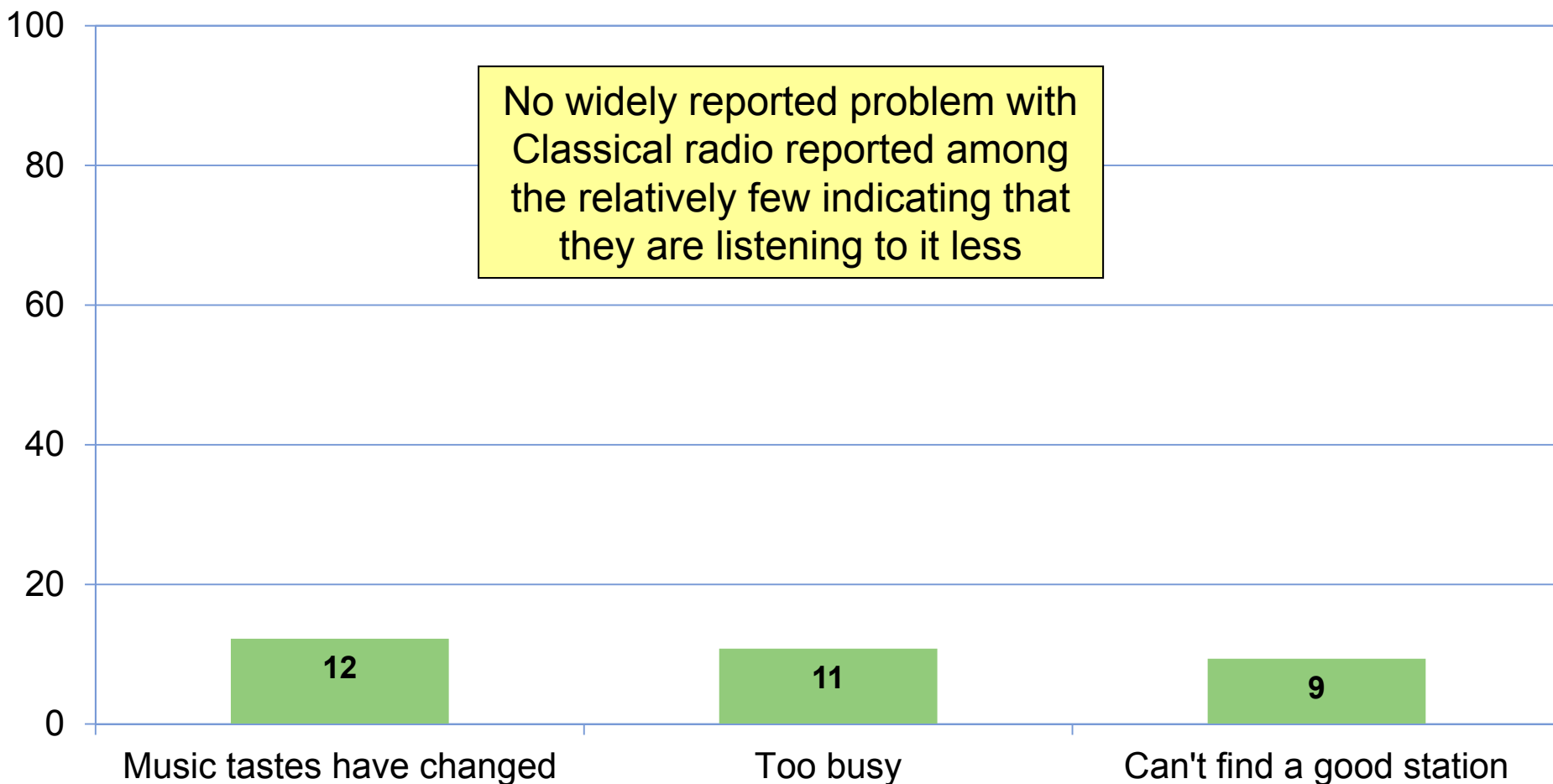
By Age



Classical Music Listening On Local FM Radio Momentum Verbatim

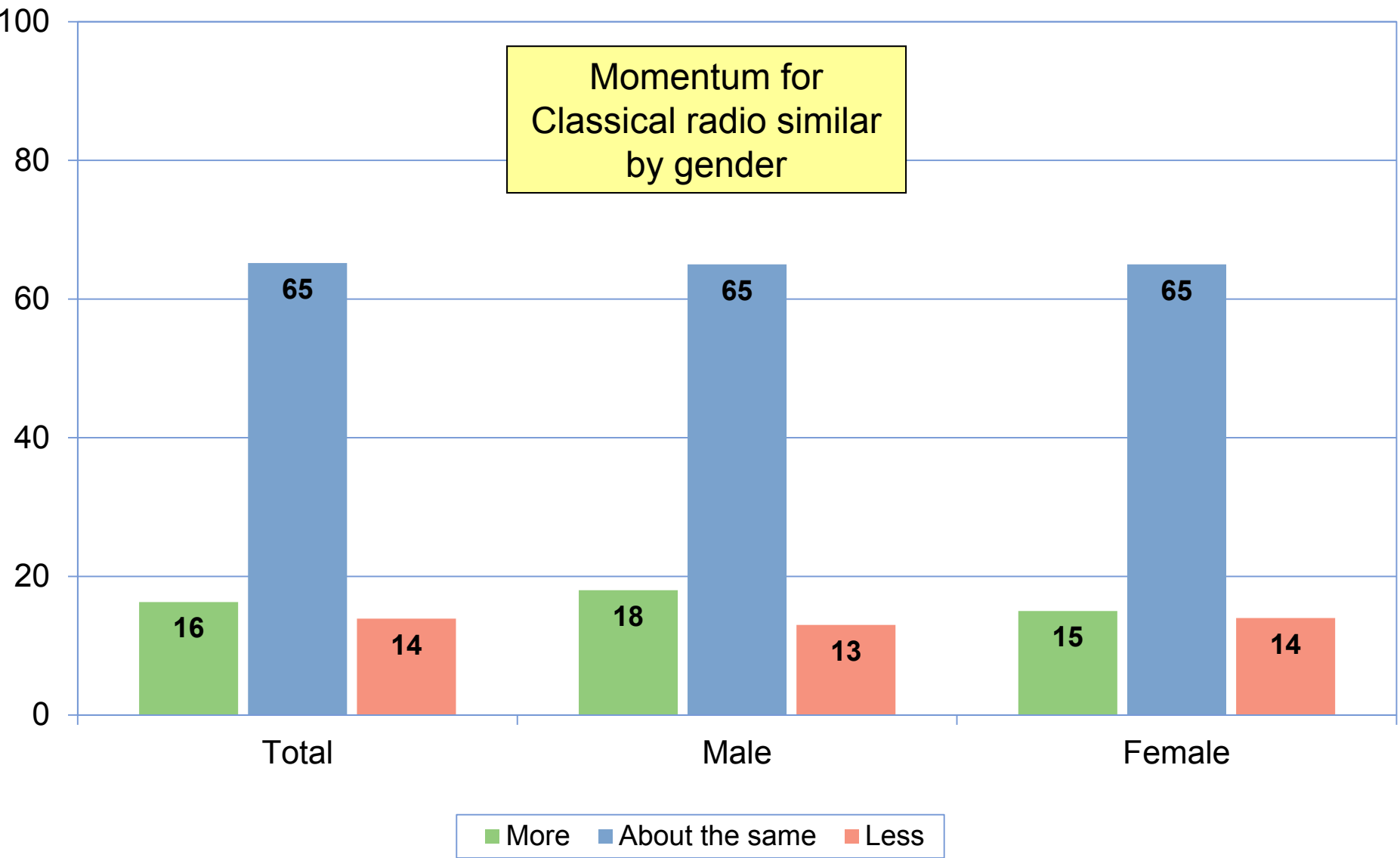
Among Those Listening “Less”

Why are you listening to Classical music on a local FM radio station less than you used to?



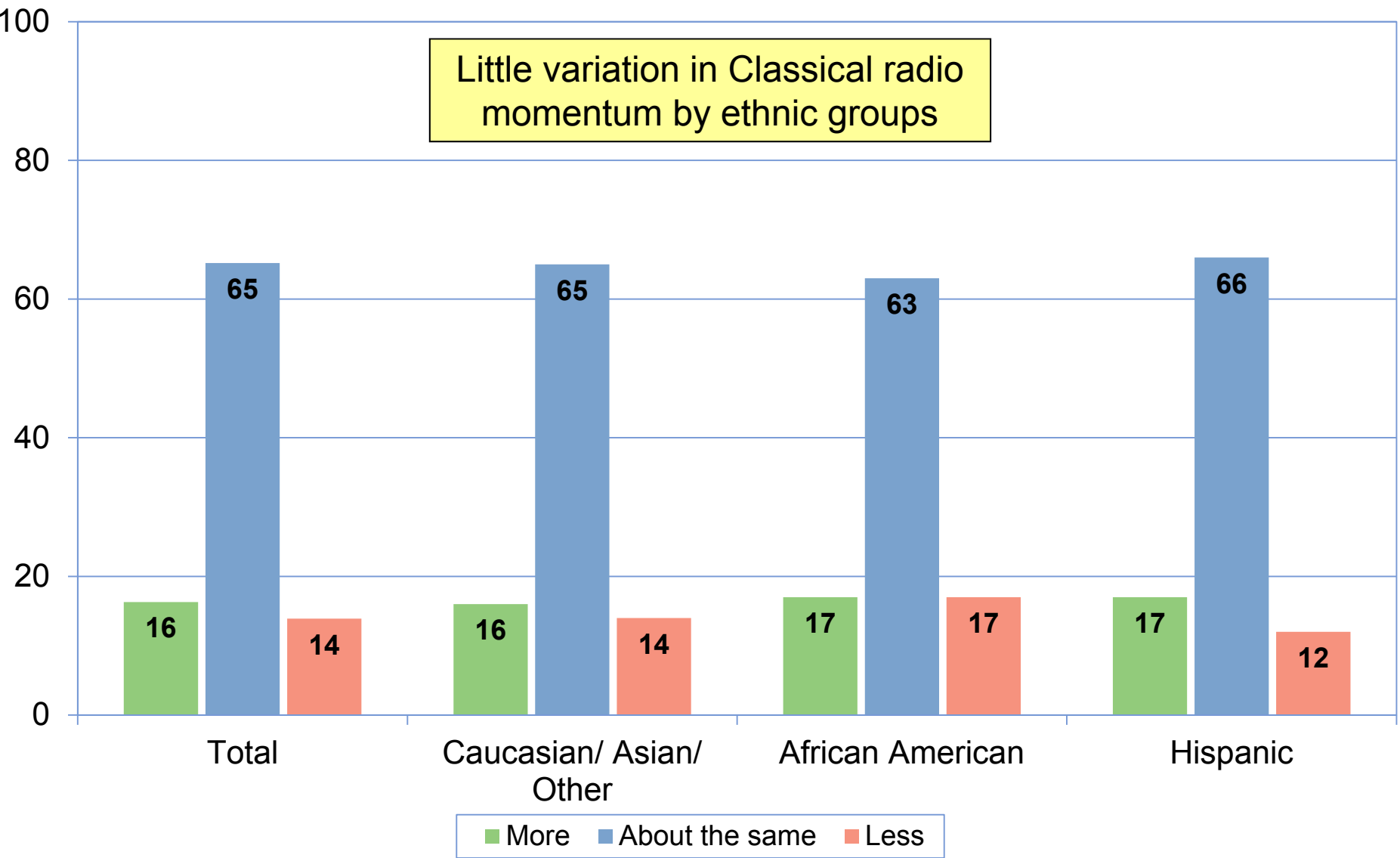
Classical Music Listening On Local FM Radio Momentum

By Gender



Classical Music Listening On Local FM Radio Momentum

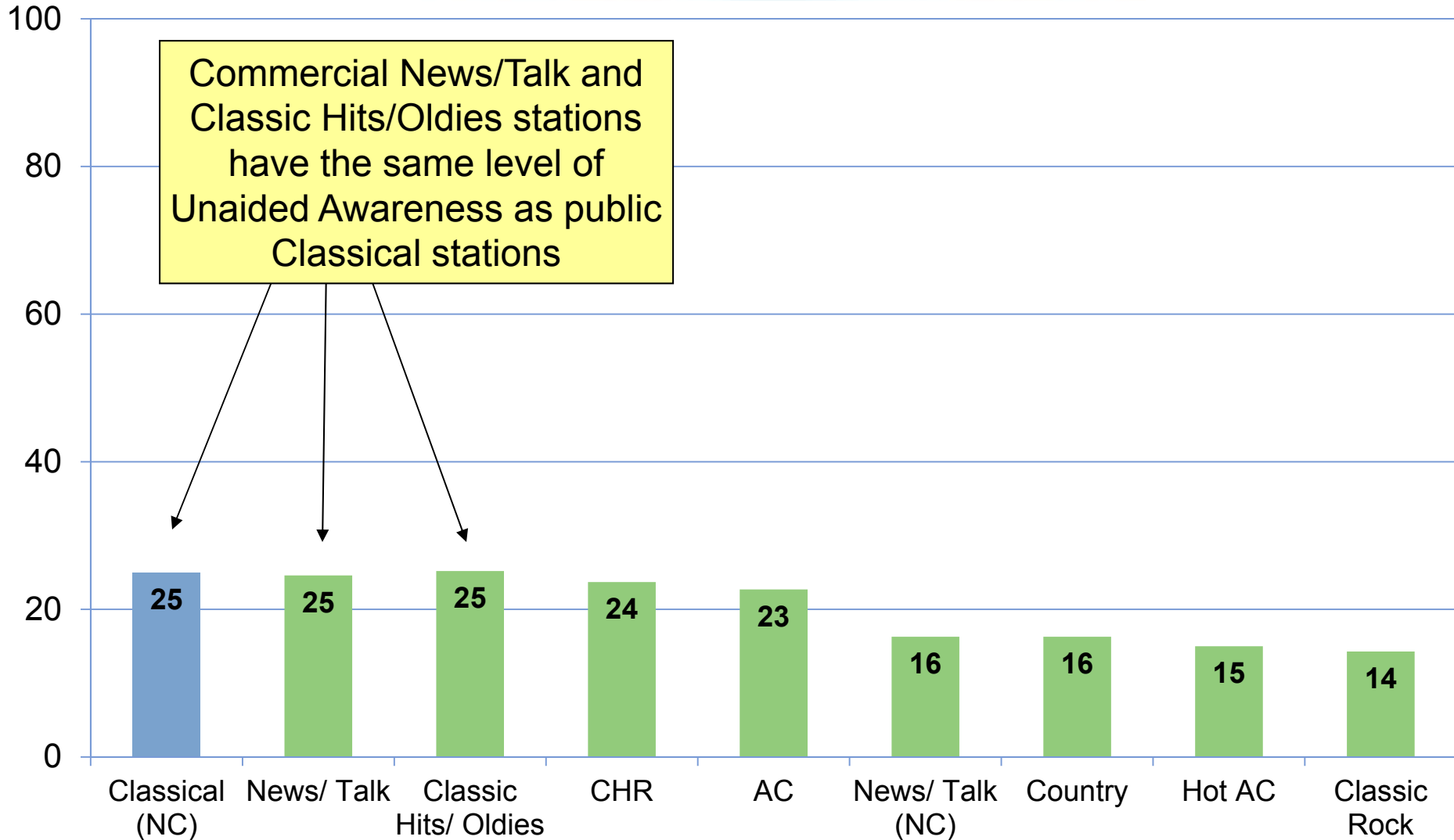
By Ethnicity



Radio Listenership

Unaided Awareness

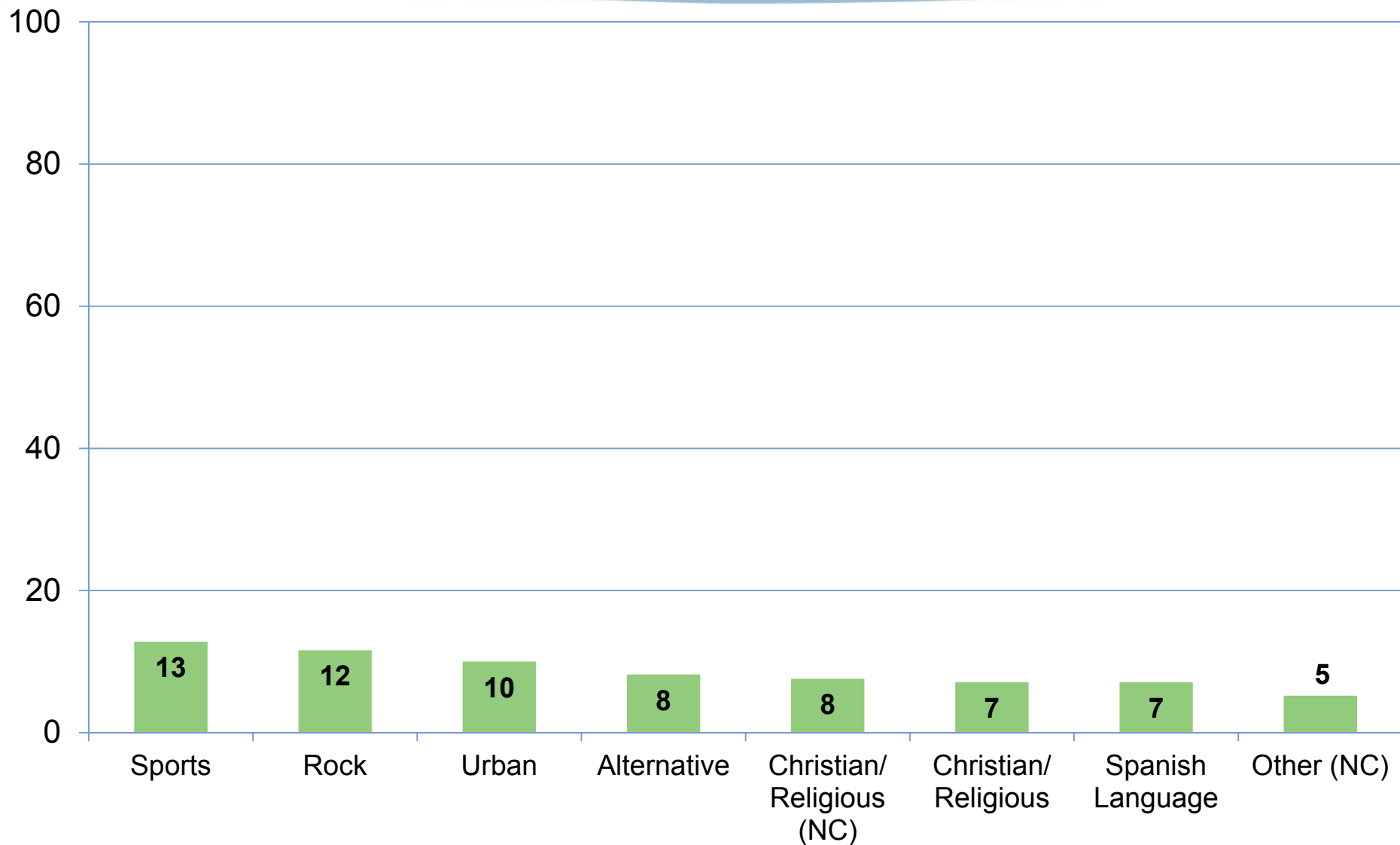
Among All Listeners



NOTE: "(NC)" indicates non-commercial

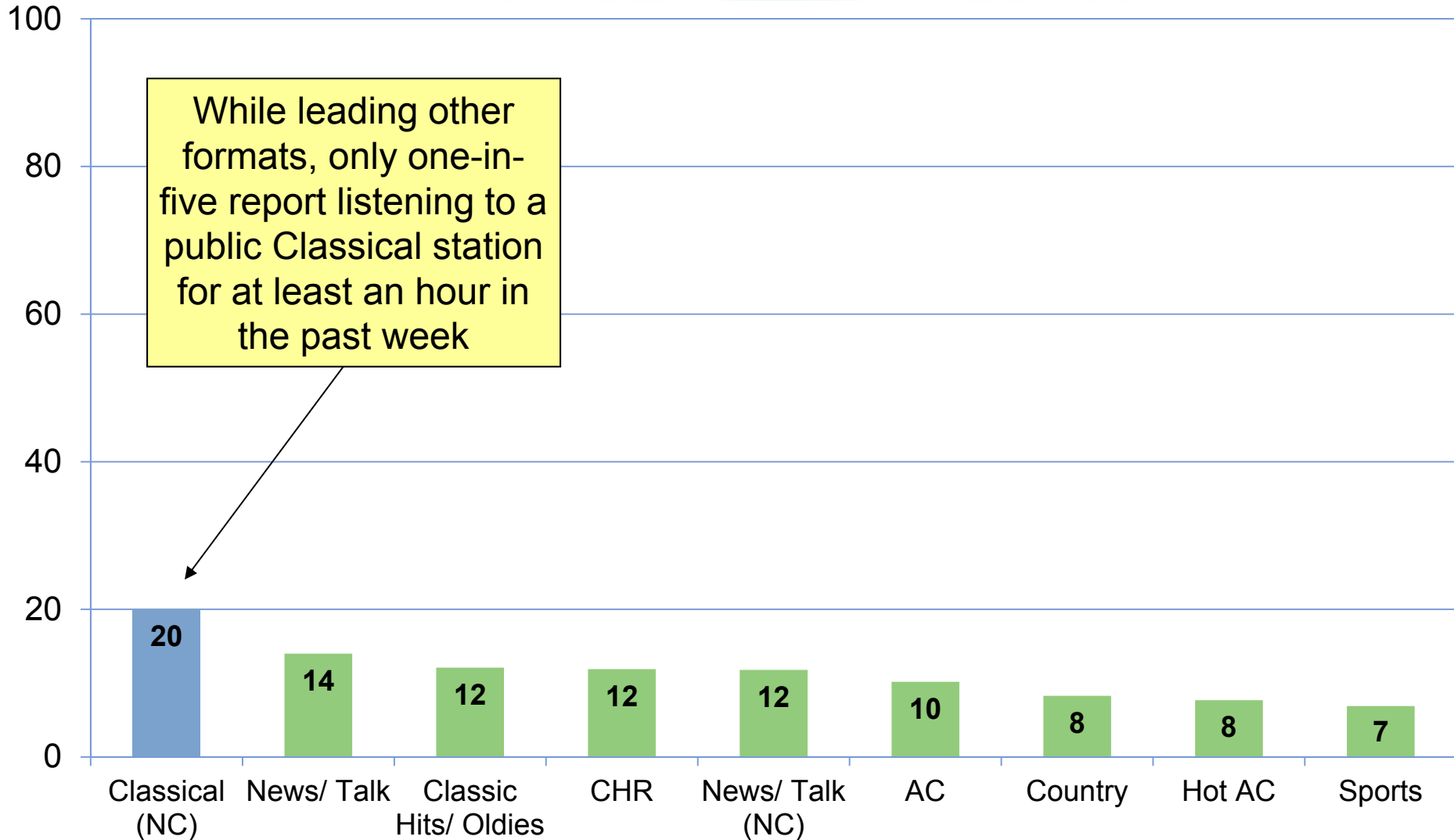
Unaided Awareness

Among All Listeners (Continued)



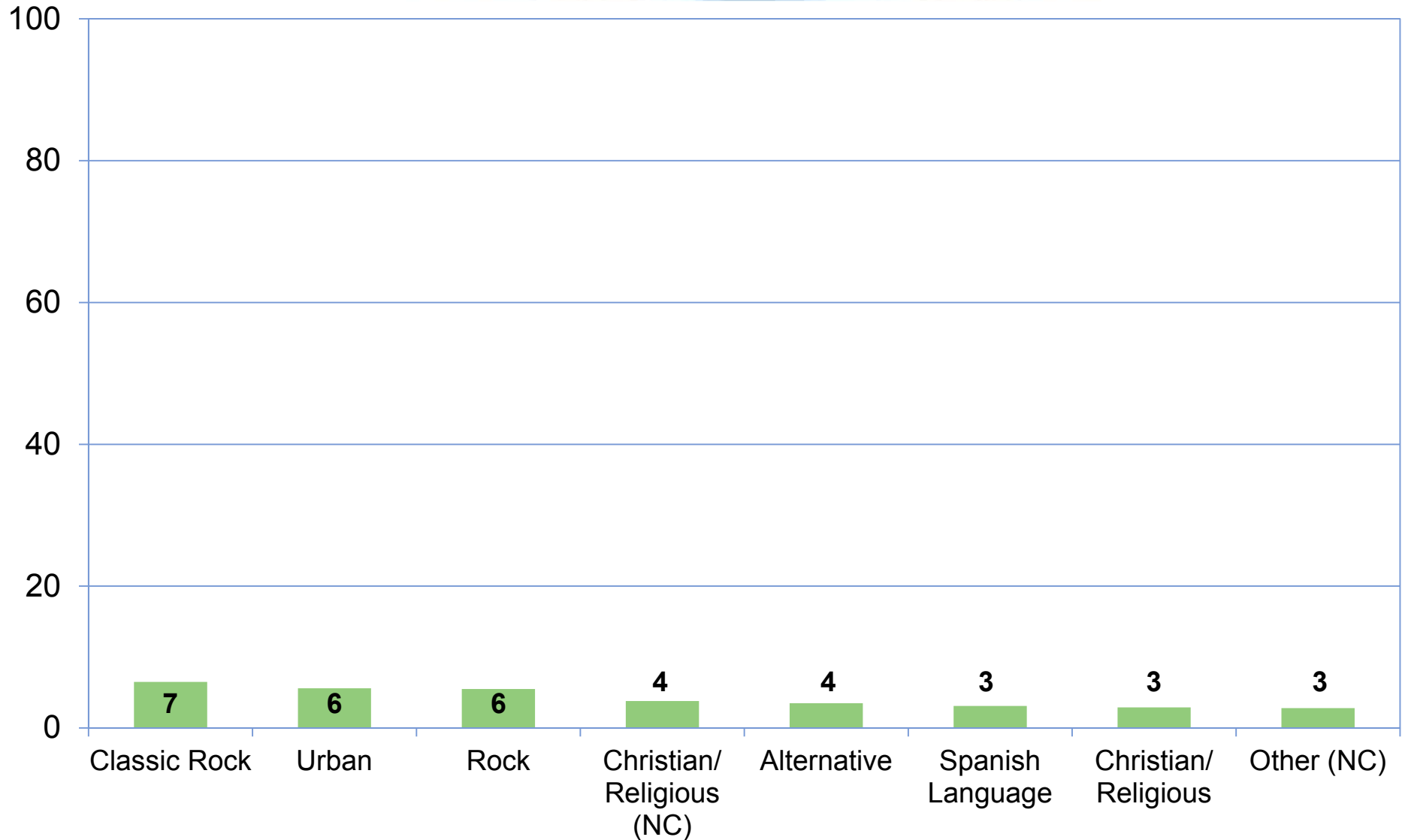
Weekly Cume

Among All Listeners



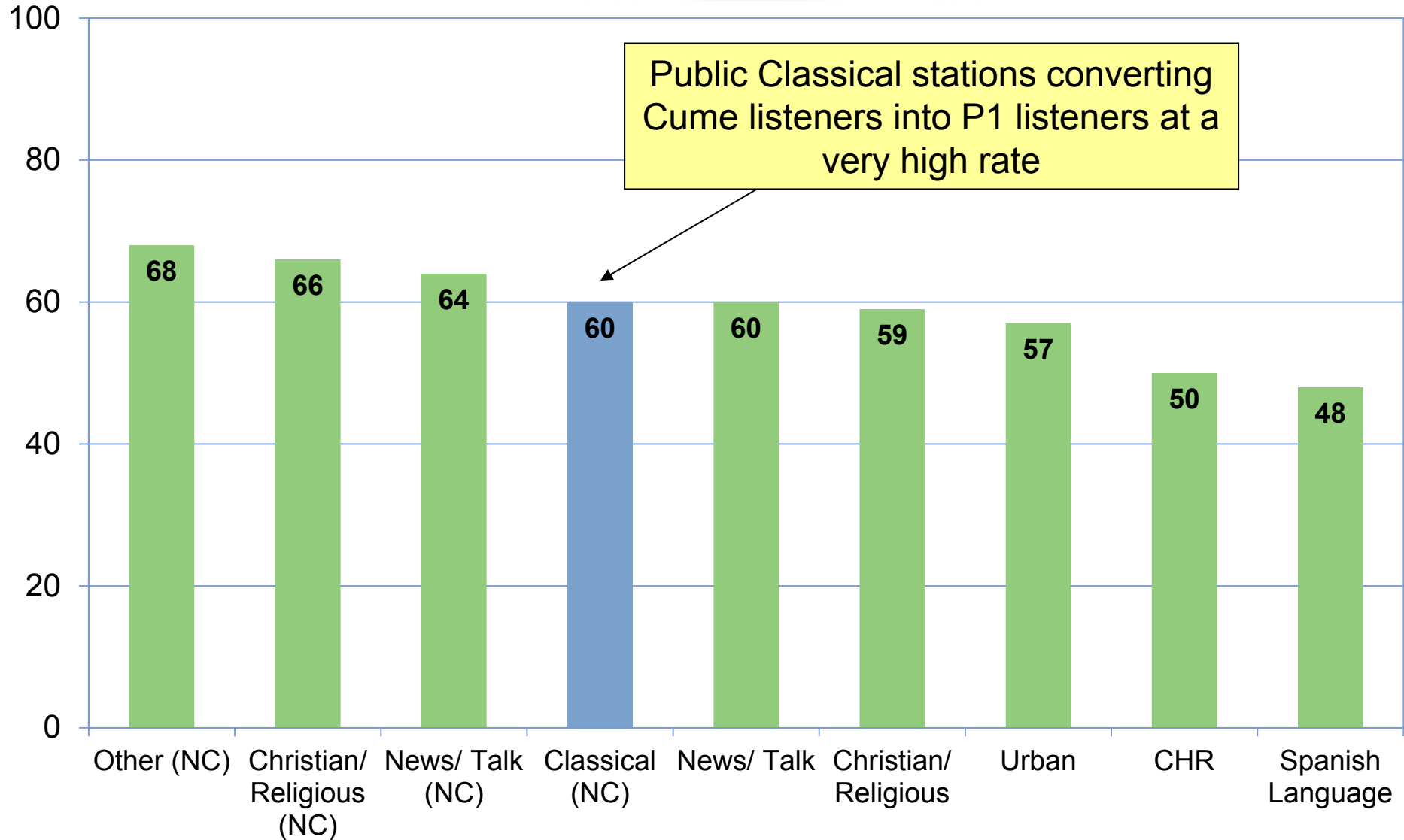
Weekly Cume

Among All Listeners (Continued)



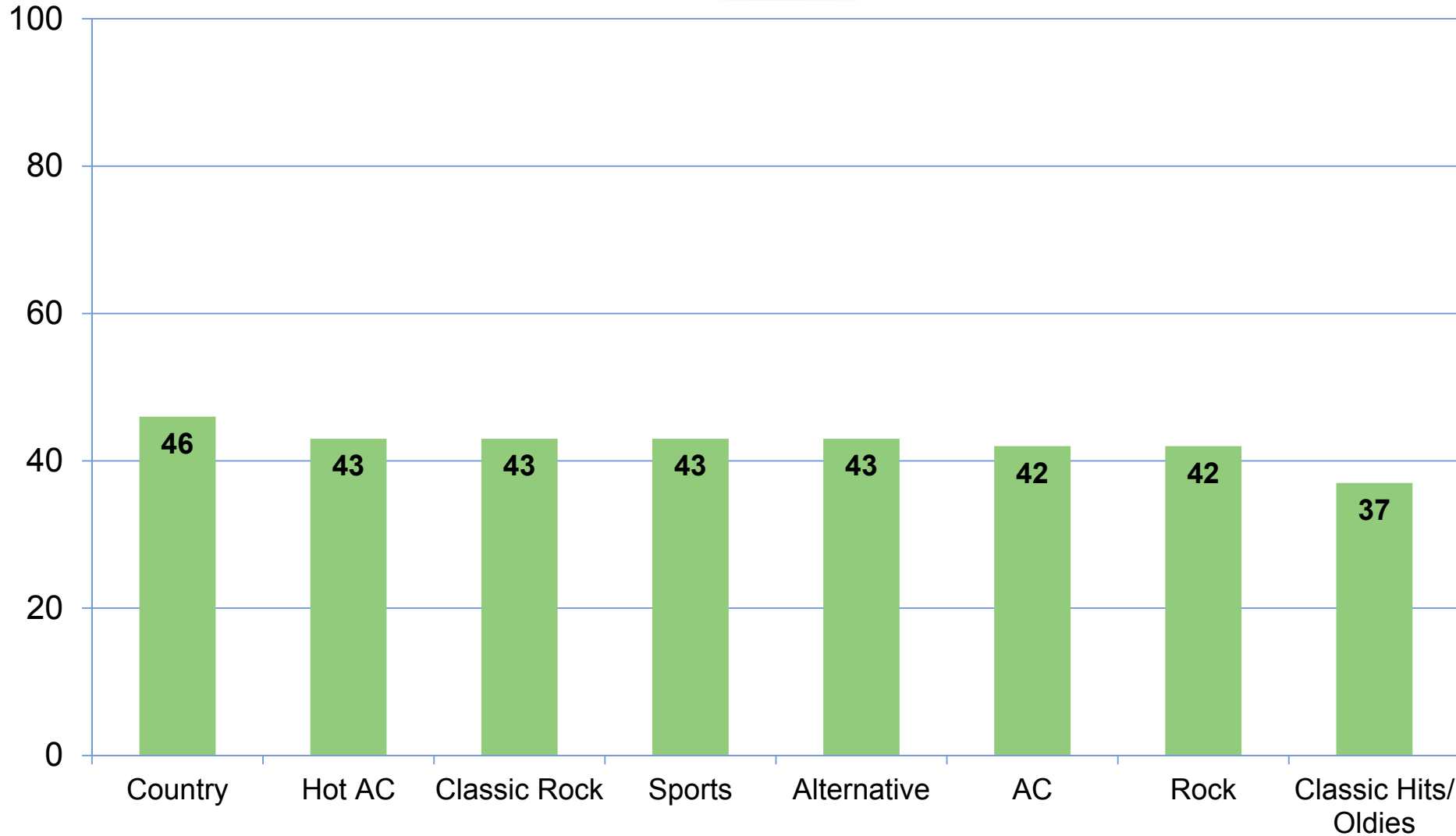
Cume Conversion Rate

Among All Listeners



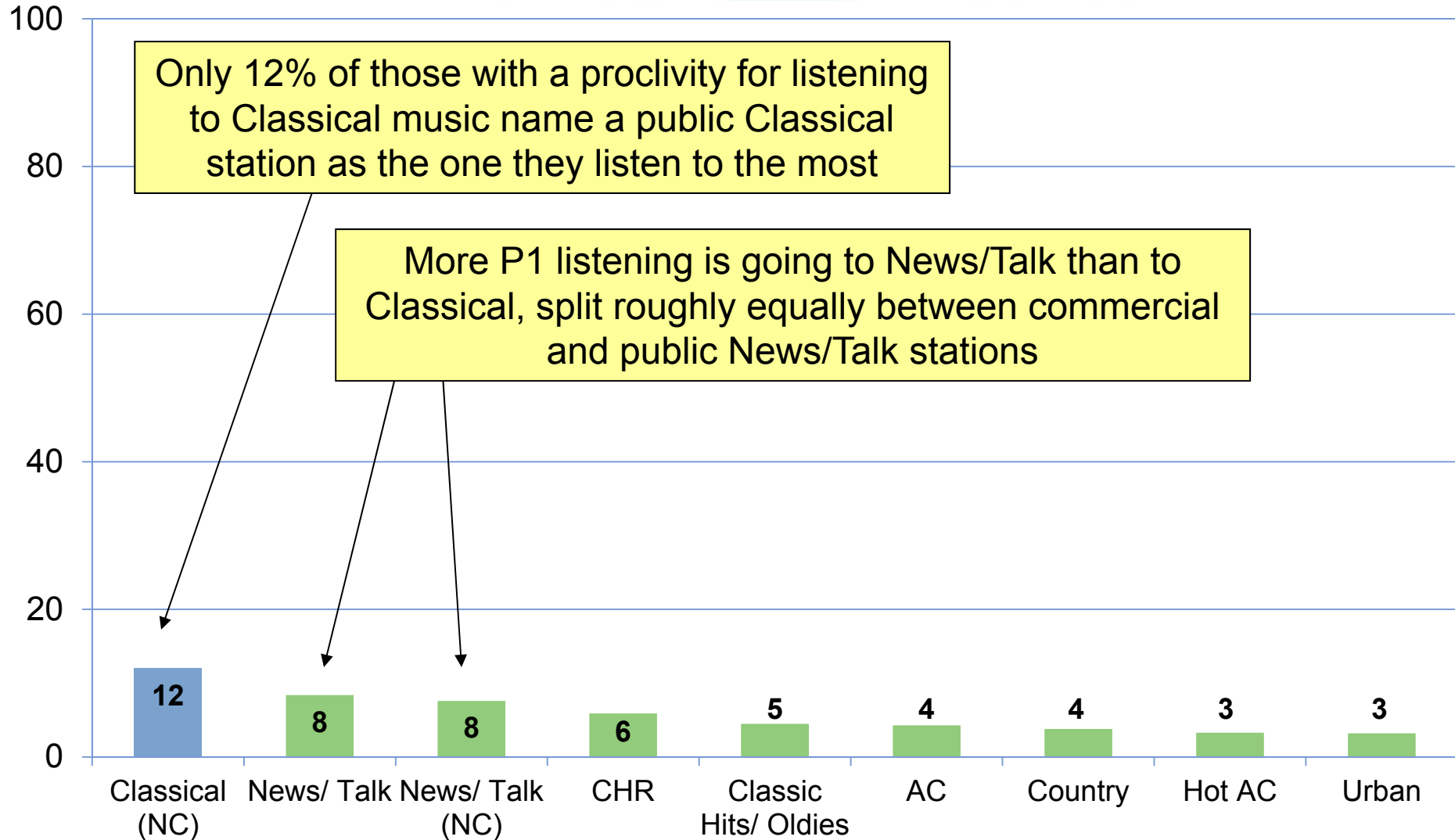
Cume Conversion Rate

Among All Listeners (Continued)



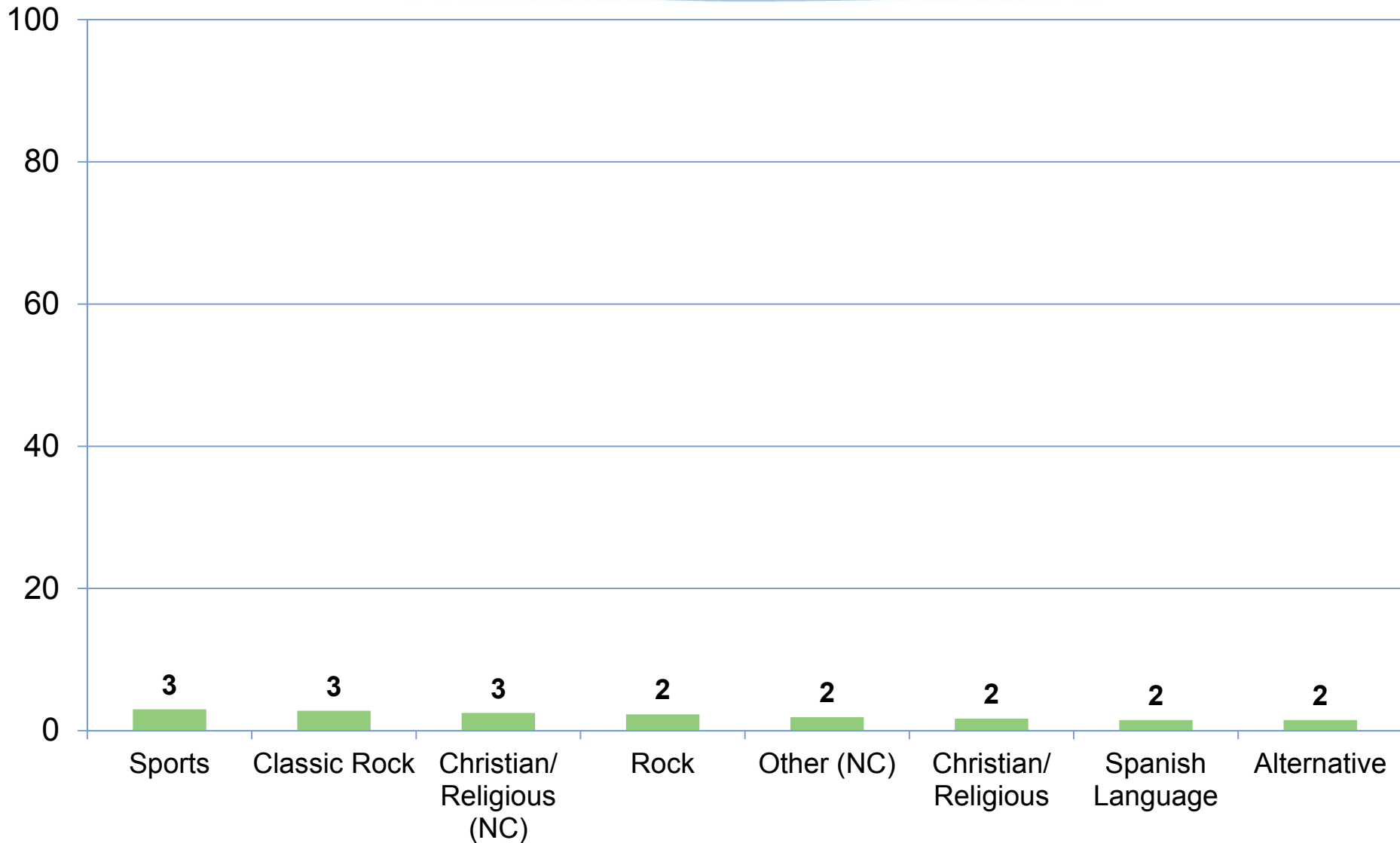
Weekly P1

Among All Listeners



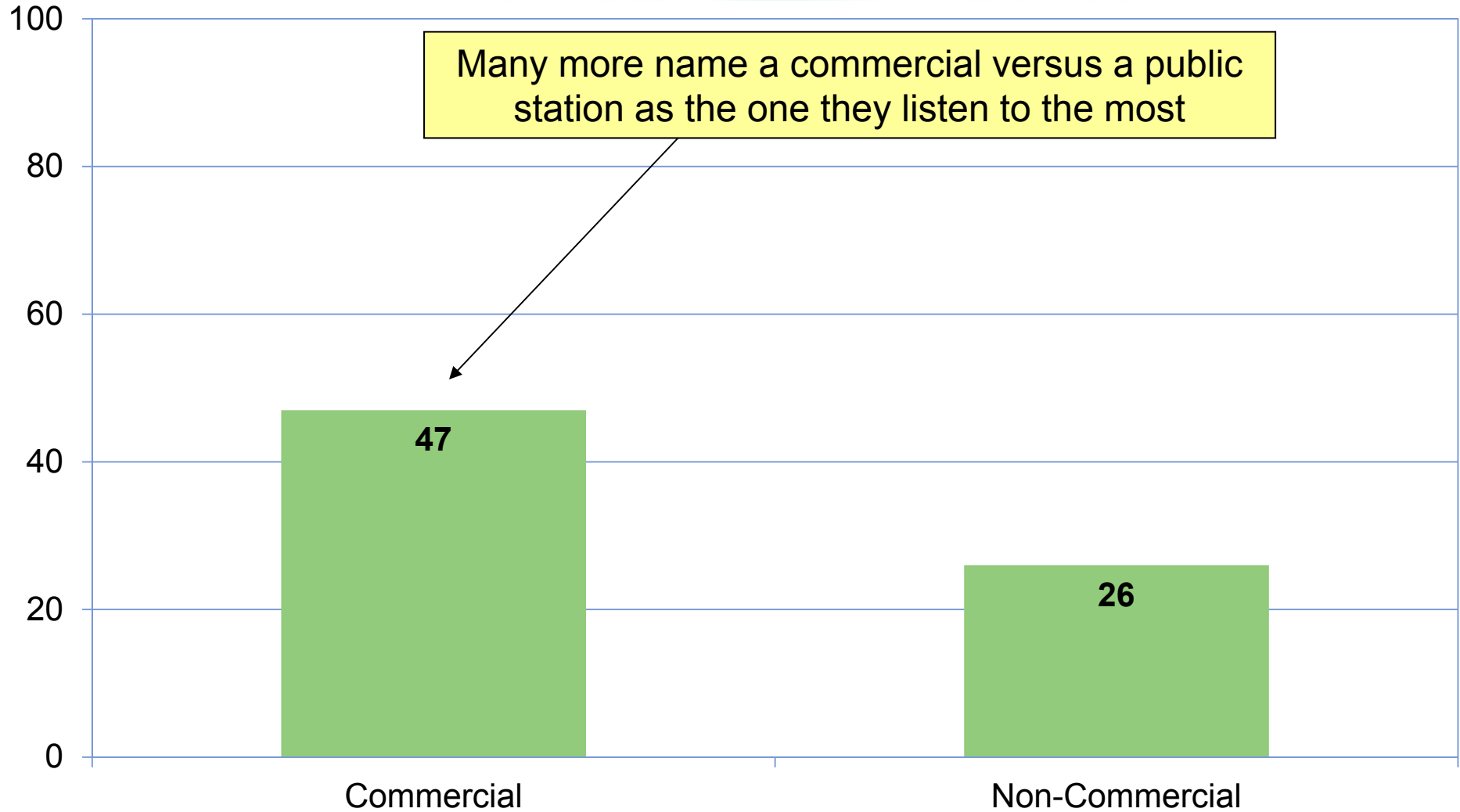
Weekly P1

Among All Listeners (Continued)



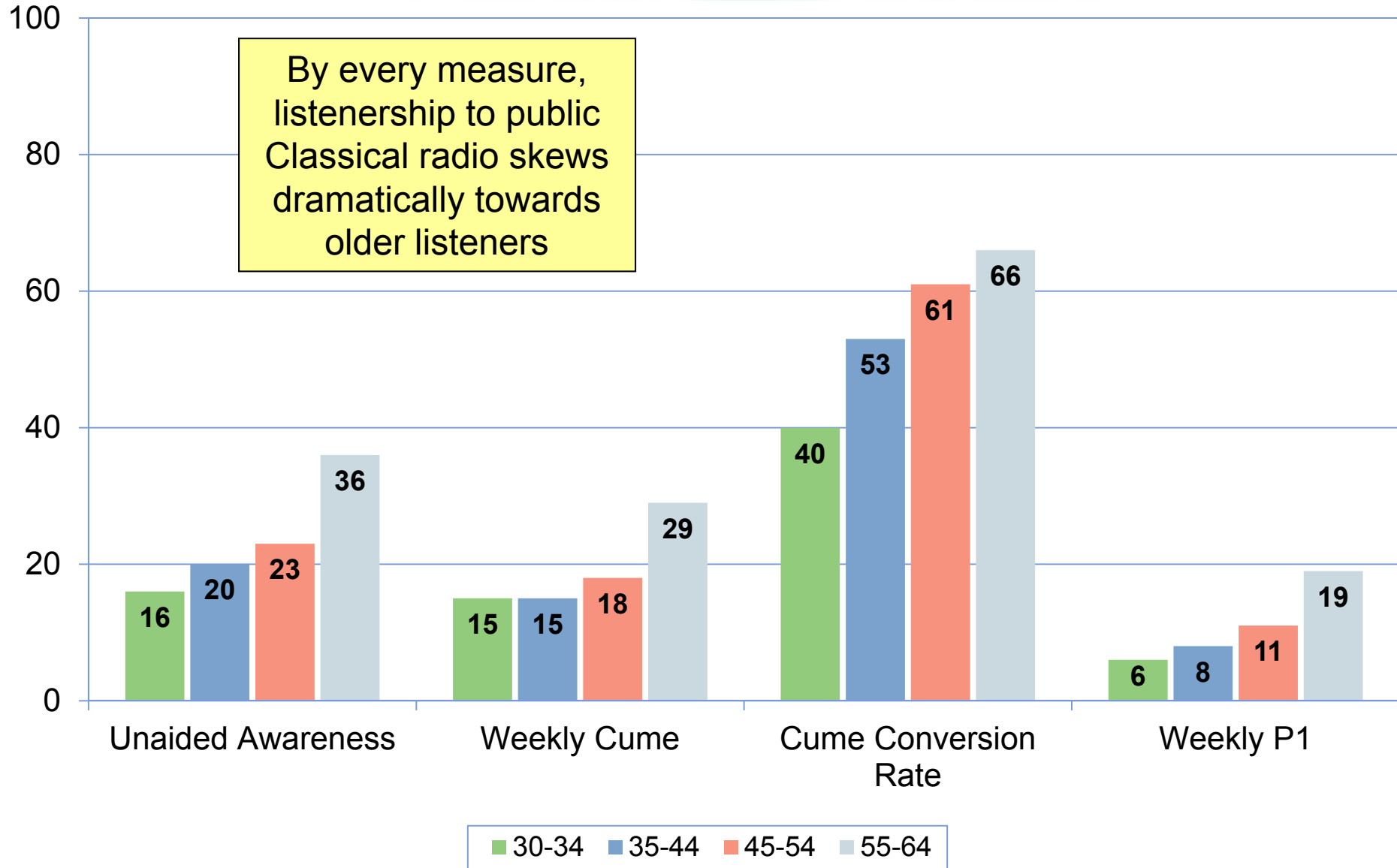
Weekly P1

Among All Listeners



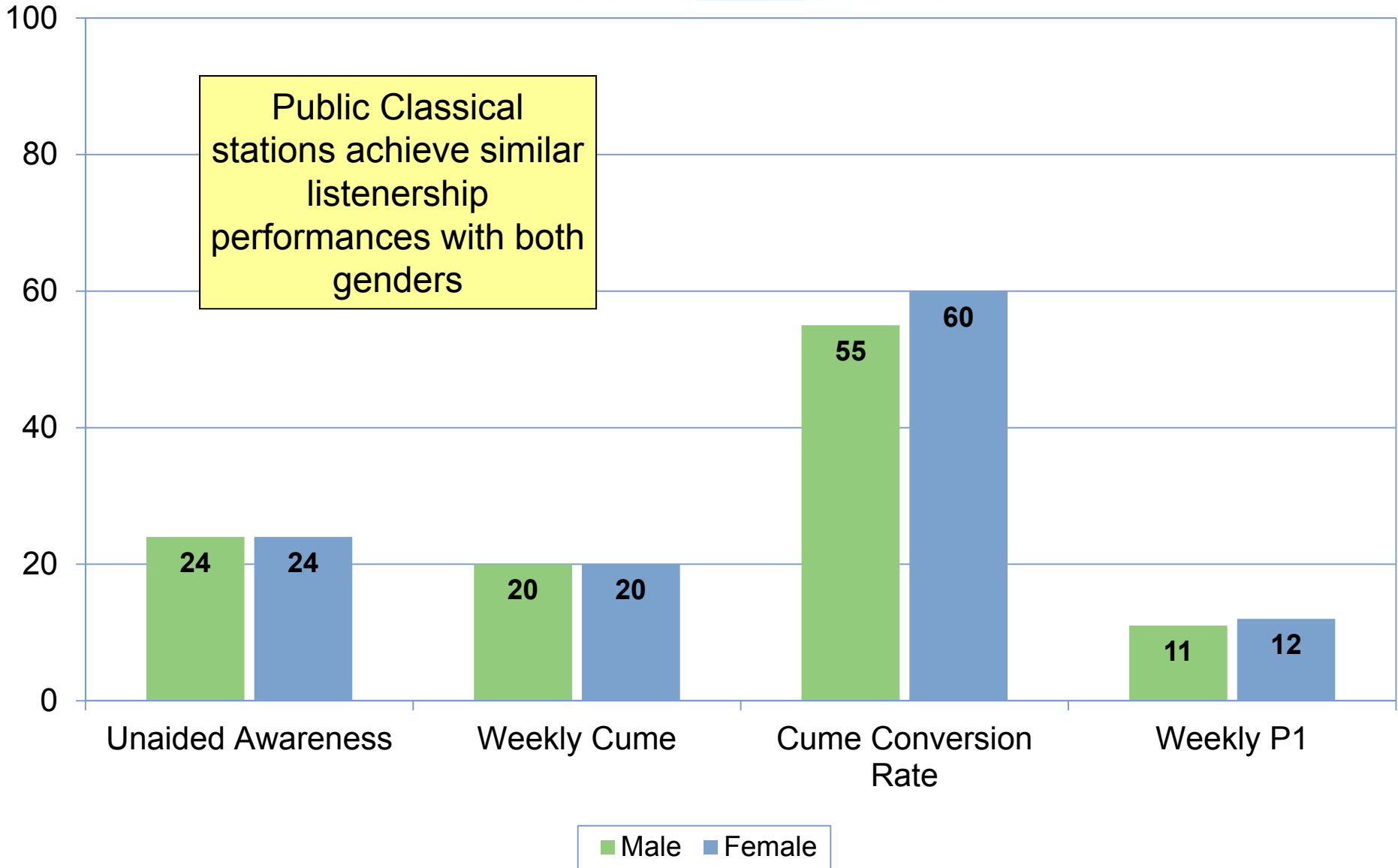
Classical (NC) Listenership

By Age



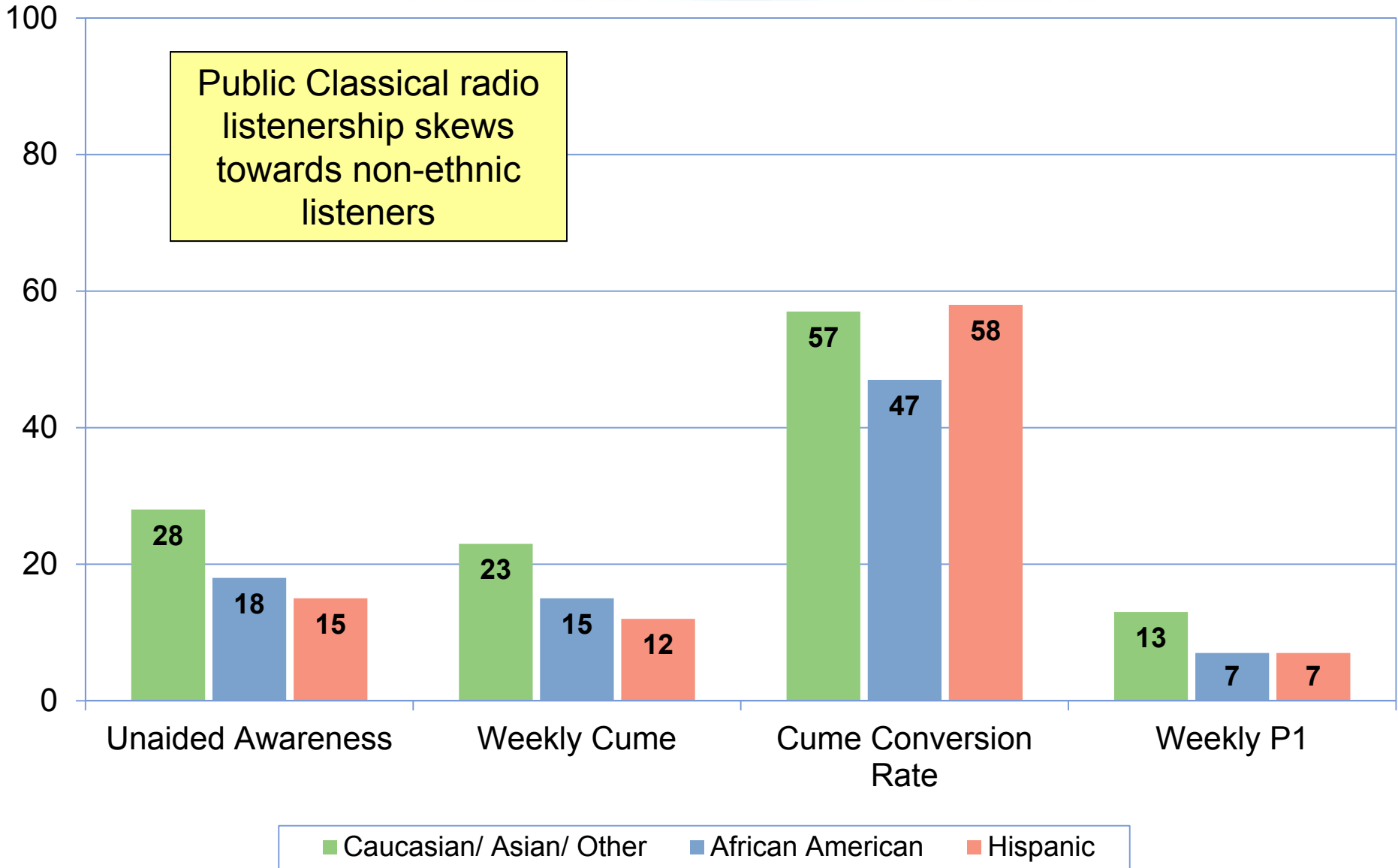
Classical (NC) Listenership

By Gender



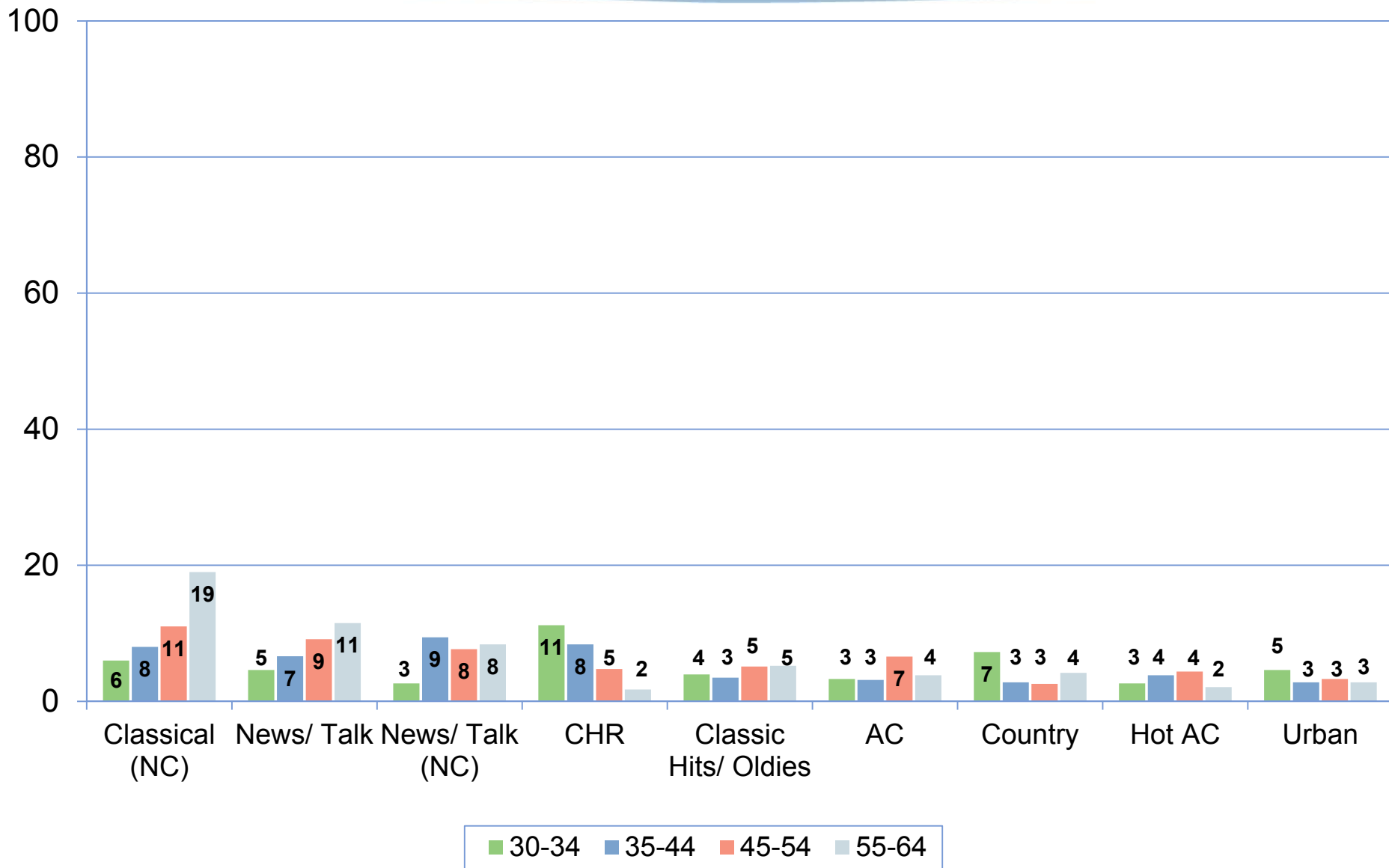
Classical (NC) Listenership

By Ethnicity



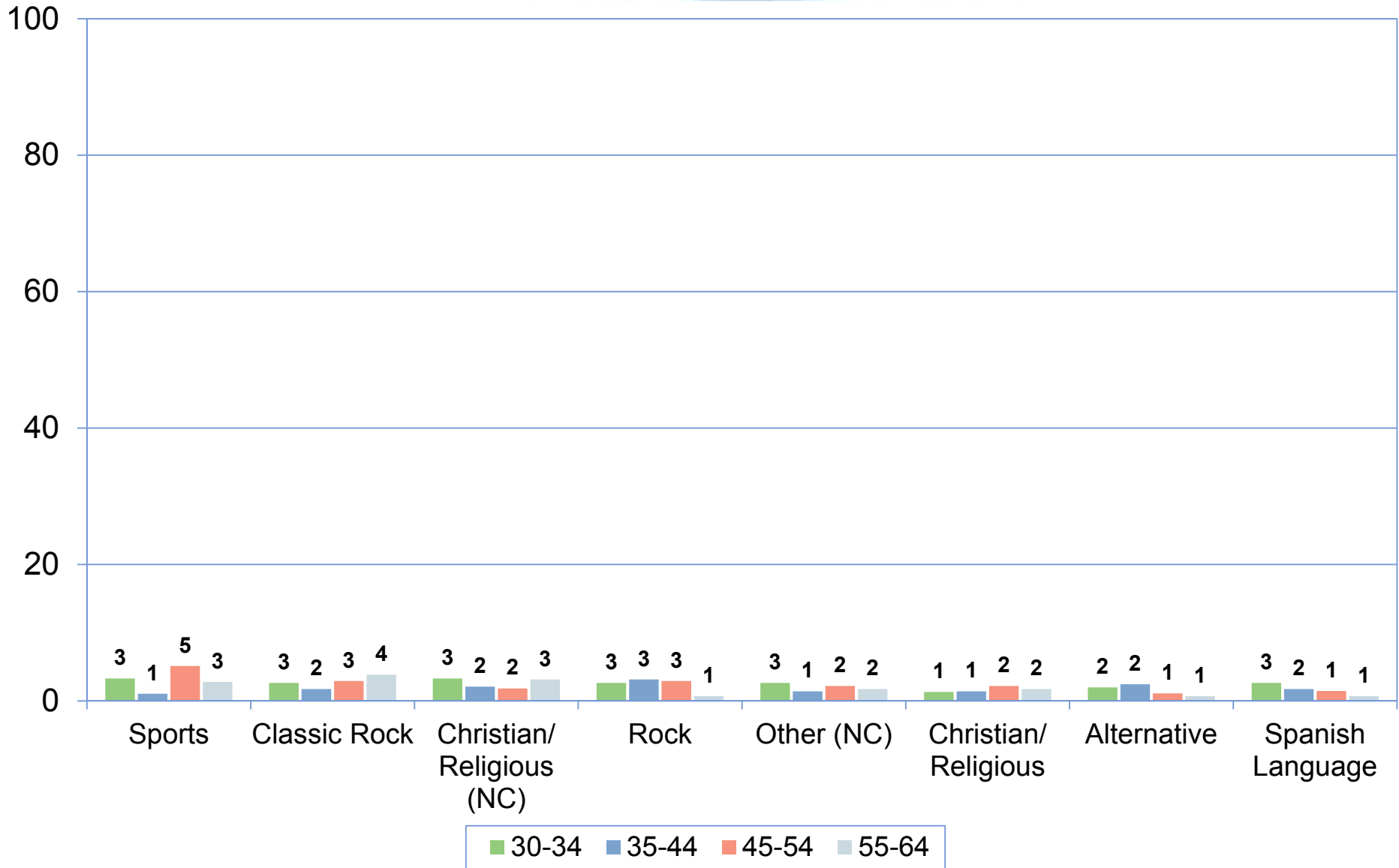
Weekly P1

By Age



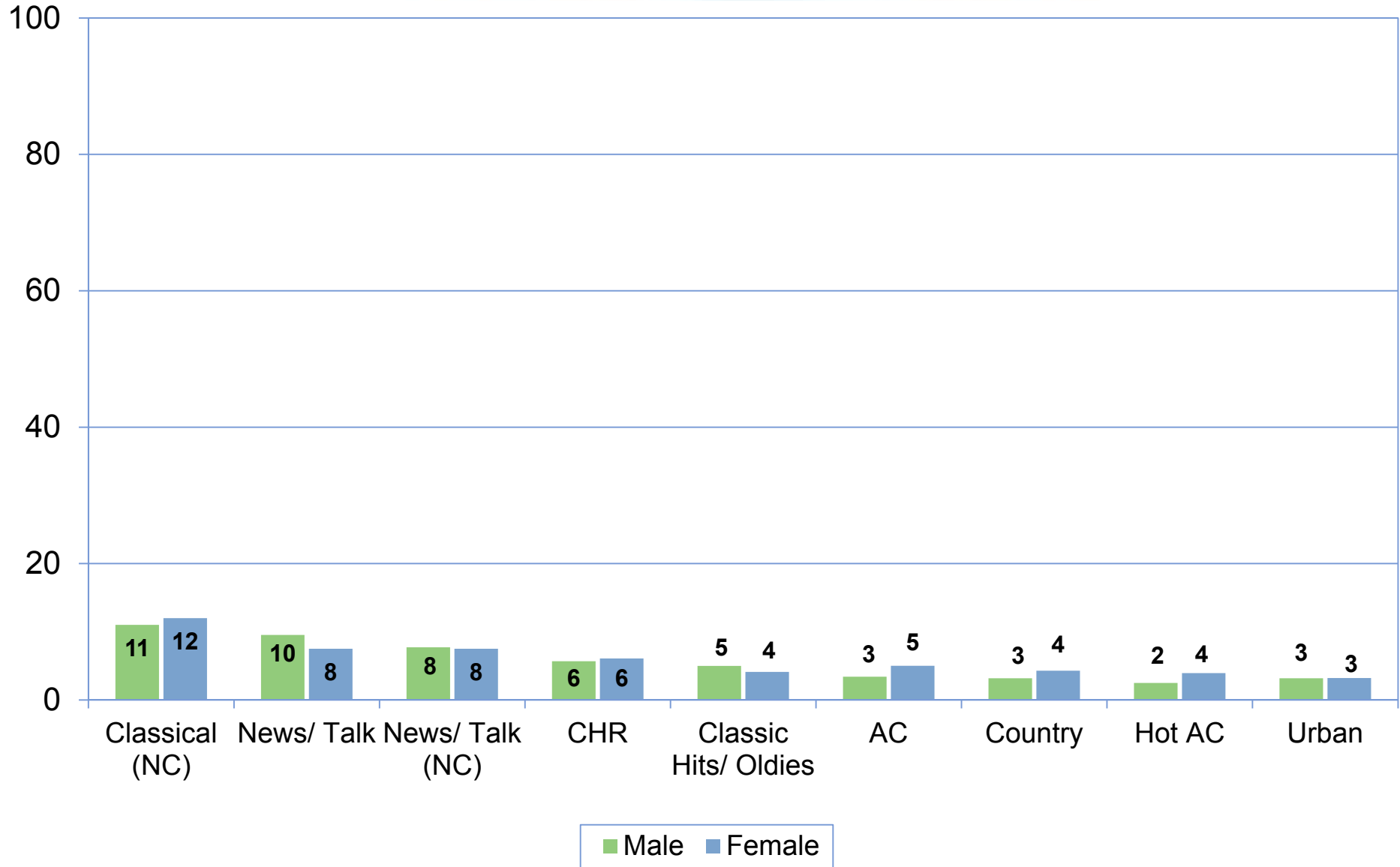
Weekly P1

By Age (Continued)



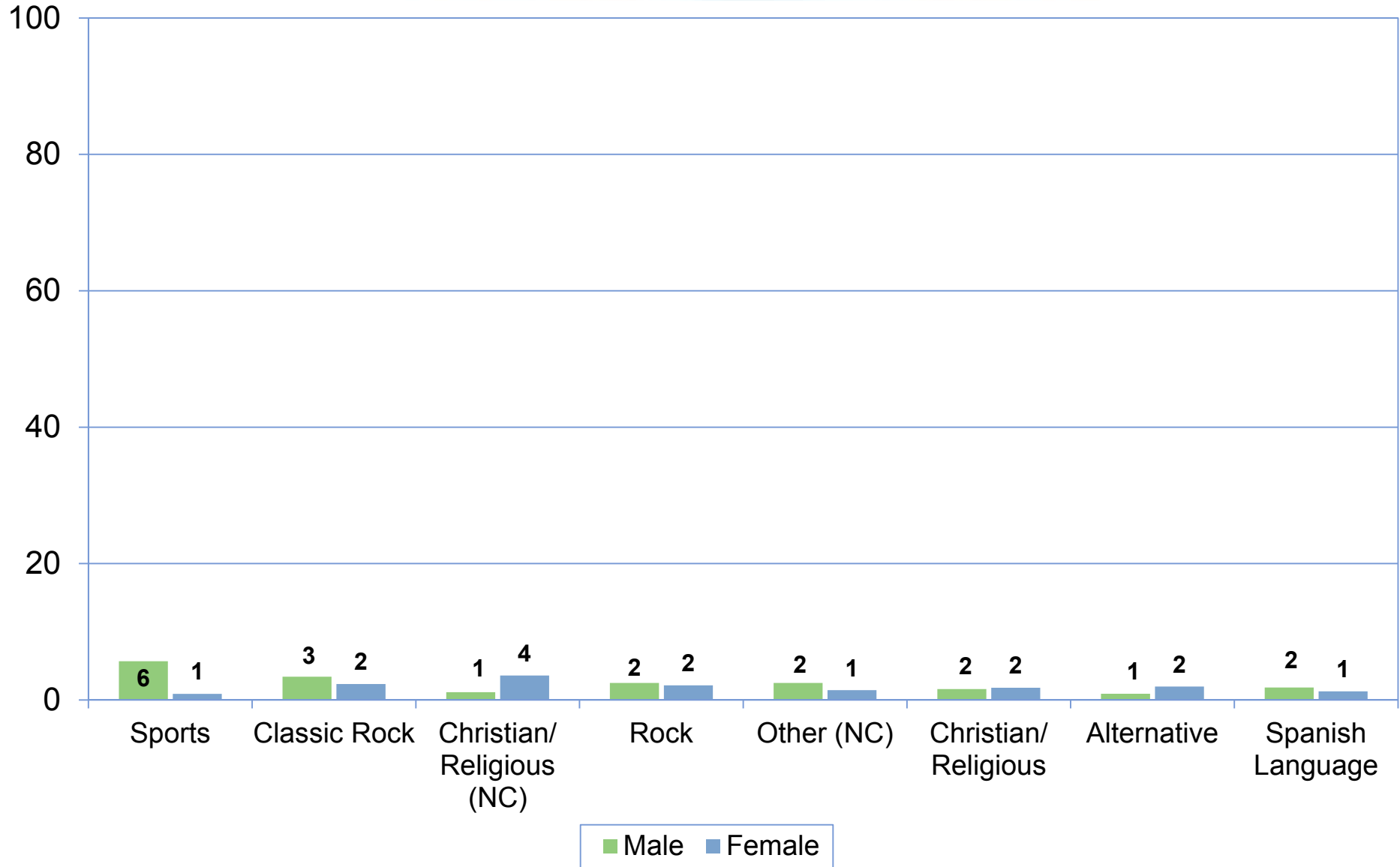
Weekly P1

By Gender



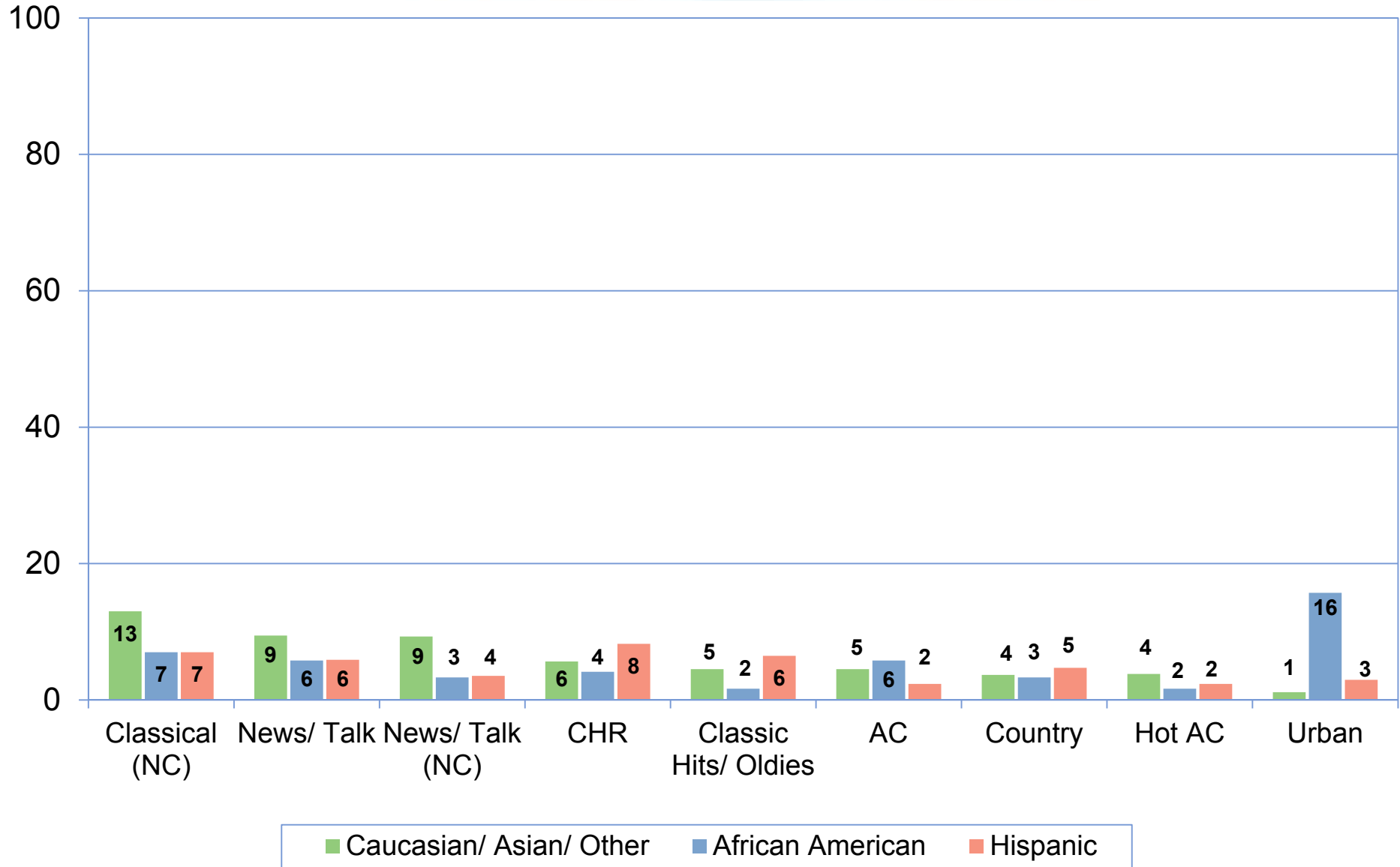
Weekly P1

By Gender (Continued)



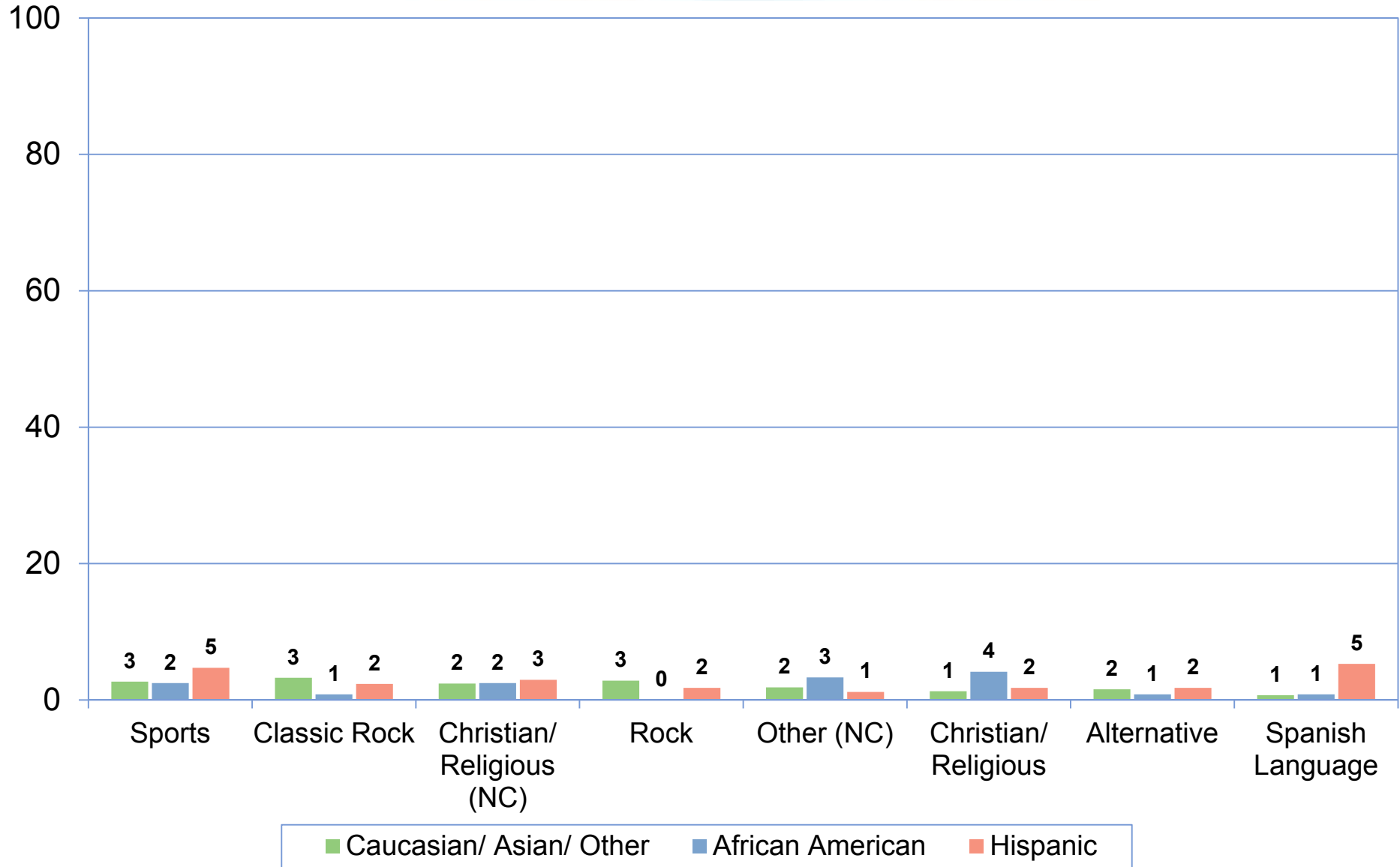
Weekly P1

By Ethnicity



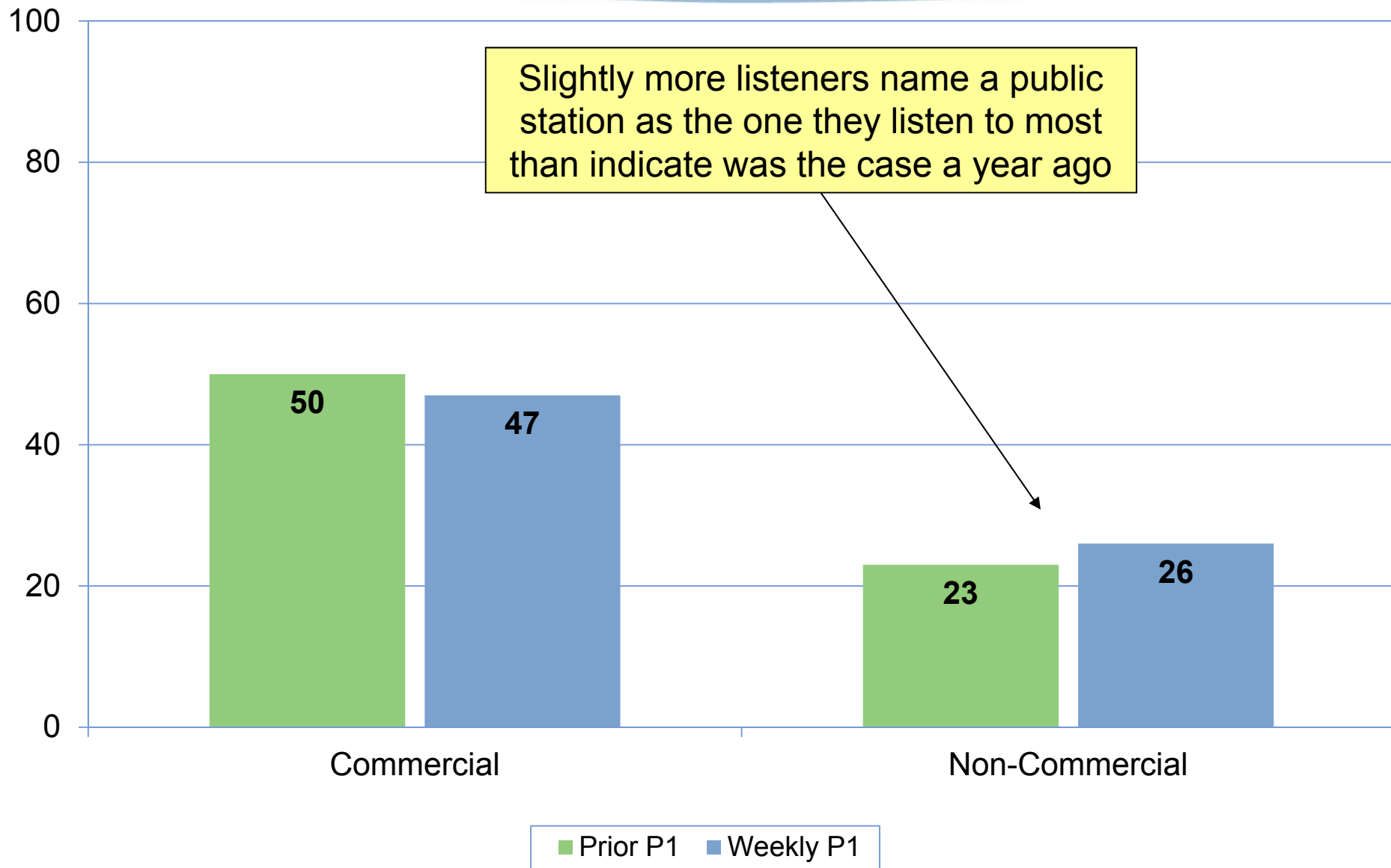
Weekly P1

By Ethnicity (Continued)



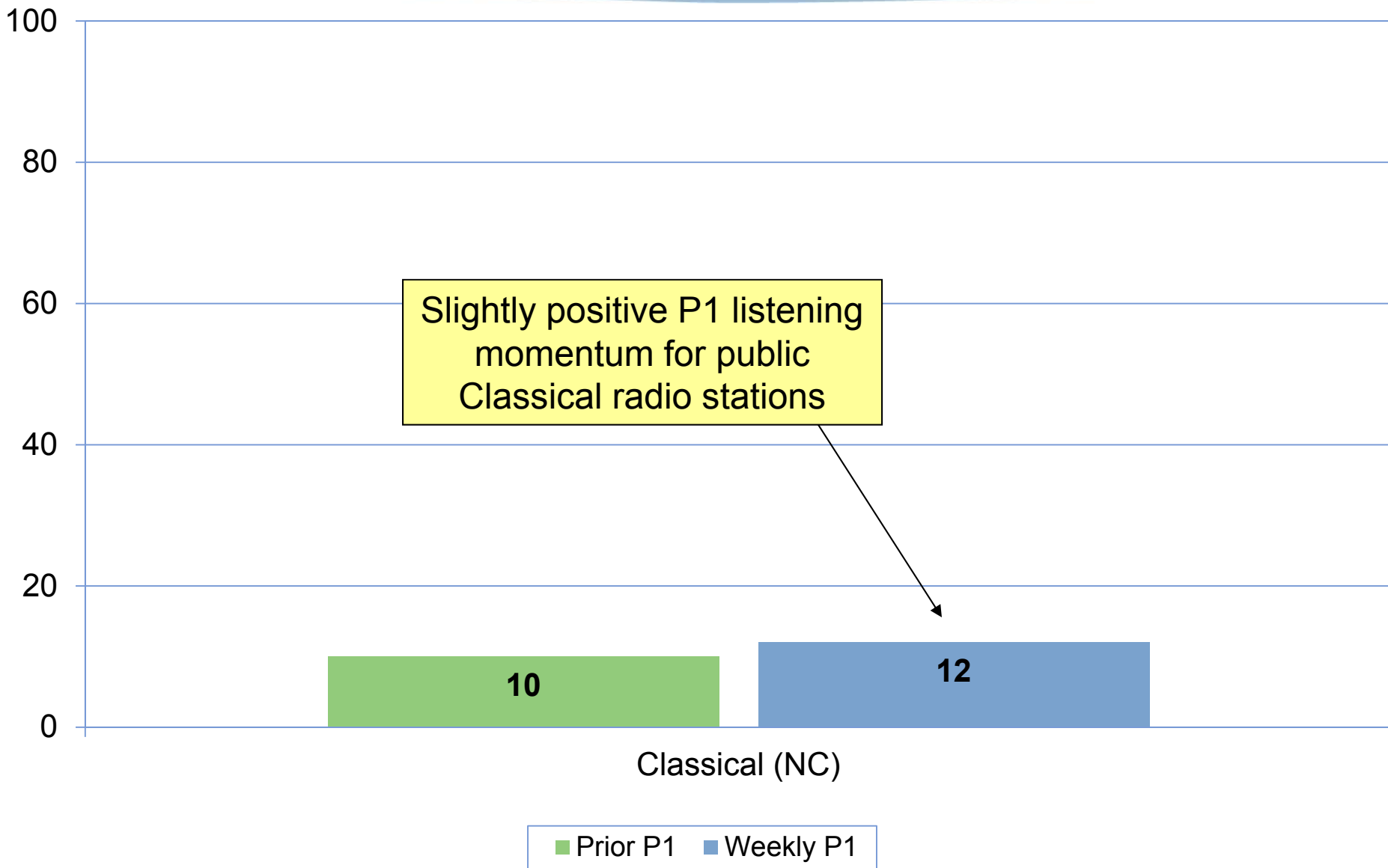
Prior P1 vs. Weekly P1

Among All Listeners



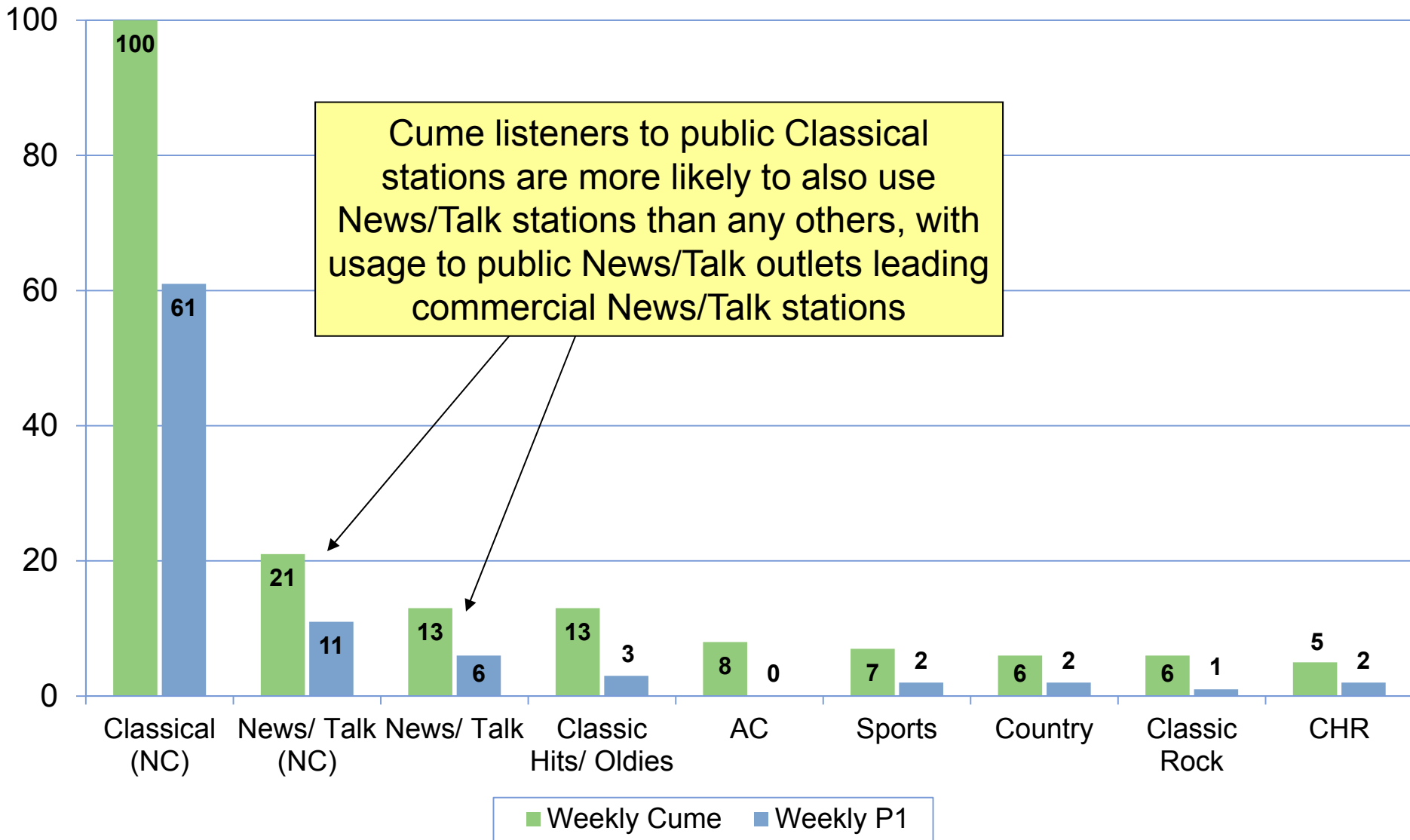
Prior P1 vs. Weekly P1

Among All Listeners



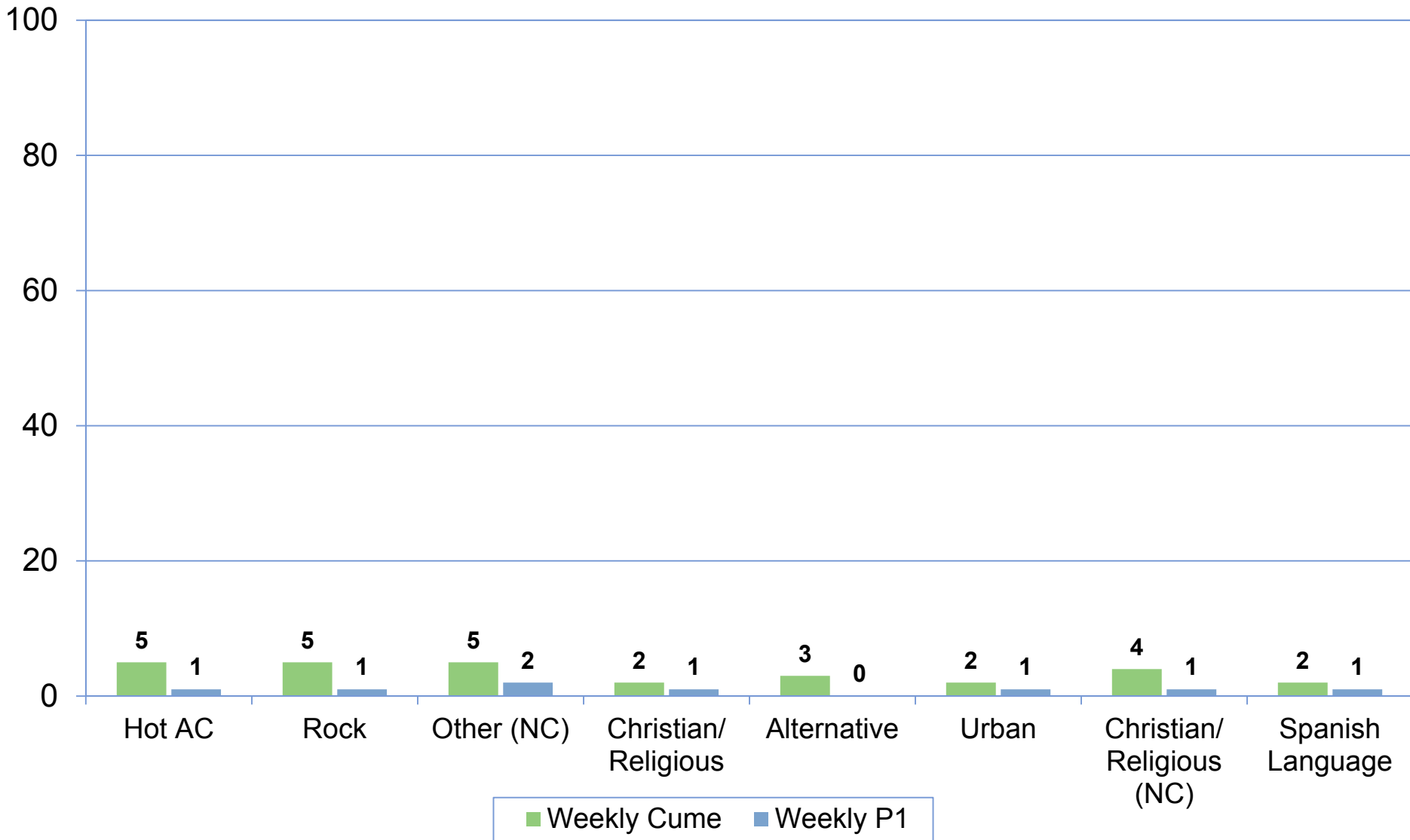
Weekly Cume And Weekly P1 Sharing

Among Classical (NC) Cume Listeners



Weekly Cume And Weekly P1 Sharing

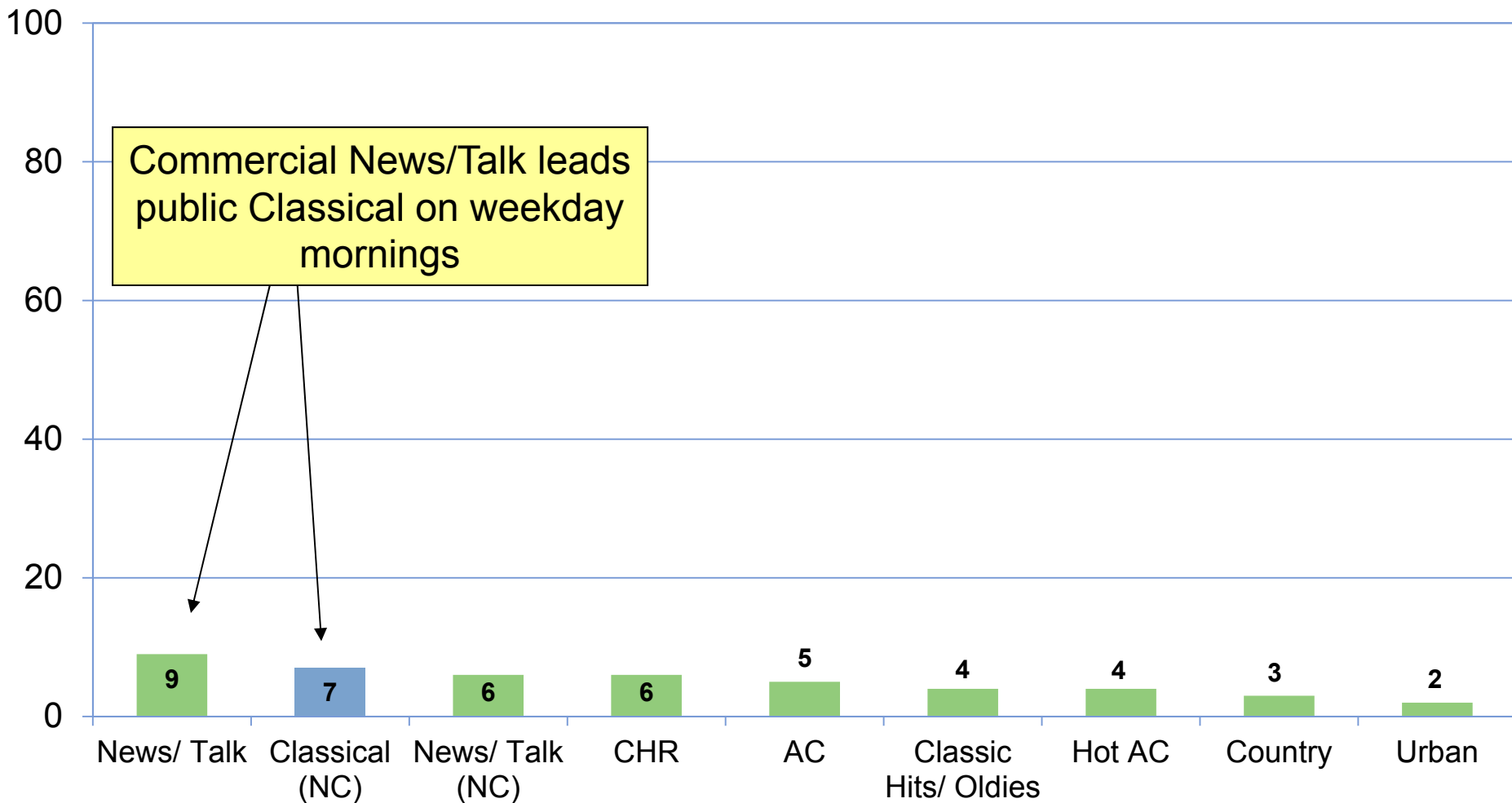
Among Classical (NC) Cume Listeners (Continued)



Morning P1 Listenership

Among All Listeners

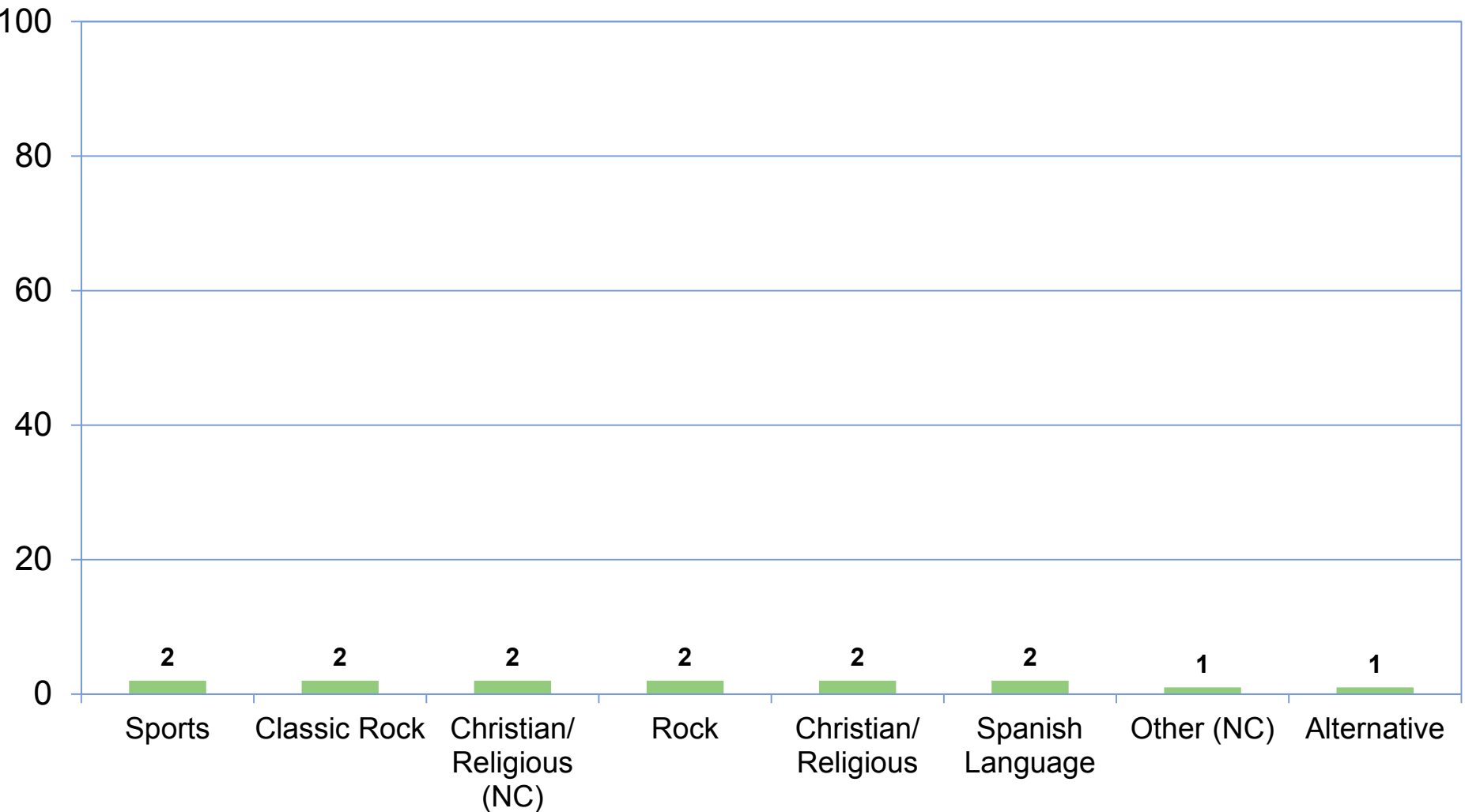
Between 6am and 9am (M-F)



Morning P1 Listenership

Among All Listeners (Continued)

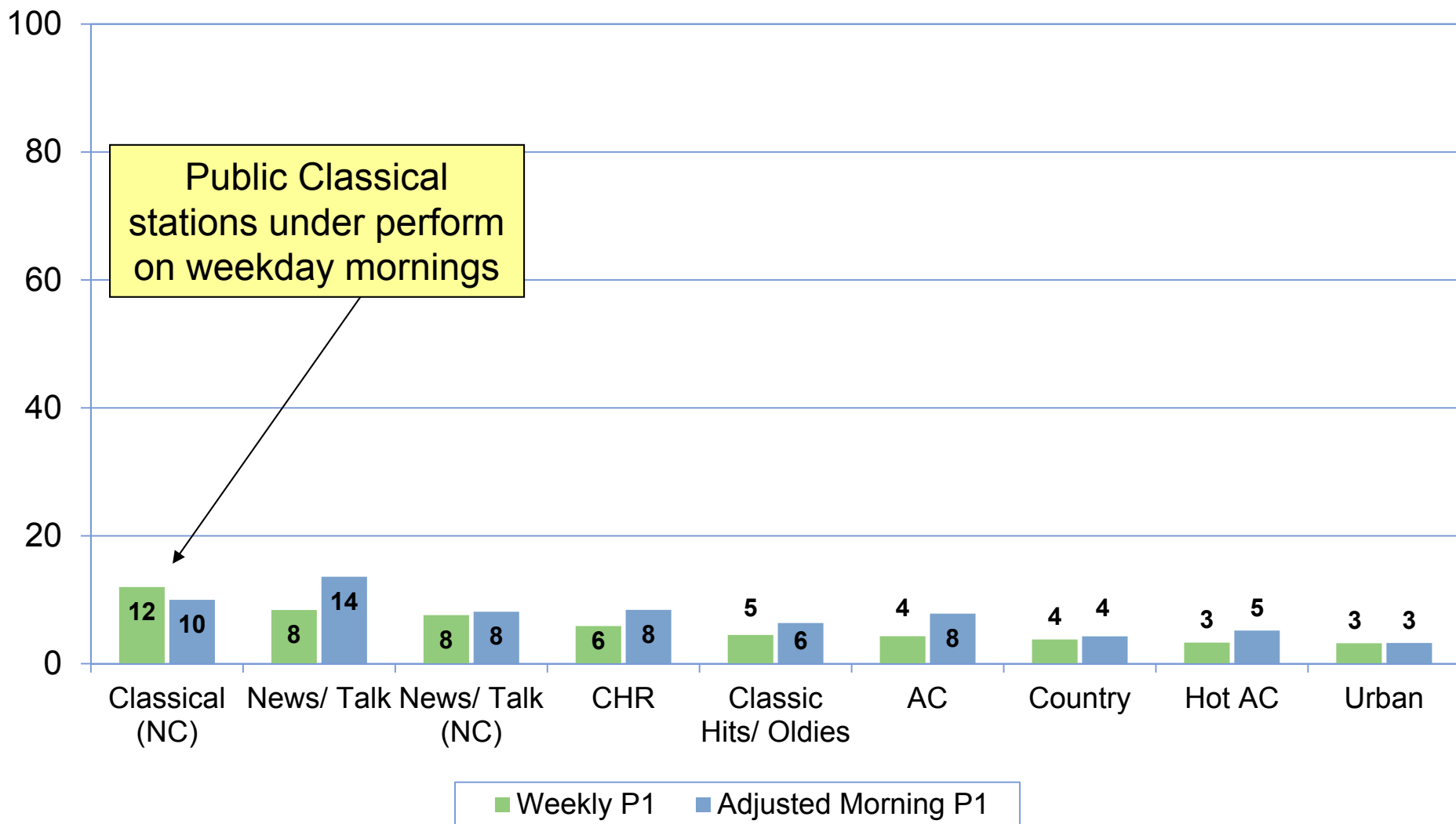
Between 6am and 9am (M-F)



Weekly P1 vs. Adjusted Morning P1

Among All Listeners

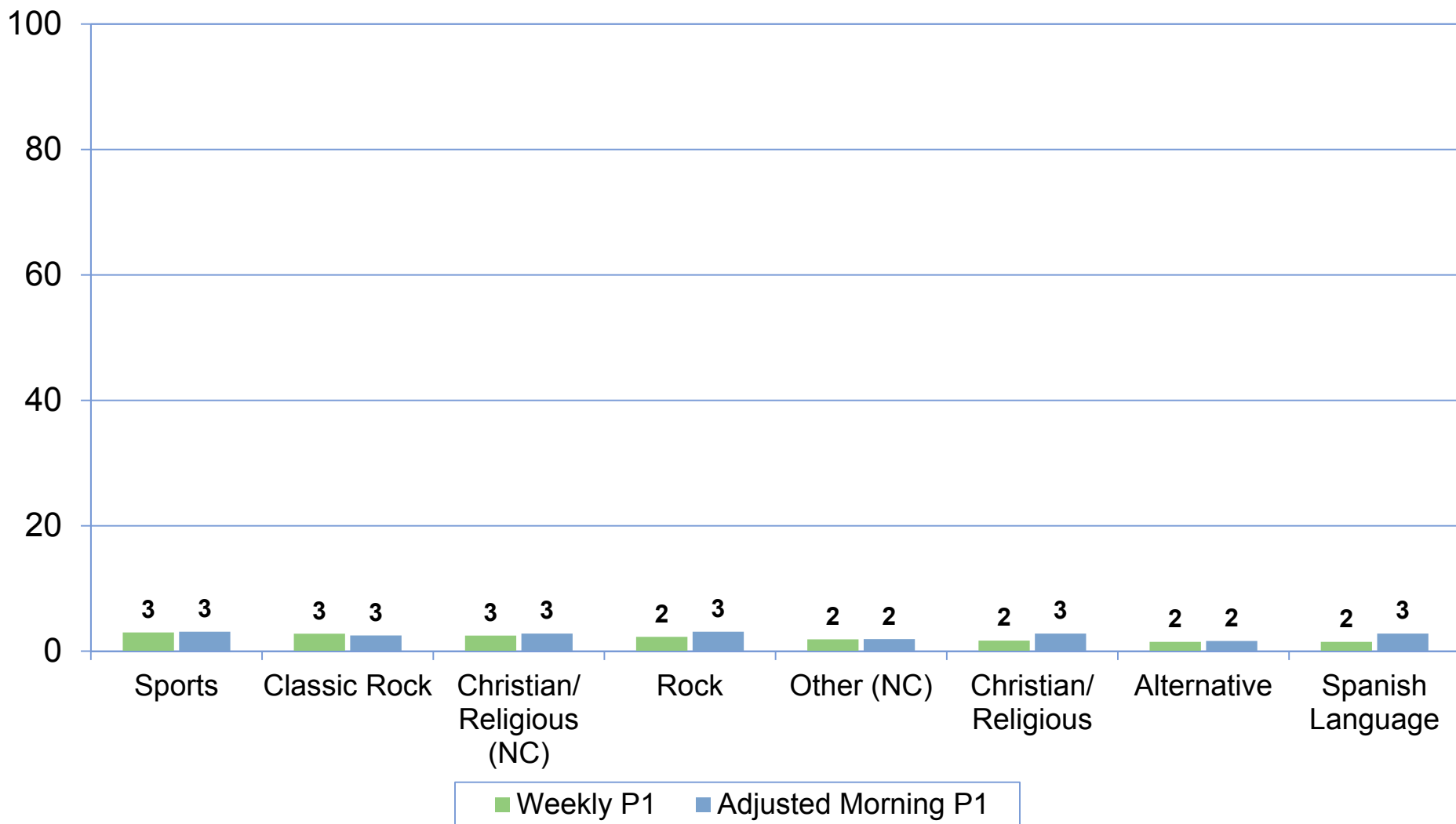
Between 6am and 9am (M-F)



Weekly P1 vs. Adjusted Morning P1

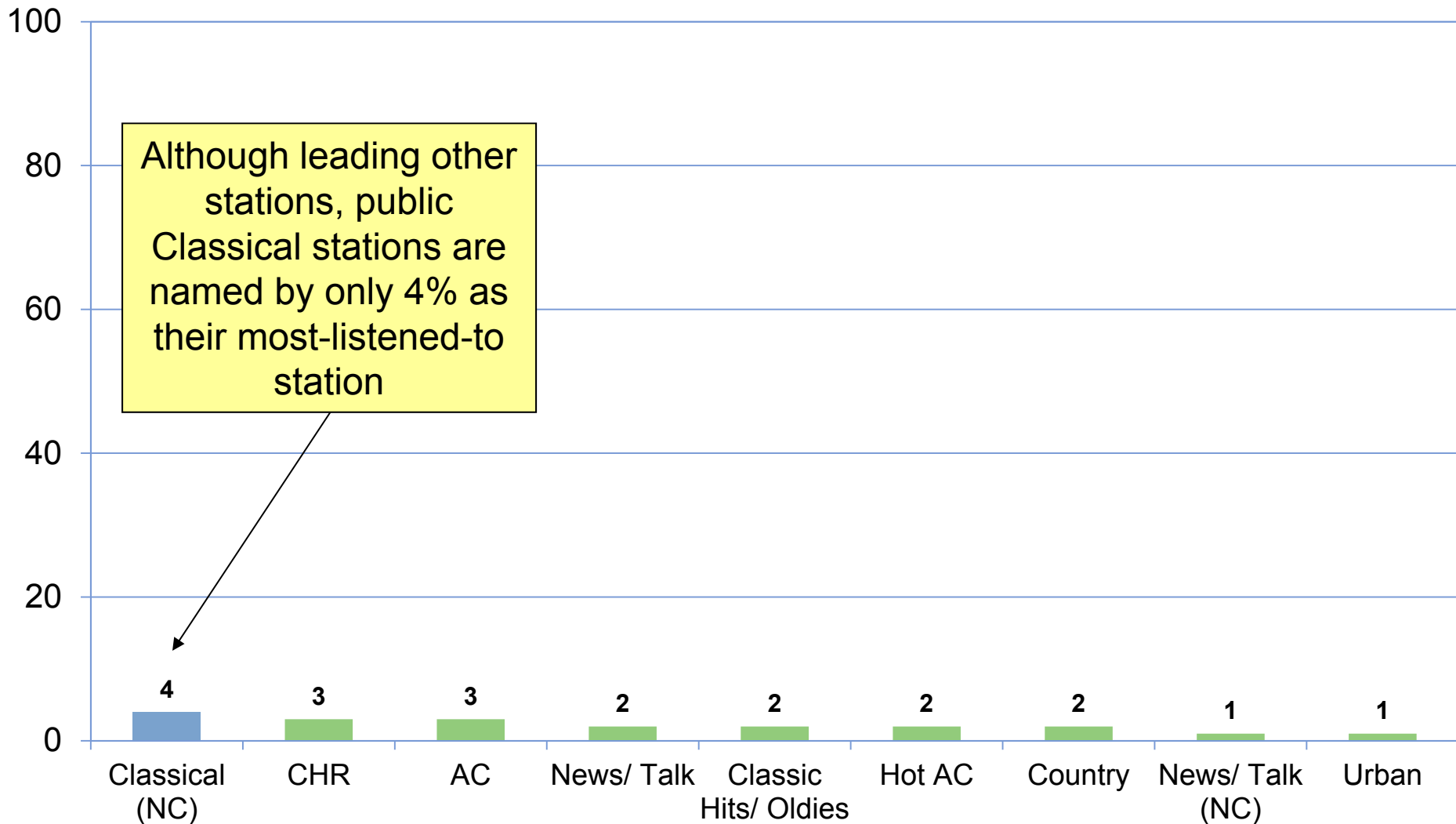
Among All Listeners (Continued)

Between 6am and 9am (M-F)



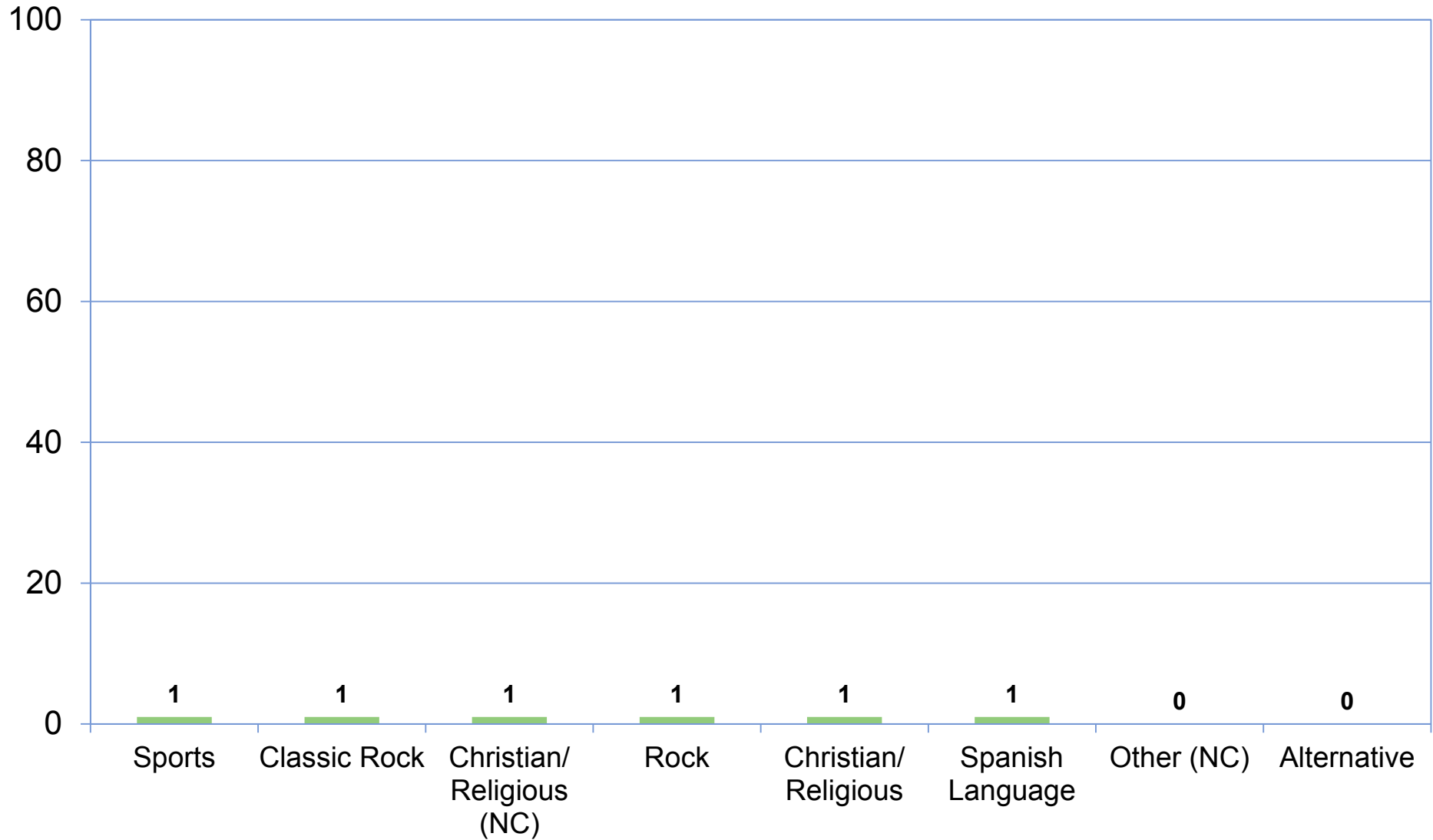
At Work P1 Listenership

Among All Listeners



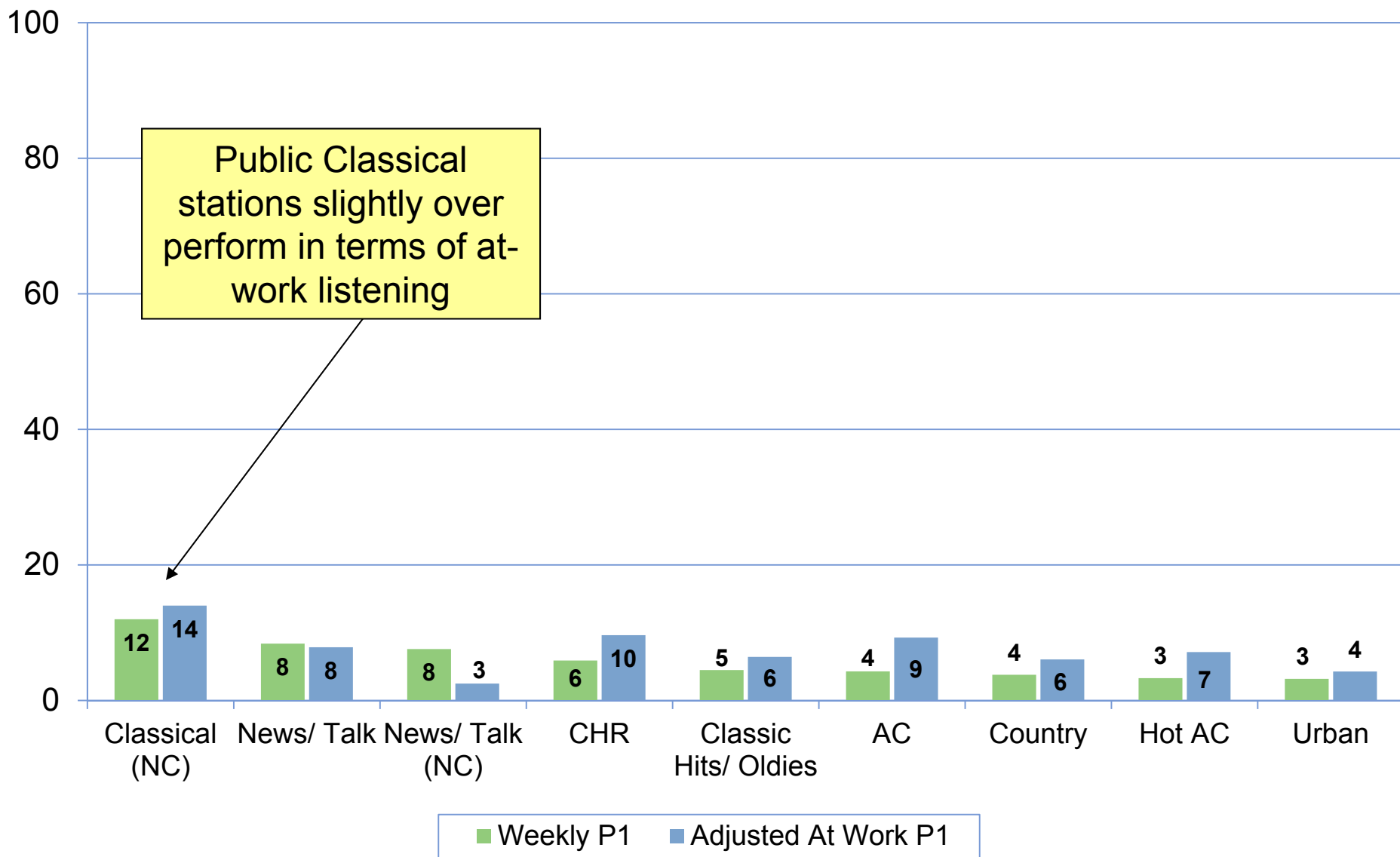
At Work P1 Listenership

Among All Listeners (Continued)



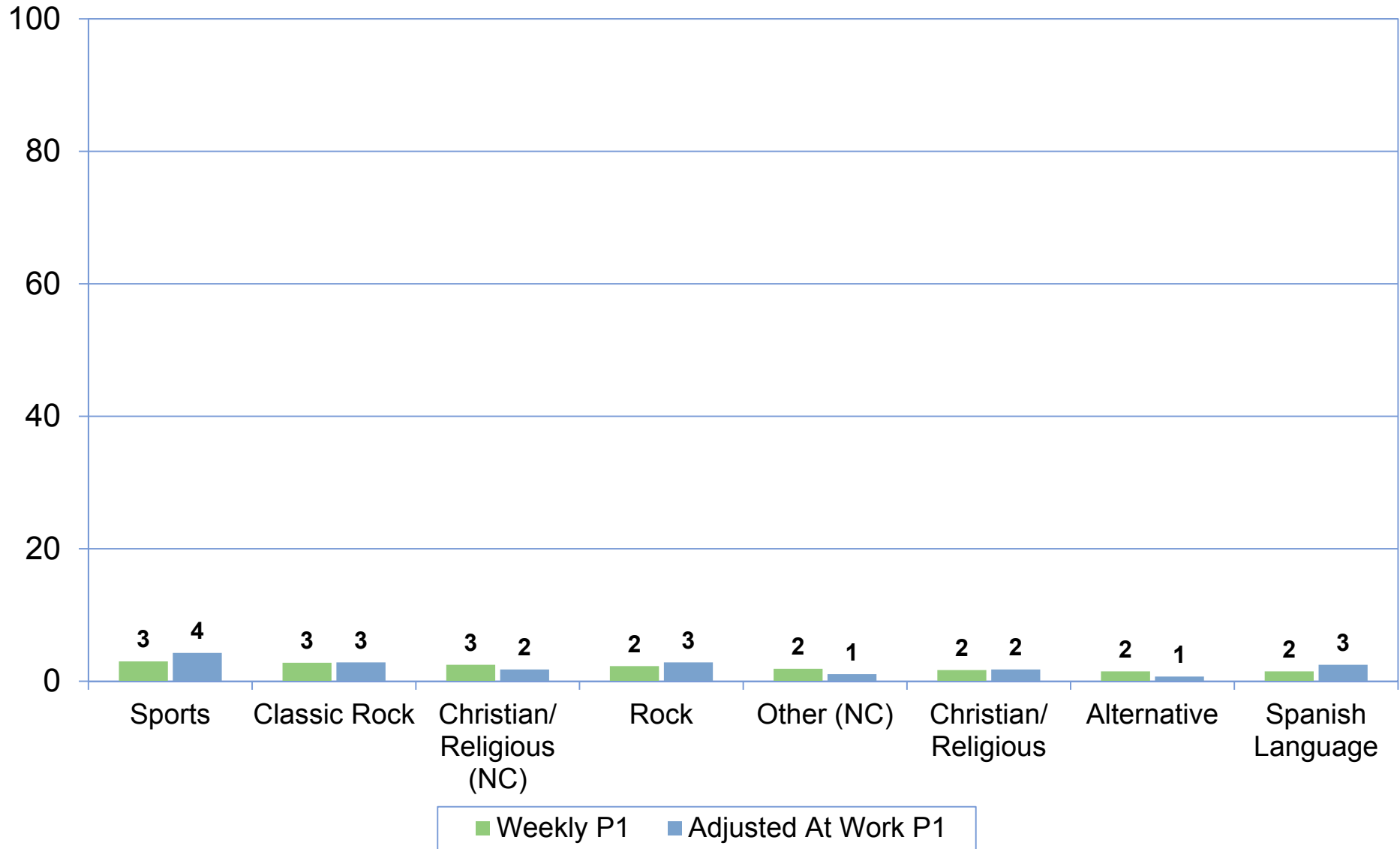
Weekly P1 vs. Adjusted At Work P1

Among All Listeners



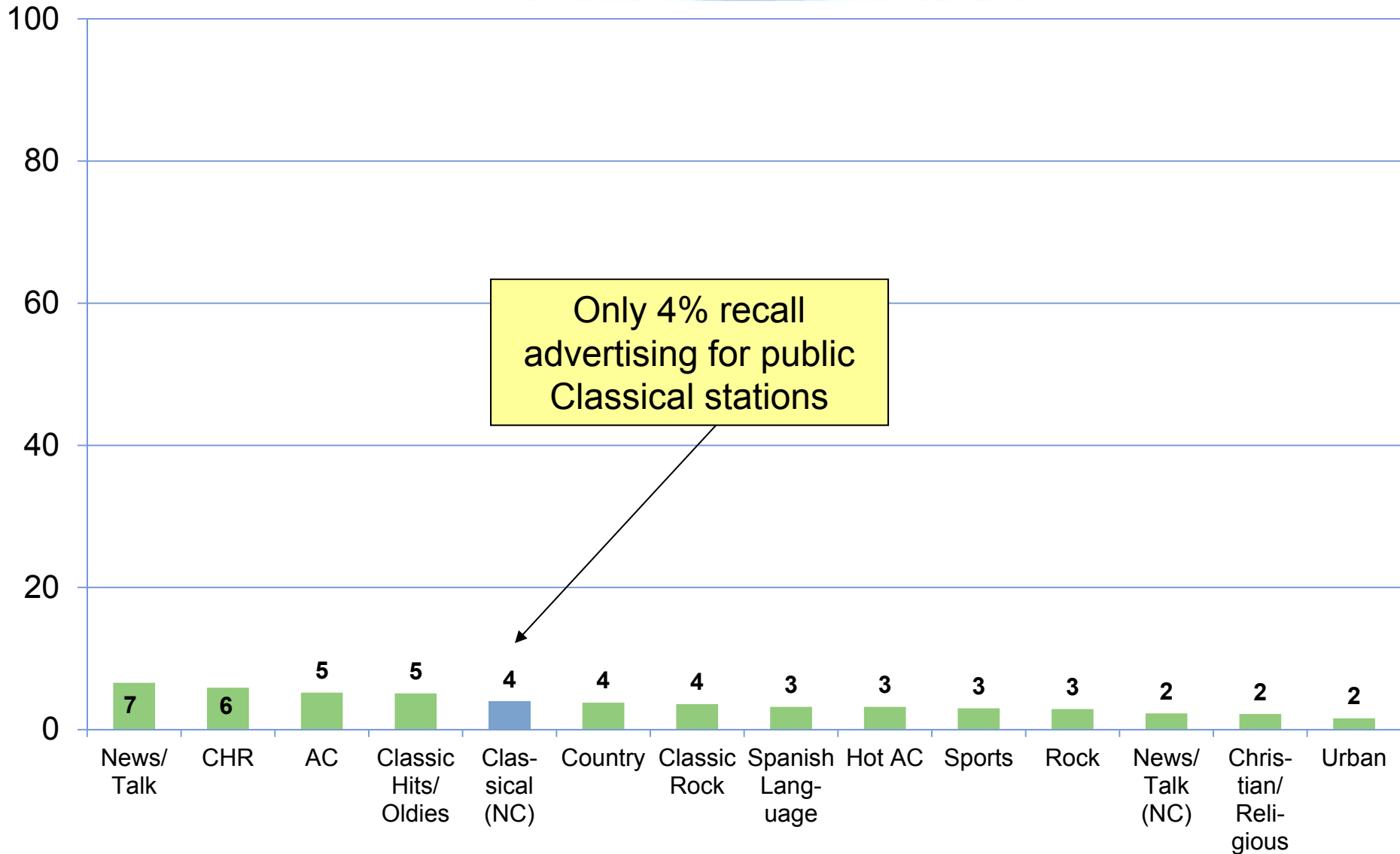
Weekly P1 vs. Adjusted At Work P1

Among All Listeners (Continued)



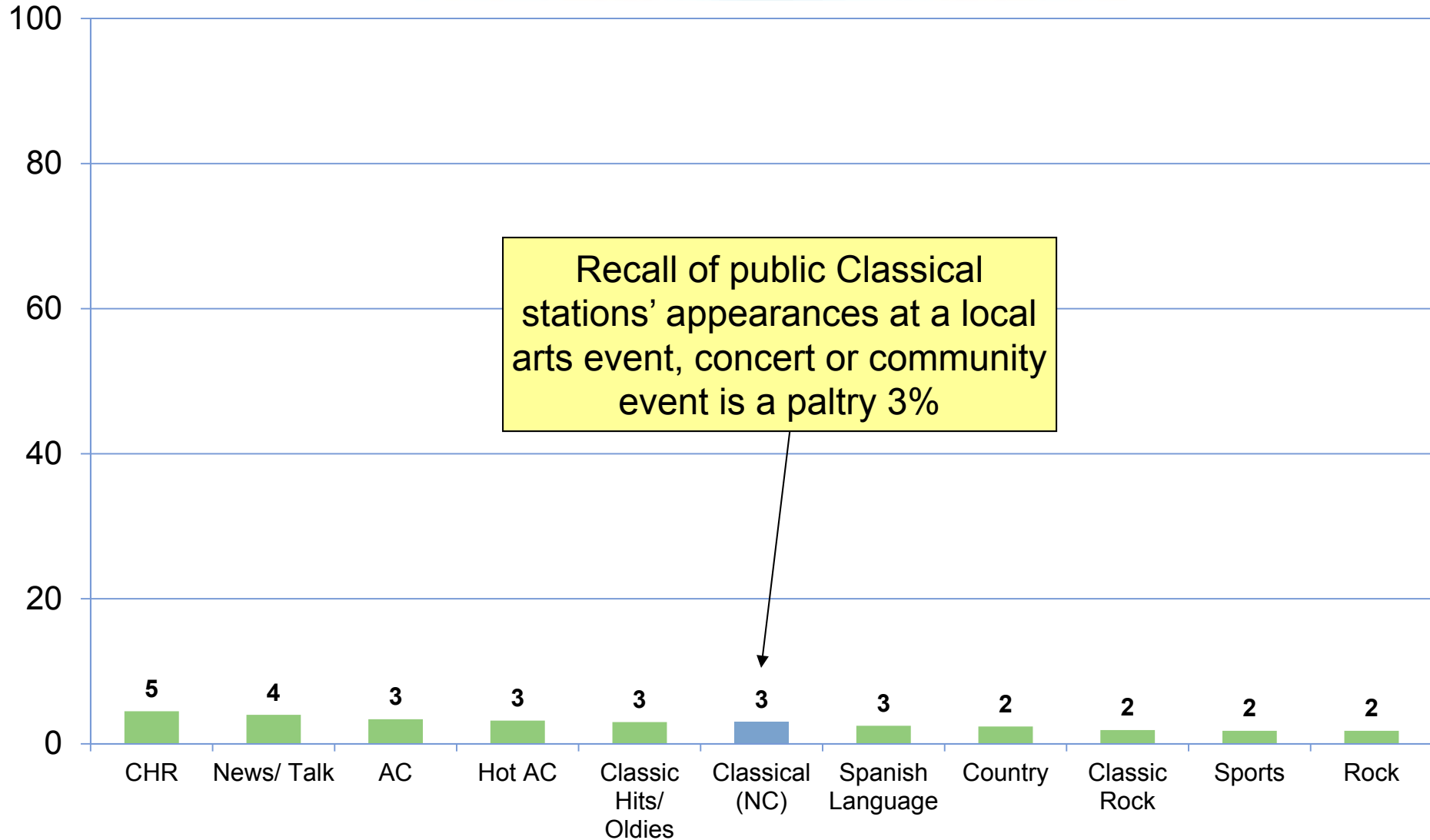
Advertising Recall

Among All Listeners



Event Visibility Recall

Among All Listeners

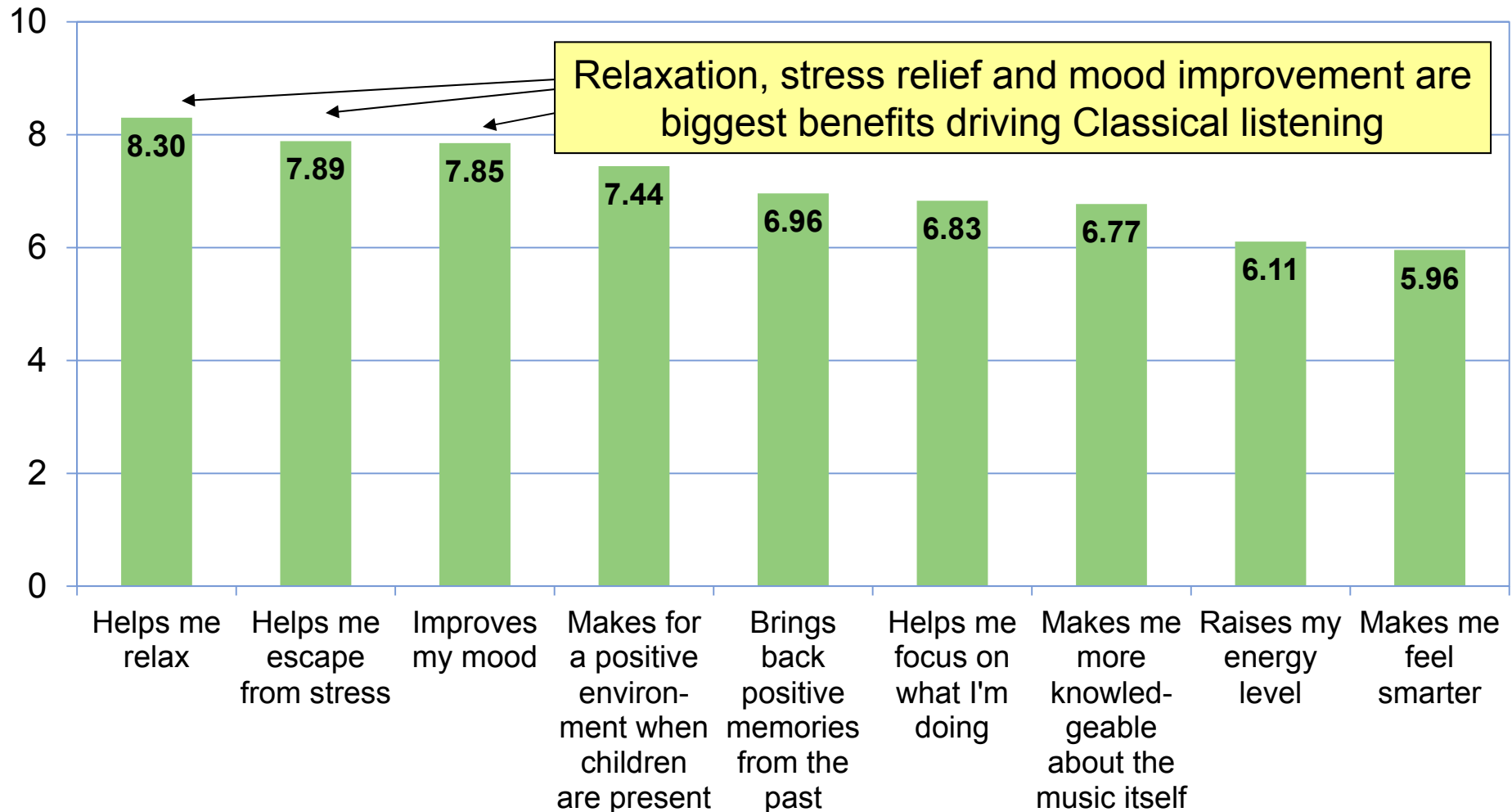


Classical Music Listening Benefits

Classical Music Listening Benefits

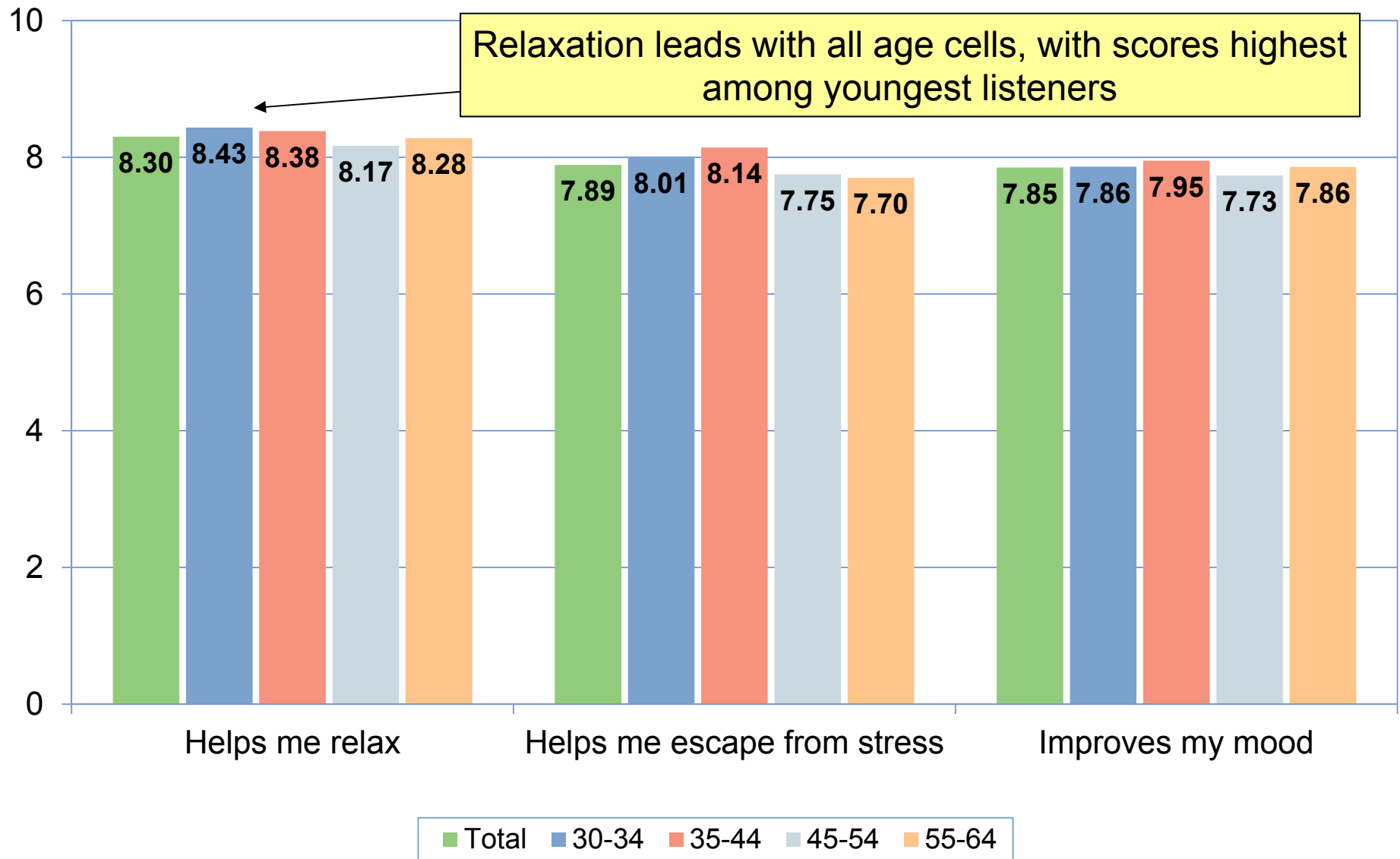
Evaluation Average Among All Listeners

On a scale of “1” to “10,” where “1” means it is not at all a benefit that makes you listen to Classical music and “10” means it absolutely is a benefit that makes you listen to Classical music, please rate each of the following benefits



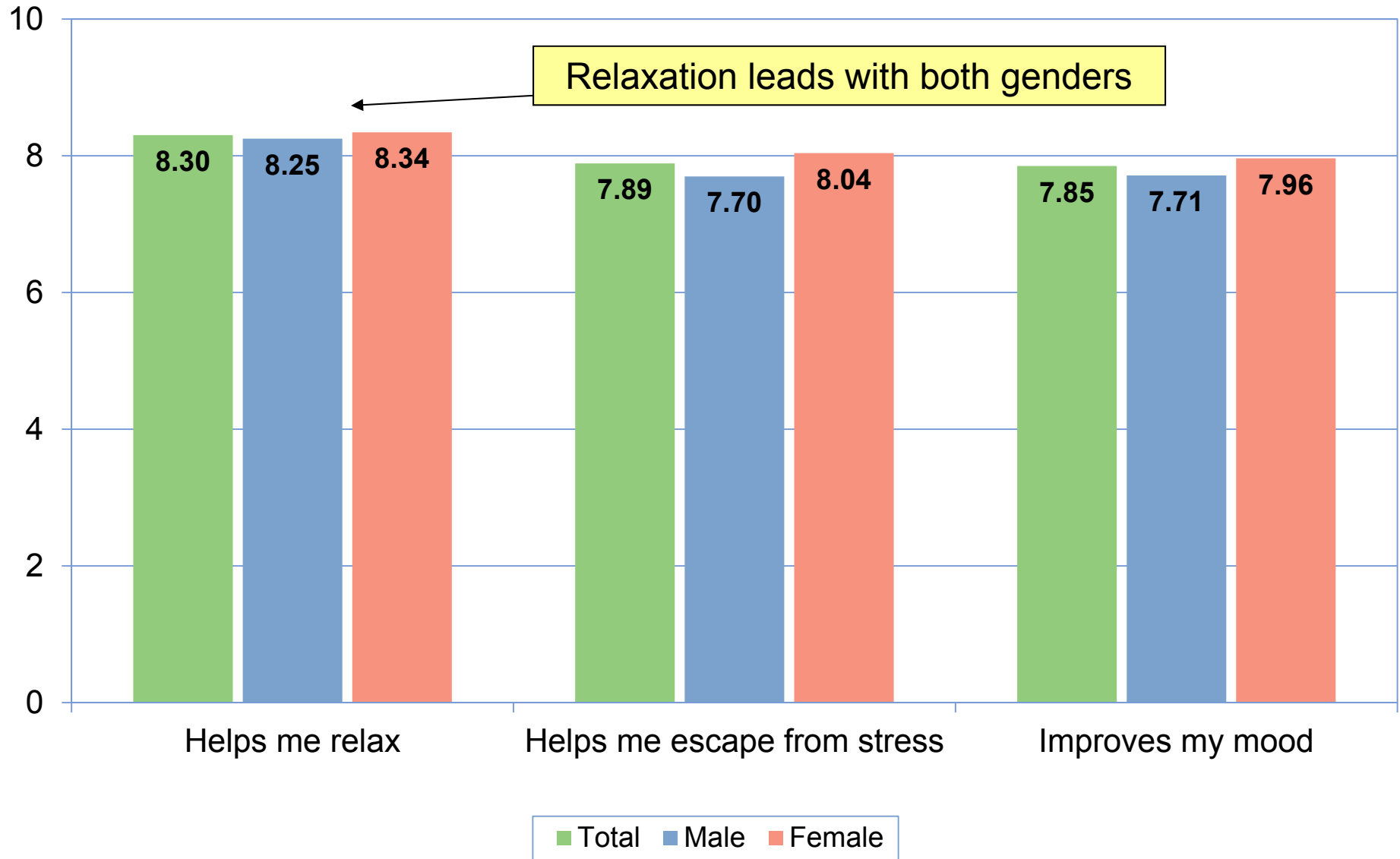
Classical Music Listening Benefits – Selected Benefits

Evaluation Average By Age



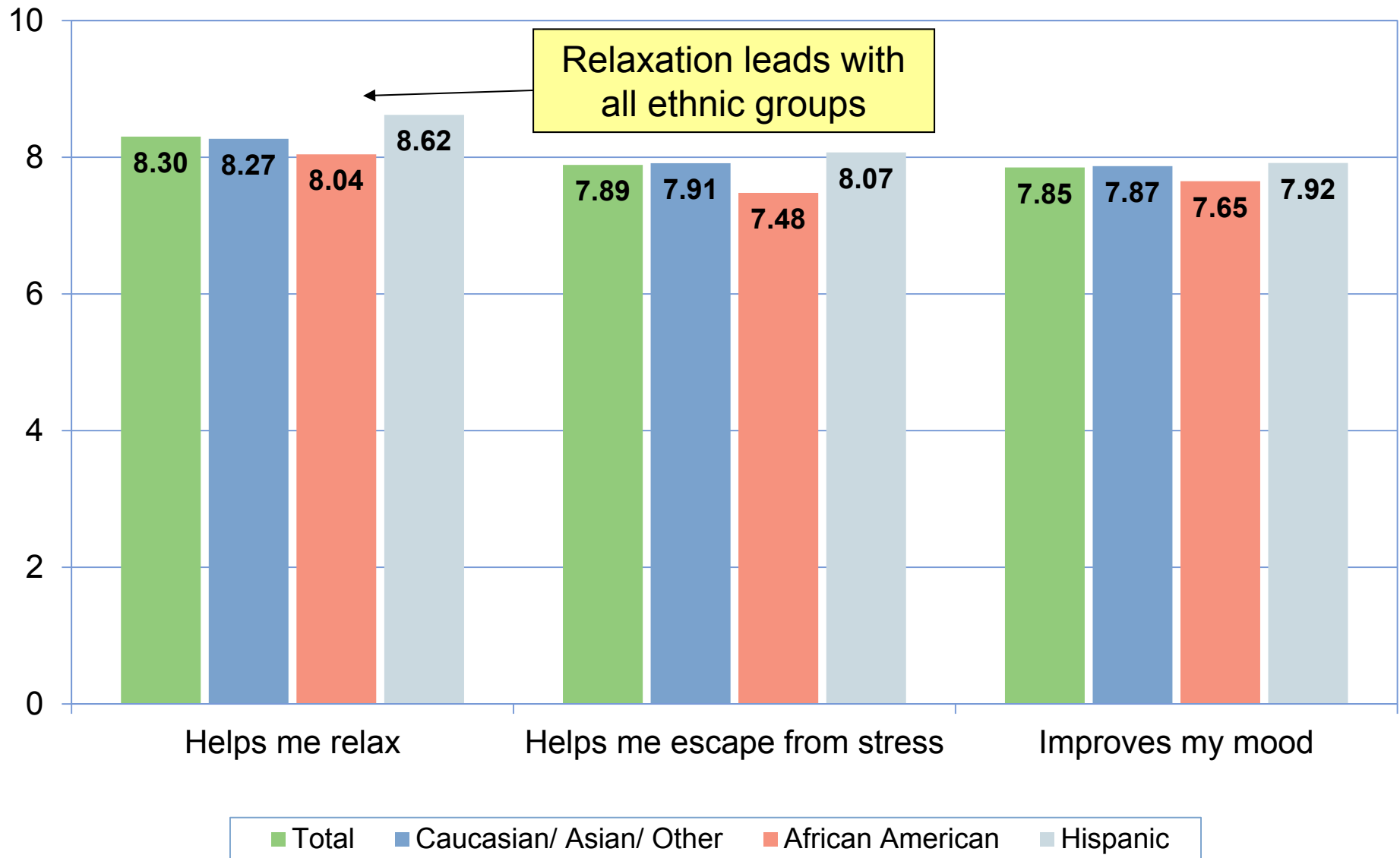
Classical Music Listening Benefits – Selected Benefits

Evaluation Average By Gender



Classical Music Listening Benefits – Selected Benefits

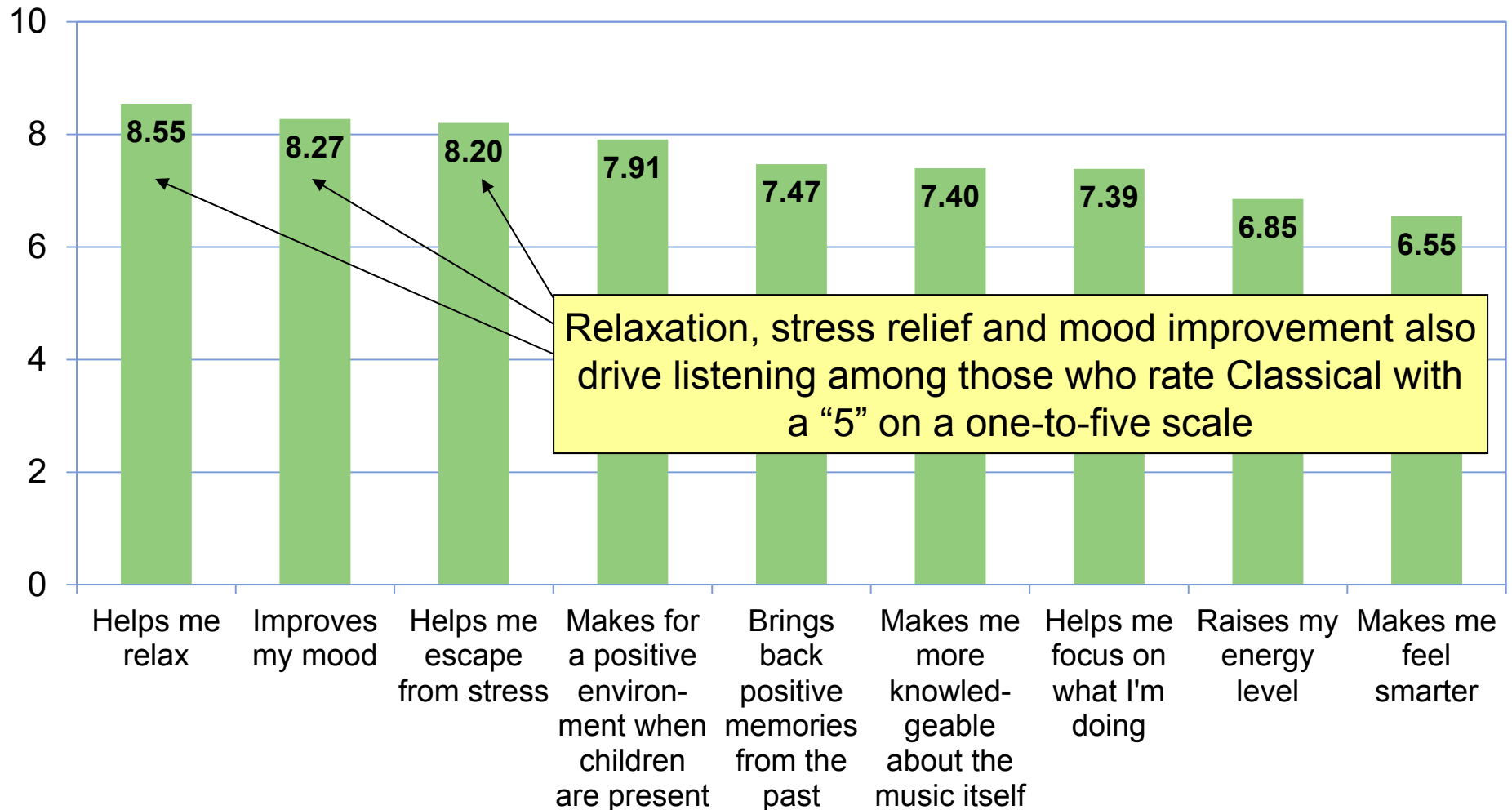
Evaluation Average By Ethnicity



Classical Music Listening Benefits

Evaluation Average Among Classical Fans

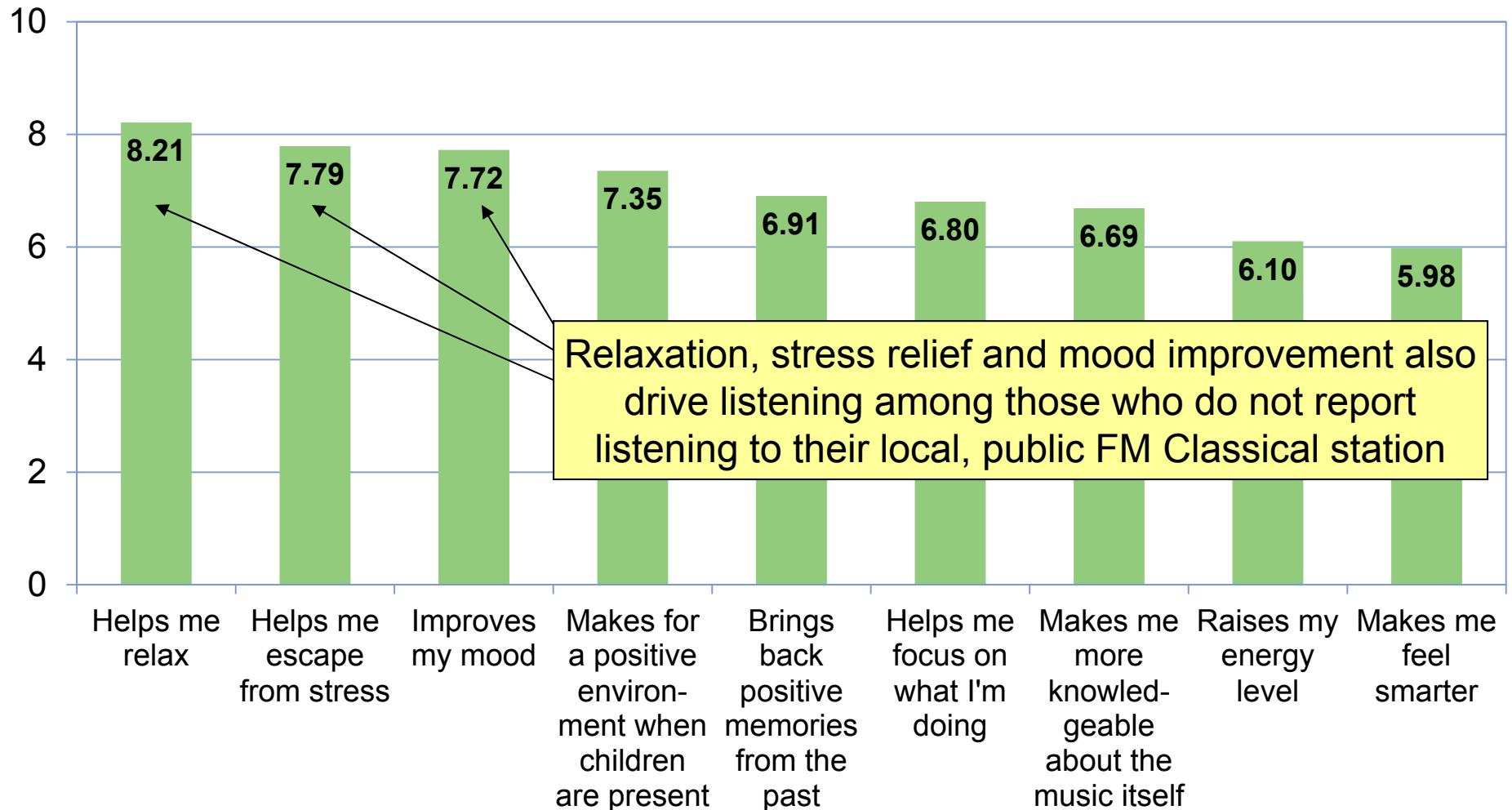
On a scale of “1” to “10,” where “1” means it is not at all a benefit that makes you listen to Classical music and “10” means it absolutely is a benefit that makes you listen to Classical music, please rate each of the following benefits



Classical Music Listening Benefits

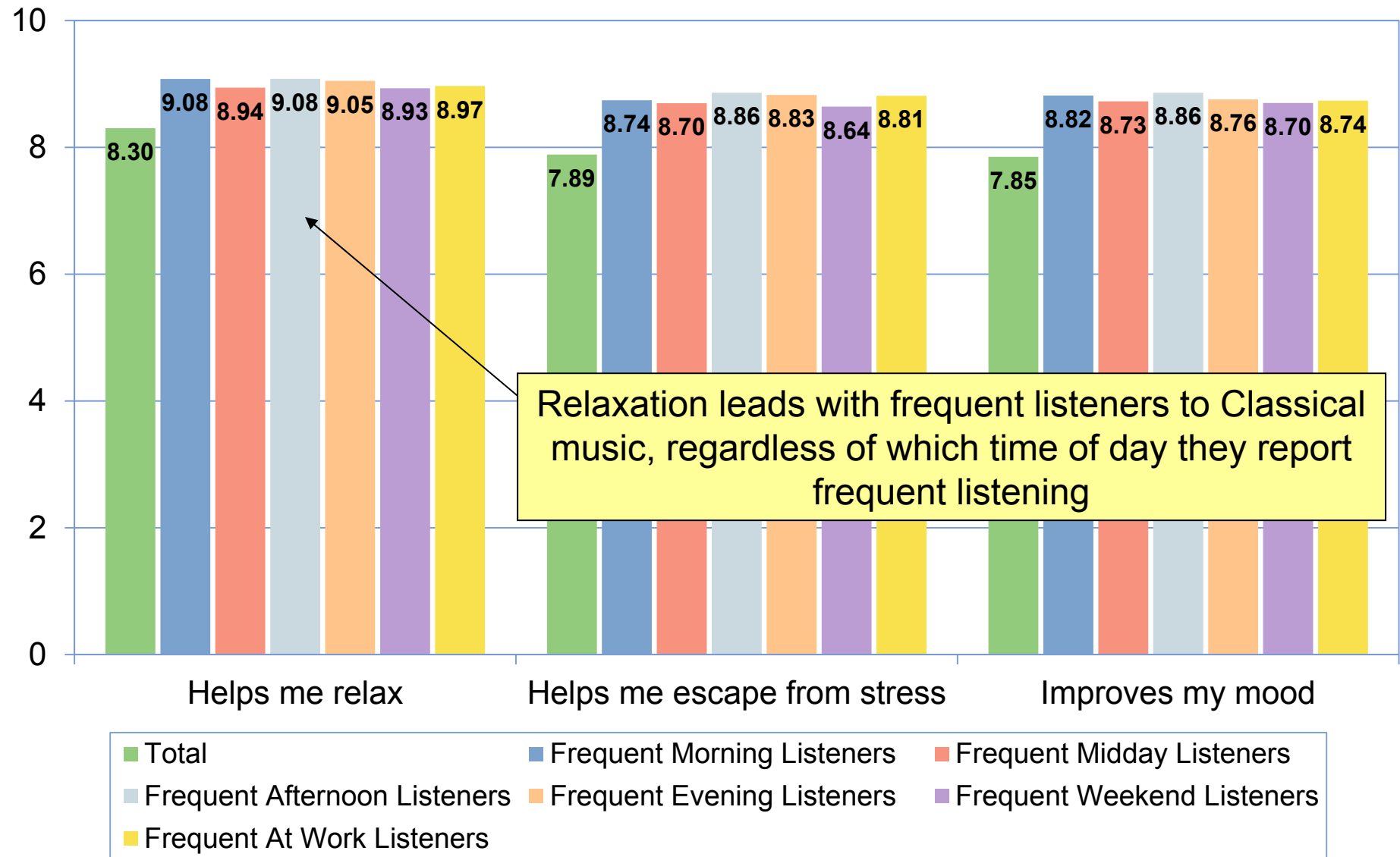
Evaluation Average Among Potential Classical Cume

On a scale of "1" to "10," where "1" means it is not at all a benefit that makes you listen to Classical music and "10" means it absolutely is a benefit that makes you listen to Classical music, please rate each of the following benefits



Classical Music Listening Benefits – Selected Benefits

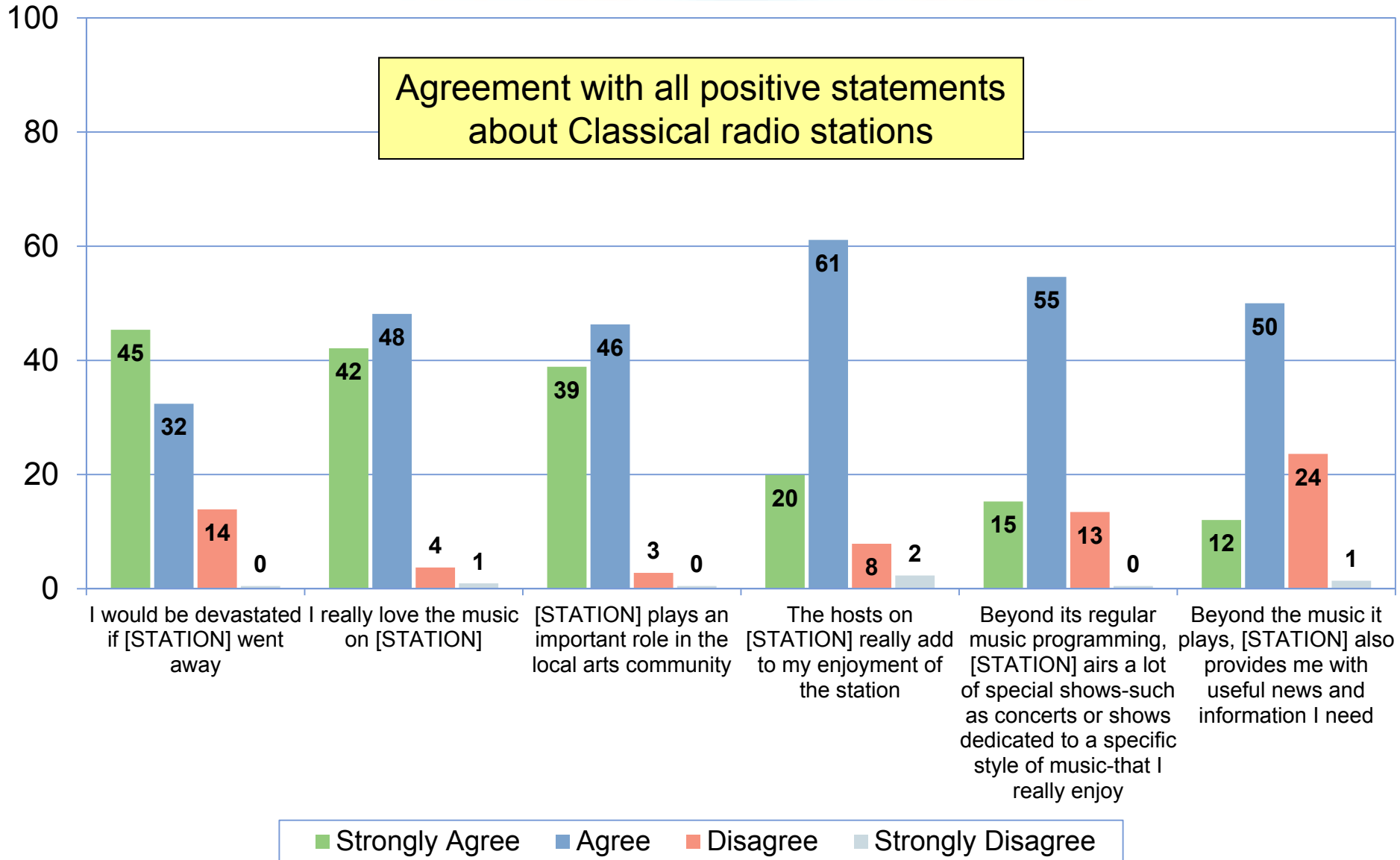
Evaluation Average By Frequent Classical Daypart Listeners



Agree/Disagree Statements

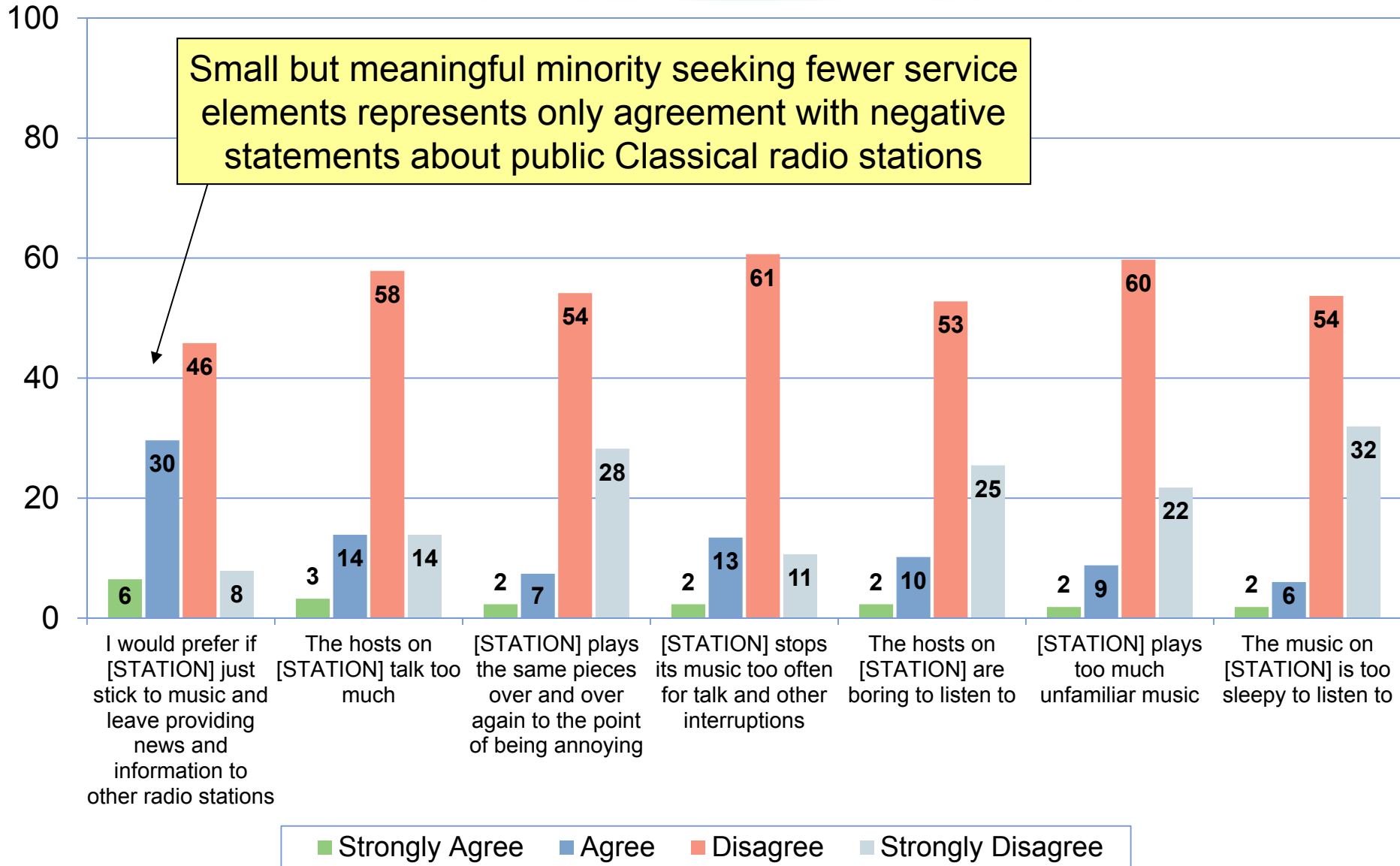
Agree/Disagree Statements

Among All Listeners Aware of Non-Commercial FM Classical Stations



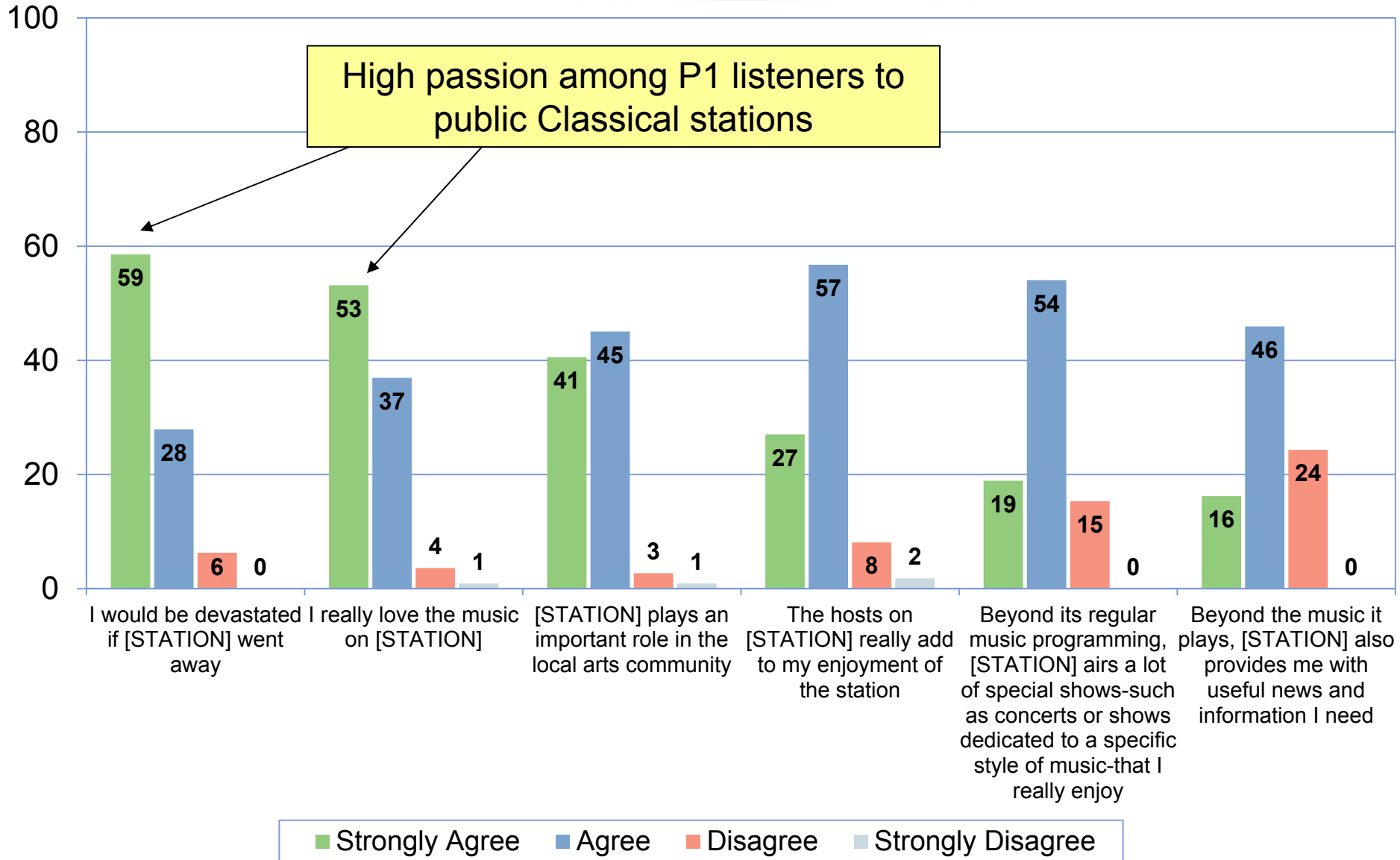
Agree/Disagree Statements

Among All Listeners Aware of Non-Commercial FM Classical Stations (Continued)



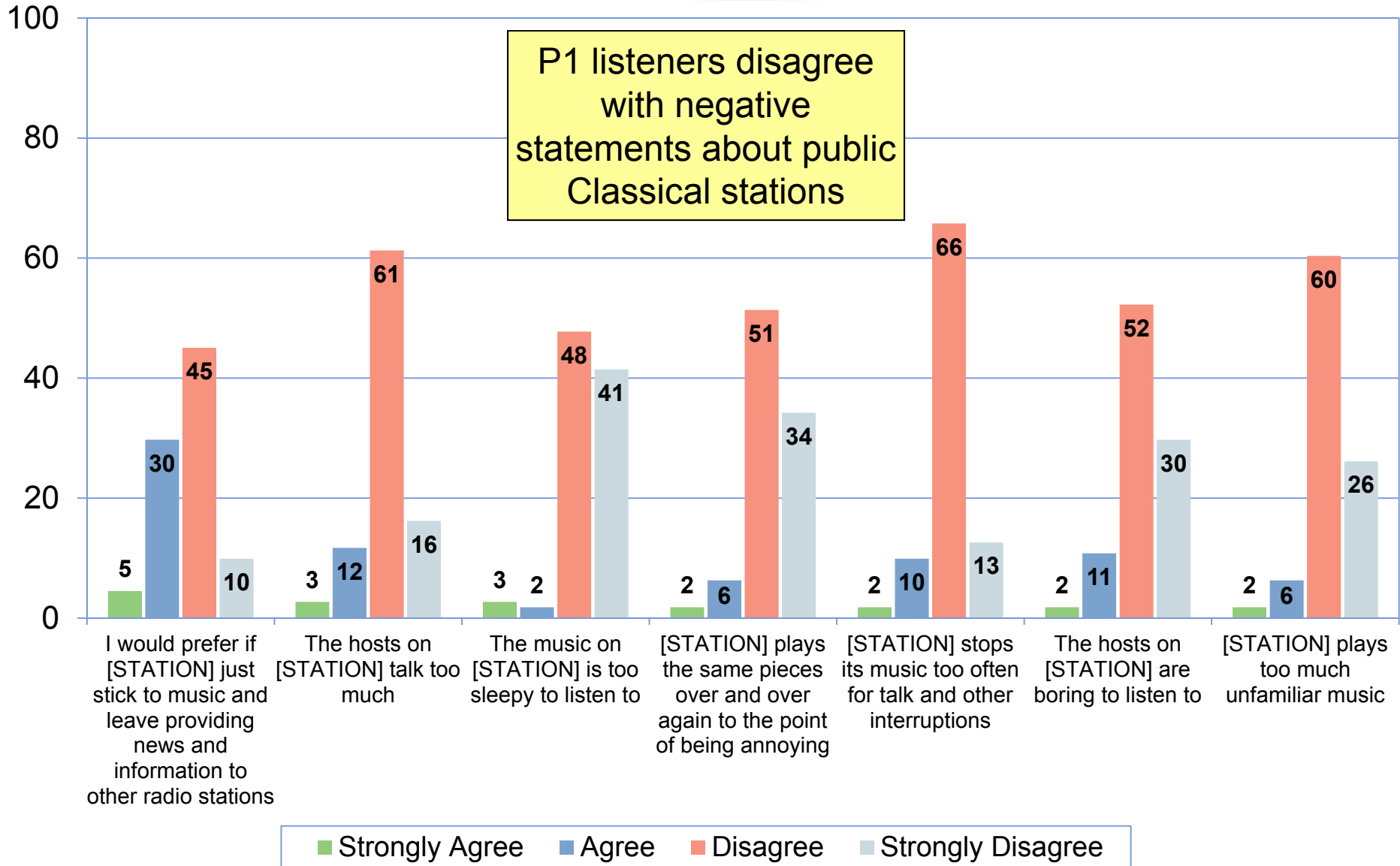
Agree/Disagree Statements

Among Classical (NC) P1 Listeners



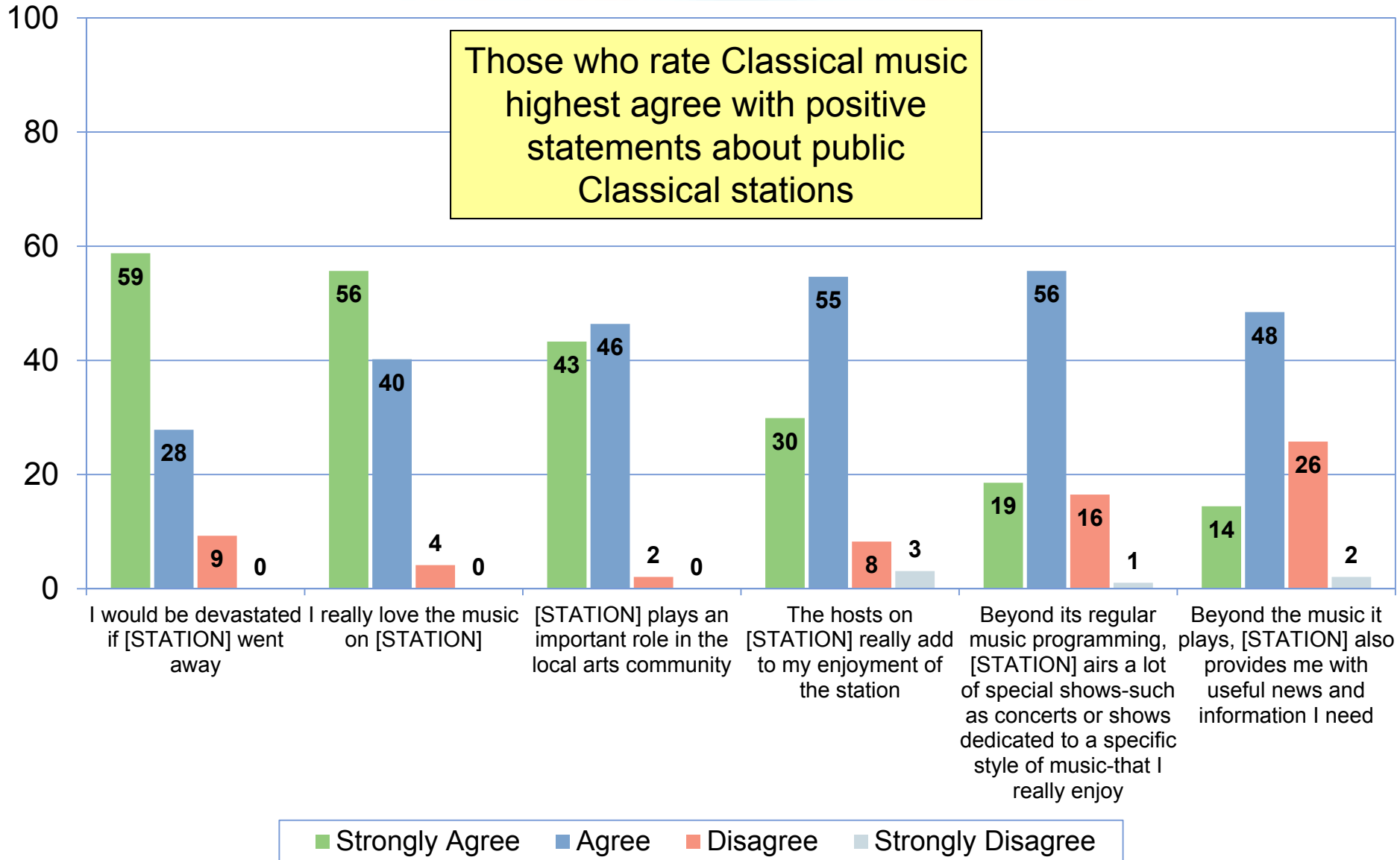
Agree/Disagree Statements

Among Classical (NC) P1 Listeners (Continued)



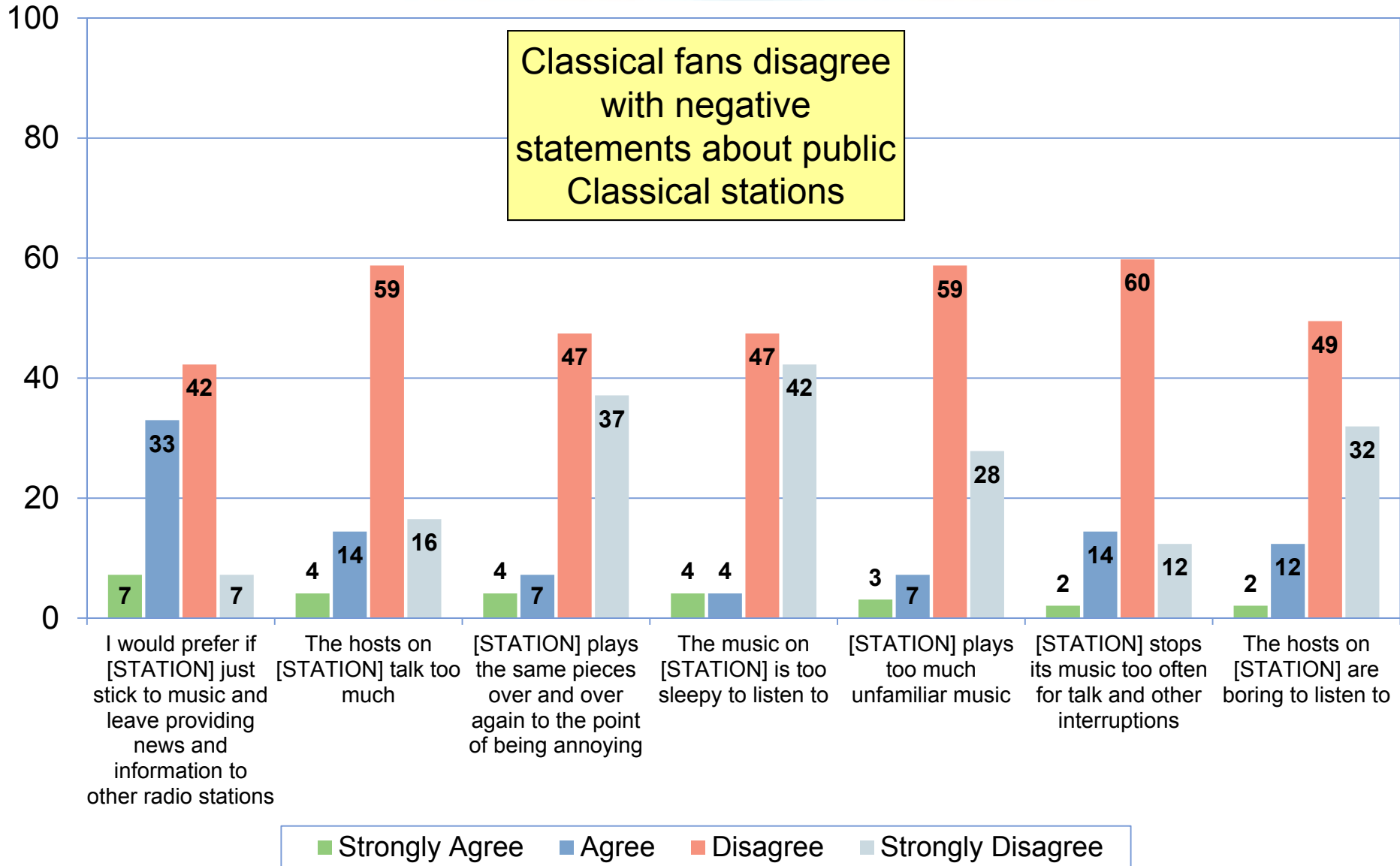
Agree/Disagree Statements

Among Classical Fans Aware of Non-Commercial FM Classical Stations



Agree/Disagree Statements

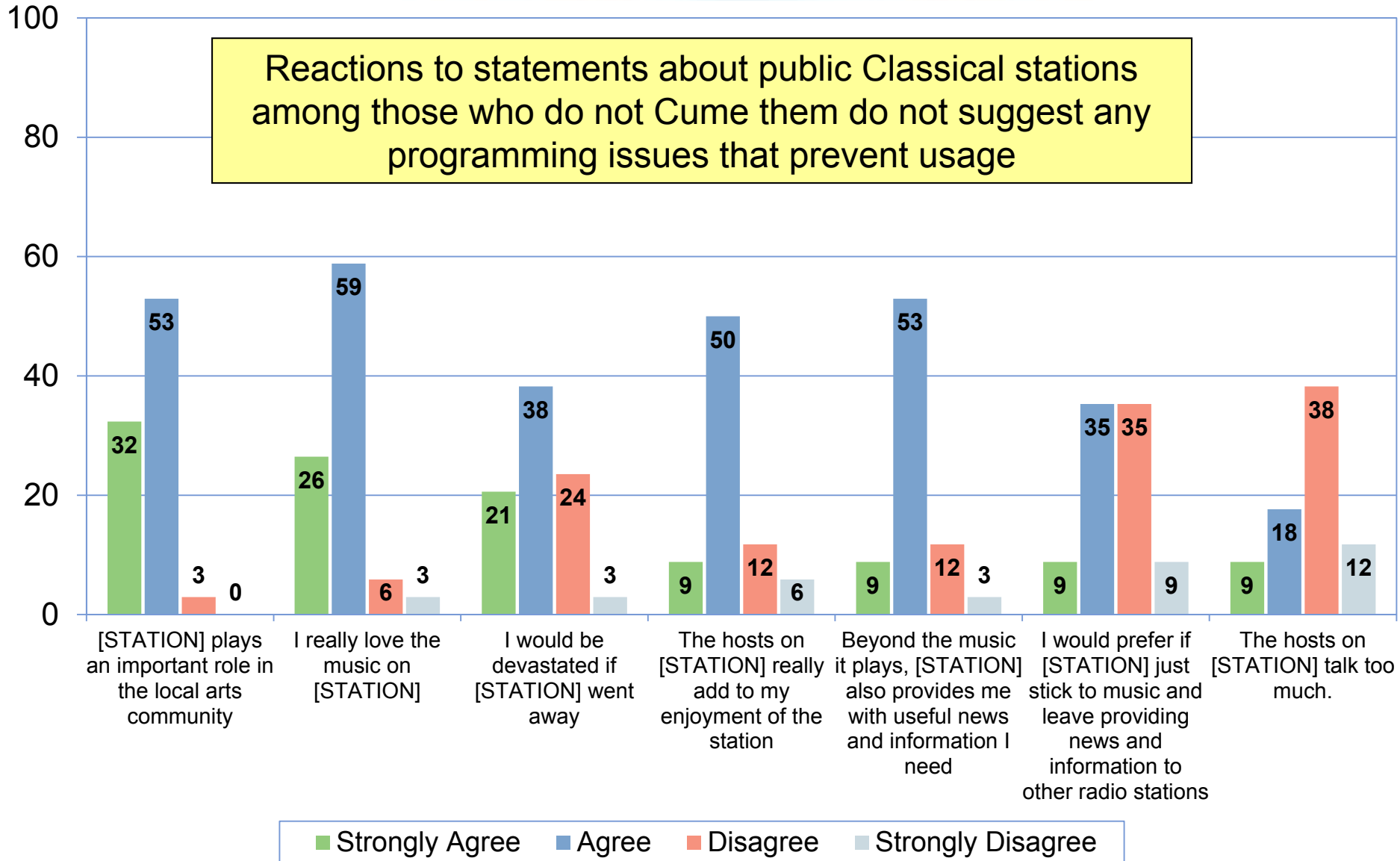
Among Classical Fans Aware of Non-Commercial FM Classical Stations (Continued)



Agree/Disagree Statements

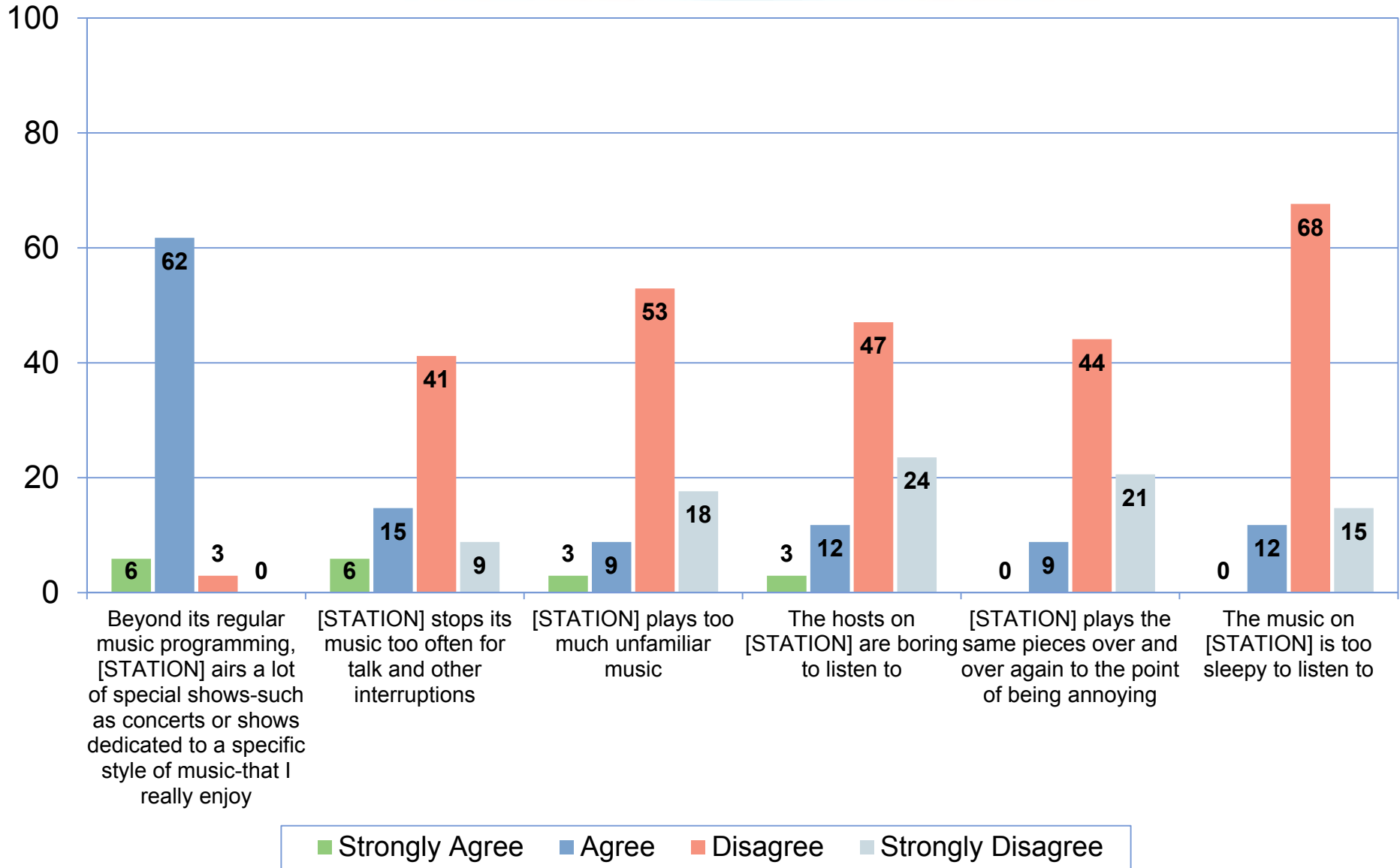
Among Potential Classical Cume Aware of Non-Commercial FM Classical Stations

Reactions to statements about public Classical stations among those who do not Cume them do not suggest any programming issues that prevent usage



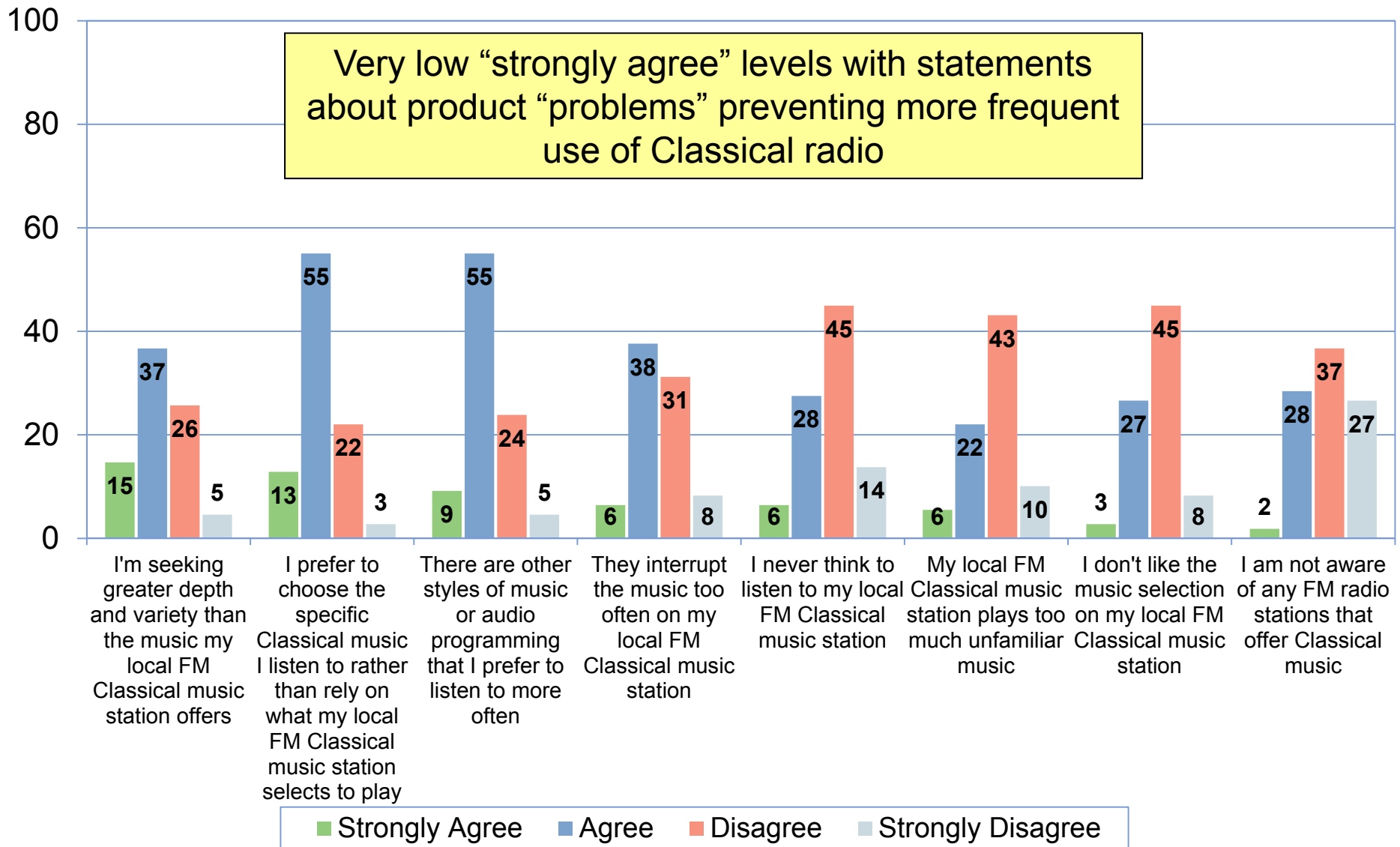
Agree/Disagree Statements

Among Potential Classical Cume Aware of Non-Commercial FM Classical Stations (Continued)



Agree/Disagree Statements

Among Non-Frequent Local FM Classical Radio Listeners

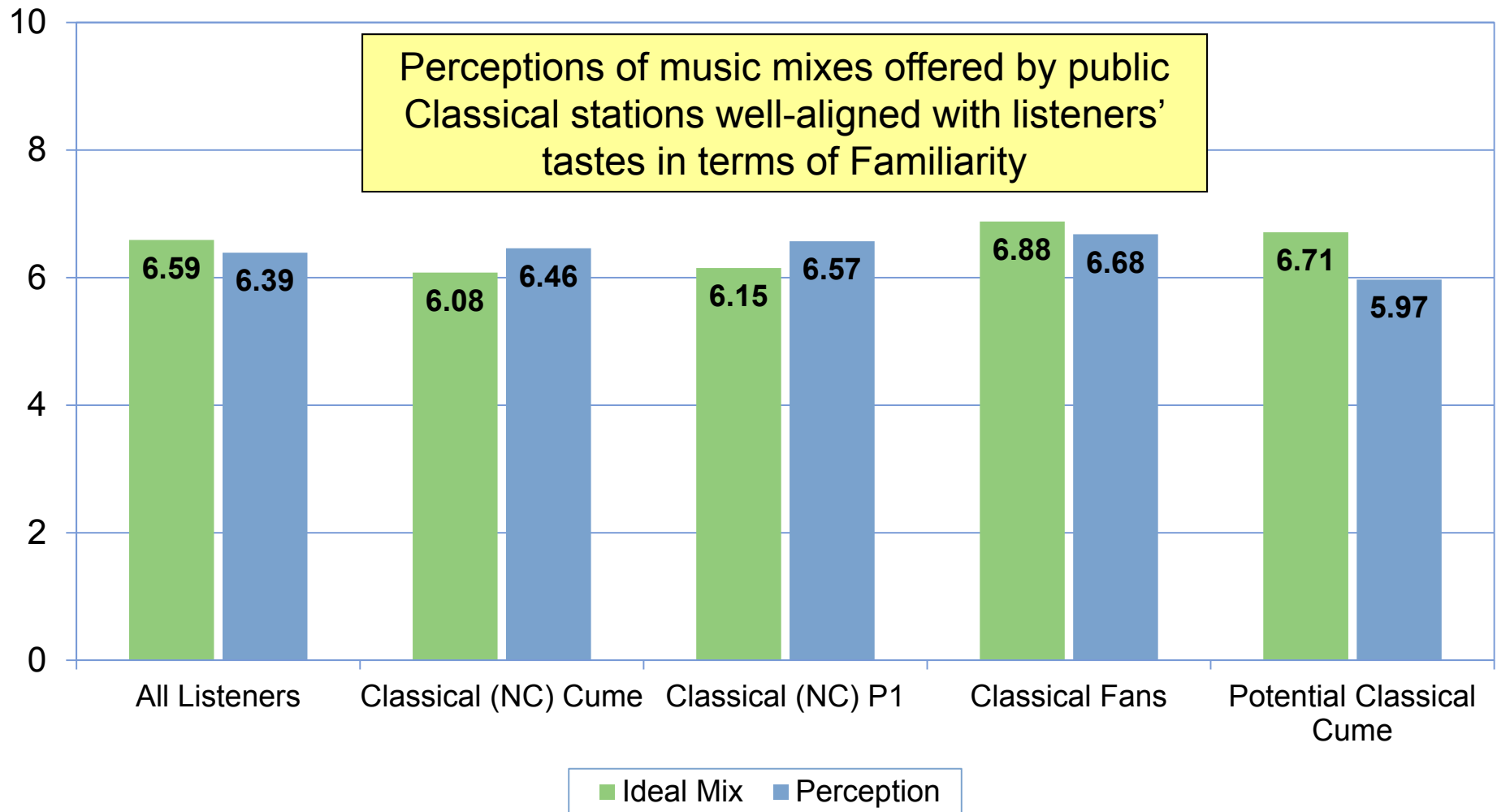


Familiarity Scaling

Classical Music Familiarity Scaling

Evaluation Average Among All Listeners

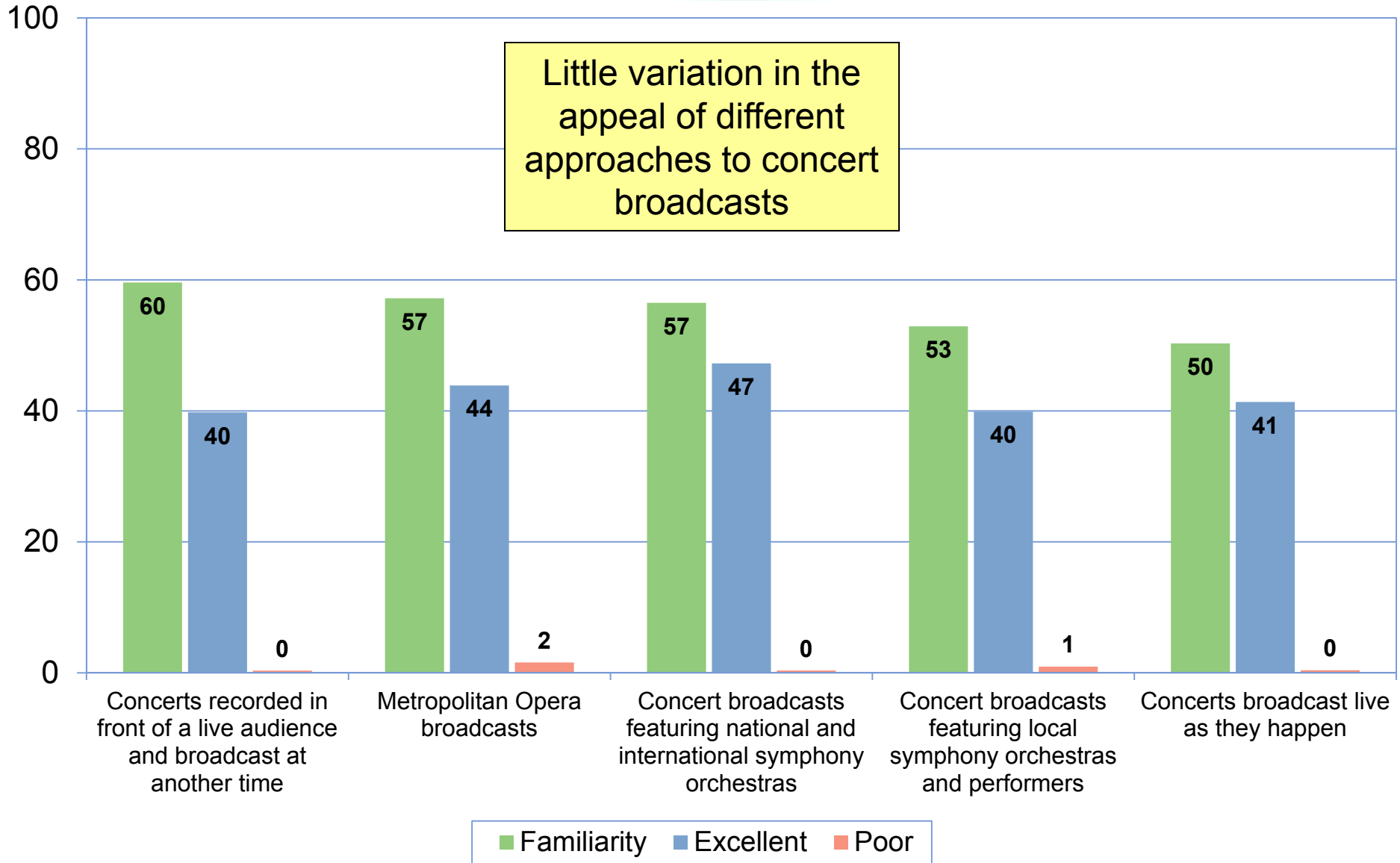
On a scale of one to ten, where “1” means only pieces of music you’re not familiar with and have never heard before and “10” means only pieces of music you’re familiar with and have heard before...”



Specialty Shows

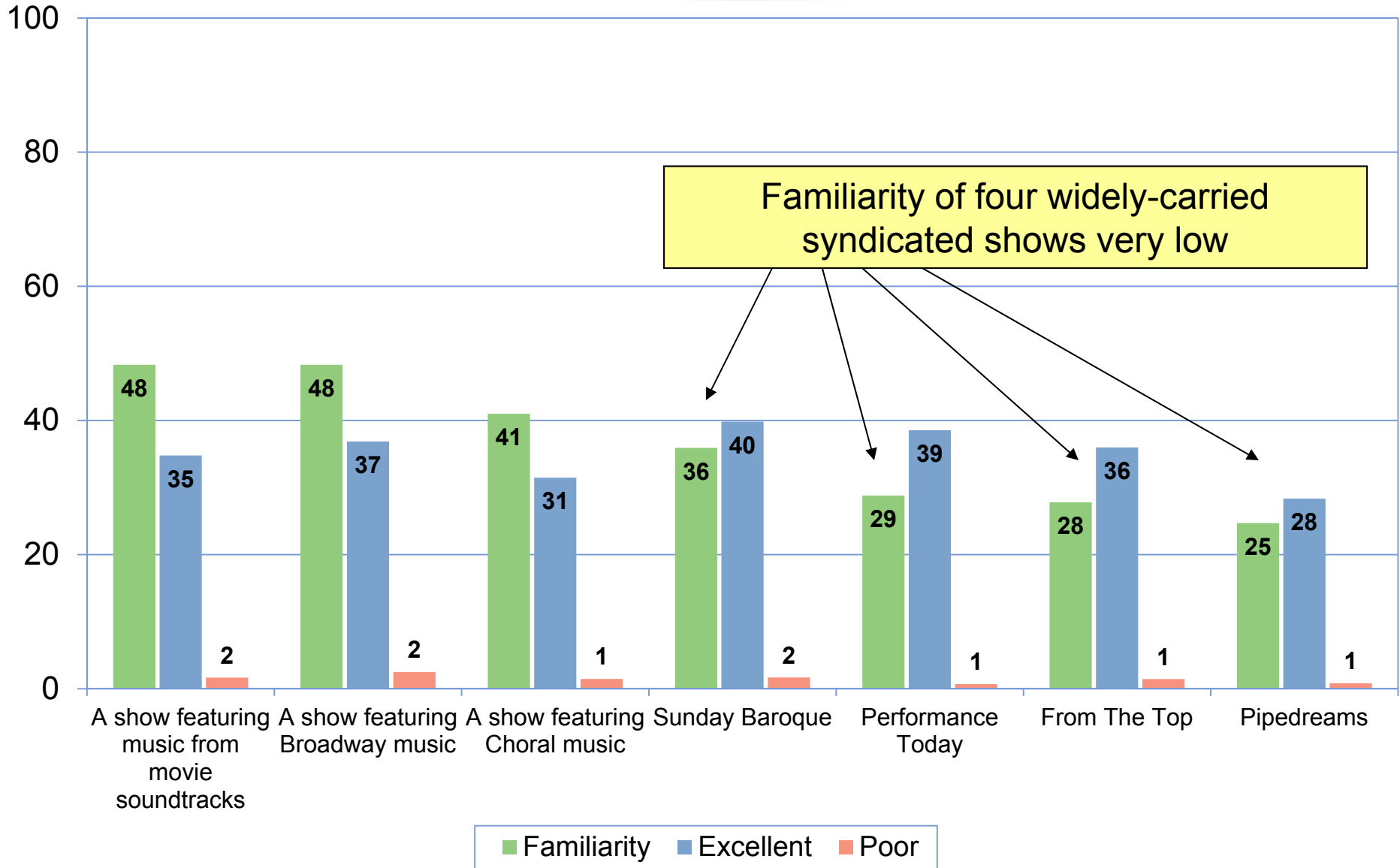
Specialty Show Familiarity & Evaluation

Among All Listeners



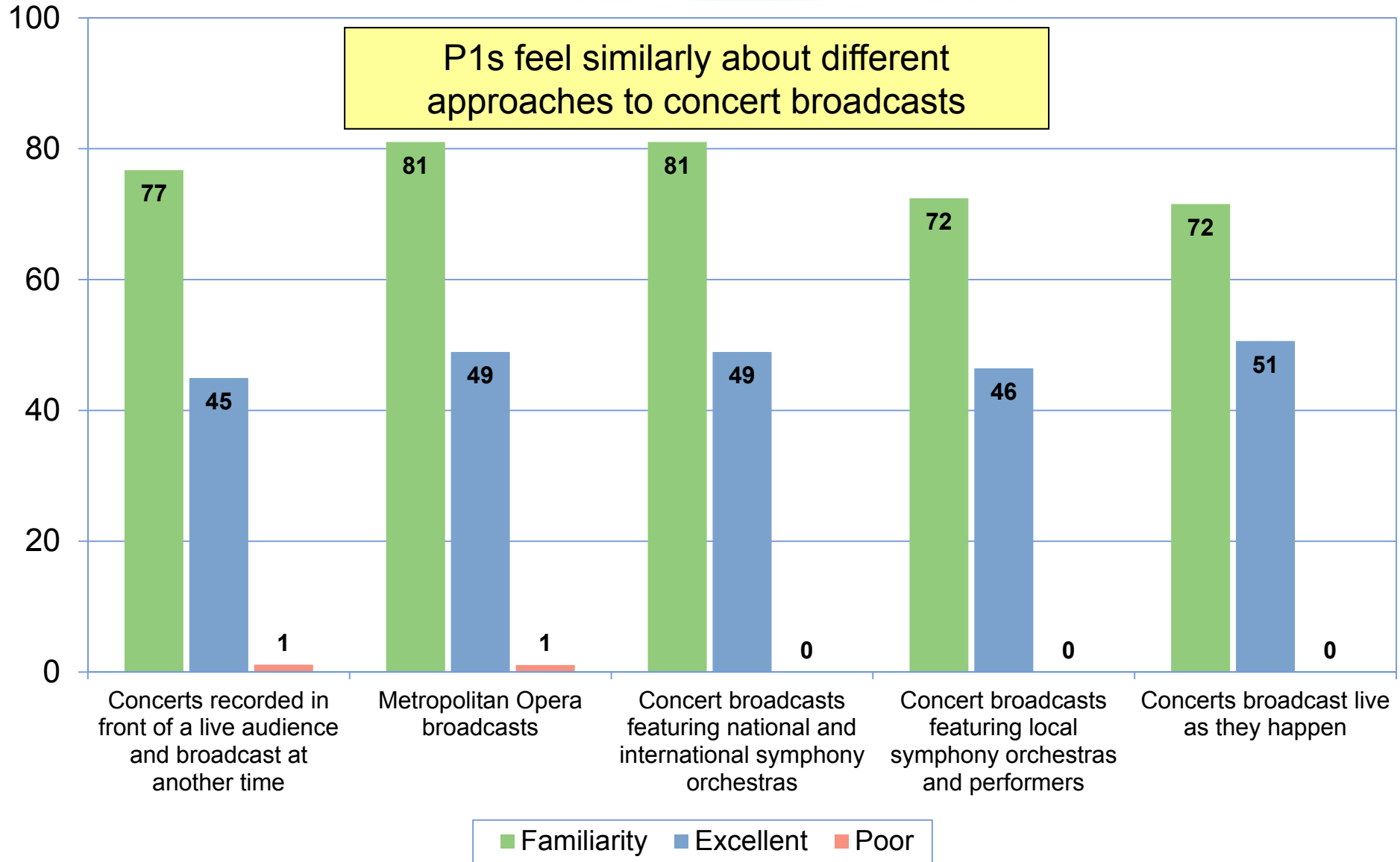
Specialty Show Familiarity & Evaluation

Among All Listeners (Continued)



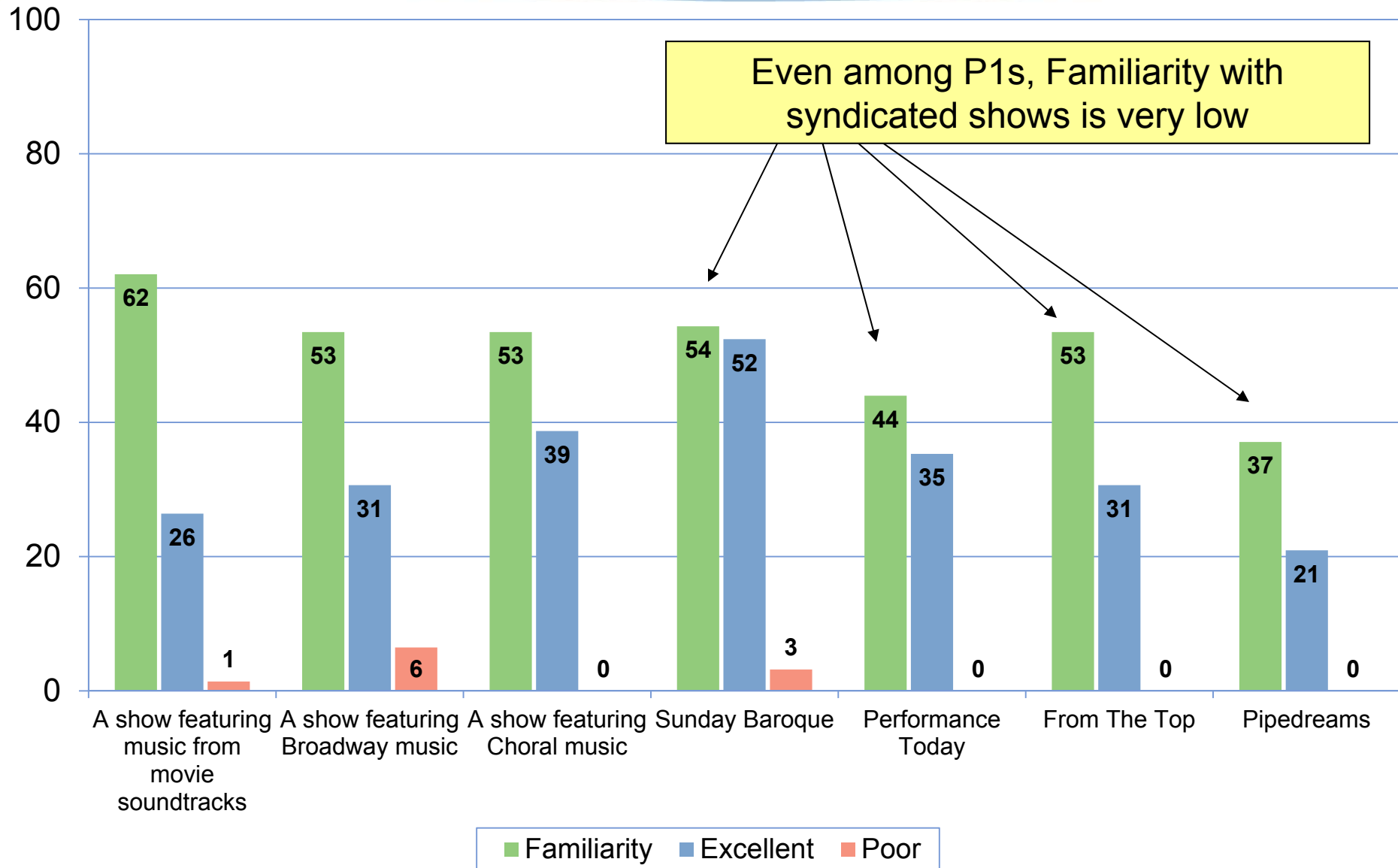
Specialty Show Familiarity & Evaluation

Among Classical (NC) P1 Listeners



Specialty Show Familiarity & Evaluation

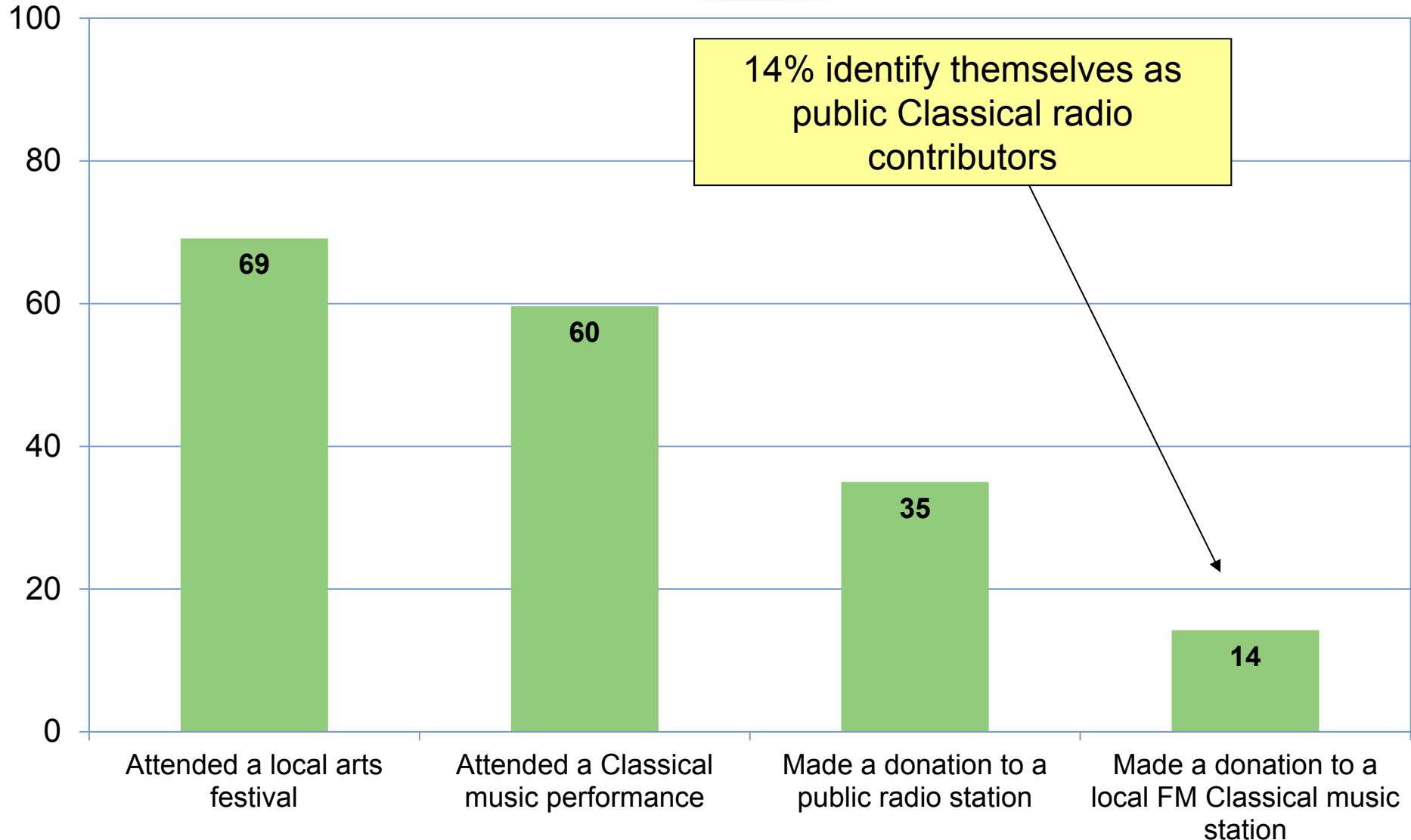
Among Classical (NC) P1 Listeners (Continued)



Activities

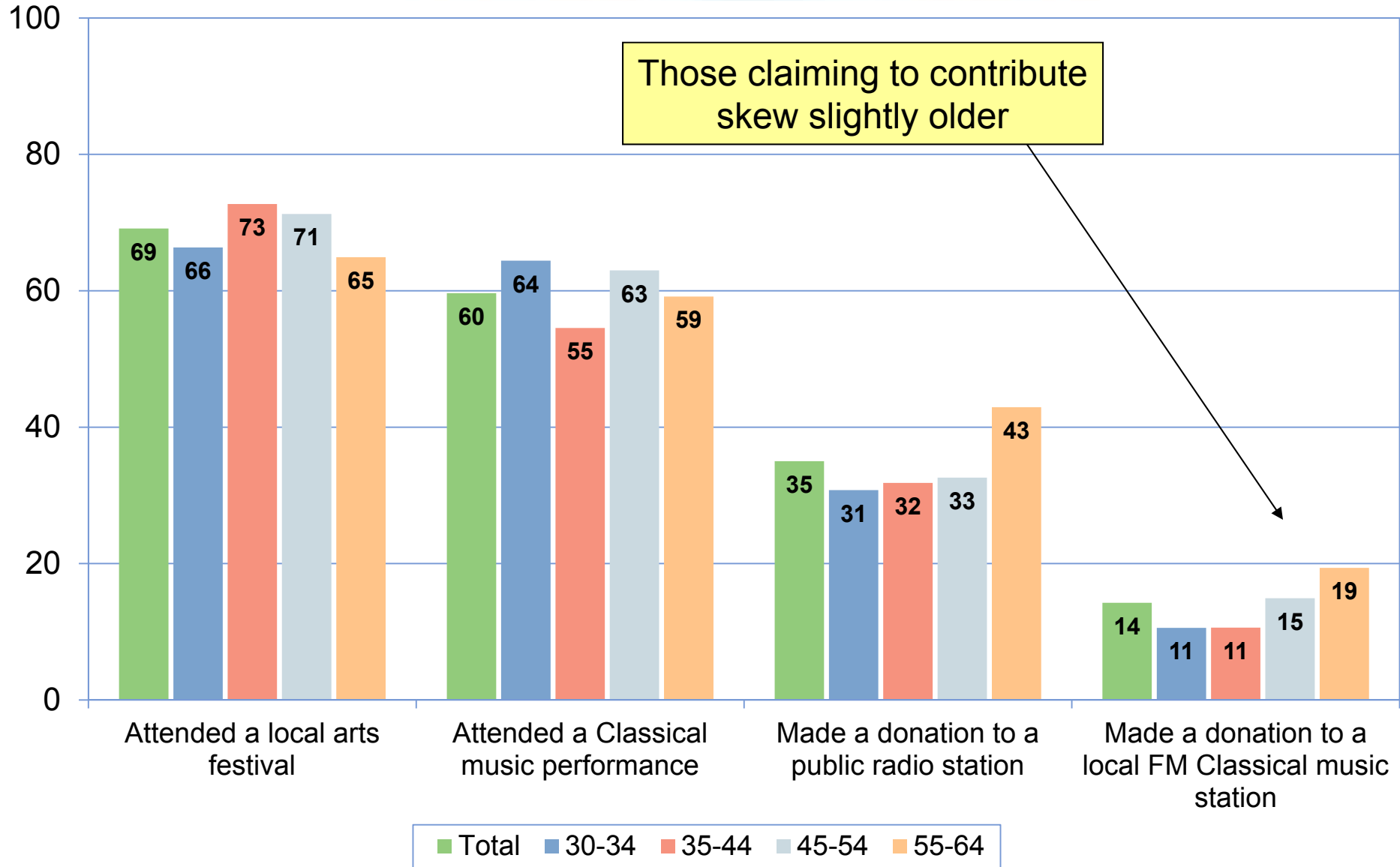
Activities - % Done In The Past Year

Among All Listeners



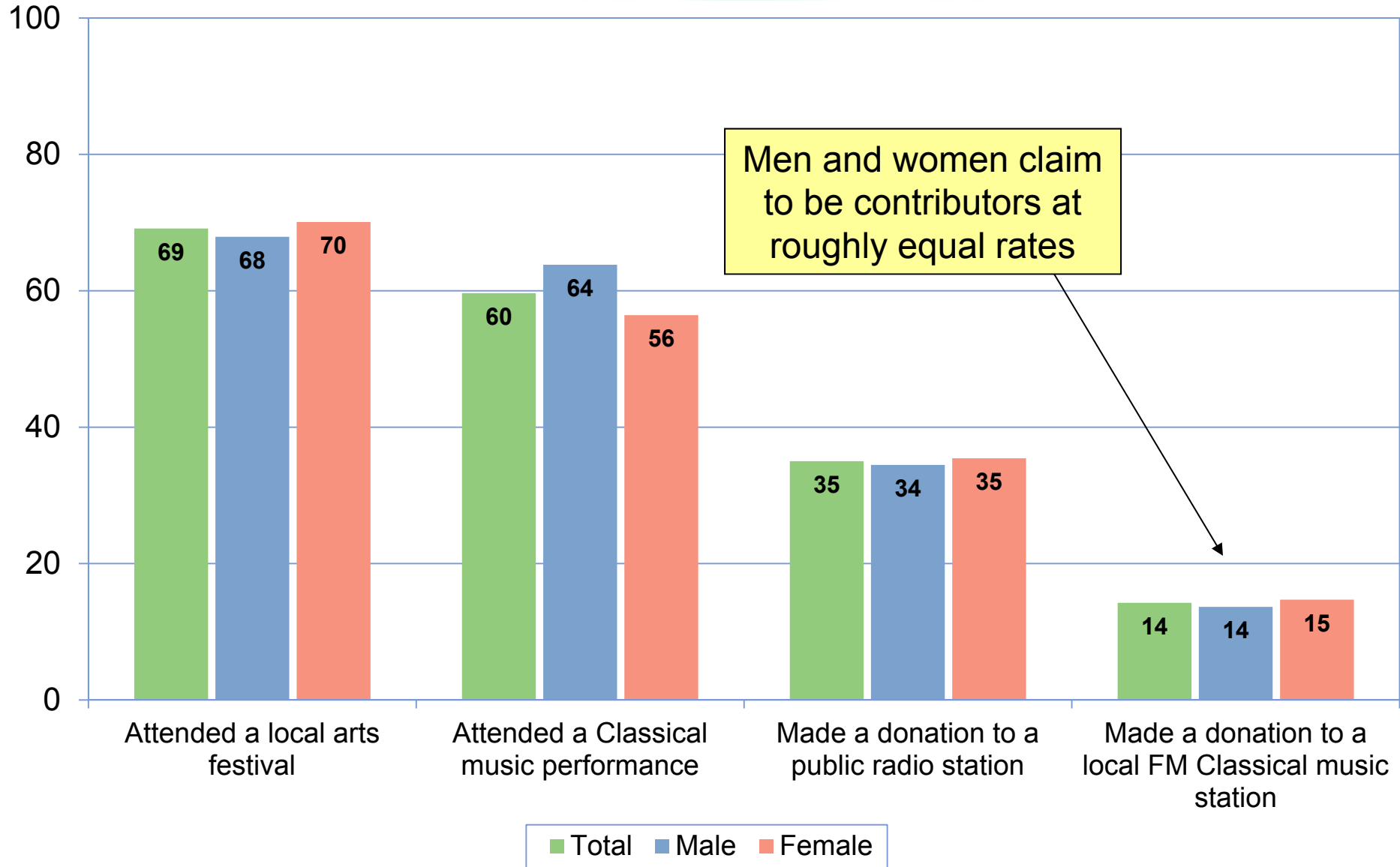
Activities - % Done In The Past Year

By Age



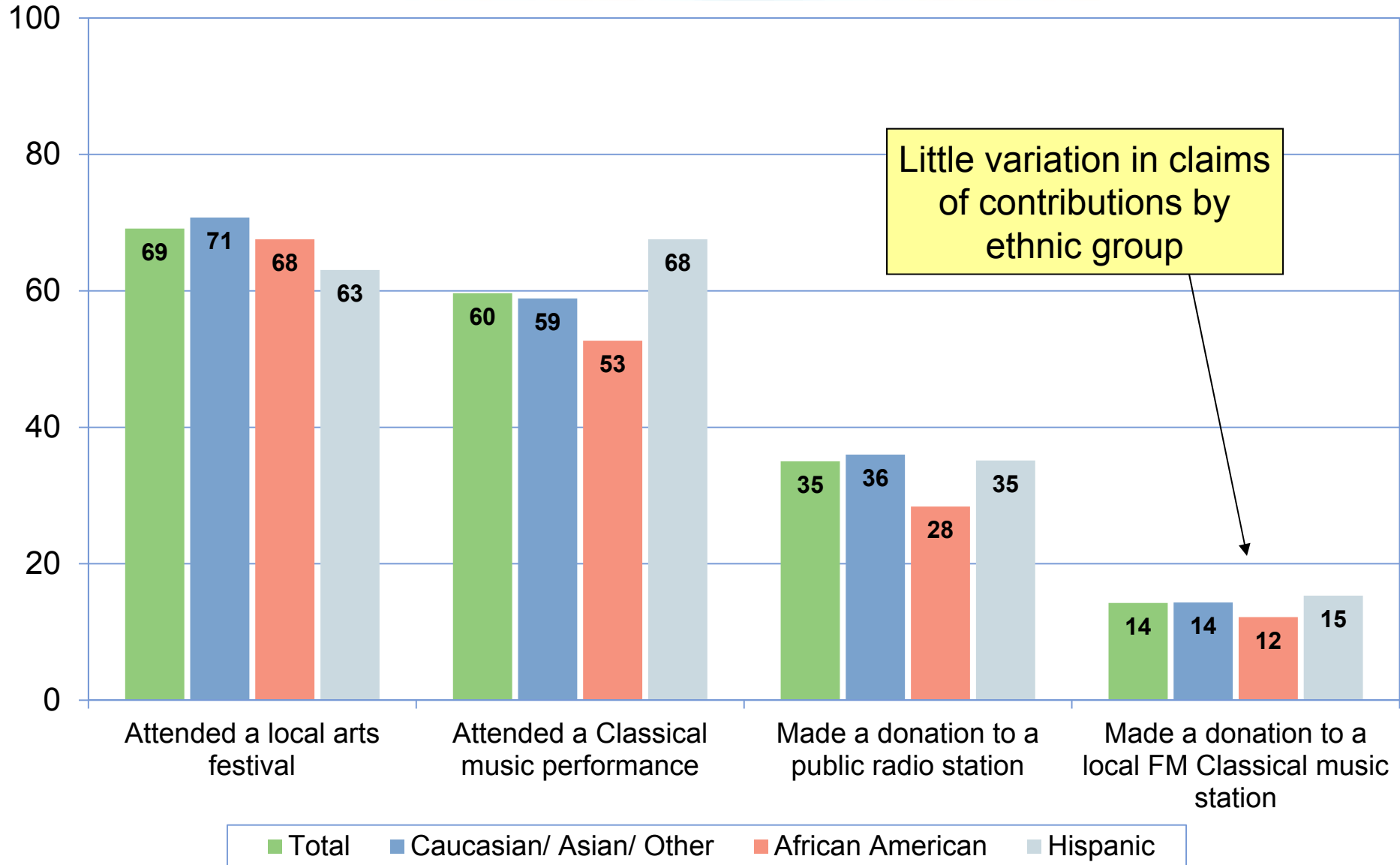
Activities - % Done In The Past Year

By Gender



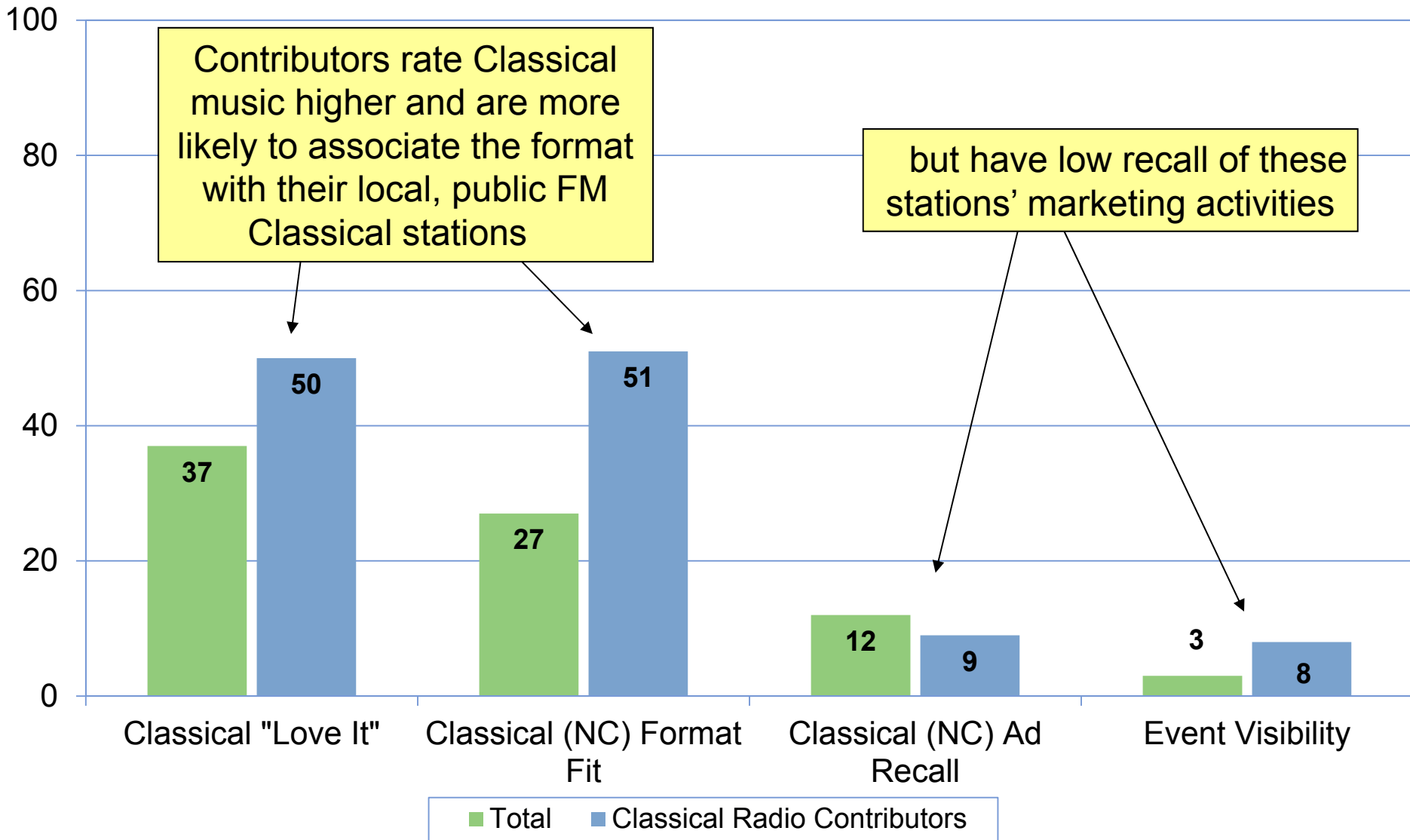
Activities - % Done In The Past Year

By Ethnicity



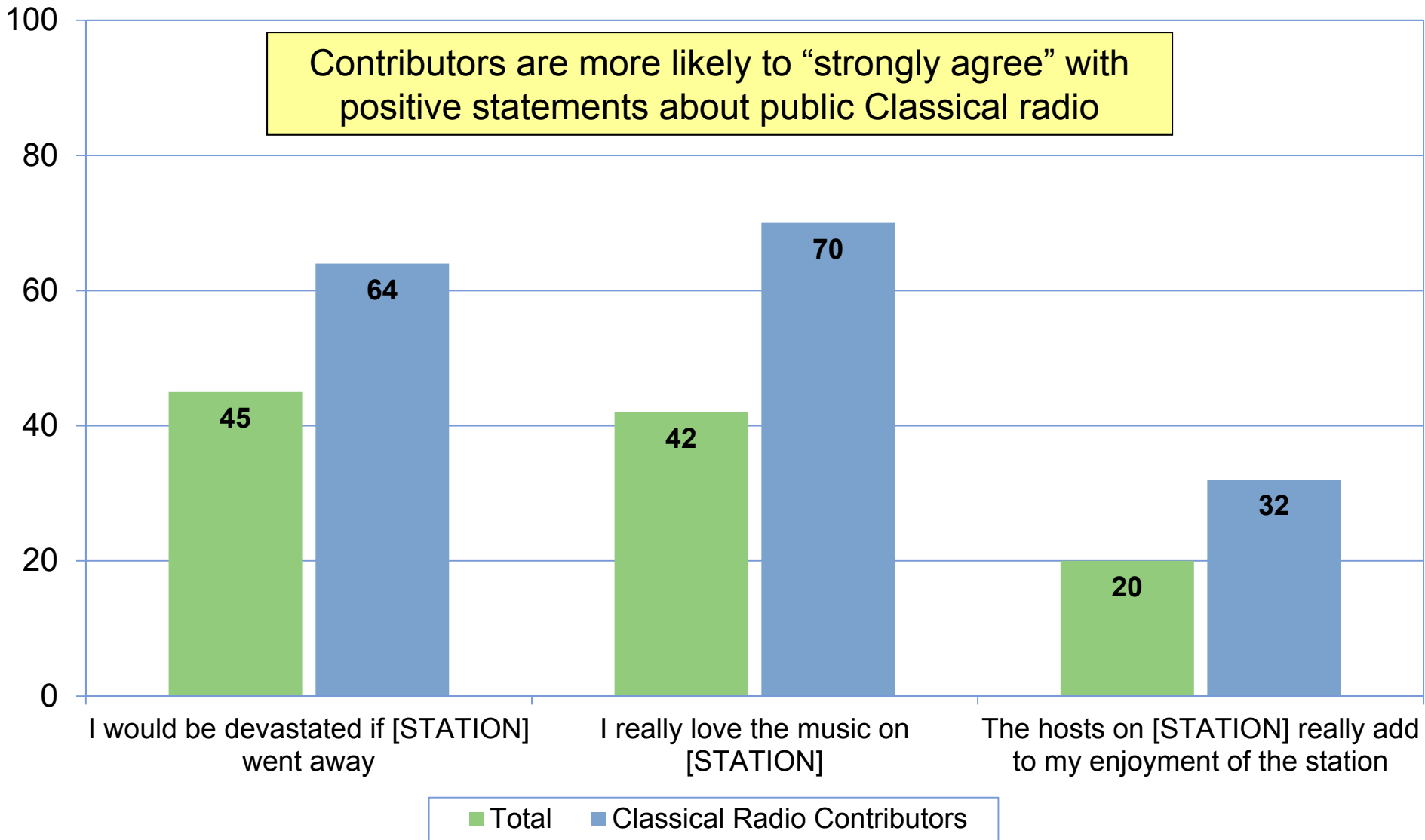
Classical Radio Contributors Profile

Among All Listeners Vs. Classical Radio Contributors



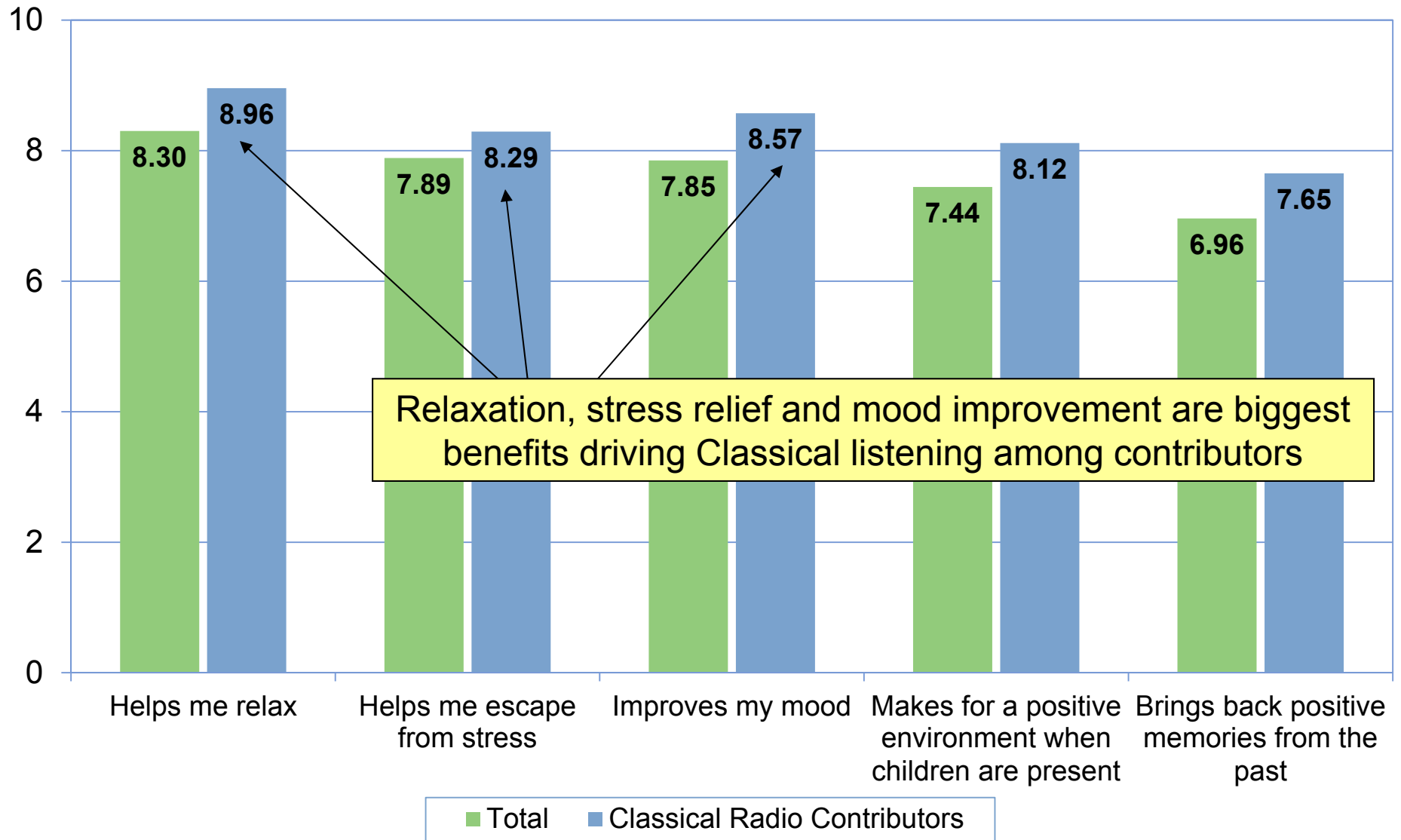
Classical Radio Contributors Profile

“Strongly Agree” Among All Listeners vs. Classical Radio Contributors



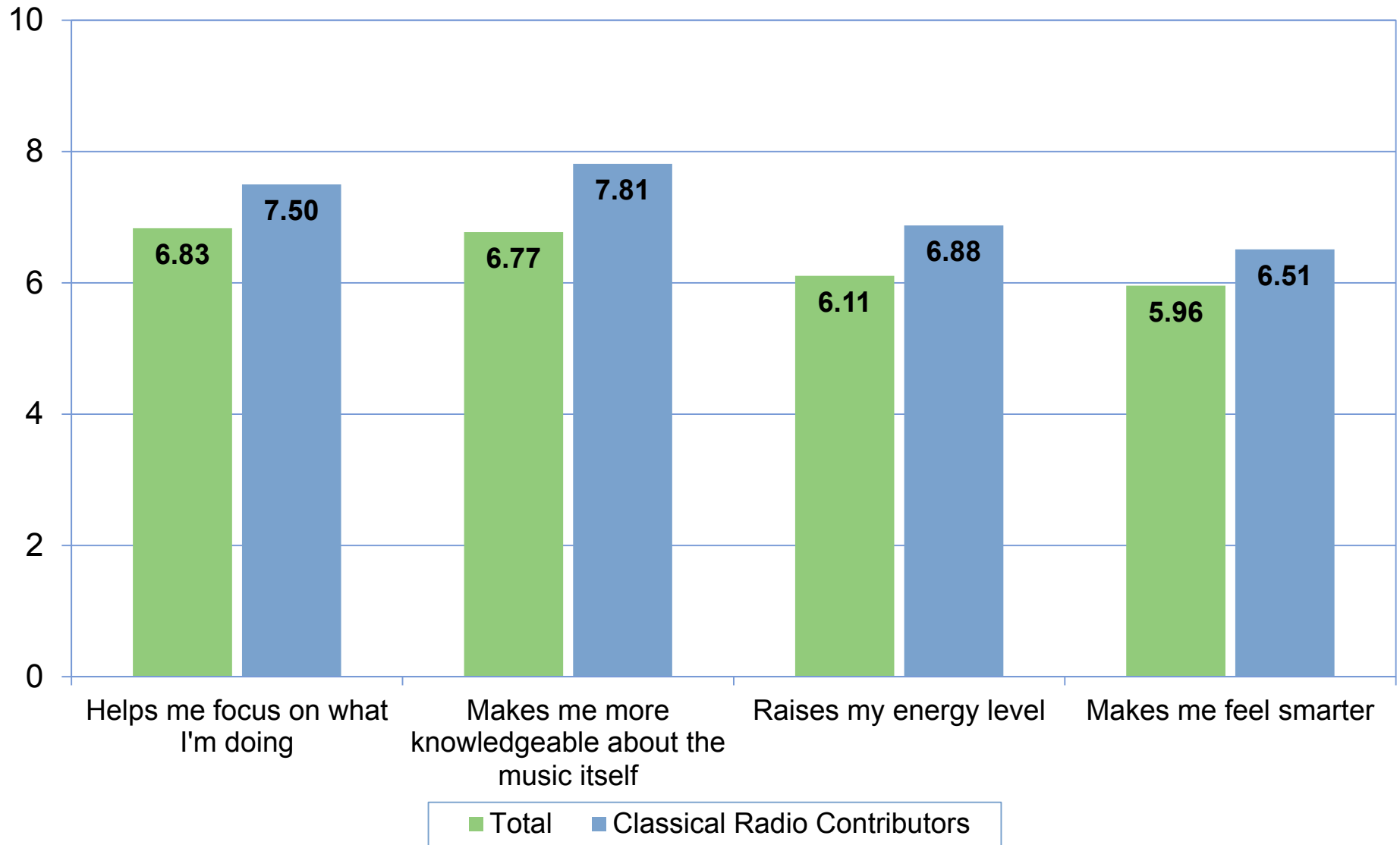
Classical Music Listening Benefits

“Evaluation Average” Among All Listeners vs. Classical Radio Contributors



Classical Music Listening Benefits

“Evaluation Average” Among All Listeners Vs. Classical Radio Contributors (Continued)



QUESTIONNAIRE

DKB 2/7/14
Final 3

INTRODUCTION/SCREENING

Hello, my name is _____. I am working for companies that provide music and other forms of audio entertainment. These companies would like your opinions about music so they can better serve their customers. By taking part in our survey, your opinions will have a direct impact on the music and audio entertainment choices available to you. **(IF FEMALE ANSWERS, ASK:) We need to include a number of men in our survey. Is there a man in your household that I can speak with? (IF "YES," REPEAT INTRO. IF "NO," CONTINUE.)**

→ In the past or at present, have you, anyone living in your household or anyone in your immediate family ever worked for a(n) _____ **(READ LIST)?**

Advertising agency (T&D)	X
Radio or TV station (T&D)	X
Marketing research company (T&D)	X
Newspaper (T&D)	X
Cable television company (T&D)	X

DEMOGRAPHICS

Question 1. Would you please tell me your exact age? **(RECORD EXACT MENTION) (IF RESPONDENT IS UNDER 30 OR OVER 64, TALLY & DISCONTINUE)**

Under 30 (T&D)	X
Over 64 (T&D)	X

Question 2. Sex **(RECORD WITHOUT ASKING)**

Male	1
Female	2

QUESTIONNAIRE

Question 3. Market **(RECORD WITHOUT ASKING)**

Albany-Schenectady-Troy	1	Minneapolis-St. Paul	22
Austin	2	Nashville	23
Baltimore	3	New York	24
Boston	4	Philadelphia	25
Buffalo-Niagara Falls	5	Phoenix	26
Charlotte-Gastonia-Rock Hill	6	Pittsburgh, PA	27
Chattanooga	7	Portland, OR	28
Cincinnati	8	Raleigh-Durham	29
Cleveland	9	Rochester, NY	30
Columbus, OH	10	Sacramento	31
Dayton	11	San Antonio	32
Denver-Boulder	12	San Francisco	33
Detroit	13	Sarasota-Bradenton	34
Ft. Myers-Naples-Marco Island	14	Seattle-Tacoma	35
Houston-Galveston	15	Syracuse	36
Las Vegas	16	Tucson	37
Lexington-Fayette	17	Tulsa	38
Little Rock	18	Washington, DC	39
Los Angeles	19	West Palm Beach-Boca Raton	40
Louisville	20	Other/ Don't know (T&D)	X
Miami-Ft. Lauderdale-Hollywood	21		

Question 4. We need the opinions of people from all ethnic and racial backgrounds. Are you...?
(READ LIST) (RECORD ONE RESPONSE)

Caucasian or White	1
African American or Black	2
Hispanic, Spanish or Latino	3
Asian	4
Other	5
Don't know (T&D) (DO NOT READ)	X

QUESTIONNAIRE

LISTENERSHIP

Question 5. Which radio stations did you listen to for one hour or more in the past week? What others? **(PROBE) (DO NOT READ LIST – UNAIDED FOR ONLINE RESPONDENTS) (RECORD ALL MENTIONS) (SPECIFY IF OTHER)**

INSERT LOCAL MARKET STATION BLOCK

WMHT-FM	1	WQED-FM/ WQEI-FM	27	Commercial Classic Hits/Oldies	53
KMFA-FM	2	KQAC-FM/ KQHR-FM/ KQOC-FM	28	Non-commercial Classic Hits/Oldies	54
WBJC-FM	3	WCPE-FM	29	Commercial Classic Rock	55
WCRB-FM	4	WXXI-FM	30	Non-commercial Classic Rock	56
WNED-FM/ WNJA-FM	5	KXJS-FM/ KXPR-FM	31	Commercial Country	57
WDAV-FM	6	KPAC-FM	32	Non-commercial Country	58
WSMC-FM	7	KDFC-FM/ KOSC-FM/ KXSC-FM	33	Commercial Hot AC	59
WGUC-FM	8	WSMR-FM	34	Non-commercial Hot AC	60
WCLV-FM	9	KING-FM	35	Commercial Jazz	61
WOSA-FM/ WOSB-FM	10	WCNY-FM	36	Non-commercial Jazz	62
WDPR-FM/ WDPG-FM	11	KUAT-FM	37	Commercial News/Talk	63
KVOD-FM	12	KWTU-FM	38	Non-commercial News/Talk	64
WRCJ-FM	13	WETA-FM	39	Commercial Rock	65
WNPS-FM/ WKCP-FM	14	WPBI-FM/ WKCP-FM	40	Non-commercial Rock	66
KUHA-FM	15	KVTI-FM	41	Commercial Spanish Language	67
KCNV-FM	16	CFMX-FM/ CFMZ-FM	42	Non-commercial Spanish Language	68
WKYL-FM	17	Commercial AAA	43	Commercial Sports	69
KLRE-FM	18	Non-commercial AAA	44	Non-commercial Sports	70
KUSC-FM	19	Commercial AC	45	Commercial Urban	71
WUOL-FM	20	Non-commercial AC	46	Non-commercial Urban	72
WKCP-FM	21	Commercial Alternative	47	Commercial Other	73
KSJN-FM	22	Non-commercial Alternative	48	Non-commercial Other	74
WFCL-FM	23	Commercial CHR	49	Other (SPECIFY)	95
WQXR-FM	24	Non-commercial CHR	50	Don't know	96
WRTI-FM	25	Commercial Christian/Religious	51		
KBAQ-FM	26	Non-commercial Christian/Religious	52		

QUESTIONNAIRE

Question 6. Which radio station would you say you listen to MOST during a typical week? **(DO NOT READ LIST – UNAIDED FOR ONLINE RESPONDENTS) (RECORD ONE RESPONSE) (SPECIFY IF OTHER)**

INSERT LOCAL MARKET STATION BLOCK

WMHT-FM	1	WQED-FM/ WQEJ-FM	27	Commercial Classic Hits/Oldies	53
KMFA-FM	2	KQAC-FM/ KQHR-FM/ KQOC-FM	28	Non-commercial Classic Hits/Oldies	54
WBJC-FM	3	WCPE-FM	29	Commercial Classic Rock	55
WCRB-FM	4	WXXI-FM	30	Non-commercial Classic Rock	56
WNED-FM/ WNJA-FM	5	KXJS-FM/ KXPR-FM	31	Commercial Country	57
WDAV-FM	6	KPAC-FM	32	Non-commercial Country	58
WSMC-FM	7	KDFC-FM/ KOSC-FM/ KXSC-FM	33	Commercial Hot AC	59
WGUC-FM	8	WSMR-FM	34	Non-commercial Hot AC	60
WCLV-FM	9	KING-FM	35	Commercial Jazz	61
WOSA-FM/ WOSB-FM	10	WCNY-FM	36	Non-commercial Jazz	62
WDPR-FM/ WDPG-FM	11	KUAT-FM	37	Commercial News/Talk	63
KVOD-FM	12	KWTU-FM	38	Non-commercial News/Talk	64
WRCJ-FM	13	WETA-FM	39	Commercial Rock	65
WNPS-FM/ WKCP-FM	14	WPBI-FM/ WKCP-FM	40	Non-commercial Rock	66
KUHA-FM	15	KVTI-FM	41	Commercial Spanish Language	67
KCNV-FM	16	CFMX-FM/ CFMZ-FM	42	Non-commercial Spanish Language	68
WKYL-FM	17	Commercial AAA	43	Commercial Sports	69
KLRE-FM	18	Non-commercial AAA	44	Non-commercial Sports	70
KUSC-FM	19	Commercial AC	45	Commercial Urban	71
WUOL-FM	20	Non-commercial AC	46	Non-commercial Urban	72
WKCP-FM	21	Commercial Alternative	47	Commercial Other	73
KSJN-FM	22	Non-commercial Alternative	48	Non-commercial Other	74
WFCL-FM	23	Commercial CHR	49	Other (SPECIFY)	95
WQXR-FM	24	Non-commercial CHR	50	Don't know	96
WRTI-FM	25	Commercial Christian/Religious	51		
KBAQ-FM	26	Non-commercial Christian/Religious	52		

(CODE THE RESPONSE TO Q.6 BACK INTO Q.5)

QUESTIONNAIRE

Question 7. Think back a year or so ago. Which radio station would you say you listened to MOST a year ago? **(DO NOT READ LIST – UNAIDED FOR ONLINE RESPONDENTS)**
(RECORD ONE RESPONSE) (SPECIFY IF OTHER)

INSERT LOCAL MARKET STATION BLOCK

WMHT-FM	1	WQED-FM/ WQEJ-FM	27	Commercial Classic Hits/Oldies	53
KMFA-FM	2	KQAC-FM/ KQHR-FM/ KQOC-FM	28	Non-commercial Classic Hits/Oldies	54
WBJC-FM	3	WCPE-FM	29	Commercial Classic Rock	55
WCRB-FM	4	WXXI-FM	30	Non-commercial Classic Rock	56
WNED-FM/ WNJA-FM	5	KXJS-FM/ KXPR-FM	31	Commercial Country	57
WDAV-FM	6	KPAC-FM	32	Non-commercial Country	58
WSMC-FM	7	KDFC-FM/ KOSC-FM/ KXSC-FM	33	Commercial Hot AC	59
WGUC-FM	8	WSMR-FM	34	Non-commercial Hot AC	60
WCLV-FM	9	KING-FM	35	Commercial Jazz	61
WOSA-FM/ WOSB-FM	10	WCNY-FM	36	Non-commercial Jazz	62
WDPR-FM/ WDPG-FM	11	KUAT-FM	37	Commercial News/Talk	63
KVOD-FM	12	KWTU-FM	38	Non-commercial News/Talk	64
WRCJ-FM	13	WETA-FM	39	Commercial Rock	65
WNPS-FM/ WKCP-FM	14	WPBI-FM/ WKCP-FM	40	Non-commercial Rock	66
KUHA-FM	15	KVTI-FM	41	Commercial Spanish Language	67
KCNV-FM	16	CFMX-FM/ CFMZ-FM	42	Non-commercial Spanish Language	68
WKYL-FM	17	Commercial AAA	43	Commercial Sports	69
KLRE-FM	18	Non-commercial AAA	44	Non-commercial Sports	70
KUSC-FM	19	Commercial AC	45	Commercial Urban	71
WUOL-FM	20	Non-commercial AC	46	Non-commercial Urban	72
WKCP-FM	21	Commercial Alternative	47	Commercial Other	73
KSJN-FM	22	Non-commercial Alternative	48	Non-commercial Other	74
WFCL-FM	23	Commercial CHR	49	Other (SPECIFY)	95
WQXR-FM	24	Non-commercial CHR	50	Don't know	96
WRTI-FM	25	Commercial Christian/Religious	51		
KBAQ-FM	26	Non-commercial Christian/Religious	52		

QUESTIONNAIRE

(RECORD ALL RESPONSES FROM Q.5-7 INTO Q.8, THEN ASK:)

Question 8. Please tell me the names of as many radio stations in your area as you can remember, regardless of whether you listen to them. What others? **(PROBE) (DO NOT READ LIST – UNAIDED FOR ONLINE RESPONDENTS) (RECORD ALL MENTIONS) (SPECIFY IF OTHER)**

INSERT LOCAL MARKET STATION BLOCK

WMHT-FM	1	WQED-FM/ WQEJ-FM	27	Commercial Classic Hits/Oldies	53
KMFA-FM	2	KQAC-FM/ KQHR-FM/ KQOC-FM	28	Non-commercial Classic Hits/Oldies	54
WBJC-FM	3	WCPE-FM	29	Commercial Classic Rock	55
WCRB-FM	4	WXXI-FM	30	Non-commercial Classic Rock	56
WNED-FM/ WNJA-FM	5	KXJS-FM/ KXPR-FM	31	Commercial Country	57
WDAV-FM	6	KPAC-FM	32	Non-commercial Country	58
WSMC-FM	7	KDFC-FM/ KOSC-FM/ KXSC-FM	33	Commercial Hot AC	59
WGUC-FM	8	WSMR-FM	34	Non-commercial Hot AC	60
WCLV-FM	9	KING-FM	35	Commercial Jazz	61
WOSA-FM/ WOSB-FM	10	WCNY-FM	36	Non-commercial Jazz	62
WDPR-FM/ WDPG-FM	11	KUAT-FM	37	Commercial News/Talk	63
KVOD-FM	12	KWTU-FM	38	Non-commercial News/Talk	64
WRCJ-FM	13	WETA-FM	39	Commercial Rock	65
WNPS-FM/ WKCP-FM	14	WPBI-FM/ WKCP-FM	40	Non-commercial Rock	66
KUHA-FM	15	KVTI-FM	41	Commercial Spanish Language	67
KCNV-FM	16	CFMX-FM/ CFMZ-FM	42	Non-commercial Spanish Language	68
WKYL-FM	17	Commercial AAA	43	Commercial Sports	69
KLRE-FM	18	Non-commercial AAA	44	Non-commercial Sports	70
KUSC-FM	19	Commercial AC	45	Commercial Urban	71
WUOL-FM	20	Non-commercial AC	46	Non-commercial Urban	72
WKCP-FM	21	Commercial Alternative	47	Commercial Other	73
KSJN-FM	22	Non-commercial Alternative	48	Non-commercial Other	74
WFCL-FM	23	Commercial CHR	49	Other (SPECIFY)	95
WQXR-FM	24	Non-commercial CHR	50	Don't know	96
WRTI-FM	25	Commercial Christian/Religious	51		
KBAQ-FM	26	Non-commercial Christian/Religious	52		

QUESTIONNAIRE

CLASSICAL MUSIC APPEAL

Question 9. How do you rate Classical music from composers such as Mozart, Bach and Beethoven using the following scale:

Give it a 5 if you love it and listen to it all the time,
give it a 4 if you like it and listen to it frequently,
give it a 3 if you like it and listen to it occasionally,
give it a 2 if you dislike it rarely listen to it,
and give it a 1 if you dislike it a lot and never listen to it.

Love it, would listen all the time	5
Like a lot, listen frequently	4
Like, listen occasionally	3
Dislike it, listen rarely	2
Dislike it a lot, never listen	1
Don't know (DO NOT READ)	6

(IF LOCAL CLASSICAL STATION IN Q.5 OR "4" OR "5" IN Q.9, ASK Q.10. ELSE TALLY & DISCONTINUE)

Question 10. What radio station comes to mind for this kind of music? **(RECORD ONE RESPONSE)**
(SPECIFY IF OTHER)

INSERT LOCAL MARKET STATION BLOCK

WMHT-FM	1	WQED-FM/ WQEJ-FM	27	Commercial Classic Hits/Oldies	53
KMFA-FM	2	KQAC-FM/ KQHR-FM/ KQOC-FM	28	Non-commercial Classic Hits/Oldies	54
WBJC-FM	3	WCPE-FM	29	Commercial Classic Rock	55
WCRB-FM	4	WXXI-FM	30	Non-commercial Classic Rock	56
WNED-FM/ WNJA-FM	5	KXJS-FM/ KXPR-FM	31	Commercial Country	57
WDAV-FM	6	KPAC-FM	32	Non-commercial Country	58
WSMC-FM	7	KDFC-FM/ KOSC-FM/ KXSC-FM	33	Commercial Hot AC	59
WGUC-FM	8	WSMR-FM	34	Non-commercial Hot AC	60
WCLV-FM	9	KING-FM	35	Commercial Jazz	61
WOSA-FM/ WOSB-FM	10	WCNY-FM	36	Non-commercial Jazz	62
WDPR-FM/ WDPG-FM	11	KUAT-FM	37	Commercial News/Talk	63
KVOD-FM	12	KWTU-FM	38	Non-commercial News/Talk	64
WRCJ-FM	13	WETA-FM	39	Commercial Rock	65
WNPS-FM/ WKCP-FM	14	WPBI-FM/ WKCP-FM	40	Non-commercial Rock	66
KUHA-FM	15	KVTI-FM	41	Commercial Spanish Language	67
KCNV-FM	16	CFMX-FM/ CFMZ-FM	42	Non-commercial Spanish Language	68
WKYL-FM	17	Commercial AAA	43	Commercial Sports	69
KLRE-FM	18	Non-commercial AAA	44	Non-commercial Sports	70
KUSC-FM	19	Commercial AC	45	Commercial Urban	71
WUOL-FM	20	Non-commercial AC	46	Non-commercial Urban	72
WKCP-FM	21	Commercial Alternative	47	Commercial Other	73
KSJN-FM	22	Non-commercial Alternative	48	Non-commercial Other	74
WFCL-FM	23	Commercial CHR	49	Other (SPECIFY)	95
WQXR-FM	24	Non-commercial CHR	50	Don't know	96
WRTI-FM	25	Commercial Christian/Religious	51		
KBAQ-FM	26	Non-commercial Christian/Religious	52		

QUESTIONNAIRE

DAYPART LISTENERSHIP

Question 11. Which radio station would you say you listen to MOST on weekday mornings between 6 AM and 9 AM? **(CODE AS “DON’T LISTEN AT THAT TIME” IF RESPONDENT DOES NOT LISTEN DURING THESE TIMES) (DO NOT READ LIST) (RECORD ONE RESPONSE) (SPECIFY IF OTHER)**

INSERT LOCAL MARKET STATION BLOCK

WMHT-FM	1	WQED-FM/ WQEJ-FM	27	Commercial Classic Hits/Oldies	53
KMFA-FM	2	KQAC-FM/ KQHR-FM/ KQOC-FM	28	Non-commercial Classic Hits/Oldies	54
WBJC-FM	3	WCPE-FM	29	Commercial Classic Rock	55
WCRB-FM	4	WXXI-FM	30	Non-commercial Classic Rock	56
WNED-FM/ WNJA-FM	5	KXJS-FM/ KXPR-FM	31	Commercial Country	57
WDAV-FM	6	KPAC-FM	32	Non-commercial Country	58
WSMC-FM	7	KDFC-FM/ KOSC-FM/ KXSC-FM	33	Commercial Hot AC	59
WGUC-FM	8	WSMR-FM	34	Non-commercial Hot AC	60
WCLV-FM	9	KING-FM	35	Commercial Jazz	61
WOSA-FM/ WOSB-FM	10	WCNY-FM	36	Non-commercial Jazz	62
WDPR-FM/ WDPG-FM	11	KUAT-FM	37	Commercial News/Talk	63
KVOD-FM	12	KWTU-FM	38	Non-commercial News/Talk	64
WRCJ-FM	13	WETA-FM	39	Commercial Rock	65
WNPS-FM/ WKCP-FM	14	WPBI-FM/ WKCP-FM	40	Non-commercial Rock	66
KUHA-FM	15	KVTI-FM	41	Commercial Spanish Language	67
KCNV-FM	16	CFMX-FM/ CFMZ-FM	42	Non-commercial Spanish Language	68
WKYL-FM	17	Commercial AAA	43	Commercial Sports	69
KLRE-FM	18	Non-commercial AAA	44	Non-commercial Sports	70
KUSC-FM	19	Commercial AC	45	Commercial Urban	71
WUOL-FM	20	Non-commercial AC	46	Non-commercial Urban	72
WKCP-FM	21	Commercial Alternative	47	Commercial Other	73
KSJN-FM	22	Non-commercial Alternative	48	Non-commercial Other	74
WFCL-FM	23	Commercial CHR	49	Other (SPECIFY)	95
WQXR-FM	24	Non-commercial CHR	50	Don't know	96
WRTI-FM	25	Commercial Christian/Religious	51	Don't listen at that time	97
KBAQ-FM	26	Non-commercial Christian/Religious	52		

QUESTIONNAIRE

Question 12. Do you work on at least a part-time basis? (IF "NO" OR "DON'T KNOW," CODE AS "DON'T WORK." IF "YES," ASK:) Do you listen to the radio while you work? (IF "NO" OR "DON'T KNOW," CODE AS "DON'T LISTEN AT THAT TIME." IF "YES," ASK:) Which radio station would you say you listen to MOST while you work? (DO NOT READ LIST) (RECORD ONE RESPONSE) (SPECIFY IF OTHER)

INSERT LOCAL MARKET STATION BLOCK

WMHT-FM	1	WQED-FM/ WQEJ-FM	27	Commercial Classic Hits/Oldies	53
KMFA-FM	2	KQAC-FM/ KQHR-FM/ KQOC-FM	28	Non-commercial Classic Hits/Oldies	54
WBJC-FM	3	WCPE-FM	29	Commercial Classic Rock	55
WCRB-FM	4	WXXI-FM	30	Non-commercial Classic Rock	56
WNED-FM/ WNJA-FM	5	KXJS-FM/ KXPR-FM	31	Commercial Country	57
WDAV-FM	6	KPAC-FM	32	Non-commercial Country	58
WSMC-FM	7	KDFC-FM/ KOSC-FM/ KXSC-FM	33	Commercial Hot AC	59
WGUC-FM	8	WSMR-FM	34	Non-commercial Hot AC	60
WCLV-FM	9	KING-FM	35	Commercial Jazz	61
WOSA-FM/ WOSB-FM	10	WCNY-FM	36	Non-commercial Jazz	62
WDPR-FM/ WDPG-FM	11	KUAT-FM	37	Commercial News/Talk	63
KVOD-FM	12	KWTU-FM	38	Non-commercial News/Talk	64
WRCJ-FM	13	WETA-FM	39	Commercial Rock	65
WNPS-FM/ WKCP-FM	14	WPBI-FM/ WKCP-FM	40	Non-commercial Rock	66
KUHA-FM	15	KVTI-FM	41	Commercial Spanish Language	67
KCNV-FM	16	CFMX-FM/ CFMZ-FM	42	Non-commercial Spanish Language	68
WKYL-FM	17	Commercial AAA	43	Commercial Sports	69
KLRE-FM	18	Non-commercial AAA	44	Non-commercial Sports	70
KUSC-FM	19	Commercial AC	45	Commercial Urban	71
WUOL-FM	20	Non-commercial AC	46	Non-commercial Urban	72
WKCP-FM	21	Commercial Alternative	47	Commercial Other	73
KSJN-FM	22	Non-commercial Alternative	48	Non-commercial Other	74
WFCL-FM	23	Commercial CHR	49	Other (SPECIFY)	95
WQXR-FM	24	Non-commercial CHR	50	Don't know	96
WRTI-FM	25	Commercial Christian/Religious	51	Don't listen at that time	97
KBAQ-FM	26	Non-commercial Christian/Religious	52	Don't work	98

QUESTIONNAIRE

ADVERTISING AWARENESS & RECALL

Question 13. Within the past few months, do you recall having seen or heard any advertising by radio stations about their station or programming? That is, TV commercials, billboards, bus cards, subway ads, newspaper ads, ads in programs at arts events, online ads, direct mail, telemarketing, bumper stickers, and so on? **(RECORD ONE RESPONSE)**

Yes	1
No/Don't know	2

(IF "NO/DON'T KNOW" IN Q.13, CODE AS "NOT AWARE" IN Q.14 AND SKIP TO Q.15)

Question 14. Which stations' ads do you recall? You can mention ANY station, not just the few that we have been talking about. What others? **(PROBE) (DO NOT READ LIST) (RECORD ALL RESPONSES) (SPECIFY IF OTHER)**

INSERT LOCAL MARKET STATION BLOCK

WMHT-FM	1	WQED-FM/ WQEJ-FM	27	Commercial Classic Hits/Oldies	53
KMFA-FM	2	KQAC-FM/ KQHR-FM/ KQOC-FM	28	Non-commercial Classic Hits/Oldies	54
WBJC-FM	3	WCPE-FM	29	Commercial Classic Rock	55
WCRB-FM	4	WXXI-FM	30	Non-commercial Classic Rock	56
WNED-FM/ WNJA-FM	5	KXJS-FM/ KXPR-FM	31	Commercial Country	57
WDAV-FM	6	KPAC-FM	32	Non-commercial Country	58
WSMC-FM	7	KDFC-FM/ KOSC-FM/ KXSC-FM	33	Commercial Hot AC	59
WGUC-FM	8	WSMR-FM	34	Non-commercial Hot AC	60
WCLV-FM	9	KING-FM	35	Commercial Jazz	61
WOSA-FM/ WOSB-FM	10	WCNY-FM	36	Non-commercial Jazz	62
WDPR-FM/ WDPG-FM	11	KUAT-FM	37	Commercial News/Talk	63
KVOD-FM	12	KWTU-FM	38	Non-commercial News/Talk	64
WRCJ-FM	13	WETA-FM	39	Commercial Rock	65
WNPS-FM/ WKCP-FM	14	WPBI-FM/ WKCP-FM	40	Non-commercial Rock	66
KUHA-FM	15	KVTI-FM	41	Commercial Spanish Language	67
KCNV-FM	16	CFMX-FM/ CFMZ-FM	42	Non-commercial Spanish Language	68
WKYL-FM	17	Commercial AAA	43	Commercial Sports	69
KLRE-FM	18	Non-commercial AAA	44	Non-commercial Sports	70
KUSC-FM	19	Commercial AC	45	Commercial Urban	71
WUOL-FM	20	Non-commercial AC	46	Non-commercial Urban	72
WKCP-FM	21	Commercial Alternative	47	Commercial Other	73
KSJN-FM	22	Non-commercial Alternative	48	Non-commercial Other	74
WFCL-FM	23	Commercial CHR	49	Other (SPECIFY)	95
WQXR-FM	24	Non-commercial CHR	50	Don't know	96
WRTI-FM	25	Commercial Christian/Religious	51	Not Aware	99
KBAQ-FM	26	Non-commercial Christian/Religious	52		

Question 15. Within the past few months, do you recall a radio station being visible at a local arts event, concert or community event? **(RECORD ONE RESPONSE)**

Yes	1
No/Don't know	2

(IF "NO/DON'T KNOW" IN Q.15, CODE AS "NOT AWARE" IN Q.16 AND SKIP TO Q.17)

Question 16. Which stations do you recall seeing at these events? You can mention ANY station, not just the few that we have been talking about. What others? **(PROBE) (DO NOT READ LIST) (RECORD ALL RESPONSES) (SPECIFY IF OTHER)**

QUESTIONNAIRE

CLASSICAL MUSIC USAGE MORNINGS BEFORE 9AM

→ I'd like you to specifically think about when, where and how you usually listen to Classical music.

Question 17. How often do you listen to Classical music on weekday mornings before 9AM? Do you listen FREQUENTLY, OCCASIONALLY, RARELY or NEVER? **(RECORD ONE RESPONSE) (DO NOT READ "DON'T KNOW")**

<u>Don't Know</u>	<u>Frequently</u>	<u>Occasionally</u>	<u>Rarely</u>	<u>Never</u>
5	4	3	2	1

(IF "NEVER" OR "DON'T KNOW" IN Q.17, SKIP TO Q.23. ELSE ASK Q.18-Q.22)

→ Would you say you FREQUENTLY, OCCASIONALLY, RARELY or NEVER listen to Classical music **(INSERT SOURCE)** _____ on weekday mornings before 9AM? **(RECORD ONE RESPONSE) (DO NOT READ "DON'T KNOW") (RANDOMIZE SOURCES)**

<u>Don't Know</u>	<u>Frequently</u>	<u>Occasionally</u>	<u>Rarely</u>	<u>Never</u>
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Question 18. On a local FM radio station

5	4	3	2	1
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Question 19. Using your personal music collection

5	4	3	2	1
---	---	---	---	---

Question 20. On Sirius XM satellite radio

5	4	3	2	1
---	---	---	---	---

Question 21. Using streaming audio and video on your computer

5	4	3	2	1
---	---	---	---	---

Question 22. Using streaming audio and video on your mobile phone or tablet

5	4	3	2	1
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QUESTIONNAIRE

CLASSICAL MUSIC USAGE WEEKDAYS BETWEEN 9AM AND 3PM

Question 23. How often do you listen to Classical music on weekdays between 9AM and 3PM? Do you listen FREQUENTLY, OCCASIONALLY, RARELY or NEVER? **(RECORD ONE RESPONSE) (DO NOT READ "DON'T KNOW")**

<u>Don't Know</u>	<u>Frequently</u>	<u>Occasionally</u>	<u>Rarely</u>	<u>Never</u>
5	4	3	2	1

(IF "NEVER" OR "DON'T KNOW" IN Q.23, SKIP TO Q.29. ELSE ASK Q.24-Q.28)

→ Would you say you FREQUENTLY, OCCASIONALLY, RARELY or NEVER listen to Classical music **(INSERT SOURCE)** _____ on weekdays between 9AM and 3PM? **(RECORD ONE RESPONSE) (DO NOT READ "DON'T KNOW") (RANDOMIZE SOURCES)**

<u>Don't Know</u>	<u>Frequently</u>	<u>Occasionally</u>	<u>Rarely</u>	<u>Never</u>
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Question 24. On a local FM radio station

5	4	3	2	1
---	---	---	---	---

Question 25. Using your personal music collection

5	4	3	2	1
---	---	---	---	---

Question 26. On Sirius XM satellite radio

5	4	3	2	1
---	---	---	---	---

Question 27. Using streaming audio and video on your computer

5	4	3	2	1
---	---	---	---	---

Question 28. Using streaming audio and video on your mobile phone or tablet

5	4	3	2	1
---	---	---	---	---

QUESTIONNAIRE

CLASSICAL MUSIC USAGE WEEKDAYS BETWEEN 3PM AND 7PM

Question 29. How often do you listen to Classical music on weekdays between 3PM and 7PM? Do you listen FREQUENTLY, OCCASIONALLY, RARELY or NEVER? **(RECORD ONE RESPONSE) (DO NOT READ "DON'T KNOW")**

<u>Don't Know</u>	<u>Frequently</u>	<u>Occasionally</u>	<u>Rarely</u>	<u>Never</u>
5	4	3	2	1

(IF "NEVER" OR "DON'T KNOW" IN Q.29 SKIP TO Q.35. ELSE ASK Q.30-Q.35)

→ Would you say you FREQUENTLY, OCCASIONALLY, RARELY or NEVER listen to Classical music **(INSERT SOURCE)** _____ on weekdays between 3PM and 7PM? **(RECORD ONE RESPONSE) (DO NOT READ "DON'T KNOW") (RANDOMIZE SOURCES)**

<u>Don't Know</u>	<u>Frequently</u>	<u>Occasionally</u>	<u>Rarely</u>	<u>Never</u>
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Question 30. On a local FM radio station

5	4	3	2	1
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Question 31. Using your personal music collection

5	4	3	2	1
---	---	---	---	---

Question 32. On Sirius XM satellite radio

5	4	3	2	1
---	---	---	---	---

Question 33. Using streaming audio and video on your computer

5	4	3	2	1
---	---	---	---	---

Question 34. Using streaming audio and video on your mobile phone or tablet

5	4	3	2	1
---	---	---	---	---

QUESTIONNAIRE

CLASSICAL MUSIC USAGE WEEKNIGHTS AFTER 7PM

Question 35. How often do you listen to Classical music on weeknights after 7PM? Do you listen FREQUENTLY, OCCASIONALLY, RARELY or NEVER? **(RECORD ONE RESPONSE)**
(DO NOT READ "DON'T KNOW")

<u>Don't Know</u>	<u>Frequently</u>	<u>Occasionally</u>	<u>Rarely</u>	<u>Never</u>
5	4	3	2	1

(IF "NEVER" OR "DON'T KNOW" IN Q.35, SKIP TO Q.41. ELSE ASK Q.36-Q.40)

→ Would you say you FREQUENTLY, OCCASIONALLY, RARELY or NEVER listen to Classical music **(INSERT SOURCE)** _____ on weeknights after 7PM? **(RECORD ONE RESPONSE)** **(DO NOT READ "DON'T KNOW")** **(RANDOMIZE SOURCES)**

<u>Don't Know</u>	<u>Frequently</u>	<u>Occasionally</u>	<u>Rarely</u>	<u>Never</u>
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Question 36. On a local FM radio station

5	4	3	2	1
---	---	---	---	---

Question 37. Using your personal music collection

5	4	3	2	1
---	---	---	---	---

Question 38. On Sirius XM satellite radio

5	4	3	2	1
---	---	---	---	---

Question 39. Using streaming audio and video on your computer

5	4	3	2	1
---	---	---	---	---

Question 40. Using streaming audio and video on your mobile phone or tablet

5	4	3	2	1
---	---	---	---	---

QUESTIONNAIRE

CLASSICAL MUSIC USAGE ON WEEKENDS

Question 41. How often do you listen to Classical music on weekends? Do you listen FREQUENTLY, OCCASIONALLY, RARELY or NEVER? **(RECORD ONE RESPONSE) (DO NOT READ "DON'T KNOW")**

<u>Don't Know</u>	<u>Frequently</u>	<u>Occasionally</u>	<u>Rarely</u>	<u>Never</u>
5	4	3	2	1

(IF "NEVER" OR "DON'T KNOW" IN Q.41, SKIP TO Q.47. ELSE ASK Q.42-Q.46)

→ Would you say you FREQUENTLY, OCCASIONALLY, RARELY or NEVER listen to Classical music **(INSERT SOURCE)** _____ on weekends? **(RECORD ONE RESPONSE) (DO NOT READ "DON'T KNOW") (RANDOMIZE SOURCES)**

<u>Don't Know</u>	<u>Frequently</u>	<u>Occasionally</u>	<u>Rarely</u>	<u>Never</u>
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Question 42. On a local FM radio station

5	4	3	2	1
---	---	---	---	---

Question 43. Using your personal music collection

5	4	3	2	1
---	---	---	---	---

Question 44. On Sirius XM satellite radio

5	4	3	2	1
---	---	---	---	---

Question 45. Using streaming audio and video on your computer

5	4	3	2	1
---	---	---	---	---

Question 46. Using streaming audio and video on your mobile phone or tablet

5	4	3	2	1
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QUESTIONNAIRE

CLASSICAL MUSIC USAGE AT WORK

(IF NOT “DON’T WORK” IN Q.12, ASK Q.47. ELSE SKIP TO Q.53)

Question 47. How often do you listen to Classical music when you’re at work? Do you listen FREQUENTLY, OCCASIONALLY, RARELY or NEVER? **(RECORD ONE RESPONSE) (DO NOT READ “DON’T KNOW”)**

<u>Don’t Know</u>	<u>Frequently</u>	<u>Occasionally</u>	<u>Rarely</u>	<u>Never</u>
5	4	3	2	1

(IF “NEVER” OR “DON’T KNOW” IN Q.47, SKIP TO Q.53. ELSE ASK Q.48-Q.52)

→ Would you say you FREQUENTLY, OCCASIONALLY, RARELY or NEVER listen to Classical music **(INSERT SOURCE)** _____ when you’re at work? **(RECORD ONE RESPONSE) (DO NOT READ “DON’T KNOW”) (RANDOMIZE SOURCES)**

<u>Don’t Know</u>	<u>Frequently</u>	<u>Occasionally</u>	<u>Rarely</u>	<u>Never</u>
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Question 48. On a local FM radio station

5	4	3	2	1
---	---	---	---	---

Question 49. Using your personal music collection

5	4	3	2	1
---	---	---	---	---

Question 50. On Sirius XM satellite radio

5	4	3	2	1
---	---	---	---	---

Question 51. Using streaming audio and video on your computer

5	4	3	2	1
---	---	---	---	---

Question 52. Using streaming audio and video on your mobile phone or tablet

5	4	3	2	1
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QUESTIONNAIRE

CLASSICAL MUSIC USAGE LOCATION

→ Now specifically think about where you are and what you are doing when you usually listen to Classical music. For each of the following places and activities, please tell me whether you listen to Classical music FREQUENTLY, OCCASIONALLY, RARELY or NEVER. How often do you listen to Classical music...? **(READ LIST) (RANDOMIZE) (RECORD ONE RESPONSE) (DO NOT READ "DON'T KNOW")**

	<u>Don't Know</u>	<u>Frequently</u>	<u>Occasionally</u>	<u>Rarely</u>	<u>Never</u>
Question 53. When you're at home	5	4	3	2	1
Question 54. When you're driving a car	5	4	3	2	1
Question 55. When you're doing chores around the house	5	4	3	2	1
Question 56. When you're working on a project that requires focus and concentration	5	4	3	2	1
Question 57. When you're exercising	5	4	3	2	1

(DO NOT RANDOMIZE Q.58 WITH Q.53-57)

Question 58. Are there any other places you are at or activities you are engaged in when you listen to Classical music? **(IF "NO" OR "DON'T KNOW," CODE AS "NONE" AND SKIP TO Q.59. ELSE ASK:)** What are some of those other places or activities? Any others? **(RECORD VERBATIM) (PROBE)**

QUESTIONNAIRE

CLASSICAL MUSIC LISTENING MOMENTUM

Question 59. Compared to a few years ago, would you say you're listening to Classical music MORE THAN YOU USED TO, ABOUT THE SAME AMOUNT or LESS THAN YOU USED TO? **(RECORD ONE RESPONSE) (DO NOT READ "DON'T KNOW")**

<u>Don't Know</u>	<u>More</u>	<u>About The Same</u>	<u>Less</u>
4	3	2	1

(IF "LESS" IN Q.59. ASK Q.60. ELSE SKIP TO Q.61)

Question 60. Why are you listening to Classical music less than you used to? Please be as specific as possible. **(PROBE) (RECORD VERBATIM)**

(IF NOT "DON'T WORK" IN Q.12, ASK Q.61. ELSE SKIP TO Q.62)

Question 61. How about specifically when you're at work? Would you say you're listening to Classical music at work MORE THAN YOU USED TO, ABOUT THE SAME AMOUNT or LESS THAN YOU USED TO? **(RECORD ONE RESPONSE) (DO NOT READ "DON'T KNOW")**

<u>Don't Know</u>	<u>More</u>	<u>About The Same</u>	<u>Less</u>
4	3	2	1

QUESTIONNAIRE

→ Now specifically think about some of the sources of Classical music we have discussed. Would you say you're listening to Classical music **(INSERT SOURCE)** _____ MORE THAN YOU USED TO, ABOUT THE SAME AMOUNT or LESS THAN YOU USED TO? **(RANDOMIZE SOURCES) (RECORD ONE RESPONSE) (DO NOT READ "DON'T KNOW")**

	<u>Don't Know</u>	<u>More</u>	<u>About The Same</u>	<u>Less</u>
Question 62. On a local FM radio station	4	3	2	1
Question 63. Using your personal music collection	4	3	2	1
Question 64. On Sirius XM satellite radio	4	3	2	1
Question 65. Using streaming audio and video on your computer	4	3	2	1
Question 66. Using streaming audio and video on your mobile phone	4	3	2	1

(IF "LESS" IN Q.62, ASK Q.67. ELSE SKIP TO Q.68)

Question 67. Why are you listening to Classical music on a local FM radio station less than you used to? Please be as specific as possible. **(PROBE) (RECORD VERBATIM)**

QUESTIONNAIRE

(IF “FREQUENTLY,” “OCCASIONALLY,” OR “RARELY” IN Q.21, Q.22, Q.27, Q.28, Q.33, Q.34, Q.39, Q.40, Q.45, Q.46, Q.51 OR Q.52, ASK Q.68-Q.69. ELSE SKIP TO Q.70)

STREAMING MEDIA SOURCES

Question 68. Earlier you mentioned listening to Classical music via streaming audio and video. What are the names of the streaming audio and video services you use for listening to Classical music? Any others? **(PROBE) (RECORD ALL RESPONSES)**

8Tracks	1	Playlist.com	21
AccuRadio	2	Radio websites	22
Amazon	3	Radio.com	23
Apple store	4	Rdio	24
Beats Music	5	Rhapsody	25
Billboard Charts	6	SHOUTcast	26
Cool	7	SKY.FM	27
Facebook	8	Slacker Radio	28
Google Music All Access	9	Songza	29
Grooveshark	10	Sony Music Unlimited	30
Hulu	11	SoundCloud	31
iHeartRadio	12	Spotify	32
iTunes	13	Streema	33
iTunes Radio	14	TuneIn	34
Jango	15	VEVO	35
Last.fm	16	Xbox Music	36
Live 365	17	YouTube	37
Myspace	18	Other (SPECIFY)	98
Online	19	Don't know	99
Pandora	20		

Question 69. How often do you listen to the Internet audio streams of FM Classical music stations? Do you do so...? **(READ LIST) (RECORD ONE RESPONSE)**

Frequently	4
Occasionally	3
Rarely	2
Never	1
Don't know (DO NOT READ)	5

Q U E S T I O N N A I R E

CABLE/SATELLITE LISTENING

Question 70. How often do you listen to Classical music via a cable or satellite television channel? Do you do so...? **(READ LIST) (RECORD ONE RESPONSE)**

Frequently	4
Occasionally	3
Rarely	2
Never	1
Don't know (DO NOT READ)	5

QUESTIONNAIRE

CLASSICAL MUSIC BENEFIT SCALING

→ Next, I am going to read a list of benefits you may or may not get out of listening to Classical music. On a scale of “1” to “10,” where “1” means it is not at all a benefit that makes you listen to Classical music and “10” means it absolutely is a benefit that makes you listen to Classical music, please rate each of the following benefits. **(RANDOMIZE) (RECORD ONE RESPONSE) (DO NOT READ “DON’T KNOW”)**

	<u>1 Doesn't Apply At All</u>	<u>10 Applies Exactly</u>	<u>Don't know</u>								
Question 71. Listening to Classical music helps me relax	1	2	3	4	5	6	7	8	9	10	X
Question 72. Listening to Classical music helps me escape from stress	1	2	3	4	5	6	7	8	9	10	X
Question 73. Listening to Classical music improves my mood	1	2	3	4	5	6	7	8	9	10	X
Question 74. Listening to Classical music raises my energy level	1	2	3	4	5	6	7	8	9	10	X
Question 75. Listening to Classical music makes me feel smarter	1	2	3	4	5	6	7	8	9	10	X
Question 76. Listening to Classical music helps me focus on what I'm doing	1	2	3	4	5	6	7	8	9	10	X
Question 77. Listening to Classical music makes for a positive environment when children are present	1	2	3	4	5	6	7	8	9	10	X
Question 78. Listening to Classical music makes me more knowledgeable about the music itself	1	2	3	4	5	6	7	8	9	10	X
Question 79. Listening to Classical music brings back positive memories from the past	1	2	3	4	5	6	7	8	9	10	X

QUESTIONNAIRE

(IF **LOCAL CLASSICAL STATION** IN Q.5, Q.6, Q.7 OR Q.8, ASK Q.80-Q.92. ELSE SKIP TO Q.93)

LOCAL CLASSICAL STATION AGREE/DISAGREE STATEMENTS

→ I am going to read to you things people have said about **LOCAL CLASSICAL STATION**. For each one, please tell me whether you STRONGLY AGREE, AGREE, DISAGREE, or STRONGLY DISAGREE. (RECORD ONE RESPONSE) (RANDOMIZE STATEMENTS) (DO NOT READ "DON'T KNOW")

<u>Don't Know</u>	<u>Strongly Agree</u>	<u>Agree</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
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Question 80. I really love the music on **LOCAL CLASSICAL STATION**.

5	4	3	2	1
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Question 81. **LOCAL CLASSICAL STATION** plays too much unfamiliar music.

5	4	3	2	1
---	---	---	---	---

Question 82. The music on **LOCAL CLASSICAL STATION** is too sleepy to listen to.

5	4	3	2	1
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Question 83. **LOCAL CLASSICAL STATION** plays the same pieces over and over again to the point of being annoying.

5	4	3	2	1
---	---	---	---	---

Question 84. **LOCAL CLASSICAL STATION** stops its music too often for talk and other interruptions.

5	4	3	2	1
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Question 85. The hosts on **LOCAL CLASSICAL STATION** really add to my enjoyment of the station.

5	4	3	2	1
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Question 86. The hosts on **LOCAL CLASSICAL STATION** talk too much.

5	4	3	2	1
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Question 87. The hosts on **LOCAL CLASSICAL STATION** are boring to listen to.

5	4	3	2	1
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Question 88. Beyond the music it plays, **LOCAL CLASSICAL STATION** also provides me with useful news and information I need.

5	4	3	2	1
---	---	---	---	---

QUESTIONNAIRE

<u>Don't</u> <u>Know</u>	<u>Strongly</u> <u>Agree</u>	<u>Agree</u>	<u>Disagree</u>	<u>Strongly</u> <u>Disagree</u>
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Question 89. I would prefer if **LOCAL CLASSICAL STATION** just stick to music and leave providing news and information to other radio stations.

5	4	3	2	1
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Question 90. Beyond its regular music programming, **LOCAL CLASSICAL STATION** airs a lot of special shows—such as concerts or shows dedicated to a specific style of music—that I really enjoy.

5	4	3	2	1
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Question 91. **LOCAL CLASSICAL STATION** plays an important role in the local arts community.

5	4	3	2	1
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Question 92. I would be devastated if **LOCAL CLASSICAL STATION** went away.

5	4	3	2	1
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QUESTIONNAIRE

(IF NOT “FREQUENTLY” OR “DON’T KNOW” IN Q.24, Q.30, Q.36, Q42 OR Q.48, ASK Q.93-Q.100. ELSE SKIP TO Q.101)

NON-FREQUENT RADIO LISTENER AGREE/DISAGREE STATEMENTS

→ Earlier you said that you do not frequently listen to an FM music station for Classical music. I am going to read to you things people have said about why they don’t do so. For each one, please tell me whether you STRONGLY AGREE, AGREE, DISAGREE, or STRONGLY DISAGREE. **(RECORD ONE RESPONSE) (RANDOMIZE STATEMENTS) (DO NOT READ “DON’T KNOW”)**

	<u>Don't Know</u>	<u>Strongly Agree</u>	<u>Agree</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
Question 93. I am not aware of any FM radio stations that offer Classical music.	5	4	3	2	1
Question 94. I never think to listen to my local FM Classical music station.	5	4	3	2	1
Question 95. My local FM Classical music station plays too much unfamiliar music.	5	4	3	2	1
Question 96. I'm seeking greater depth and variety than the music my local FM Classical music station offers.	5	4	3	2	1
Question 97. There are other styles of music or audio programming that I prefer to listen to more often.	5	4	3	2	1
Question 98. I don't like the music selection on my local FM Classical music station.	5	4	3	2	1
Question 99. They interrupt the music too often on my local FM Classical music station.	5	4	3	2	1
Question 100. I prefer to choose the specific Classical music I listen to rather than rely on what my local FM Classical music station selects to play.	5	4	3	2	1

QUESTIONNAIRE

MUSIC FAMILIARITY SCALING

Question 101. Please think about the balance of music you already know and music you have not heard before that you like to hear when you listen to Classical music. On a scale of one to ten, where “1” means only pieces of music you’re not familiar with and have never heard before and “10” means only pieces of music you’re familiar with and have heard before, where would you put your ideal mix of Classical music?” **(RECORD ONE RESPONSE)**

<u>1 Unfamiliar/Never Heard</u>										<u>10 Familiar/Heard Before</u>										<u>Don't know</u>
1	2	3	4	5	6	7	8	9	10								X			

(IF LOCAL CLASSICAL STATION IN Q.5, Q.6, Q.7 OR Q.8, ASK Q.102. ELSE SKIP TO Q.103)

Question 102. Earlier you mentioned **(INSERT LOCAL CLASSICAL STATION)**. Using the same scale, how would you rate the mix of Classical music you hear on that station? **(RECORD ONE RESPONSE)**

1	2	3	4	5	6	7	8	9	10		X
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QUESTIONNAIRE

SPECIALTY SHOW FAMILIARITY & EVALUATION

→ Next, I am going to read you a list of some special shows you may or may not have heard on your local FM Classical music station. Have you ever heard of **(INSERT FEATURE)** _____? **(IF “YES,” ASK:)** How would you rate it? Would you say it is excellent, good, fair, or poor? **(RANDOMIZE LIST OF FEATURES)** **(IF RESPONDENT HAS NEVER HEARD OF FEATURE, CODE AS “UNFAMILIAR” AND GO TO NEXT FEATURE)** **(IF RESPONDENT IS FAMILIAR WITH THE FEATURE BUT DOES NOT KNOW HOW TO RATE IT, CODE AS “DON’T KNOW”)** **(RECORD ONE RESPONSE)**

	<u>Unfamiliar</u>	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Question 103. Performance Today	X	4	3	2	1	5
Question 104. Metropolitan Opera broadcasts	X	4	3	2	1	5
Question 105. Sunday Baroque (buh-ROKE)	X	4	3	2	1	5
Question 106. From The Top	X	4	3	2	1	5
Question 107. Pipedreams	X	4	3	2	1	5
Question 108. Concert broadcasts featuring national and international symphony orchestras	X	4	3	2	1	5
Question 109. Concert broadcasts featuring local symphony orchestras and performers	X	4	3	2	1	5
Question 110. Concerts broadcast live as they happen	X	4	3	2	1	5
Question 111. Concerts recorded in front of a live audience and broadcast at another time	X	4	3	2	1	5
Question 112. A show featuring Choral music	X	4	3	2	1	5

QUESTIONNAIRE

	<u>Unfamiliar</u>	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Question 113. A show featuring music from movie soundtracks	X	4	3	2	1	5
Question 114. A show featuring Broadway music	X	4	3	2	1	5

QUESTIONNAIRE

ACTIVITIES

Question 115. Which of the following have you done in the past year? **(READ LIST) (RECORD ALL RESPONSES)**

- | | |
|---|---|
| Attended a Classical music performance | 1 |
| Attended a local arts festival | 2 |
| Made a donation to a public radio station | 3 |
| Made a donation to a local FM Classical music station | 4 |
| None of the above | 5 |

→ So that my supervisor may verify that I spoke with you, may I have your name and phone number?

Name _____
Phone Number (_____) _____
End Time _____ Length _____

Thanks for taking time to answer my questions tonight.

