

RADIO TODAY BY THE NUMBERS



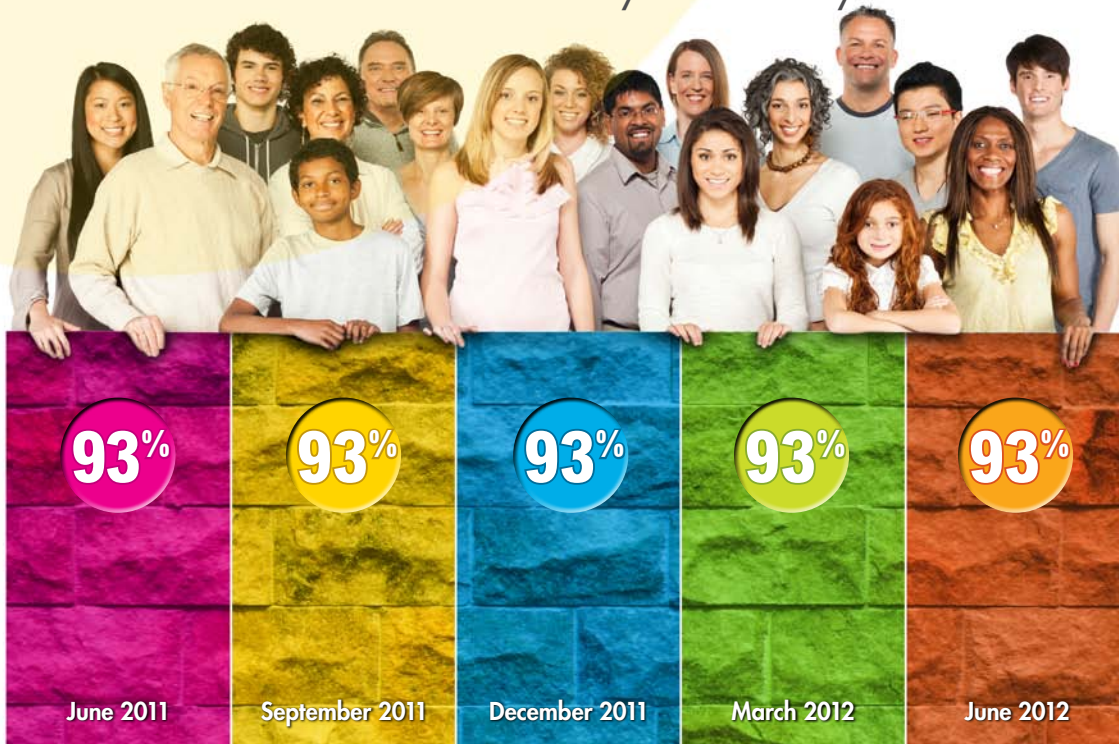
Radio Delivers



Summer 2012

242 Million American Adults Listen to Radio Each Week

That's **93%** of everyone in this country listening to radio each week. Radio continues to be vital to millions, which is why its audience has remained consistent year in and year out.



Radio Reaches Millions of Americans in Every Key Buying Demo

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

93%

ADULTS 18-34

94%

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*



* Black non-Hispanic

Radio's Most Devoted Listeners Mirror the U.S. Population

Median age

U.S. Population

41



Heavy Radio User

42

Compared to:

Heavy Internet User: 36

Heavy TV User: 47

Radio Is Tops When America Shops

You can reach

90%

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

Radio reaches more adults
during prime shopping hours
than any other major medium.



Radio Is Grocery Shoppers' Preferred Medium

During peak grocery shopping hours, shoppers are using radio more than any other medium

Peak
weekday
shopping hours
are from
1PM to 7PM.

51%

AM/FM Radio

46%
Television

22%
Internet

6%
Newspaper

4%
Magazines

Parents Who Shop for Their Kids Listen to Radio Throughout the Year

95%

of parents listen to radio.

From the first day of school to the last, parents are shopping for clothing for their kids.*

* Listened to any radio format in the past week and purchased children's or infant's clothing in the past year

Radio Reaches Consumers Who Spend Billions on Kid's Apparel

Radio listeners spent over

\$14 billion

on children's apparel
in the past year*

* Listened to any radio format in the past week and purchased children's or infant's clothing in the past year

Radio Reaches Millions of Independent Voters

When it comes to influencing the results of the election, each week radio will reach

60 million

voters who consider themselves

independent*

* Includes Independent, and Independent but feel close to Republican or Democrat

88% of Independents Listened to Radio in the Last Week

Who are the Independent* voters?

55%
Male

45%
Female

60%
Attended or Graduated From College


13%
Persons Aged 18-24

32%
Persons Aged 55+

55%
Persons Aged 25-54

* Includes Independent, and Independent but feel close to Republican or Democrat

Radio Delivers a Consistently Big and Valuable Audience



Month after month and
year after year, **radio**
continues to be vital to
millions of Americans



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