

POLL: 3 OUT OF 4 CELL PHONE OWNERS WOULD PAY EXTRA FOR RADIO-CAPABLE DEVICE

NEW YORK, N.Y. September 14, 2010 – Seventy-six percent of American cell phone owners would consider paying a one-time fee of 30 cents to gain access to their local radio stations through a built-in radio chip on their mobile phone, according to a new study commissioned by the National Association of Broadcasters and conducted online by Harris Interactive. Two-thirds (66%) of all adults indicated that they would listen to local radio stations on their cell phones if that feature was available. Among all adults, young adults are even more likely to use this feature. Seventy-one percent of adults age 18-34 say they would use a built-in radio to listen to local radio stations on their cell phone.

Among the poll findings:

- Three-quarters (76 percent) of cell phone owners would consider paying a one-time fee of 30 cents to access local radio stations through a built-in radio chip.
- Local weather and music are the top reasons they would listen to their local stations on their cell phones.
- Seventy-three percent of cell phone owners indicated that having a radio built into their cell phone capable of providing local weather and emergency alerts in real-time would be “very” or “somewhat” important.
- While two-thirds (66 percent) of adults would use a built-in radio, 71 percent of 18-34 year olds and 35-44 year olds as well as 73 percent of single and never married adults indicated they would use a built-in radio to listen to local stations if their phone was equipped to receive local radio stations without using mobile apps or their cell phone provider’s data plan
- Parents are also more likely to want to listen to local radio stations on their cell phone. Seventy percent of parents indicated they would use this function.

"Our poll indicates that a sizeable majority of Americans are interested in the ability to listen to local stations in order to get news, weather and other information and would even pay a small one-time fee to get the service," said Aaron Heffron, Vice President of Public Affairs Research for Harris Interactive. "Young people seem especially enthusiastic about this additional function that they would always have in their pocket."

The online survey also reveals that most Americans are unaware that that they could purchase a cell phone with a built-in radio. Sixty-one percent say they did not know such a feature existed.

Methodology

This study was commissioned by the National Association of Broadcasters and conducted online by Harris Interactive as part of an omnibus survey between August 31 and September 2, 2010 among 2,587 U.S. adults 18+. Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population.

Propensity score weighting was also used to adjust for respondents' propensity to be online. A full methodology is available upon request.

ABOUT HARRIS INTERACTIVE

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The National Association of Broadcasters is the premier advocacy association for America's broadcasters. NAB advances radio and television interests in legislative, regulatory and public affairs. Through advocacy, education and innovation, NAB enables broadcasters to best serve their communities, strengthen their businesses and seize new opportunities in the digital age. Learn more at www.nab.org.

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