



Acoustic Café

Market Research

Prepared for the University of
Michigan's Ross School of Business

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About Acoustic Cafe

- Acoustic Café is a weekly, internationally syndicated radio show (and webcast) featuring live interviews, in-studio performances and recorded music
- Acoustic Café is hosted by the program's creator, Rob Reinhart, and has been since 1995
- Acoustic Café has seen a dramatic increase in affiliate stations (80+ and counting), due largely to the increasing popularity of the “Triple A” format radio

Survey Methodology

- Qualtrics.com
 - General radio listening behavior
 - Acoustic Café habits
 - Psychographic and demographic data
- Mailing list of ~1,000 listeners
- 30% response rate!
- Website home page
- On air invitation to take survey

Demographic Data

- 58% male; 42% female
- 67% between 35-54 (44% between 45-54)
- 90% are White/Non-Hispanic



Plus...

- 21% earn more than \$100,000 per year (50% earn more than \$50,000 per year)
- 72% are college educated (27% graduate degrees)
- 76% own their homes
- 20% Mac users



Radio, online and music listening habits

- 51% of radio listeners tune in for 4 or more hours per month (21% tune in for 6+ hours)
- 50% of listeners tune in online (28% online visitors stay for more than 4 hours per month)
- 63% of listeners have visited the website
- 40% download at least 2 songs/mo (11% download more than 30 songs/mo)



What does this tell us?

- Acoustic Café listeners are loyal
- Acafe.com has strong presence and visitors stay
- A large percentage of Acoustic Café listeners are heavy music consumers

Purchase Behaviors

- Acoustic Café listeners “vote with their wallets”
 - 58% purchased music after hearing it on Acoustic Café (most could recall this purchase)
 - Internally consistent with “tend to purchase”

Psychographic Data

- Acoustic Café listeners are independent and critical thinkers: 68% don't rely on external opinions to guide their musical choices
- Acoustic Café listeners are inquisitive: 75% enjoy hearing interviews and learning about artists
- Acoustic Café listeners are social, cultured, die-hard music fans: 42% stated their preferred reward would be attending a live music performance (more than money, jewelry, etc.)

How does Acoustic Café fit with *your* business

- **Travel:**

- 43% preferred reward is vacation

- **Food:**

- 34% preferred reward is to eat a special meal

- 25% subscribe to cooking magazines

- **Musical Instruments:**

- 66% play an instrument (household)

- 34% subscribe to music magazines



Contact

Acoustic Café can design effective, affordable advertising for both radio and internet campaigns.

For more information, call (734) 761-2043
or e-mail rob@acafe.com