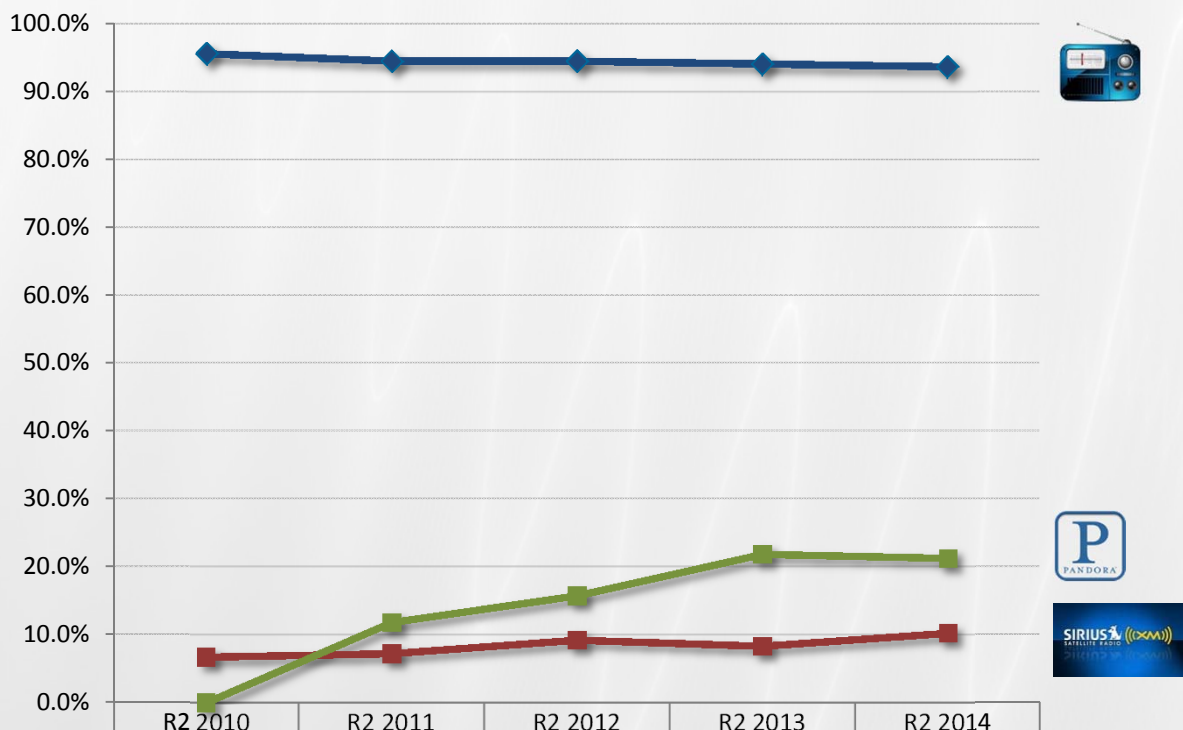




# BROADCAST RADIO REMAINS PRIMARY AND DOMINANT MEDIUM TO LISTEN TO MUSIC

## Los Angeles Adults 18+

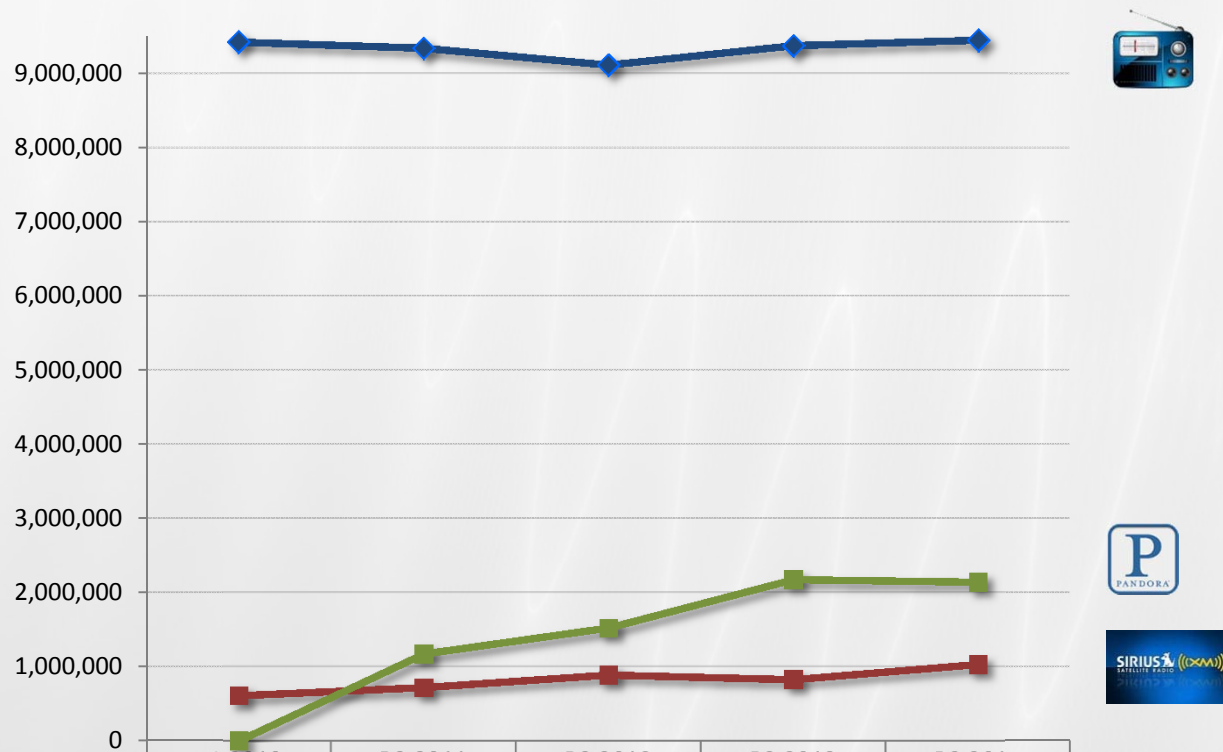


	R2 2010	R2 2011	R2 2012	R2 2013	R2 2014
Listen to Radio Past WEEK (M-Su, 6a-mid)	95.6%	94.5%	94.5%	94.1%	93.7%
Listened to Satellite Radio Past WEEK	6.7%	7.2%	9.2%	8.3%	10.2%
Visited Pandora Past MONTH	0.0%	11.8%	15.7%	21.8%	21.2%



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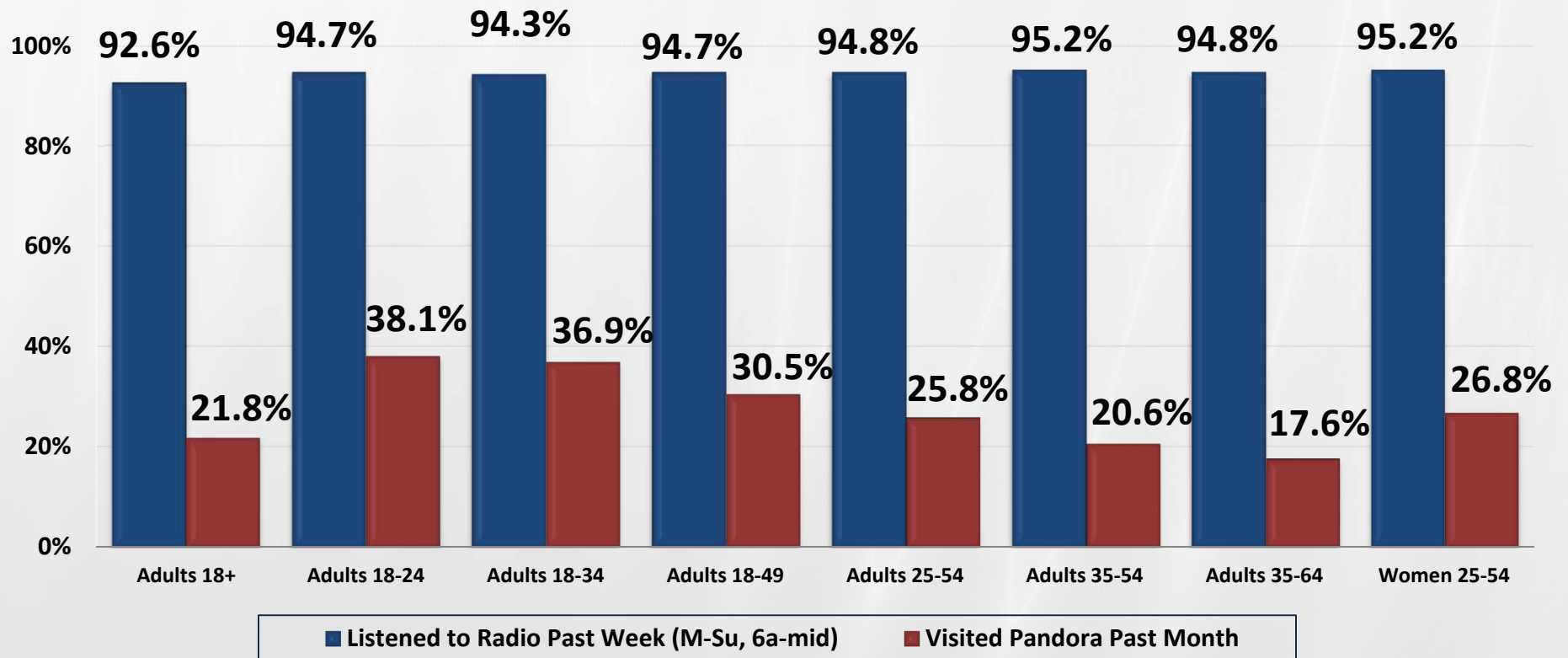


	R2 2010	R2 2011	R2 2012	R2 2013	R2 2014
Listen to Radio Past WEEK (M-Su, 6a-mid)	9,422,087	9,338,717	9,114,228	9,373,412	9,446,670
Listened to Satellite Radio Past WEEK	607,341	716,072	886,065	822,901	1,027,622
Visited Pandora Past MONTH	0	1,168,222	1,517,726	2,167,895	2,133,442





# ONLY 21.8% OF ADULTS 18+ HAVE VISITED PANDORA IN THE PAST MONTH.



Source: Scarborough, R2 2014 (August 2013 – July 2014), Los Angeles DMA.



# SATELLITE VS. LOCAL RADIO IN LOS ANGELES

Only **10.2%** of Adults 18+ in **Los Angeles** has **listened** to ANY satellite radio at all in the **past week**. Only **9.8%** **own** a satellite radio system.

