

radionomy

“What’s Working At Work”
 Custom Questions for Radionomy
 Prepared by Edison Research
 August 2013

You listen to Internet-Only radio while working...

86%



To hear your favorite songs

72%



To discover new songs

71%



To create “radio stations” based on your favorite songs or artists

67%



To have the ability to skip songs

65%



To hear a type of music that is not on AM/FM radio

60%



To hear music without personalities or DJs

50%



To discover what are the popular songs

36%



For news and information

35%



To find out about things going on/in your community

34%



To know that you will be informed if major news breaks

32%



For talk radio/reports talk radio hosts

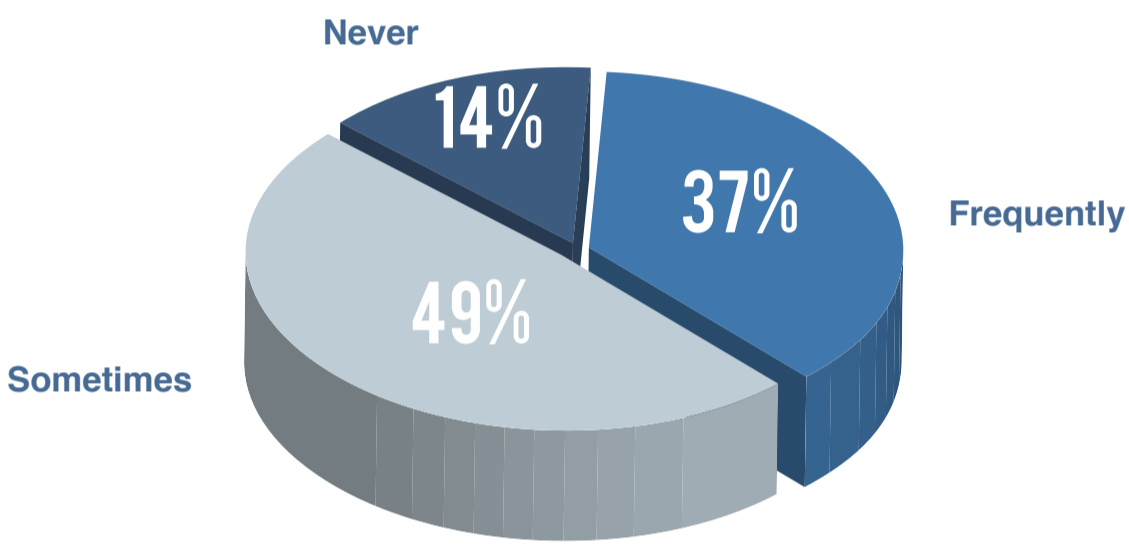
31%



For personalities and DJs along with the music

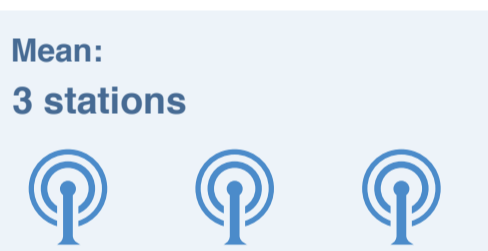
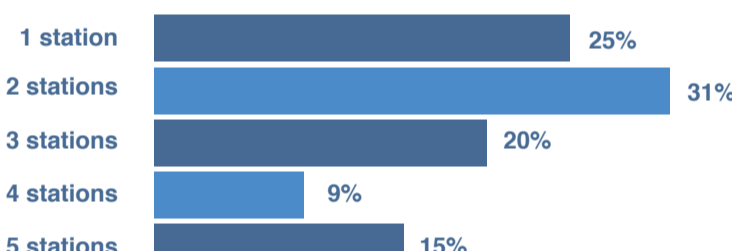
(Base: Ever listen to Internet-Only Radio while working; n=291)

Think about the Internet-Only radio stations you listen to while working...how often do you stream those radio stations in other locations, such as at-home or on vacation?



(Base: Ever listen to Internet-Only Radio while working; n=291)

In a typical week, how many different Internet-Only radio stations do you listen to while working?



(Base: Ever listen to Internet-Only Radio while working; n=291)

The kind of music you mostly listen to while working is:

69%



Your favorite kind of music

23%



A kind of music that is not your favorite but you choose to or have to listen to it while working

8%

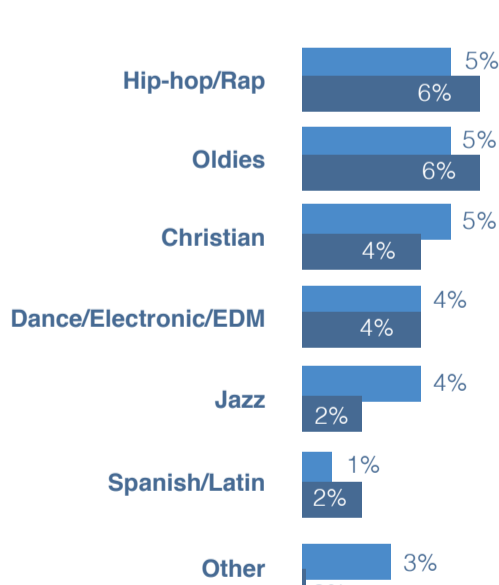
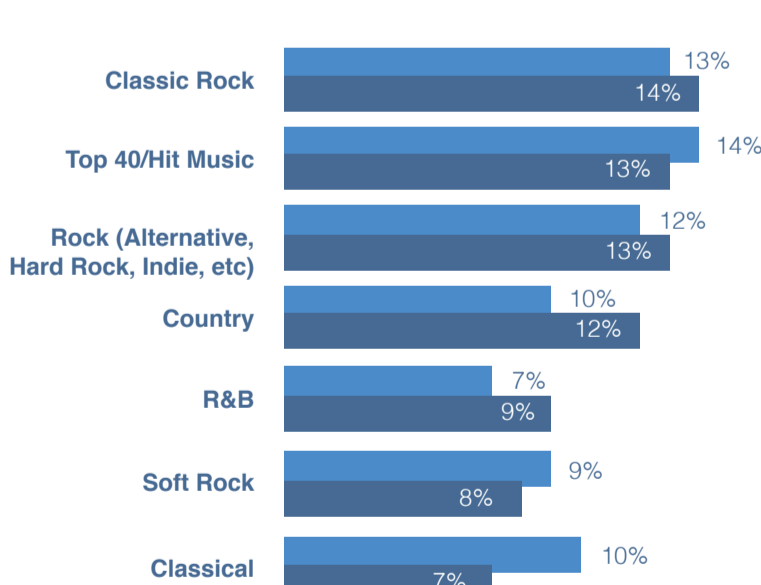


You do not listen to music while working

(Base: Ever listen to any kind of audio while working; n=736)

Which one of the following types of music do you...

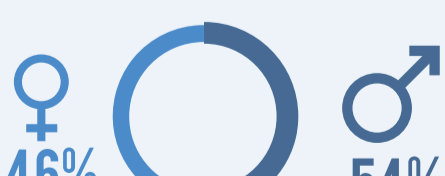
- listen to most while working?
- think is the best to listen to while working?



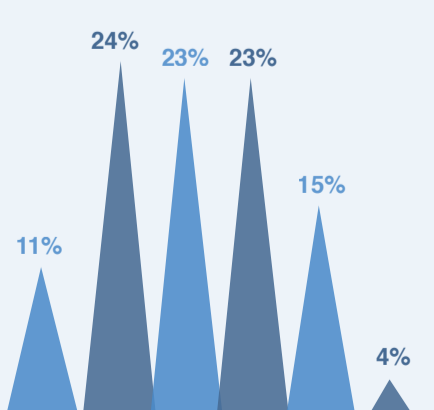
(Base: Ever listen to music while working; n=678)
 (Base: Ever listen to any kind of audio while working; n=736)

Research Target:

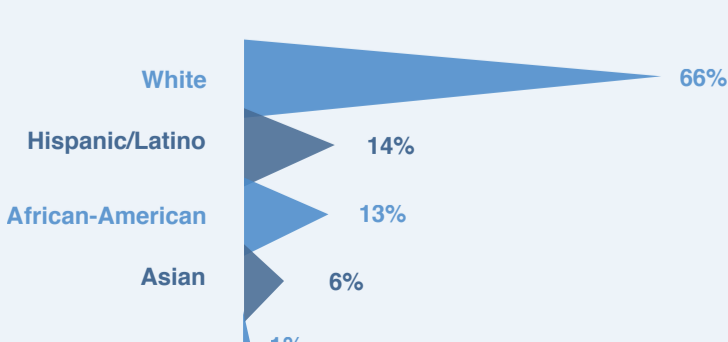
Gender



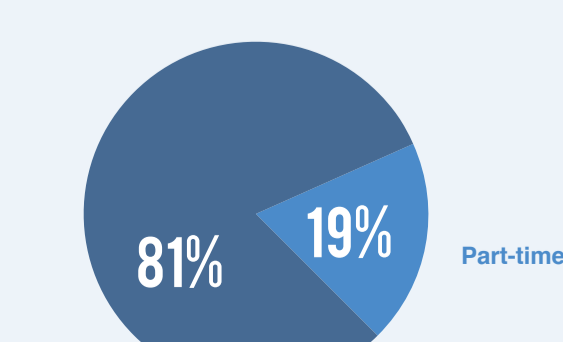
Age



Ethnicity



Employment



(Sample: n=1043 online respondents age 18+, employed full-time or part-time)