

RADIO TODAY BY THE NUMBERS



Radio Delivers

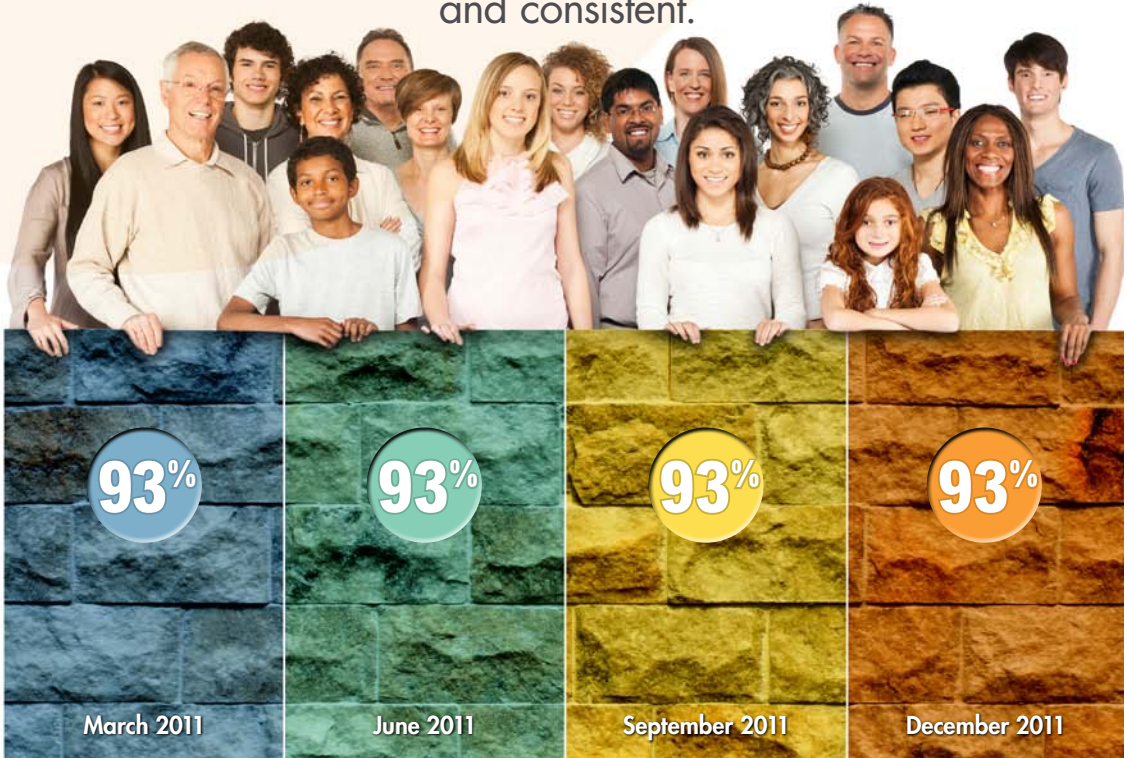


Winter 2012

241 Million American Adults Listen to Radio Each Week

That's **93%** of everyone in this country listening to radio each week.

As the past four quarters demonstrate, radio listening remains strong and consistent.



Radio Reaches Millions of Americans in Every Key Buying Demo

Each week across America, radio is heard by...

94%
ADULTS 18-34

95%
ADULTS 18-49

95%
ADULTS 25-54

95%
ADULTS 35-64



Radio Reaches Millions of Multicultural Listeners

Each week radio reaches...

95%

of all Hispanics



93%

of all African Americans



Americans Spend Billions of Hours Listening to Radio

Americans listen to radio for more than

14.6
billion hours
each month

With an ever-growing number of media choices, Americans' preference for and reliance on radio has endured year after year.



Nine out of Ten Americans Tune to Radio During Prime Shopping Hours

You can reach

90%

of Americans

on the radio between 6AM and 7PM during the work week.

Radio Is America's Daily Companion

70%

of Americans tune in
to radio each day
for nearly

**2 hours and
45 minutes**



Radio Reaches Voters

Every week radio reaches

91%

of people who vote

Every week, radio reaches:

- 91% of adults who are registered to vote in their district of residence
- 91% of adults who always or sometimes vote in local elections
- 92% of adults who always or sometimes vote in statewide elections

Radio Audience Levels Remain Very High During Commercial Breaks

New research shows...

Radio delivers more than

93%

of its lead-in audience
during commercial breaks.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.



Radio Delivers a Consistently Big and Valuable Audience

Radio continues to be vital to millions, which is why its audience during programming and commercial breaks has remained **consistently high** month after month, quarter after quarter, and year after year.



For more details on how radio reaches American consumers, visit www.arbitron.com/radiotoday

PPM® is a registered trademark of Arbitron Inc. © 2012 Arbitron Inc. COR-11-07473