

the indie darkroom

exposing independent music

Demographics

Arbitron

April 2011 132,900 CUME May 2011 137,900 CUME June 2011 133,500 CUME

Persons 6+ Monday-Sunday 6am-12 midnight

Gender

57% are Male

39% are Female

47% are Males 18-44

33% are Female 18-44

82% are under 44 years of age.

18% Adults 18-24

42% are Adults 25-34

20% are Adults 35-44

Where are IDR's Listeners from?

93% of our listeners are here in the United States

61% of which are in NY/NJ

7% of our listeners are international

Facebook Participants

21% are active daily participants

36% are active weekly participants

54% are active monthly participants

Users Operating System

Windows 54%

Mac 37%

iPhone/iPod 3%

Android 1.5%

Linux 1%

Other 4.5%

Indie Darkroom, LLC

Offices in NY, & NC

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