

FLOYDIAN SLIP™

A weekly radio journey through the music of Pink Floyd with Craig Bailey

LISTENER DEMOGRAPHICS

SUMMARY

Listeners of "Floydian Slip" come from one of the most desirable demographics for marketers: College-educated, married homeowners, 35 years of age or older, who earn more than \$50,000 a year.

Our listeners are overwhelmingly male: 89%.

"Floydian Slip" listeners are devoted to our program: 62% listen two to four times a month. Nearly a third (30%) listen every week, and an amazing 84% listen to the entire 60-minute show, start to finish.

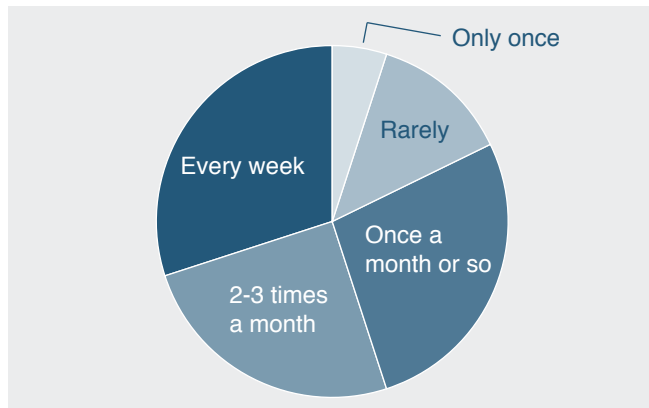
And they love the show. More than 70% rate "Floydian Slip" four out of four stars.



SOURCE: SURVEY MONKEY SURVEY OF 110 LISTENERS, MARCH 2013

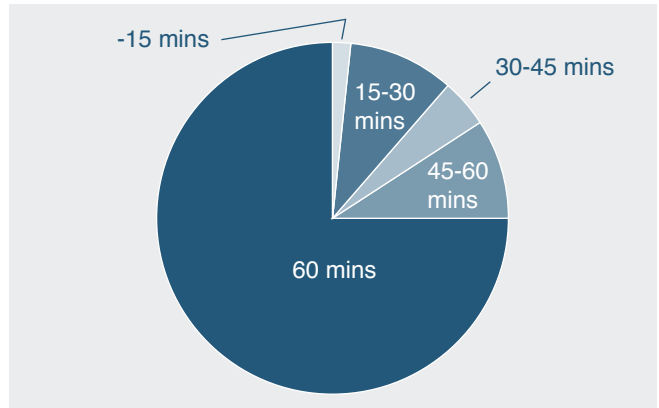
How often do you listen to "Floydian Slip"

Nearly a third surveyed listen to our show every week



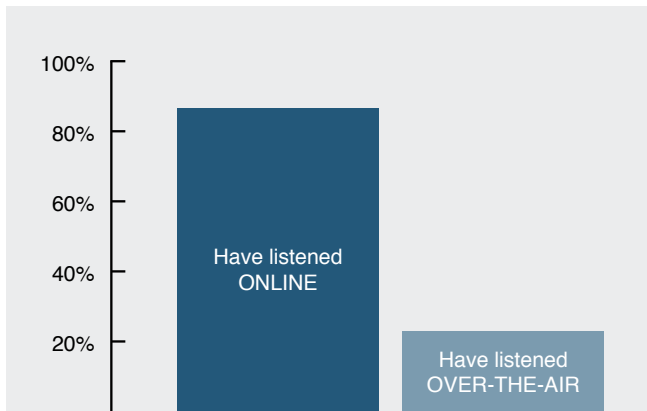
How long do you listen to "Floydian Slip"

84% surveyed listen to the entire 60-minute show



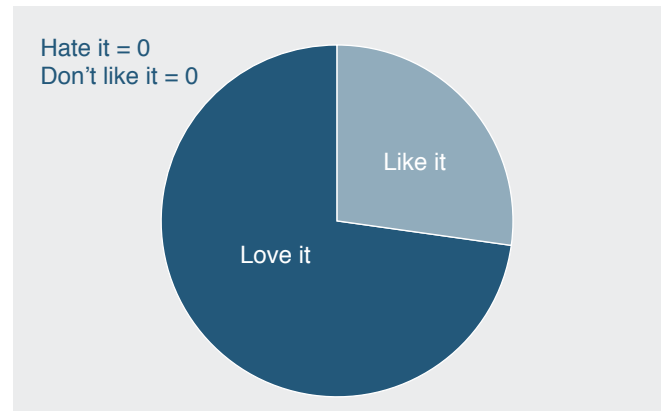
How do you listen to "Floydian Slip"

Most listeners tune in to our affiliate stations' streaming audio



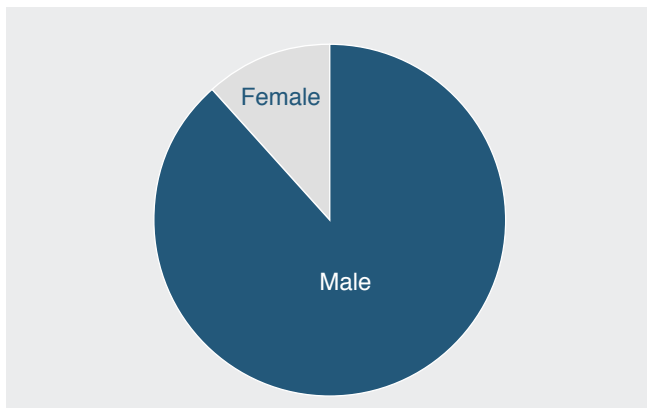
What's your overall opinion of "Floydian Slip"

80% "love" our show



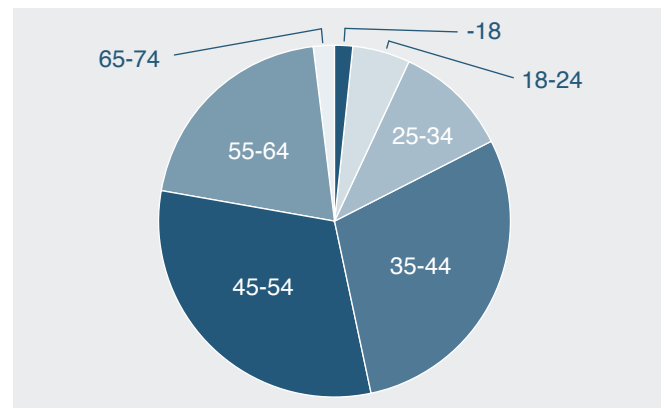
Gender

"Floydian Slip" listeners are overwhelmingly male



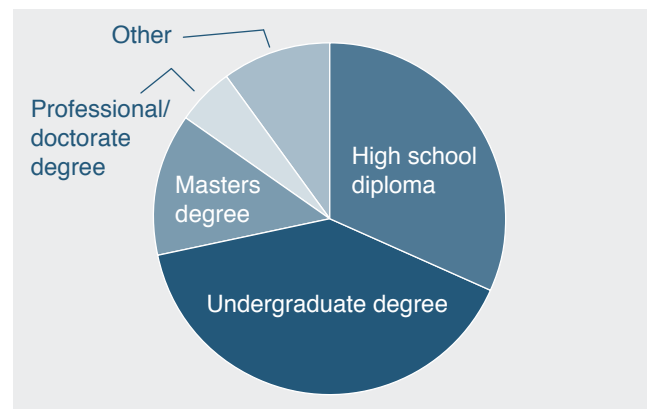
Age

82% of "Floydian Slip" listeners are 35 or older



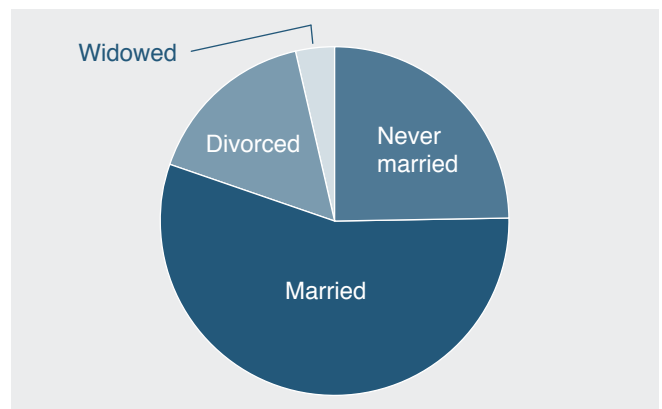
Highest level of education

"Floydian Slip" listeners don't need no education: They already got it



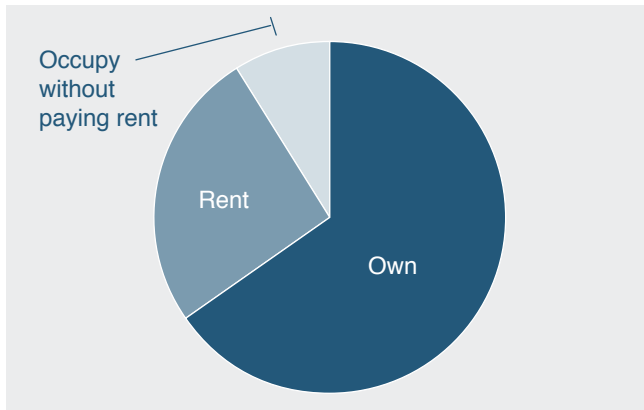
Marital status

63% of "Floydian Slip" listeners are married

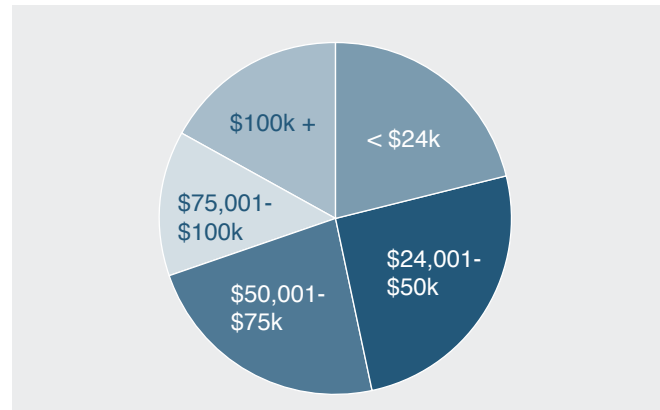


Living space

74% of "Floydian Slip" listeners are homeowners

**Annual household income**

The majority of "Floydian Slip" households earn more than \$50k

**IN THEIR OWN WORDS***"Floydian Slip" fans keep talking about the show*

"Been listening to the show for years. Introduced my daughter to Floyd through the show!"
— *Justin C., Jericho, Vt.*

"An amazing show. I get my Floyd fix every week!"
— *Eric B., Berwyn, Penn.*

"Love the show. Only wish it was longer!"
— *Bill M., West Harrison, Ind.*

"I haven't heard a more well-researched or well-produced show about Pink Floyd, or any band, for that matter."
— *Dave P., Burbank, Calif.*

"Floydian Slip is where it is a for us devoted Pink Floyd fanatics." — *Sam M., Hamilton, Ontario*

"Love the show. This Floyd lover is always finding out more stuff about the best group ever!"
— *Larry W., Spokane, Wash.*

"Had me hooked within the first 10 minutes."
— *James M., Omaha, Neb.*

"The best classic rock show and a 'must listen' for all Pink Floyd fans." — *David A., Ozark, Mo.*

"Nice to hear a show done by people who are fans."
— *Kevin G., Windsor, Ontario*

"Highly recommended!" — *John R., N.S.W., Australia*

"Loved it since the very first time I listened to it."
— *Maity F., São Caetano do Sul, Brazil*

"Great to hear an hour of my favourite band — and with comments from someone who really knows the music."
— *Martin K., Wexford, Ireland*

"Nothing compares to Floydian Slip."
— *Jared P., Bradford, Vt.*

"I look forward to Floydian Slip as much or more than anything else on radio or TV."
— *Lee S., Greenfield, Tenn.*

"Been listening to the Slip for about a decade now and rarely miss a show." — *Glen V., Omaha, Neb.*

"Can't get enough of this show." — *Jerry A., Lithia, Fla.*

"Unique, informative and highly entertaining."
— *Harry W., Surfside Beach, S.C.*

"The best show on Pink Floyd that I have listened to."
— *Michael M., Ridgecrest, Calif.*

"I'm totally hooked! Wonderful blend of Floyd material and insight!" — *Curtis J., Murrells Inlet, S.C.*

"One of the more interesting and engaging shows we listen to." — *Richard G., West Sacramento, Calif.*

"Reminds me of the early 70's college late-night radio shows. Love it." — *Chuck K., Greenhills, Ohio*

"Top notch." — *Ed L., Coventry, Conn.*