

# The Infinite Dial 2014



#infinitedial



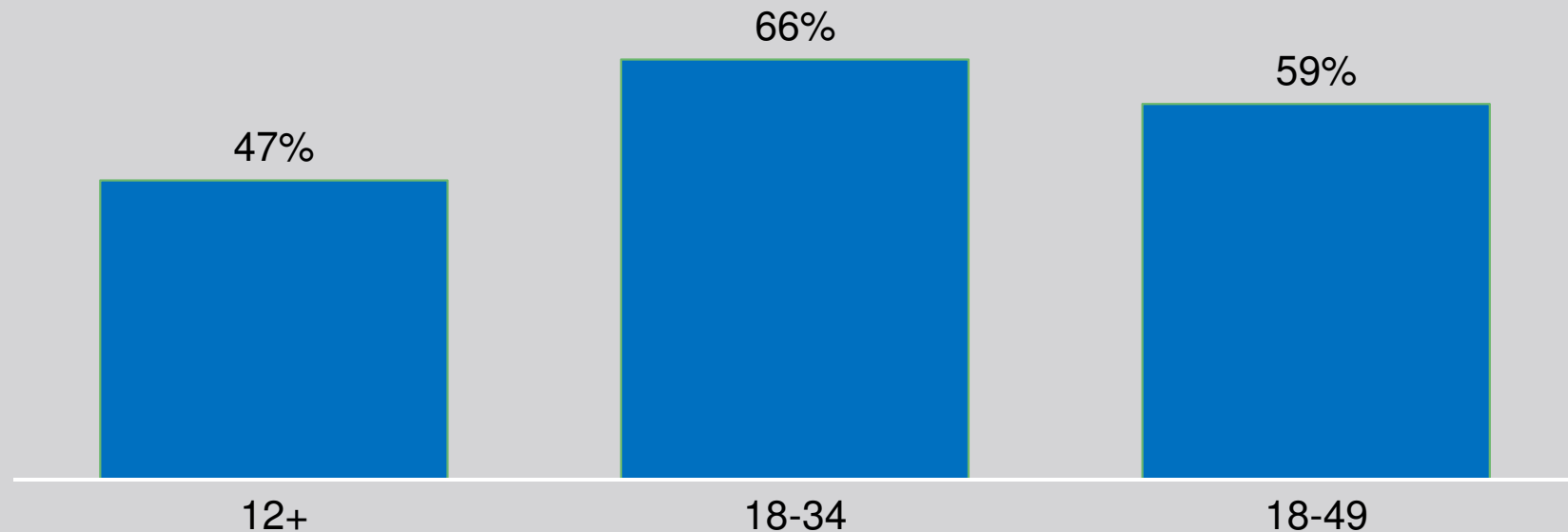
# Methodology Overview

- In January/February 2014, Edison Research conducted a national telephone survey of 2,023 people aged 12 and older, using random digit dialing techniques.
- Survey offered in both English and Spanish languages.
- Both landlines and cell phones were called.
- Data weighted to national 12+ population figures.
- This is the 22<sup>nd</sup> study in the series dating to 1998.
- These studies provide estimates of digital platforms and their impact on the media landscape based on self-reported consumer behaviors and attitudes.



# Two-thirds of 18-34 Year-Olds Listen to Online Radio Monthly

% By Age Group Who Have Listened to Online Radio in Last Month



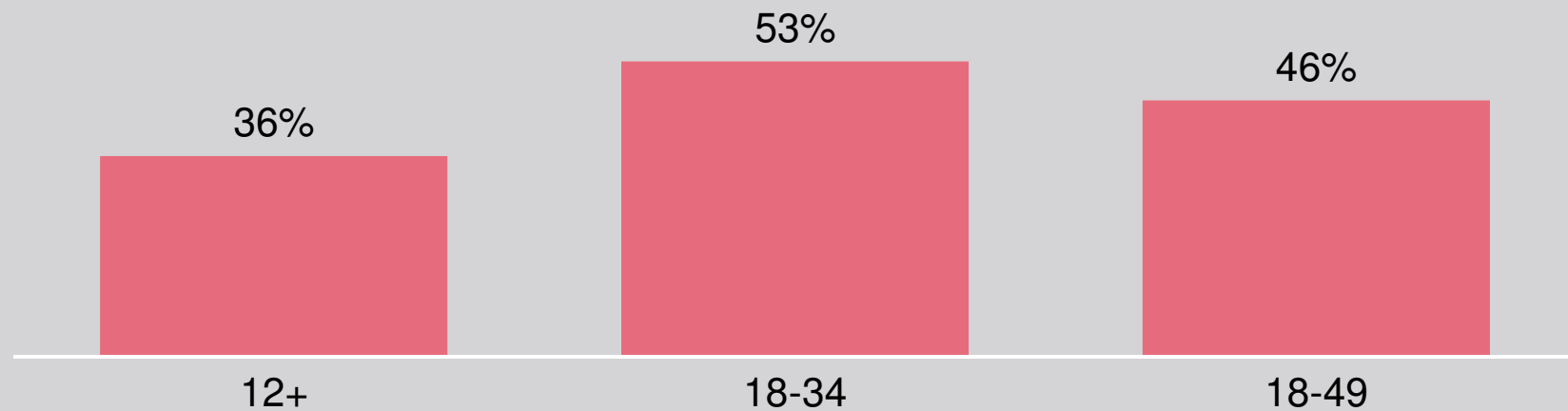
Online Radio = Listening to AM/FM radio stations online and/or listening to streamed audio content available only on the Internet



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# More than half of all 18-34s have listened to Online Radio in the last week

% By Age Group Who Have Listened to Online Radio in Last Week



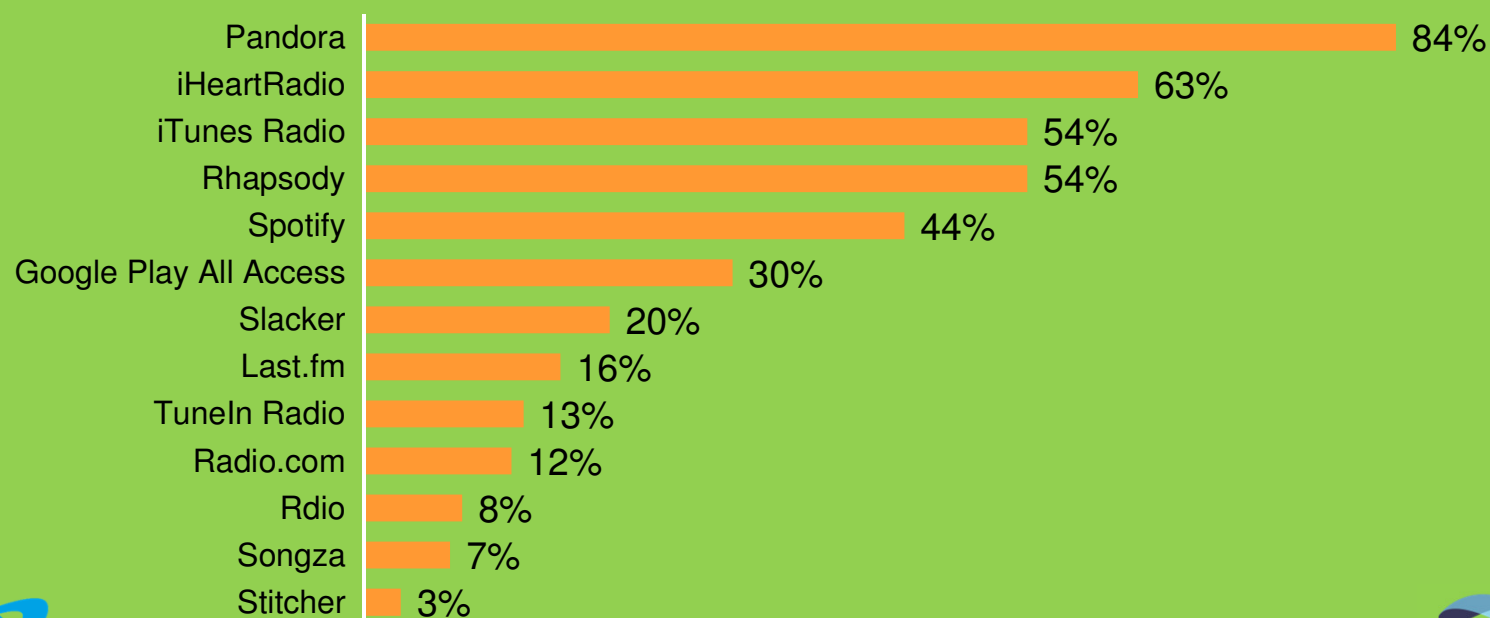
Online Radio = Listening to AM/FM radio stations online and/or listening to streamed audio content available only on the Internet



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# 18-34 Year-Olds are Aware of Many Audio Brands

% Aware of...



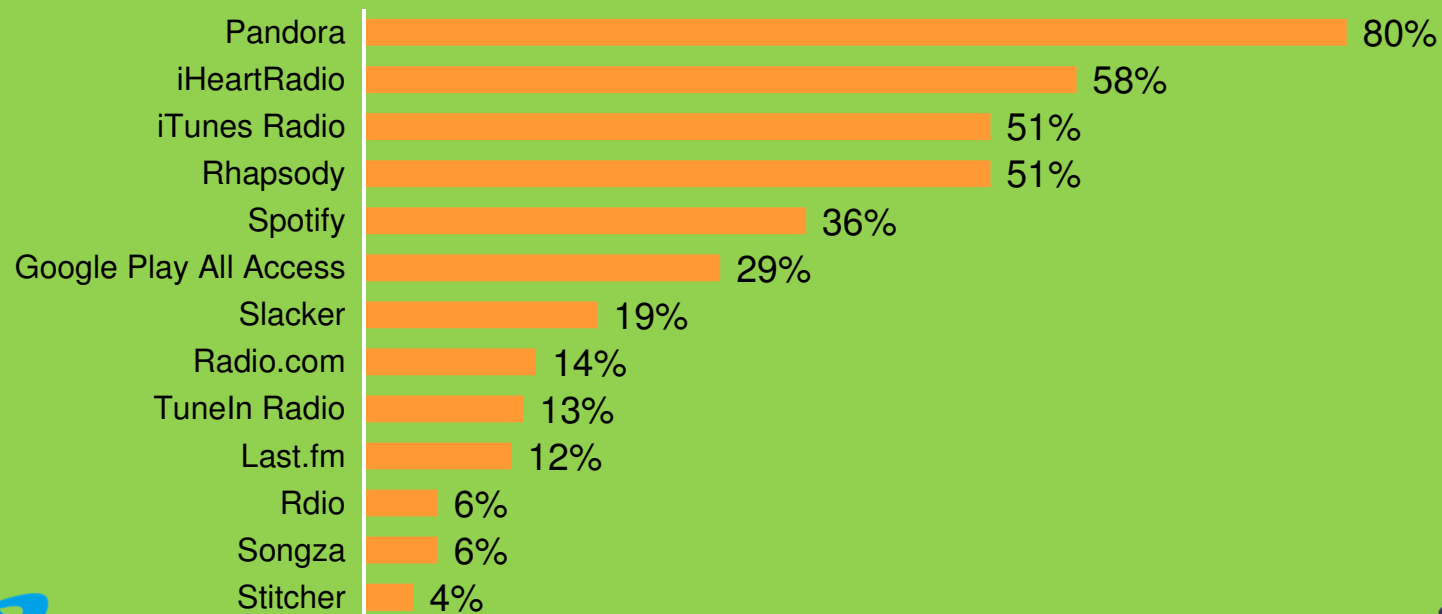
Base: 18-34 year-olds



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# Four in Five 18-49 Year-Olds are Aware of Pandora

% Aware of...

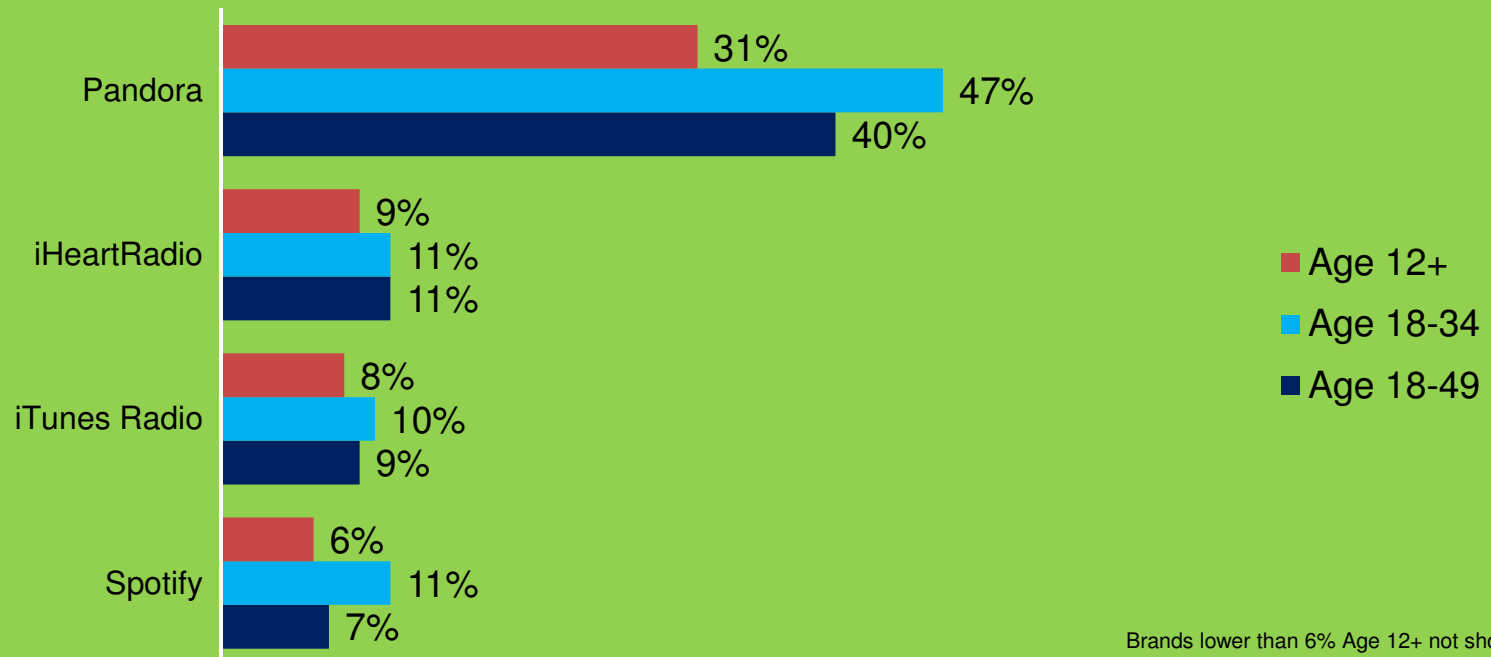


Base: 18-49 year-olds

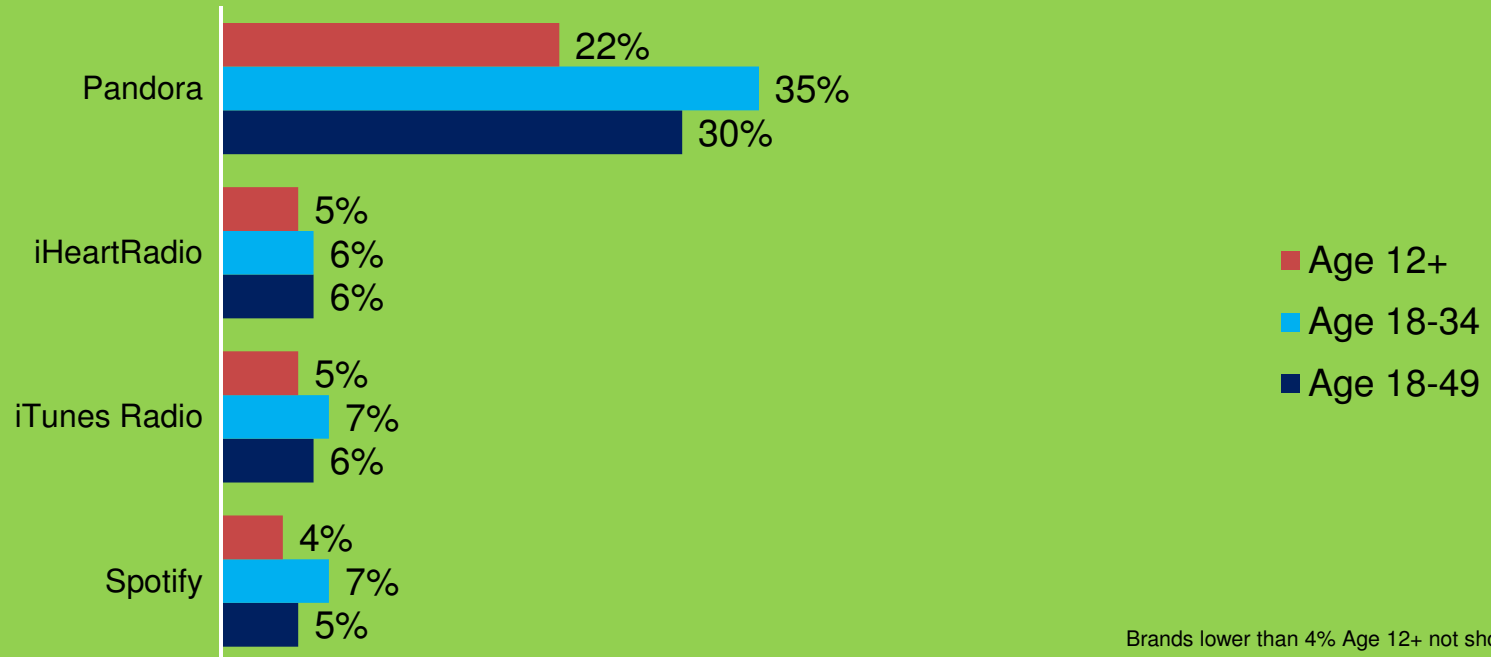


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## Percent by Age Group Who Listened in Last Month



## Percent by Age Group Who Listened in Last Week



Brands lower than 4% Age 12+ not shown



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