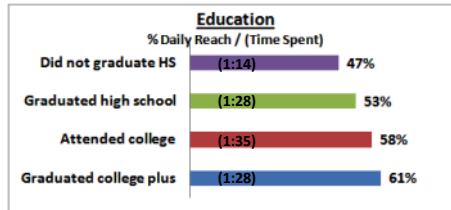


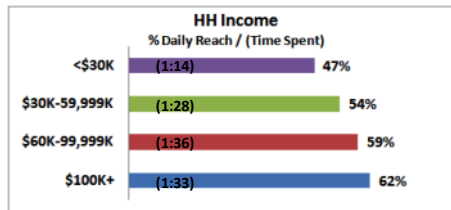
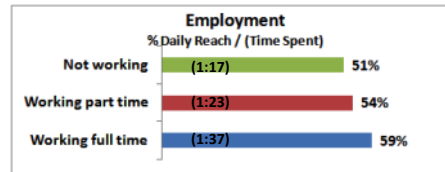
# Radio Usage Trends

## Radio Usage is Diversified Among Socioeconomic Backgrounds



Radio penetration rises with higher education levels

Radio usage rises with employment status.

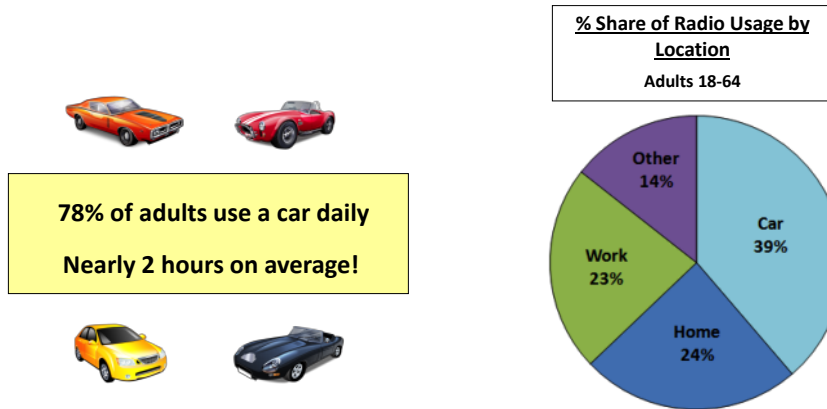


Radio usage rises as Household Income increases

Source: 2012 USA TouchPoints

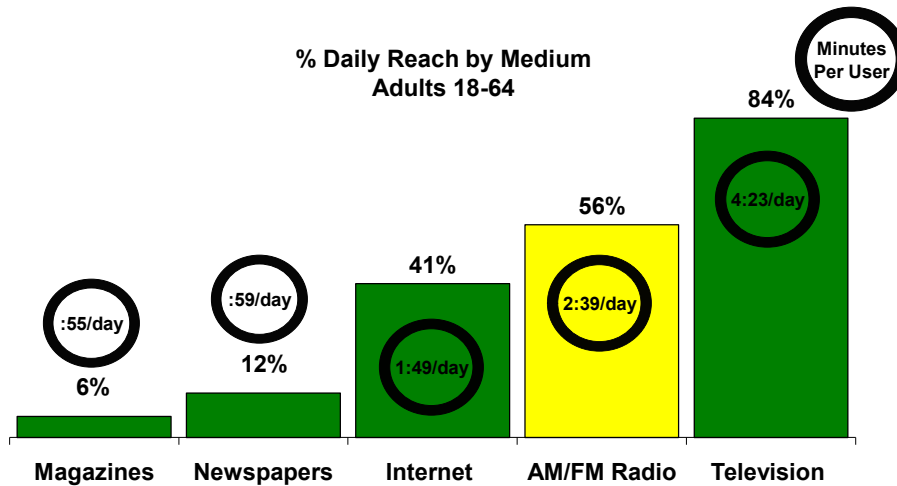
**Fact:** Per USA Touchpoints 39% of all listening done in Autos. Why is this important? The latest Census figures found that more than three-quarters of Americans commute to work alone in their car, with the average one way commute lasting 25 minutes- a captive audience.

## 40% of radio listening occurs while in the automobile



Source: 2011 USA TouchPoints

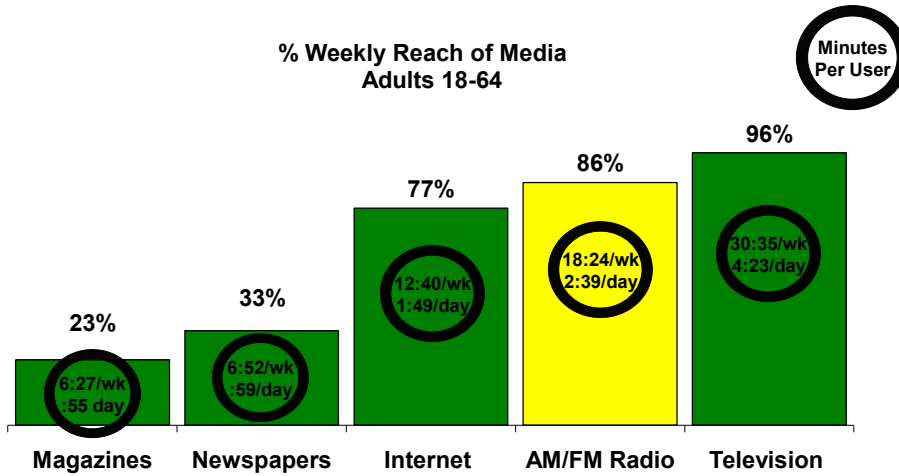
## Radio listeners spend significant time with it daily



Note: TV includes time-shifted viewing; Internet includes via PC, mobile & tablet; Newspaper and Magazine includes digital readership.

Source: 2012 USA TouchPoints

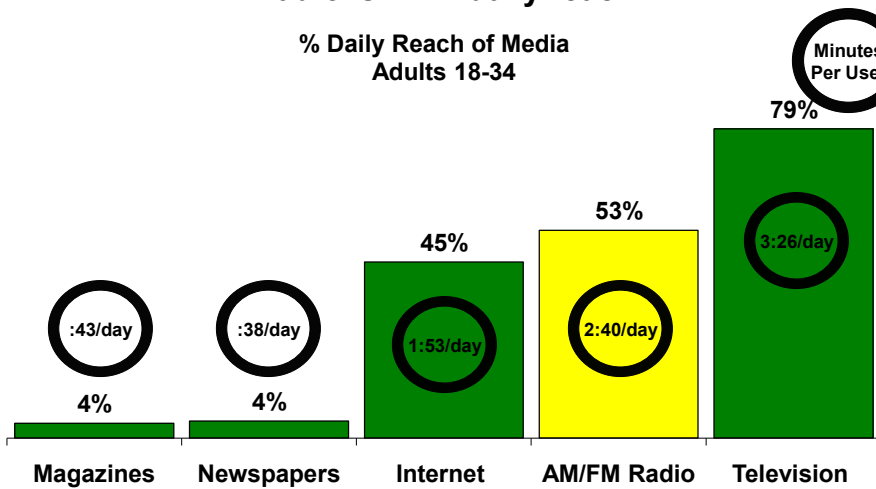
## During the week, Americans spend significant time with AM/FM Radio



Note: TV includes time-shifted viewing; Internet includes via PC, mobile & tablet; Newspaper and Magazine includes digital readership.

Source: 2012 USA TouchPoints

## Even among young adults 18-34, Radio is #2 in daily reach

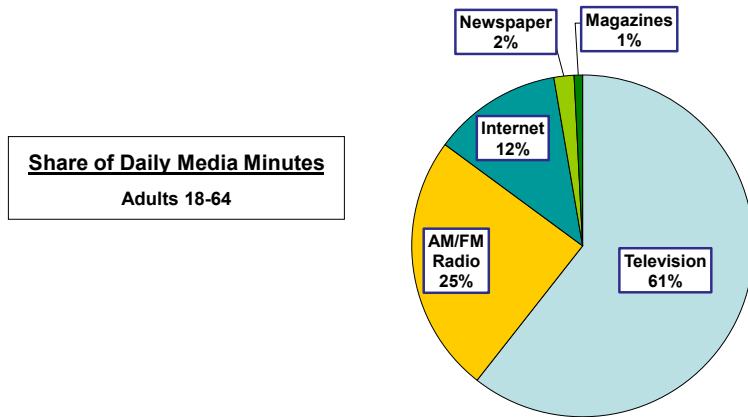


Note: TV includes time-shifted viewing; Internet includes via PC, mobile & tablet; Newspaper and Magazine includes digital readership.

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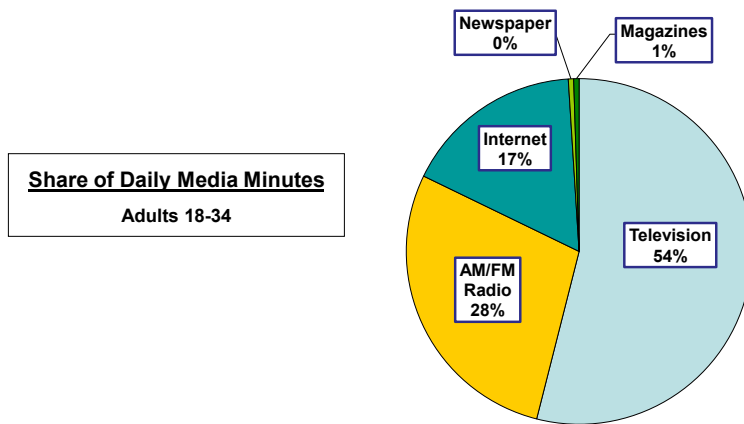
Source: 2012 USA TouchPoints

**AM/FM Radio comprises 1/4 of the time Americans spend with media each day**



16 **Note:** TV includes time-shifted viewing; Internet includes via PC, mobile & tablet; Newspaper and Magazine includes digital readership.  
Source: 2012 USA TouchPoints

**Among young Adults 18-34, AM/FM Radio represents nearly 1/3<sup>rd</sup> of their media day**

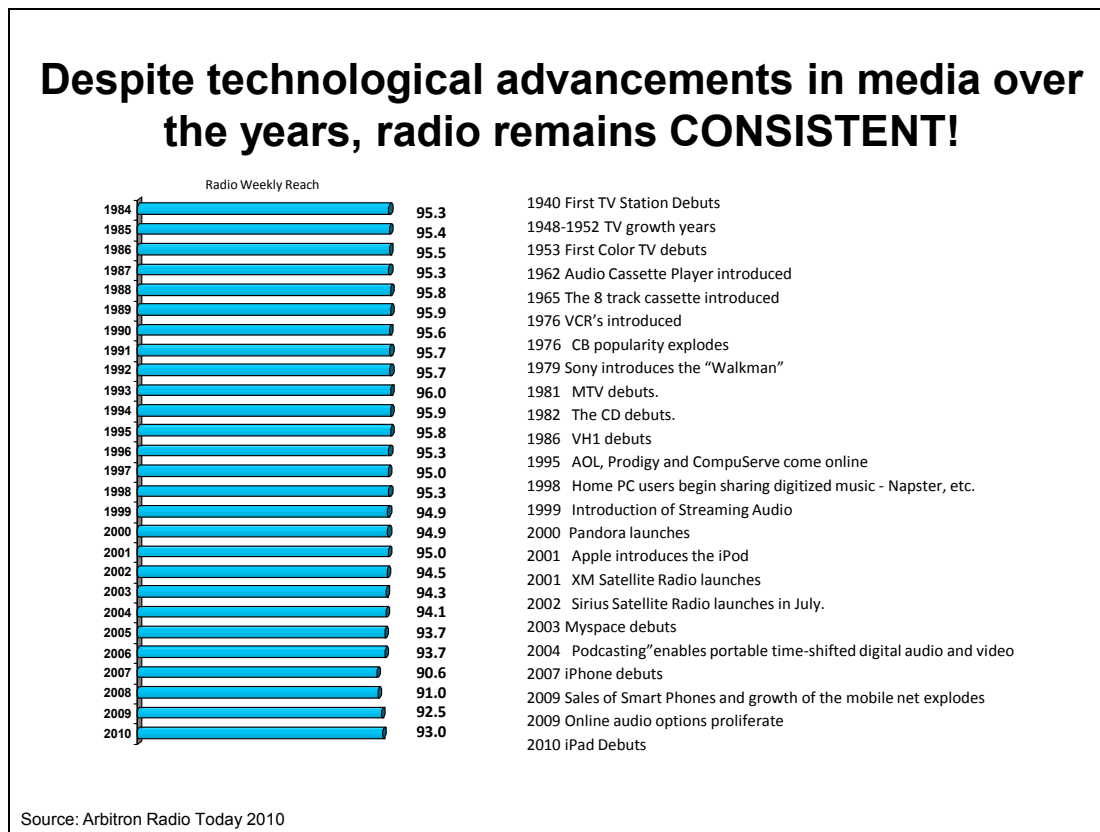


17 **Note:** TV includes time-shifted viewing; Internet includes via PC, mobile & tablet; Newspaper and Magazine includes digital readership.  
Source: 2012 USA TouchPoints

Radio has been challenged before - many times. Each challenge was supposed to be the “knockout” punch, but none ever were. Radio has adapted and continues to fill a very real need in people’s lives -

convenient, compelling entertainment. Curation, the adding of new songs at the right time and eliminating old songs at the right time, has played a big role in its continued popularity.

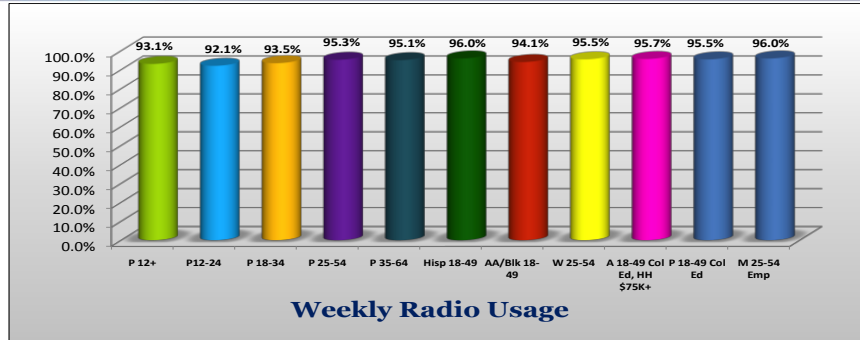
Smart phone penetration and audio alternatives continue to proliferate and some believe that radio's rung on the media ladder will decline in 2012 and beyond with the increased digital audio competition. History shows that radio weathered numerous competitive storms over the past 50 years and will do so again. Below chronicles the various challenges Radio has weathered:



An analysis of radio listening data from Arbitron shows the medium is holding up very well, particularly over the past 3 years in spite of digital audio alternatives. From 2009 to 2011, weekly reach is over 95% for advertisers' most important demographics (A18-49 and A25-54), and usage is over 2 hours per day.

## Nearly Everyone Uses Radio. In Real Time. Every Week.

Radio reaches over 95% of virtually every segment of the population. That has been true year after year and remains true today.



Source: RADAR December 2011

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