

Core Values Dual Format

Summary Findings

We conducted focus groups with public radio listeners who listen to classical music on dual format stations. We recruited respondents from two audience segments—classical listeners who use the NPR news magazines and classical listeners who do not use the NPR news magazines.

- We found that the Core Values of classical music are universal. The benefits are the same, whether listeners hear classical music on a dual format station or on an all classical format.
- On a dual format station, some classical listeners use the NPR news magazines while others avoid the NPR news magazines. Yet we found no difference in how those two types of listeners use and benefit from the classical music.
- We found that the primary benefit provided by classical music is stress relief. In twelve focus groups across three markets, respondents told us that they value the classical music primarily because “it is soothing.”
- The secondary benefit provided by classical music is mental focus or clarity of mind. With a clear mind classical listeners can concentrate on a task and do better work.
- Classical music also provides listeners with an alternative to decadent contemporary culture. It is a refuge that preserves the beauty and majesty of a better time.
- Classical listeners want to hear basic information about each piece of music. They appreciate a tidbit of historical context from the announcer, but not much more than a tidbit.

We are confident of these findings because the response was remarkably consistent across all groups in our factorial design—men and women, NPR fans and NPR avoiders, in three different markets. In addition, the response was completely consistent with our previous study of the all classical format.