

# CBS "Softrock" Format

Objective	Determine a new radio format name to replace the "Mellow Sound."
Data Source	Telephone surveys among current and potential listeners (professionals age 25-44)
Question	<i>"In your opinion, how would you describe the ideal musical format?"</i>

**ThoughtSCAN**<sup>®</sup>

<u>VERBATIMS</u>	<u>ThoughtScan Frequency</u>
soft/er	36
rock	44
music	52
not	47
hard	34

ThoughtTalk	<i>"It would be <b>soft music</b>, not <b>hard rock</b>"</i> <i>"<b>Softer</b> sounding <b>rock music</b>"</i> <i>"<b>Not hard</b> sounding. <b>Something less blatant.</b>"</i>
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Results CBS Boston (WEEI-FM) launched the first Softrock station. It was so successful in attracting upscale professionals that the format was rolled out into 25 markets.

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