

Radio Marketing Guide & Fact Book



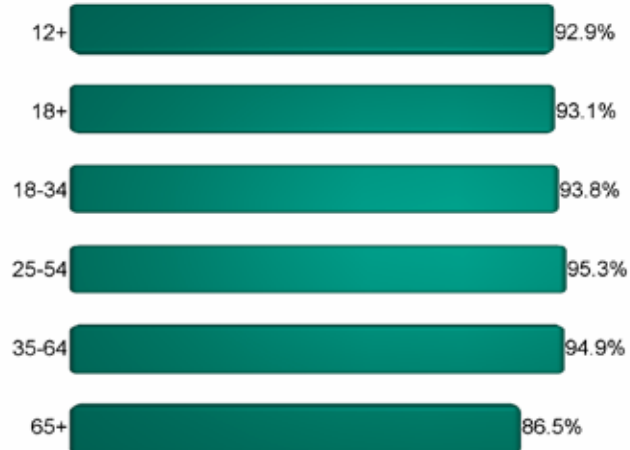
2007-2008

Radio Reaches 93% of All Consumers Every Week



Americans are big fans of Radio! Despite increasing demands on our time from all quarters — and despite ever-expanding media choices — an impressive 93 percent of all Americans age 12 and older tune in to Radio for information, entertainment or discussion over the course of each and every week!

Average Weekly Reach: Persons



Source: RADAR ® 93, June 2007 © Copyright Arbitron
(Monday-Sunday, 24 Hours, based on Weekly Cume)

Total U.S. 12+ Listening Audience

232,958,000

Source: RADAR ® 93, June 2007, © Copyright Arbitron
(Monday-Sunday 24-Hour Cume Estimate)

Radio's Weekly Reach

Read: Radio reaches 93.0% of persons 12 and older each week.

Persons		Teens	
12+	92.9%	12-17	91.0%
Men		Women	
18+	93.1%	18+	93.2%
18-34	92.8%	18-34	94.9%
25-54	94.8%	25-54	95.7%
35-64	94.8%	35-64	95.0%
65+	87.8%	65+	85.6%

Source: RADAR ® 93, June 2007 © Copyright Arbitron
(Monday-Sunday, 24 Hours, based on Weekly Cume)

Radio's Weekly Reach

Even with the explosion of new media, Radio remains relevant. Radio has retained 85 percent of its TSL (time-spent-listening) levels over the past ten years.



Hours Spent Listening

Base: 0 Hours; Top: 23 Hours; Interim Points: 10 Hours / 20 Hours

Year	Hours:Minutes
Spring 1997	22:15
Spring 1998	21:45
Spring 1999	21:15
Spring 2000	20:40
Spring 2001	20:30
Spring 2002	20:15
Spring 2003	20:00
Spring 2004	19:30
Spring 2005	19:30
Spring 2006	19:15
Spring 2007	19:00 (85% of TSL of base year)

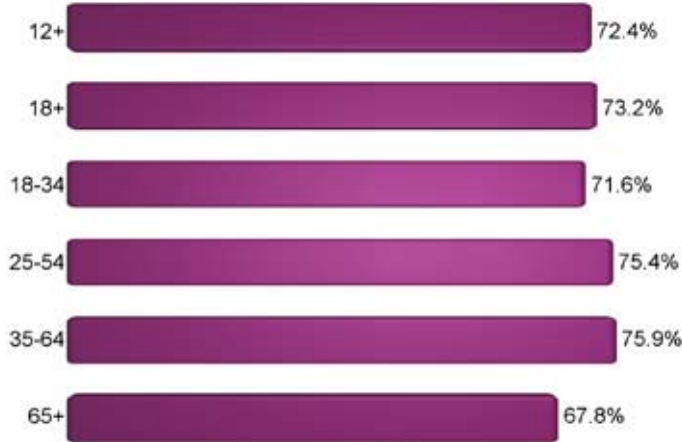
Source: Spring 1997-Spring 2007 Arbitron American Radio Trends Time Spent Listening Estimates. Monday-Sunday 6:00am-Midnight, Persons 12+. Based on Arbitron's 94 Continuous Measurement Markets.

Radio Reaches 72% of All Consumers Every Day



Radio is a daily habit for Americans of all ages. Listening to our favorite Radio programs is as much a part of our daily routine as taking our vitamins, working out, or going to work or school. On any given day, close to three-quarters (72 percent) of the 12+ population makes time for Radio listening.

Average Daily Reach: Persons



Source: RADAR[®] 93, June 2007, © Copyright Arbitron
(Monday-Sunday, 24 Hours, based on Daily Cume)

Radio's Daily Reach

Read: Radio reaches 72.4% of persons 12 and older each day.

Persons		Teens	
12+	72.4%	12-17	65.5%
Men		Women	
18+	73.3%	18+	73.1%
18-34	70.4%	18-34	72.8%
25-54	75.3%	25-54	75.6%
35-64	76.2%	35-64	75.7%
65+	69.1%	65+	66.9%

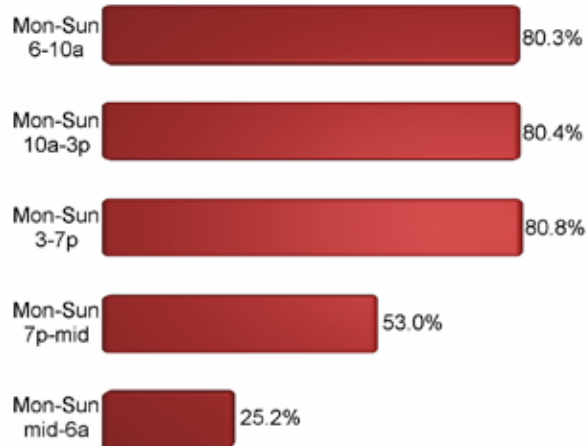
Source: RADAR[®] 93, June 2007, © Copyright Arbitron
(Monday-Sunday, 24 Hours, based on Daily Cume)

Weekdays and Weekends, Radio Delivers



Weekdays and weekends, Americans young and old find reasons to tune in to Radio at all hours of the day and night. To make sure their messages get maximum exposure, smart advertisers can run their ads anytime throughout the broadcast day to take advantage of Radio's wide access to all segments of America's consumer base.

Average Weekly Reach: Persons



Source: RADAR © 93, June 2007 © Copyright Arbitron (Monday-Sunday, 24 Hours, based on Weekly Cume)

Radio's Weekly Reach by Daypart

Read: Each week from 6-10a.m., Radio reaches 80.5% of persons 12 and older.

Persons	Persons					Teens				
	6-10A	10A-3P	3-7P	7P-Mid	Mid-6A	6-10A	10A-3P	3-7P	7P-Mid	Mid-6A
12+	80.3%	80.4%	80.8%	53.0%	25.2%	71.7%	67.6%	77.1%	62.9%	20.8%

Men	Men					Women				
	6-10A	10A-3P	3-7P	7P-Mid	Mid-6A	6-10A	10A-3P	3-7P	7P-Mid	Mid-6A
18+	80.8%	80.2%	81.2%	51.7%	28.9%	81.5%	83.3%	81.2%	52.1%	22.6%
18-34	77.7%	78.1%	80.9%	57.2%	29.0%	81.4%	84.0%	84.8%	60.6%	22.3%
25-54	84.1%	80.8%	84.6%	53.2%	31.5%	85.8%	85.1%	85.8%	54.6%	22.7%
35-64	84.6%	81.9%	84.3%	51.4%	31.6%	84.8%	84.4%	84.2%	52.0%	24.0%
65+	74.0%	79.2%	70.3%	41.0%	18.8%	72.2%	78.0%	66.9%	39.4%	19.5%

Persons	Persons				
	6-10A	10A-3P	3-7P	7P-Mid	Mid-6A
18+	81.2%	81.8%	81.2%	51.9%	25.6%
18-34	79.5%	81.0%	82.8%	58.9%	25.7%
25-54	85.0%	82.9%	85.2%	53.9%	27.1%
35-64	84.9%	83.3%	84.4%	51.7%	27.7%
65+	72.9%	78.5%	68.3%	40.1%	19.2%

Source: RADAR © 93, June 2007, © Copyright Arbitron (Monday-Sunday, based on Weekly Cume for daypart)

Radio is the Medium of Choice All Day



Who can imagine a day without Radio? Radio wakes us up in the morning and keeps us entertained and informed throughout the day.

Radio's Daily Reach by Daypart

Read: Each morning from 6-10a.m., Radio reaches 49% of persons 12 and older.

Persons

	6-10A	10A-3P	3-7P	7P-Mid	Mid-6A
12+	48.6%	43.5%	44.0%	21.1%	11.0%

Teens

	6-10A	10A-3P	3-7P	7P-Mid	Mid-6A
12-17	38.5%	25.7%	37.2%	27.8%	7.6%

Men

	6-10A	10A-3P	3-7P	7P-Mid	Mid-6A
18+	50.2%	44.7%	45.7%	20.7%	13.2%
18-34	45.2%	41.1%	44.3%	23.0%	11.8%
25-54	53.2%	44.5%	49.7%	21.0%	14.6%
35-64	54.4%	46.1%	49.6%	20.4%	15.2%
65+	45.9%	47.6%	34.9%	16.7%	8.9%

Women

	6-10A	10A-3P	3-7P	7P-Mid	Mid-6A
18+	49.2%	46.1%	43.8%	20.0%	9.6%
18-34	45.7%	44.7%	45.4%	23.8%	8.0%
25-54	52.5%	46.6%	48.1%	20.1%	9.5%
35-64	53.0%	47.0%	47.2%	19.2%	10.7%
65+	44.4%	45.9%	31.9%	16.3%	9.3%

Persons

	6-10A	10A-3P	3-7P	7P-Mid	Mid-6A
18+	49.7%	45.4%	44.7%	20.4%	11.4%
18-34	45.4%	42.9%	44.9%	23.4%	9.9%
25-54	52.8%	45.6%	48.9%	20.6%	12.1%
35-64	53.7%	46.6%	40.4%	19.8%	12.9%
65+	45.0%	46.6%	35.2%	16.5%	9.1%

Source: RADAR[®] 93, June 2007. © Copyright Arbitron (Monday-Sunday, based on Daily Cume for daypart)

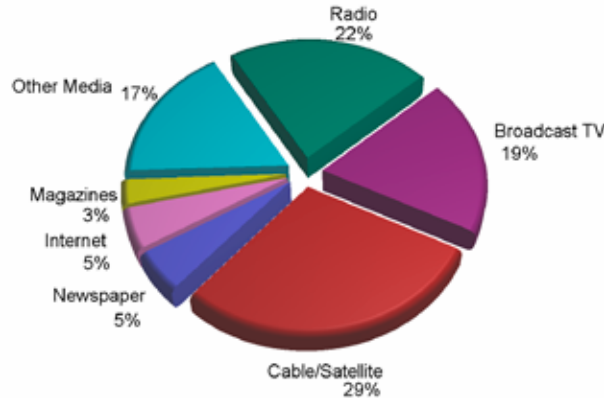
Radio Listeners Listen ... and Listen ... and Listen



Proliferating media options mean Americans have more and more choices where to spend their media time. Because Radio is easily available just about everywhere — and because Radio may be enjoyed while accessing other media — Radio continues to capture an average of 19 hours of tune-in each week, providing many opportunities for your advertising message to make an impact!

Share of Annual Time Spent with Consumer Media

Media industry consultant Veronis Suhler Stevenson estimates the "average" person in the U.S. spends over one month (769 hours, or 32 days) tuned in to Radio!



Veronis Suhler Stevenson Communications Industry Forecast 2007-2011. Hours Per Person Per Year Using Consumer Media among selected media. Radio includes broadcast and satellite Radio. Broadcast TV includes network-affiliated, independent, and public stations. Cable & Satellite includes basic and premium cable and satellite services. Online use of traditional media is included in time spent with the medium, not included in Pure-Play Internet. (Pure-Play Internet represents online content not originating from another medium, such as Radio, TV, etc.)

Persons

	Total Week Time Spent listening Hrs:Min	Avg. Weekday Time Spent listening Hrs:Min	Total Weekend Time Spent listening Hrs:Min
12+	19:00	2:48	5:00

Teens

	Total Week Time Spent listening Hrs:Min	Avg. Weekday Time Spent listening Hrs:Min	Total Weekend Time Spent listening Hrs:Min
12-17	12:00	1:33	4:15

Men

	Total Week Time Spent listening Hrs:Min	Avg. Weekday Time Spent listening Hrs:Min	Total Weekend Time Spent listening Hrs:Min
18+	20:30	3:06	5:00
18-34	19:15	2:51	4:45
25-54	21:00	3:12	5:00
35-64	21:30	3:17	5:15
65+	19:45	2:54	5:15

Women

	Total Week Time Spent listening Hrs:Min	Avg. Weekday Time Spent listening Hrs:Min	Total Weekend Time Spent listening Hrs:Min
18+	19:00	2:51	4:45
18-34	17:45	2:41	4:30
25-54	19:00	2:51	4:45
35-64	19:30	2:54	5:00
65+	19:30	2:48	5:30

Adults

	Total Week Time Spent listening Hrs:Min	Avg. Weekday Time Spent listening Hrs:Min	Total Weekend Time Spent listening Hrs:Min
18+	19:45	2:57	5:00
18-34	18:30	2:45	4:45
25-54	20:00	3:03	4:45
35-64	20:30	3:06	5:00
65+	19:45	2:51	5:30

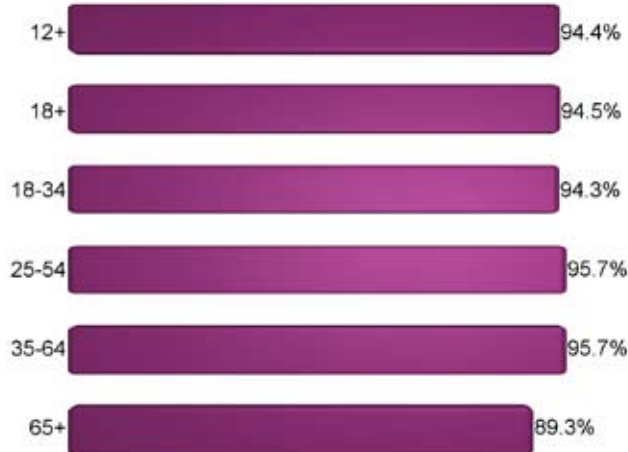
Source: Spring 2007 Arbitron American Radio Trends Time Spent Listening Estimates. Monday-Sunday 6:00am-Midnight; Average Weekday Monday-Friday 6:00am-Midnight; Weekend Saturday/Sunday 6:00am-Midnight. Based on Arbitron's 94 Continuous Measurement Markets.

Radio Reaches African-Americans



While Radio as a medium reaches just about everyone in the American population, specific Radio stations are also highly specialized niche vehicles. If your target is the African-American market, you'll find that 94 percent of your consumer base spends an average of 21 hours, 30 minutes per person with Radio each week.

Average Weekly Reach: Persons



Source: Arbitron MaximiSer Plus National Regional Database Spring 2007, Monday-Sunday 6AM-Midnight, All Black Markets Cume Rating and Time Spent Listening Estimates

Radio's Reach Among African-Americans

Persons			Teens		
	Weekly Reach	Weekly Time Spent Listening Hrs:Min		Weekly Reach	Weekly Time Spent Listening Hrs:Min
12+	94.4%	21:30	12-17	94.2%	15:15

Men			Women		
	Weekly Reach	Weekly Time Spent Listening Hrs:Min		Weekly Reach	Weekly Time Spent Listening Hrs:Min
18+	93.8%	22:30	18+	95.0%	22:30
18-34	92.7%	19:45	18-34	95.8%	20:15
25-54	94.9%	22:45	25-54	96.4%	23:00
35-64	95.4%	23:45	35-64	96.0%	23:45
65+	89.6%	24:30	65+	89.1%	22:30

Persons		
	Weekly Reach	Weekly Time Spent Listening Hrs:Min
18+	94.5%	22:30
18-34	94.3%	20:00
25-54	95.7%	22:45
35-64	95.7%	23:45
65+	89.3%	23:15

Source: Arbitron MaximiSer Plus National Regional Database Spring 2007, Monday-Sunday 6AM-Midnight, All Black Markets Cume Rating and Time Spent Listening Estimates

Radio Reaches Hispanics



The Hispanic market is hot ... and Radio listening among Hispanics is hotter! To zero in on this most desirable consumer segment, make sure Radio is a key component in your media mix: Radio reaches 95 percent of the 12+ Hispanic population weekly, with the average listener tuned in for over 22 hours.

Average Weekly Reach: Persons



Source: Arbitron MaximiSer Plus National Regional Database Spring 2007, Monday-Sunday 6AM-Midnight, All Hispanic Markets Cume Rating and Time Spent Listening Estimates

Radio's Reach Among Hispanics

Persons			Teens		
	Weekly Reach	Weekly Time Spent Listening Hrs:Min		Weekly Reach	Weekly Time Spent Listening Hrs:Min
12+	95.3%	22:15	12-17	94.1%	15:15

Men			Women		
	Weekly Reach	Weekly Time Spent Listening Hrs:Min		Weekly Reach	Weekly Time Spent Listening Hrs:Min
18+	95.4%	23:30	18+	95.6%	23:00
18-34	95.6%	23:00	18-34	96.6%	21:45
25-54	96.6%	24:15	25-54	96.9%	23:15
35-64	96.2%	23:45	35-64	96.3%	23:30
65+	88.9%	24:00	65+	87.1%	24:45

Persons		
	Weekly Reach	Weekly Time Spent Listening Hrs:Min
18+	95.5%	23:15
18-34	96.0%	22:00
25-54	96.4%	23:30
35-64	96.0%	24:15
65+	89.5%	23:30

Source: Arbitron MaximiSer Plus National Regional Database Spring 2007, Monday-Sunday 6AM-Midnight, All Hispanic Markets Cume Rating and Time Spent Listening Estimates

Radio Reaches Upscale Consumers



Targeting upscale demographics? If you're one of the many advertisers who must reach affluent, well-educated consumers, you'll find them tuned in to Radio. Radio delivers an impressive 95 percent of America's most influential consumers each and every week, with average tune-in times well over three hours per day!

Radio Reaches Adults with Incomes of \$50,000+

Adults			Men			Women		
	Weekly Reach	Daily Time Spent Listening Hrs:Min		Weekly Reach	Daily Time Spent Listening Hrs:Min		Weekly Reach	Daily Time Spent Listening Hrs:Min
18+	94.5%	3:30	18+	94.2%	3:42	18+	94.8%	3:19

Source: RADAR © 93, June 2007, © Copyright Arbitron (Monday-Sunday, 24 hours, based on weekly cume, average daily time spent listening)

Radio Reaches College Graduates

Adults			Men			Women		
	Weekly Reach	Daily Time Spent Listening Hrs:Min		Weekly Reach	Daily Time Spent Listening Hrs:Min		Weekly Reach	Daily Time Spent Listening Hrs:Min
18+	94.5%	3:08	18+	94.3%	3:15	18+	94.7%	3:00

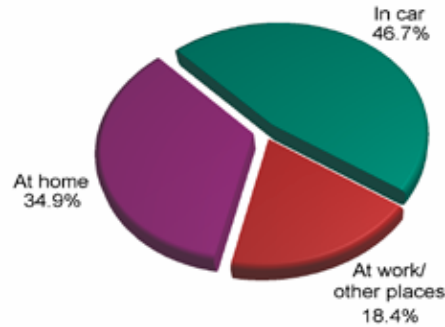
Source: RADAR © 93, June 2007, © Copyright Arbitron (Monday-Sunday, 24 hours, based on weekly cume, average daily time spent listening)

Radio Reaches Customers Everywhere



Radio was the original mobile electronic medium and remains a flexible choice for tune-in no matter where we are, where we're going, or what we're doing. All day long, all week long, Radio reaches active consumers at home, at work, in their cars, and in other locations. Portability and ubiquity insure that Radio will reach consumers closest to the point where they make their daily purchase decisions — small or large!

Radio Listening by location — Persons 12+



Source: Compiled by RAB from RADAR © 93, June 2007, © Arbitron Weekday numbers are weekly cume, Monday-Friday, 24 hours; Weekend numbers are weekly cume, Saturday-Sunday, 24 hours; Total numbers are weekly cume, Monday-Sunday, 24 hours.

Radio Reaches Customers Everywhere

Persons 12+	Weekdays	Weekends	Total
At home	34.9%	40.4%	35.9%
In car	46.7%	49.4%	45.2%
At work or other places	18.4%	10.2%	18.9%

Teens 12-17	Weekdays	Weekends	Total
At home	43.4%	47.2%	42.2%
In car	42.4%	42.5%	42.4%
At work or other places	14.2%	10.3%	15.4%

Adults 18+	Weekdays	Weekends	Total
At home	34.0%	38.9%	32.3%
In car	47.2%	49.2%	45.5%
At work or other places	18.8%	11.9%	22.2%

Men 18+	Weekdays	Weekends	Total
At home	31.8%	37.8%	33.4%
In car	47.3%	50.2%	45.5%
At work or other places	20.9%	12.0%	21.1%

Women 18+	Weekdays	Weekends	Total
At home	36.2%	41.4%	37.1%
In car	47.0%	50.2%	45.6%
At work or other places	16.8%	8.4%	17.3%

Source: Compiled by RAB from RADAR © 93, June 2007, © Arbitron Weekday numbers are weekly cume, Monday-Friday, 24 hours; Weekend numbers are weekly cume, Saturday-Sunday, 24 hours; Total numbers are weekly cume, Monday-Sunday, 24 hours.

Radio Reaches Customers Year-Round



Radio is truly a medium for all seasons! While some media display sharp peaks and valleys in their ability to attract and hold audience attention, Radio's consistent levels of audience reach and time-spent-listening across all four quarters of the year are a definite plus! Whether your marketing goal is short-term impact or long-term share maintenance, Radio's very stable audience base represents an excellent platform for your brand's message.

Average Weekly Time Spent Listening

Persons

	SP'06 Hrs:Min	SU'06 Hrs:Min	FA'06 Hrs:Min	WI'07 Hrs:Min	SP'07 Hrs:Min		SP'06 Hrs:Min	SU'06 Hrs:Min	FA'06 Hrs:Min	WI'07 Hrs:Min	SP'07 Hrs:Min
12+	19:15	19:00	19:00	18:45	19:00	12-17	12:45	13:15	12:00	11:45	12:00

Teens

Adults

18+	20:00	19:45	19:45	19:45	19:45
18-34	19:00	18:45	18:30	18:30	18:30
25-54	19:00	20:00	20:00	20:00	20:00
35-64	20:30	20:15	20:30	20:00	20:15
65+	19:45	19:30	19:45	19:30	19:45

Source: Arbitron American Radio Listening Trends (Spring 2006-Spring 2007). Based on Arbitron's 94 Continuous Measurement Markets. Weekly Time Spent Listening estimates (Monday-Sunday 6:00am-Midnight)

Radio's Weekly Reach by Daypart

Persons

	SP'06 Hrs:Min	SU'06 Hrs:Min	FA'06 Hrs:Min	WI'07 Hrs:Min	SP'07 Hrs:Min		SP'06 Hrs:Min	SU'06 Hrs:Min	FA'06 Hrs:Min	WI'07 Hrs:Min	SP'07 Hrs:Min
12+	93.5%	93.1%	93.7%	93.5%	93.3%	12-17	91.4%	90.1%	91.6%	91.3%	90.6%

Teens

Men

18+	93.8%	93.5%	93.8%	93.9%	93.7%
18-34	93.5%	92.9%	93.4%	93.0%	93.2%
25-54	95.1%	95.1%	95.4%	95.5%	95.3%
35-64	95.1%	95.0%	95.4%	95.5%	95.2%
65+	89.1%	88.2%	89.6%	89.0%	89.1%

Women

18+	93.7%	93.3%	93.9%	93.7%	93.5%
18-34	95.2%	94.8%	95.3%	95.2%	94.7%
25-54	95.8%	95.7%	96.1%	95.8%	95.7%
35-64	95.3%	95.2%	95.5%	95.4%	95.3%
65+	86.5%	85.5%	87.1%	86.3%	86.2%

Adults

18+	93.7%	93.4%	93.9%	93.8%	93.6%
18-34	94.3%	93.9%	94.1%	94.1%	93.9%
25-54	95.4%	95.4%	95.7%	95.7%	95.5%
35-64	95.2%	95.1%	95.5%	95.5%	95.2%
65+	87.6%	86.6%	88.2%	87.4%	87.4%

Source: Arbitron American Radio Listening Trends (Spring 2006-Spring 2006). Based on Arbitron's 94 Continuous Measurement Markets. Cumulative Persons Using Radio estimates (Monday-Sunday 6:00am-Midnight)

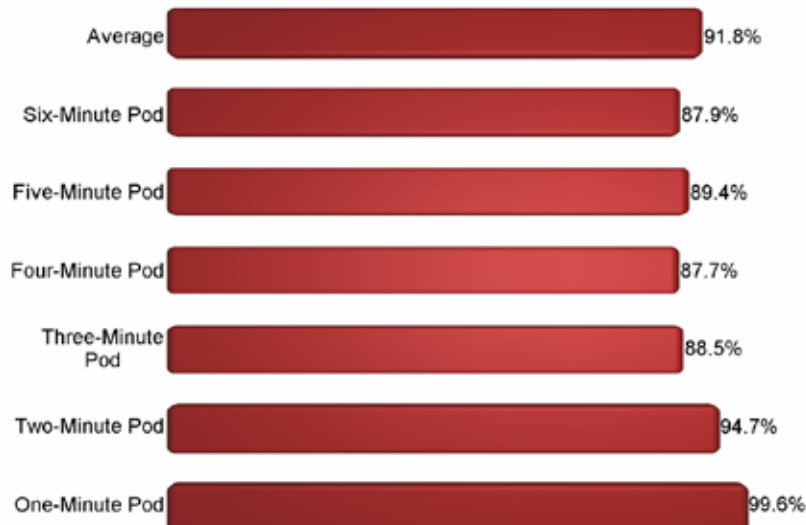
What Happens When the Spots Come On



Arbitron and Coleman analyzed the audience of commercial breaks based on data compiled by Leslie Wood Research. The analysis is based on 93,876 commercial breaks from November and December 2005, using Arbitron's PPM audience estimates and commercial occurrence data from Media Monitors. They compared the audience level for each minute of a commercial break to the audience for the minute before the commercials began. Not surprisingly, the audience for one-minute breaks is nearly the same as the lead-in audience (99.6%), and the lowest-rated minute during two-minute pods is 95% of the size of the audience prior to the spot break. What is perhaps more surprising is that Radio does a remarkable job of holding onto its audience even during longer commercial breaks. The audience levels of the lowest-rated minute during breaks of three to six minutes are virtually identical, ranging from 88% of the average break's lead-in audience. On average, the lowest-rated minute during commercial breaks is 91.8% of the lead-in audience.

Radio Commercial Breaks Hold an Average of 92% of the Lead-In Audience

Lowest-rated minute during given spot break expressed as a percent of lead-in audience.



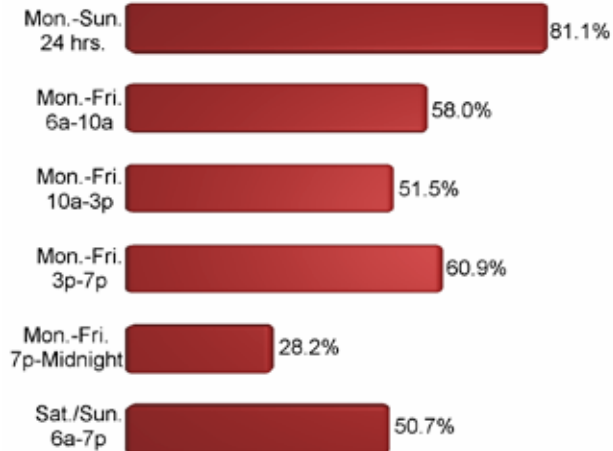
Source: 2006 Arbitron Inc., Media Monitors, and Coleman Research.

Adults Listen to Radio in the Car



Across the nation, Americans spend increasing amounts of time in their cars — longer commutes, running errands, and taking the kids (and themselves) from activity to activity, 24/7. Radio — the medium that invented “drive time” — is always along for the ride. Whether they’re joyriding or destination bound, nearly 81 percent of Americans may be reached in their vehicles during the course of each week.

Percentage reached in cars by daypart (Adults 18+)



Source: RADAR © 93, June 2007 © Copyright Arbitron (Monday-Sunday, 24 Hours, based on Weekly Cume)

Adults Listen to Radio in the Car

Monday-Sunday

	Adults 18+	Men 18+	Women 18+
24 Hours	81.1%	81.9%	80.4%

Monday-Friday

	Adults 18+	Men 18+	Women 18+
6 a.m.-10 a.m.	58.0%	59.7%	56.5%
10 a.m.-3 p.m.	51.5%	50.0%	52.9%
3 p.m.-7 p.m.	60.9%	61.8%	60.1%
7 p.m.-midnight	28.2%	28.6%	28.0%

Saturday/Sunday

	Adults 18+	Men 18+	Women 18+
6 a.m.-7 p.m.	50.7%	50.0%	51.4%

Source: RADAR © 93, June 2007, © Arbitron
Based on Weekly Cume for Dayparts

Upscale Consumers Listen to Radio in the Car

Weekly by car Radio, Mon.-Sun. 24 hrs.

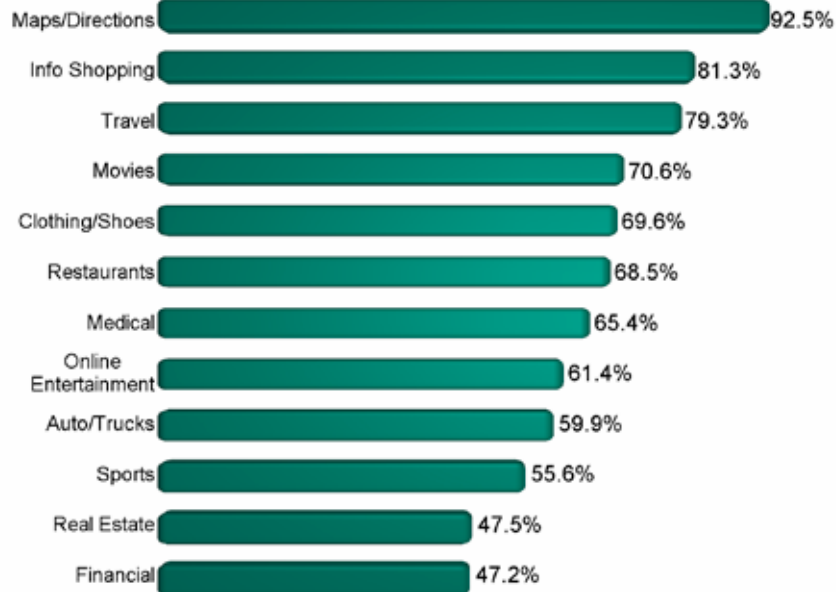
	Adults 18+	Men 18+	Women 18+
College Graduates	87.2%	87.2%	87.1%
HH Income \$75K+	88.4%	88.4%	88.5%

Source: RADAR © 93, June 2007, © Arbitron Based on Weekly Cume for Dayparts

Radio Triggers Online Searches



Radio Listeners Search Categories



Source: BIGresearch Simultaneous Media Usage Survey (SIMM9) – Dec 06
Adults 18+ - Listen to Radio in Average Week / Percentages include Regular and Occasional Internet Searches

Radio Listeners Search Before Buying

Read: Among Radio's audience, 51.4% researched electronics online before making a purchase.

Last 90 days — types of products researched online before purchasing in person.

Electronics	51.4%
Apparel	32.2%
Appliances	26.7%
Shoes	21.3%
Home Improvement Items	21.2%
Medicines/Vitamins/Supplements	20.4%
Beauty Care/Cosmetics	18.1%
Food/Groceries	17.8%
Jewelry/Watches	16.1%
Home Decor	14.9%
Car/Truck	14.7%
Sporting Goods	14.6%
Tires/Batteries/Auto Parts	13.5%
Furniture	12.7%
Other	7.4%
House/Land	5.8%

** The sum of the % totals is greater than 100% because the respondents can select more than one answer.*

Source: BIGresearch Simultaneous Media Usage Survey (SIMM9) – Dec 06; Adults 18+

Radio Influences Big-Ticket Purchases



Radio's synergy with other media makes it a great partner in any advertising mix. Since consumers love to listen to Radio while they're checking the day's mail, reading the paper or a magazine, or surfing the Net, your Radio spots can reinforce impact of your ads or direct listeners to check out messages they might otherwise miss in other media.

*Read: Among adults who go online, 23.2% regularly listen to the Radio while they're online.
Among adults who are planning to buy a car, 28.8% of those who go online regularly listen to Radio while online.*

Radio works with other media to influence decisions on big-ticket purchases

When you go online, do you simultaneously ...

—— Plan to Purchase ——

Regularly:	All	Car	Electronics	Home Imp.
Listen to the Radio?	23.2%	28.8%	26.8%	25.9%
Watch TV?	40.1%	42.7%	41.9%	38.0%
Read magazines?	9.0%	12.1%	10.0%	10.7%
Read the newspaper?	13.2%	15.2%	14.1%	15.0%
Read the mail?	25.4%	28.4%	27.2%	25.0%
Engage in other activities?	23.3%	30.2%	27.7%	25.5%

When you read the newspaper, do you simultaneously ...

Regularly:	All	Car	Electronics	Home Imp.
Listen to the Radio?	15.8%	19.7%	18.4%	17.8%
Watch TV?	26.7%	30.4%	28.9%	28.9%
Go online?	9.5%	14.1%	11.6%	9.1%
Engage in other activities?	10.1%	14.6%	12.3%	11.8%

When you read magazines, do you simultaneously ...

Regularly:	All	Car	Electronics	Home Imp.
Listen to the Radio?	14.1%	18.1%	16.8%	16.6%
Watch TV?	21.5%	24.6%	23.8%	22.0%
Go online?	7.5%	10.9%	9.7%	7.0%
Engage in other activities?	8.5%	12.4%	11.1%	10.2%

When you watch TV, do you simultaneously ...

Regularly:	All	Car	Electronics	Home Imp.
Listen to the Radio?	4.7%	8.2%	6.6%	5.9%
Watch TV?	26.6%	28.7%	29.4%	25.6%
Read magazines?	11.3%	14.5%	13.0%	13.4%
Read the newspaper?	13.3%	16.6%	14.4%	15.9%
Read the mail?	15.5%	19.5%	17.2%	17.0%
Engage in other activities?	18.2%	22.0%	20.7%	20.9%

When you read the mail, do you simultaneously ...

Regularly:	All	Car	Electronics	Home Imp.
Listen to the Radio?	14.9%	20.1%	17.8%	17.2%
Watch TV?	22.9%	26.8%	25.5%	23.8%
Go online?	11.1%	16.6%	14.1%	10.9%
Engage in other activities?	10.6%	16.2%	13.1%	12.6%

Source: BIGresearch Simultaneous Media Usage Survey (SIMM9) – Dec 06; Adults 18+

Radio Reaches Retail Consumers



Radio Reaches Retail Consumers

Read: Every week, Radio reaches 90% of those whose household shopped any carpet store in the past year.

Radio's weekly reach among adults 18 and older who ...

	Total	African-Americans	Hispanics
HH shopped any carpet store – past year	90%	90%	88%
HH shopped any computer hardware/software store – past year	91%	92%	89%
HH shopped any furniture/mattress store – past year	89%	90%	87%
HH shopped any hardware/paint/lawn & garden store – past year	89%	90%	87%
HH shopped any large appliances store – past year	89%	90%	87%
HH shopped any music/video store – past year	90%	90%	87%
HH bought any draperies, blinds, other window treatments – past year	90%	89%	87%
HH bought any men's business clothing – past year	91%	92%	88%
HH bought any women's business clothing – past year	91%	92%	88%
HH bought any children's clothing – past year	90%	91%	86%
HH bought any fine jewelry – past year	90%	92%	88%
HH shopped any florist (except at grocer) – past 3 months	90%	91%	89%
HH shopped any bookstore – past 3 months	90%	91%	87%
HH shopped any office supply store – past 3 months	90%	91%	87%
HH shopped any sporting goods store – past 3 months	90%	91%	87%
HH shopped any toy store – past 3 months	90%	91%	87%

Source: Scarborough USA+ 2006 Release 2 (12 months only)

Radio Reaches Professional Services Consumers

Read: Every week, Radio reaches 90% of those whose household used an accountant in the past year.

Radio's weekly reach among adults 18 and older who ...

	Total	African-Americans	Hispanics
HH used an accountant – past year	90%	91%	86%
HH used a financial planner – past year	90%	90%	88%
HH used a check-cashing service – past year	87%	90%	85%
HH used a wire transfer service – past year	90%	93%	89%
HH used a full-service stockbroker – past year	87%	87%	85%
HH used a discount stockbroker – past year	90%	89%	88%
HH used online investing/stock-trading service – past year	90%	91%	88%
HH used a bankruptcy attorney – past year	91%	93%	86%
HH used a personal injury attorney – past year	88%	91%	84%
HH used other attorney service – past year	90%	91%	87%
HH used a travel agent – past year	90%	92%	87%
HH used a real estate agent to buy or rent home – past year	90%	92%	87%
HH used a real estate agent to sell home – past year	90%	92%	85%
HH used a funeral planner – past year	90%	91%	86%

Source: Scarborough USA+ 2006 Release 2 (12 months only)

Radio Reaches Car Buyers/Leasers



Radio Reaches Car Buyers/Leasers

Read: Every week, Radio reaches 89% of all those whose household plans to buy or lease a new compact car in the next 12 months.

Radio's weekly reach among adults 18 and older who ...

	Total	African-Americans	Hispanics
HH plans to buy/lease a new compact car – next 12 months	89%	90%	87%
HH plans to buy/lease a new midsize car – next 12 months	90%	90%	86%
HH plans to buy/lease a new full-size car – next 12 months	90%	92%	89%
HH plans to buy/lease a new luxury vehicle (any size) – next 12 months	90%	91%	87%
HH plans to buy/lease a new pickup truck – next 12 months	92%	92%	87%
HH plans to buy/lease a new SUV – next 12 months	92%	93%	89%
HH plans to buy/lease a new van or mini-van – next 12 months	90%	92%	89%
HH plans to pay \$10K-\$14,999 for new vehicle – next 12 months	90%	94%	86%
HH plans to pay \$15K-\$19,999 for new vehicle – next 12 months	91%	92%	93%
HH plans to pay \$20K-\$24,999 for new vehicle – next 12 months	90%	92%	87%
HH plans to pay \$25K-\$29,999 for new vehicle – next 12 months	92%	94%	92%
HH plans to pay \$30K-\$34,999 for new vehicle – next 12 months	92%	91%	91%
HH plans to pay \$35K-\$44,999 for new vehicle – next 12 months	89%	87%	86%
HH plans to pay \$45K or more for new vehicle – next 12 months	88%	86%	85%
HH plans to buy any used vehicle – next 12 months	91%	91%	87%
HH plans to buy RV/motor home – next 12 months	91%	93%	84%
HH purchased new tires – past 12 months	89%	90%	87%
HH purchased new car battery – past 12 months	89%	90%	87%
HH purchased new shocks/struts – past 12 months	91%	90%	87%
HH purchased new muffler – past 12 months	89%	91%	85%
HH purchased transmission repair – past 12 months	90%	90%	87%
HH purchased brake repair – past 12 months	90%	90%	87%
HH purchased paint or body work – past 12 months	90%	90%	87%
HH purchased tune-up/spark plugs – past 12 months	90%	90%	87%
HH purchased service on car radio/stereo – past 12 months	91%	91%	89%
HH purchased anti-freeze/coolant – past 12 months	89%	90%	87%

Source: Scarborough USA+ 2006 Release 2 (12 months only)

Radio Reaches Prospects for Financial Services



Radio Reaches Prospects for Financial Services

Read: Every week, Radio reaches 90% of all those whose household has/uses a 24-hour teller card (ATM).

Radio's weekly reach among adults 18 and older who ...

	Total	African-Americans	Hispanics
HH has/uses 24-hour teller card (ATM card)	90%	91%	89%
HH has/uses debit card	90%	91%	88%
HH has/uses checking account	88%	89%	87%
HH has/uses savings account	89%	91%	88%
HH has personal loan	91%	92%	89%
HH has auto loan	92%	92%	88%
HH has home equity loan	92%	91%	88%
HH has home improvement loan	91%	89%	84%
HH has home mortgage	92%	92%	89%
HH has IRA (Individual Retirement Account)	89%	90%	88%
HH has 401-K plan	92%	93%	89%
HH has Keogh plan	89%	86%	89%
HH uses online banking	91%	90%	88%
HH uses online bill paying	91%	93%	87%
Used any American Express Card – past 3 months	90%	90%	88%
Used any MasterCard – past 3 months	89%	91%	87%
Used any VISA Card – past 3 months	89%	89%	87%
Used any Discover Card – past 3 months	88%	89%	87%
Used any gasoline credit card – past 3 months	89%	90%	87%
Used any major dept. store credit card – past 3 months	89%	89%	87%
HH holds stocks or stock options	90%	91%	89%
HH holds bonds	89%	90%	87%
HH holds money market funds	89%	90%	87%
HH owns mutual funds	90%	91%	88%
HH holds Certificates of Deposit (CDs)	87%	89%	84%
HH owns second home or real estate property	89%	91%	87%

Source: Scarborough USA+ 2006 Release 2 (12 months only)

Radio Reaches Food Shoppers/Restaurant Patrons



Radio Reaches Food Shoppers and Restaurant Patrons

Read: Every week, Radio reaches 90% of all those who spend \$150 on groceries in an average week.

Radio's weekly reach among adults 18 and older who ...

	Total	African-Americans	Hispanics
Spend \$150 on groceries in average week	90%	91%	87%
Spend \$100 on groceries in average week	89%	89%	86%
Ate out at any upscale restaurant – past month	89%	91%	89%
Ate out at any Chinese/Asian restaurant – past month	89%	91%	86%
Ate out at any coffee house/coffee bar – past month	90%	91%	89%
Ate out at any Italian restaurant – past month	89%	92%	87%
Ate out at any Mexican restaurant – past month	90%	91%	87%
Ate out at any seafood restaurant – past month	88%	89%	86%
Ate out at any steakhouse restaurant – past month	90%	91%	87%

Source: Scarborough USA+ 2006 Release 2 (12 months only)

Radio Reaches Consumers of Beer and Wine



Radio Reaches Consumers of Beer and Wine

Read: Every week, Radio reaches 90% of persons age 21 or older who drank any regular domestic (non-light) beer in the past week.

Radio's weekly reach among adults 21 and older who ...

	Total	African-Americans	Hispanics
Drank any regular domestic (non-light) beer – past week	90%	89%	87%
Drank any domestic light beer – past week	90%	89%	86%
Drank any imported beer – past week	90%	91%	87%
Drank any microbrewed beer – past week	92%	89%	87%
Bought any red wine – past 3 months	90%	91%	87%
Bought any white wine – past 3 months	90%	91%	87%
Bought any blush or rose wine – past 3 months	89%	91%	86%
Bought any Champagne or sparkling wine – past 3 months	90%	91%	86%

Source: Scarborough USA+ 2006 Release 2 (12 months only)

Radio Reaches Consumers of Non-Alcoholic Beverages

Read: Every week, Radio reaches 88% of those who drank any regular (not diet) soft drinks in the past week.

Radio's weekly reach among adults 18 and older who ...

	Total	African-Americans	Hispanics
Drank any regular (not diet) soft drinks – past week	88%	89%	86%
Drank any diet soft drinks – past week	88%	88%	85%
Drank any enhanced bottled water – past week	89%	89%	83%
Drank any flavored bottled water – past week	90%	91%	87%
Drank any tea (in cans/bottles) – past week	89%	89%	85%
Drank any sports drinks – past week	90%	91%	87%
Drank any fruit juices (100% fruit juice) – past week	87%	89%	85%
Drank any other fruit beverages – past week	87%	89%	85%

Source: Scarborough USA+ 2006 Release 2 (12 months only)

Radio Reaches Real Estate/Home Improvement Consumers



Radio Reaches Real Estate and Home Improvement Consumers

Read: Every week, Radio reaches 91% of those whose household plans to buy a primary house or condo (existing construction) in the coming year.

Radio's weekly reach among adults 18 and older who ...

	Total	African-Americans	Hispanics
HH plans to buy primary house or condo (existing construction) – next year	91%	92%	88%
HH plans to buy primary house or condo (new construction) – next year	90%	90%	87%
HH plans to buy mobile home or manufactured housing – next year	89%	91%	87%
HH plans to shop for assisted living facility – next year	86%	88%	88%
HH spent \$1,000 or more on home improvements – past year	90%	89%	87%
HH spent \$1,000 or more on landscaping – past year	91%	93%	88%
HH painted exterior of residence – past year	89%	90%	87%
HH painted or wallpapered interior of residence – past year	91%	90%	88%
HH remodeled bathroom – past year	90%	90%	87%
HH remodeled kitchen – past year	91%	90%	87%
HH replaced windows – past year	89%	89%	88%
HH bought any heating/air conditioning equipment – past year	89%	89%	87%

Source: Scarborough USA+ 2006 Release 2 (12 months only)

Radio Reaches Electronics and Technology Consumers

Read: Every week, Radio reaches 92% of those whose household plans to buy a DVR (TiVo, etc.) in the coming year.

Radio's weekly reach among adults 18 and older who ...

	Total	African-Americans	Hispanics
HH plans to buy a DVR (TiVo, etc.) – next 12 months	92%	93%	91%
HH plans to buy a home security system – next 12 months	90%	92%	88%
HH plans to buy an MP3 player – next 12 months	92%	92%	89%
HH plans to buy a home computer – next 12 months	90%	91%	88%
HH plans to buy a digital camera – next 12 months	91%	92%	87%
HH plans to subscribe to satellite Radio (XM, Sirius) – next 12 months	94%	93%	94%
HH plans to subscribe to satellite TV – next 12 months	90%	92%	88%
Plan to buy wireless/cellular phone for self – next 12 months	90%	92%	88%
HH owns a DVD player	92%	91%	88%
HH owns a Personal Digital Assistant (PDA)	92%	93%	90%
HH owns a video game system	92%	92%	89%
HH has an office in the home	91%	92%	89%

Source: Scarborough USA+ 2006 Release 2 (12 months only)

Radio Reaches Contributors to Causes/Organizations



Radio Reaches Contributors to Causes and Organizations

Read: Every week, Radio reaches 89% of those whose households contributed to a political organization.

Radio's weekly reach among adults 18 and older who ...

	Total	African-Americans	Hispanics
HH contributed to political organization – past year	89%	90%	85%
HH contributed to arts/cultural organization – past year	89%	89%	88%
HH contributed to healthcare/medical organization – past year	88%	90%	85%
HH contributed to religious organization – past year	88%	88%	86%
HH contributed to social care/welfare organization – past year	89%	90%	89%
HH contributed to other organization – past year	88%	88%	86%

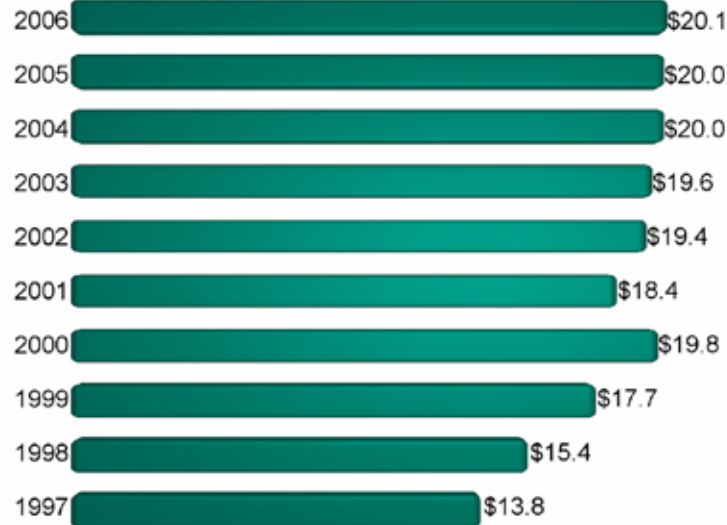
Source: Scarborough USA+ 2006 Release 2 (12 months only)

Total Radio Revenue

The revenue figures from the RAB are based on data reported by the accounting firm of Miller, Kaplan, Arase & Co. and collected from a pool of over 150 markets across the country. They are the most accurate industry-wide revenue figures, as they are the only ones based on actual reporting from Radio stations and are subjected to a thorough and extensive auditing process.



Radio Revenue Trends



Figures shown in billions of dollars.

Radio Revenue Trends

Revenue	Local Spot	National Spot	Network
2006	\$15.48	\$3.55	\$1.11
2005	15.63	3.38	1.05
2004	15.48	3.45	1.08
2003	15.10	3.47	1.03
2002	15.13	3.28	1.00
2001	14.55	2.90	.92
2000	15.22	3.60	1.00
1999	13.59	3.21	.88
1998	11.92	2.77	.74
1997	10.74	2.41	.65

Local and national revenues are based on a pool of more than 150 markets, as reported by the accounting firm of Miller, Kaplan, Arase & Co. Figures shown in billions of dollars.

Radio's Top 40 National & Spot Advertisers



Ranked by Parent Company

Parent Company

Rank	National Parent Company Advertiser	2006 Total	2006 Network	2006 National Spot
<i>Figures Shown in Millions of Dollars</i>				
1	AT&T Inc.	\$126.2	\$4.2	\$122.0
2	Verizon Communications, Inc.	97.0	1.9	95.1
3	Walt Disney Co.	89.6	10.0	79.6
4	Berkshire Hathaway, Inc. (GEICO, Dairy Queen, etc.)	79.0	10.3	68.7
5	DaimlerChrysler AG Dealer Association	78.9		78.9
6	Home Depot, Inc.	76.6	34.2	42.5
7	News Corp.	61.6	3.5	58.1
8	Time Warner, Inc.	59.1	6.7	52.4
9	GE General Electric Co.	57.5	9.2	48.3
10	Safeway, Inc.	54.9		54.9
11	General Motors Corp.	52.7	32.3	20.4
12	General Motors Corp. Dealer Association	42.1		42.1
13	National Amusements, Inc. (Viacom, various)	41.5	11.8	29.7
14	Federated Department Stores, Inc.	41.4		41.4
15	Political Advertising (Various)	40.1		40.1
16	Johnson & Johnson	32.4	27.1	5.4
17	U.S. Government	28.2	15.7	12.5
18	Allstate Corp.	28.1	3.1	25.0
19	Kohl's Corp.	25.2	12.9	12.3
20	Comcast Corp.	25.1	2.1	23.0
21	Ford Motor Company Dealer Association	24.3		24.3
22	J.C. Penney Co., Inc.	24.1	12.3	11.8
23	Hyundai Corp. Dealer Association	23.0		23.0
24	Procter & Gamble Co.	22.2	15.5	6.6
25	Guitar Center, Inc.	22.0	1.6	20.4
26	Texas Pacific Group	21.3	0.5	20.8
27	AutoZone Inc.	20.9	20.5	0.5
28	BellSouth Corp.	20.8		20.8
29	Toyota Motor Corp. Dealer Association	20.5		20.5
30	RadioShack Corp.	19.8	15.4	4.4
31	Sears Holdings Corp.	19.3	14.5	4.9
32	Wyeth	18.8	7.3	11.5
33	Volkswagen AG Dealer Association	18.7		18.7
34	BMW AG Dealer Association	18.5		18.5
35	Ford Motor Co.	18.3	14.4	3.9
36	IAC/Interactive Corp. (Hotwire.com, Lending Tree)	17.5	14.7	2.8
37	Wal-Mart Stores, Inc.	17.5	14.6	2.9
38	United Parcel Service/America, Inc.	17.4	1.1	16.3
39	Tweeter Home Entertainment Group, Inc.	17.4		17.4
40	Alltel Corp.	17.3		17.3

Note: Rank based on report total (\$000). Expenditures rounded to nearest hundred.

Network and National Spot expenditures may not equal Total due to rounding.

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Radio's Top 40 National Network & Spot Advertisers



Ranked by Brand

Rank	National Brand Advertiser	2006 Total	2006 Network	2006 National Spot
<i>Figures Shown in Millions of Dollars</i>				
1	Verizon Wireless Service	\$77.2	\$1.9	\$75.3
2	Home Depot Home Center	75.7	33.3	42.5
3	GEICO Auto Insurance	69.3	10.3	59.0
4	AT&T Long Distance Residential	40.9		40.9
5	ABC-TV Network Entertainment Division	38.8		38.8
6	Fox-TV Network Entertainment Division	37.6		37.6
7	Dodge Dealer Association – Various Autos/Trucks	36.2		36.2
8	Safeway Food Store	32.7		32.7
9	Chevrolet Dealer Association – Various Autos/Trucks	26.3		26.3
10	Macy's Department Stores – Multiple Products	22.2		22.2
11	Guitar Center	21.8	1.6	20.3
12	Burger King Restaurant	21.3	0.5	20.8
13	AutoZone Parts Store	20.9	20.5	0.5
14	OnStar Vehicle Monitoring System	20.7	18.0	2.7
15	NBC-TV Network Entertainment Division	20.6		20.6
16	AT&T Long Distance Business	20.3		20.3
17	RadioShack Electronics Store	19.8	15.4	4.4
18	AT&T Yellow Pages	19.7		19.7
19	Hyundai Dealer Association – Various Autos/Trucks	19.7		19.7
20	Tweeter Home Entertainment	17.4		17.4
21	Chrysler Dealer Association – Various Autos/Trucks	16.2		16.2
22	CompUSA Computer Superstores	16.0	5.0	11.0
23	Walgreen's Drug Stores	15.8	14.0	1.7
24	Mercedes-Benz Dealer Association – Var. Autos/Trucks	15.3		15.3
25	IKEA Furniture and Furnishings Store	15.3		15.3
26	Bank of America Consumer Services	15.0		15.0
27	TNT Cable TV	14.8		14.8
28	TracFone Pre-Paid Wireless Service	14.6	14.6	
29	American Equity Mortgage Consolidation Service	14.3		14.3
30	BellSouth Residential	14.0		14.0
31	AT&T Corporate CP	13.8	2.8	11.0
32	Alltel Wireless Service	13.5		13.5
33	AT&T Residential	13.5		13.5
34	7-Eleven Food Stores	13.3		13.3
35	E! Entertainment Cable TV	13.1		13.1
36	Kohl's Department Stores – Var. Sales Announcements	12.9	12.9	
37	Applebee's Neighborhood Grill & Bar	12.8	4.8	8.1
38	Volkswagen Dealer Association – Var. Autos/Trucks	12.7		12.7
39	Toys 'R Us Store	12.7	7.3	5.4
40	UPS United Parcel Service – Domestic & Internat'l	12.5	1.1	11.4

Note: Rank based on report total (\$000). Expenditures rounded to nearest hundred.

Network and National Spot expenditures may not equal Total due to rounding.

Source: Copyright 2007. TNS Media Intelligence
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Radio's Top 40 National Network & Spot Advertisers



Ranked by Industry

Industry		2006	2005	2005	%
Rank		Revenue	Revenue	Rank	Change
<i>Expenditures rounded to nearest hundred.</i>					
1	Retail	\$577.2	\$623.1	1	-7.4.7%
2	Automotive, Automotive Accessories/Equip	395.0	392.4	2	+0.7%
3	Communications	383.4	367.9	3	+4.2%
4	Media & Advertising	360.5	359.1	4	+0.4%
5	Financial	235.4	235.7	5	-0.1%
6	Insurance & Real Estate	199.7	184.6	6	+8.2%
7	Miscellaneous Services & Amusements	167.1	146.7	8	+13.9%
8	Government, Politics & Organizations	161.3	105.3	11	+53.2%
9	Restaurants	157.8	139.6	9	+13.0%
10	Medicines & Proprietary Remedies	148.7	156.5	7	-5.0%
11	Department Stores	118.9	86.7	12	+37.1%
12	Public Transportation, Hotels & Resorts	100.6	114.2	10	-11.9%
13	Dairy, Produce, Meat & Bakery Goods	79.1	70.9	13	+11.7%
14	Audio & Video Equipment & Supplies	57.4	44.3	14	+28.7%
15	Direct Response Companies	43.4	34.6	17	+25.4%
16	Discount, Department & Variety Stores	33.3	22.6	25	+47.3%
17	Gasoline, Lubricants (Transportation), Fuels	30.5	41.8	15	-27.0%
18	Computer, Software, Internet NEC	29.7	41.5	16	-28.4%
19	Beer & Wine	28.3	22.4	26	-16.9%
20	Automotive Dealers & Services	26.3	29.2	20	-9.9%
21	Horticulture & Farming	24.9	27.5	21	-9.5%
22	Business & Technology NEC	24.2	31.0	19	-21.9%
23	Beverages	23.2	33.0	18	-29.7%
24	Building Materials, Equipment & Fixtures	20.2	24.3	23	-16.9%
25	Manufacturing: Materials, Equipment/Freight/ Industrial Development	20.1	24.0	24	-16.3%
26	Confectionery & Snacks	19.4	22.2	27	-12.6%
27	Prepared Foods	17.6	14.3	30	+23.1%
28	Schools, Camps, Seminars	16.3	17.2	28	-5.2%
29	Household Supplies	16.2	25.7	22	-37.4%
30	Office Machines, Furniture & Supplies	14.4	6.7	41	+115.0%
31	Fitness & Diet Programs & Spas	13.9	11.0	37	+26.4%
32	Pharmaceutical Houses	13.2	11.5	34	+14.8%
33	Ingredients, Mixes & Seasonings	12.1	10.7	38	+13.1%
34	Toiletries, Hygienic Goods & Skin Care-Men	11.7	11.8	32	-0.8%
35	Liquor	11.4	11.8	31	-3.4%
36	Personal Hygiene & Health-Women, M/F, Unisex	10.6	16.1	29	-34.2%
37	Miscellaneous Merchandise	9.5	6.8	40	+39.7%
38	Household Soaps, Cleaners & Polishes	9.1	6.5	42	+40.0%
39	Hair Products & Accessories	8.7	5.8	44	+50.0%
40	Shopping Centers & Catalog Showrooms	8.2	11.4	35	-28.1%

Source: Copyright 2007. TNS Media Intelligence.
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Radio and the Internet: Powerful Complements for Advertisers



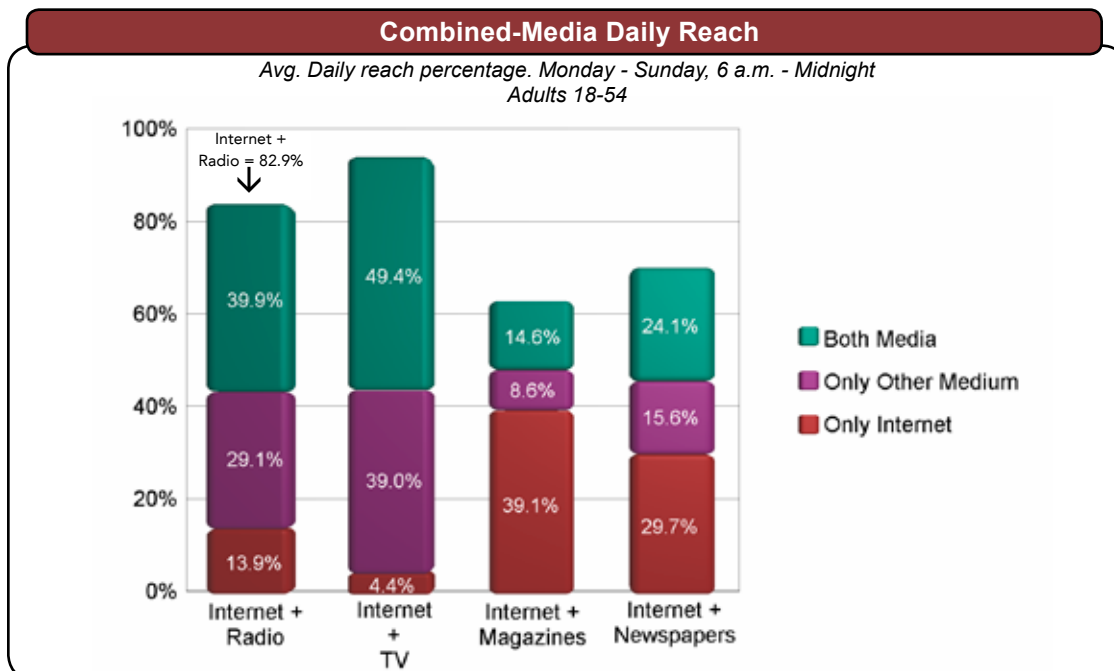
*A New Study on How Radio Ads can Complement Internet Campaigns
from the Radio Ad Effectiveness Lab — A Component of "Radio and the Consumer's Mind:
How Radio Works" conducted by Harris Interactive Inc., published February 2007*

The Radio Ad Effectiveness Lab is conducting a new series of research projects under the umbrella theme, "Radio and the Consumer's Mind: How Radio Works" to continue learning how Radio advertising affects consumers differently than other forms of marketing.

"Radio and the Internet: Powerful Complements for Advertisers," includes a new Internet-based experiment conducted by Harris Interactive for RAEL.

Our new online test showed that recall of advertising is dramatically enhanced (27 percent versus 6 percent) when a mix of Radio and Internet ads is used compared to website ads alone. Radio ads also can improve website traffic and a brand's emotional bond with consumers when added to Internet exposures.

Radio and the Internet Have Unique Reach Patterns ... and that can make them work powerfully in combination. When you put those two media together, the daily reach of Radio and the Internet is similar to that of television. Chart 1 uses Knowledge Networks data to provide estimates of combined-media total reach. It shows that on a daily basis, Radio and the Internet together reach about 83 percent of the 18-54 population.

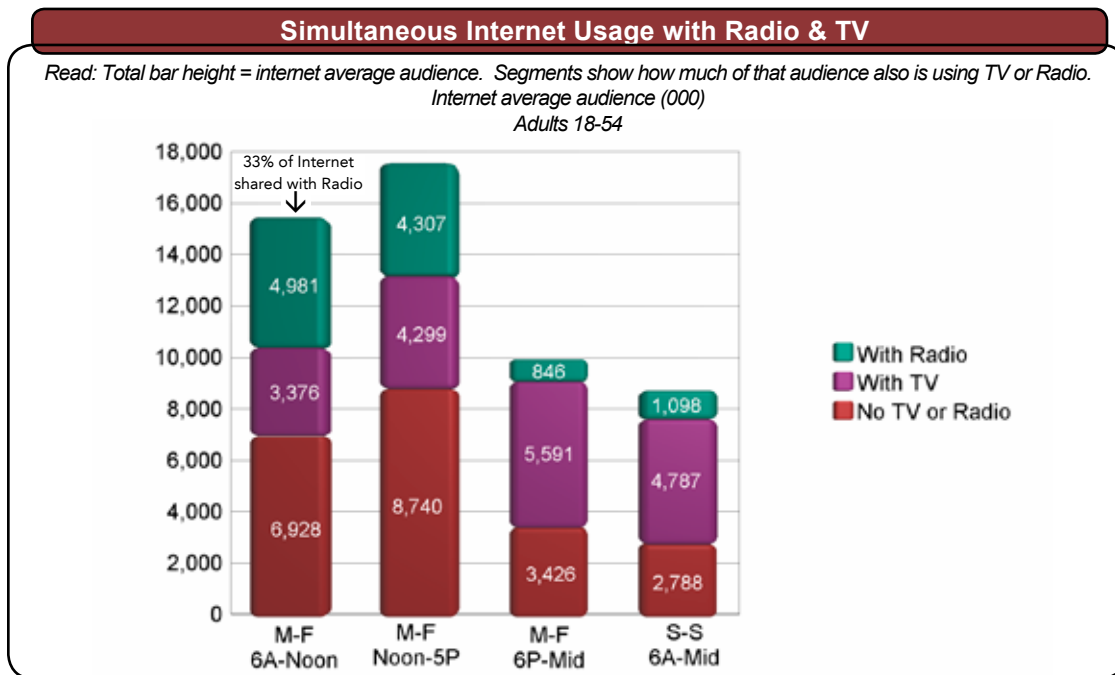


Source: Knowledge Networks, Inc., Media Scan, Multimedia Usage, 2005

Radio and the Internet: Powerful Complements for Advertisers



Radio Is Often Used Simultaneously with the Internet Our background research also confirmed that “simultaneous usage” is another important way to think about Radio and the Internet. The chart below gives you a look at how much Internet usage involves simultaneous usage of Radio and TV, by daypart.



Source: Knowledge Networks, Inc./SRI MultiMedia Mentor™ Fall 2005

Up to a third of Internet usage time includes simultaneous Radio listening in some dayparts (especially during the day), and that's true even for teens and young adults.

The Study

Using Harris Interactive's research panel of Internet users, respondents were asked to evaluate content rather than advertising. Advertising was embedded in the content, and the ad effects were measured after exposure to the content. Respondents had a choice of six different types of Radio programs and six different website types for their "evaluation."

Two matching groups of participants who were exposed to one or the other of the following conditions:

Two Internet: Two exposures to an Internet ad

One Internet, One Radio: One exposure to an Internet ad, and one exposure to the corresponding Radio ad

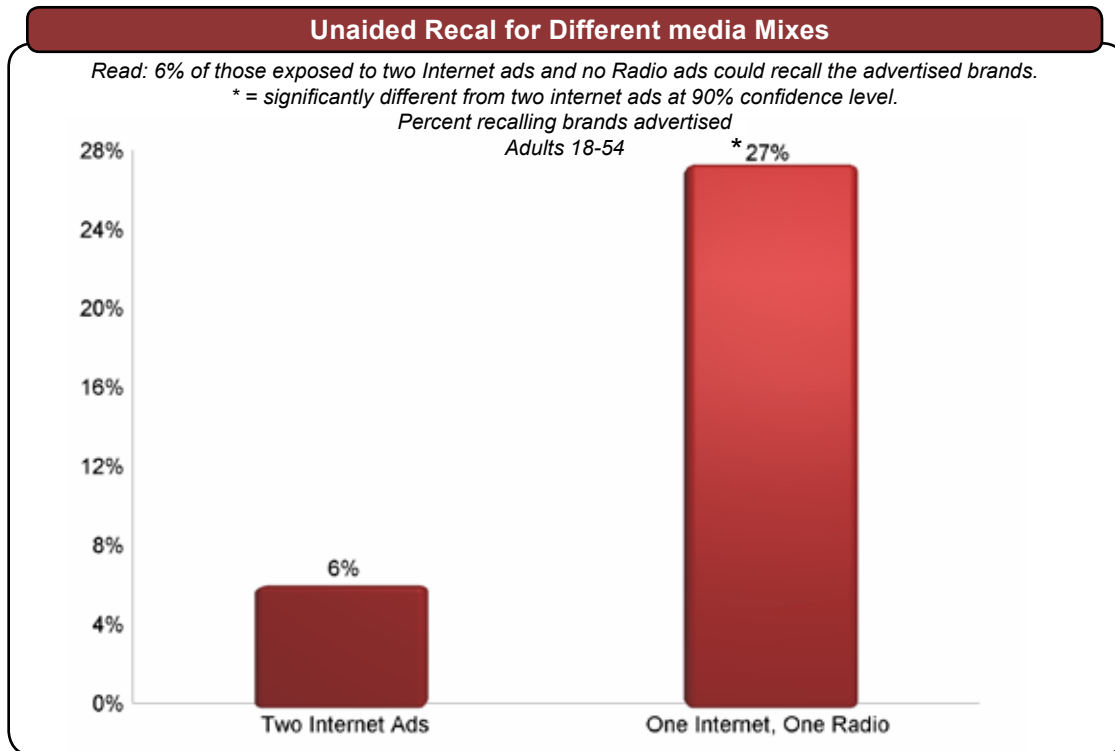
The ads used in the test came from eight actual ad campaigns in a wide variety of product categories. Each of those campaigns actually had used both Radio and website advertising. The Radio ads were all 30s; the related website ads were a mixture of static images, animated images, and Flash animation of varying sizes.

Radio and the Internet: Powerful Complements for Advertisers

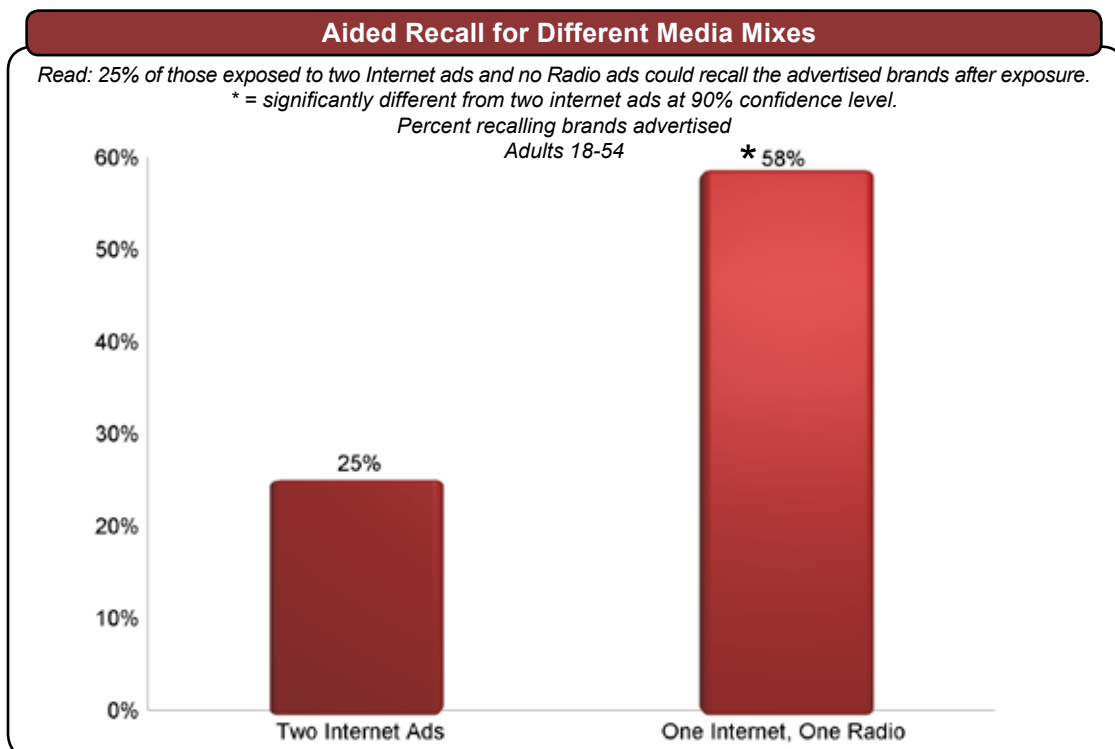


The Key Results

In the chart below, unaided recall for the mix of one Internet and one Radio exposure for these advertisers was four-and-a-half times as high as the unaided recall for two Internet ads alone.



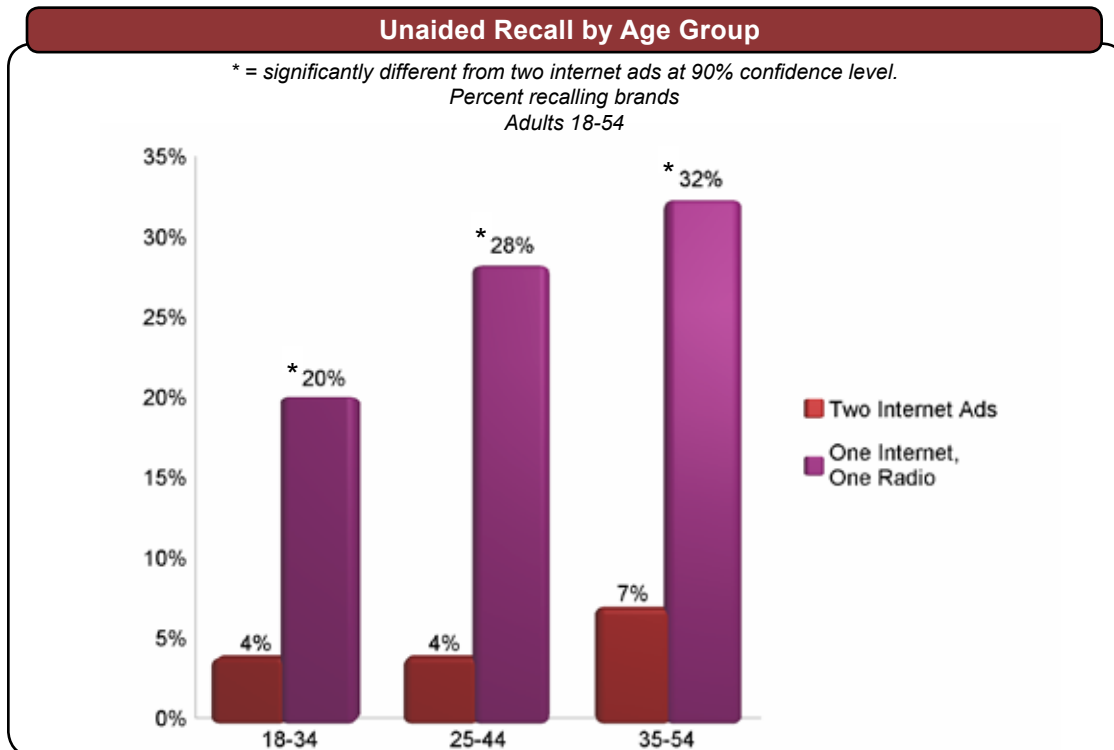
The aided recall results (in which those not recalling advertised brands without prompting were then shown a list of brands) were consistent with the unprompted results. The mix of one Radio and one Internet exposure had more than twice the aided recall of two Internet ads.



Radio and the Internet: Powerful Complements for Advertisers



The strong effects for the Radio-mix exposures were consistent across the board. For example, here you can see how unaided recall looked by age group:



Conclusions

With our new experiment from Harris Interactive, we see some strong evidence that people exposed to both Radio and website ads are impacted more strongly than those exposed to website ads alone:

- Unaided recall for the mix of one Internet and one Radio exposure for these advertisers was four-and-a-half times as high as the unaided recall for two Internet ads alone. And the mix of one Radio and one Internet exposure had more than twice the aided recall of two Internet ads.
- Furthermore, a mix of Radio and Internet exposures also demonstrated clear potential to elevate other kinds of consumer impact, ranging from website visitation to emotional bonds, when the Radio ads themselves are impactful. Five of the Radio campaigns tested were especially effective.

Overall, the picture seems clear: Radio and the Internet can be powerful advertising complements. Whether the goal is to reach more people, or to reach them with greater impact, this particular combination of media seems to be a recipe that's worthy of more consideration.

Personal Relevance 2: Radio's Receptive Ad Environment



*A Major Study of How Radio Ads Affect Consumers in Unique Ways From
The Radio Ad Effectiveness Lab
The First in a Series: "Radio and the Consumer's Mind: How Radio Works."
Published September 2006.*

Making Radio More Effective

In 2004 and 2005, the Radio Ad Effectiveness Lab (RAEL) conducted three major studies on different aspects of Radio advertising. With this 2006 study, RAEL is beginning a new series of research projects under the general theme, "Radio and the Consumer's Mind: How Radio Works," with the goal of shedding new light on the psychology of Radio advertising more than on the mechanics.

Under the supervision of the RAEL Research Committee, a 44-member group of experienced researchers from advertisers, agencies, and broadcast organizations (see our website for details), RAEL contracted with Harris Interactive, Inc., to field a nationally projectable RDD telephone survey during June and July 2006. We achieved a very respectable 37 percent "true" response rate as we tallied 2,649 completed media interviews with randomly selected adults 18-54

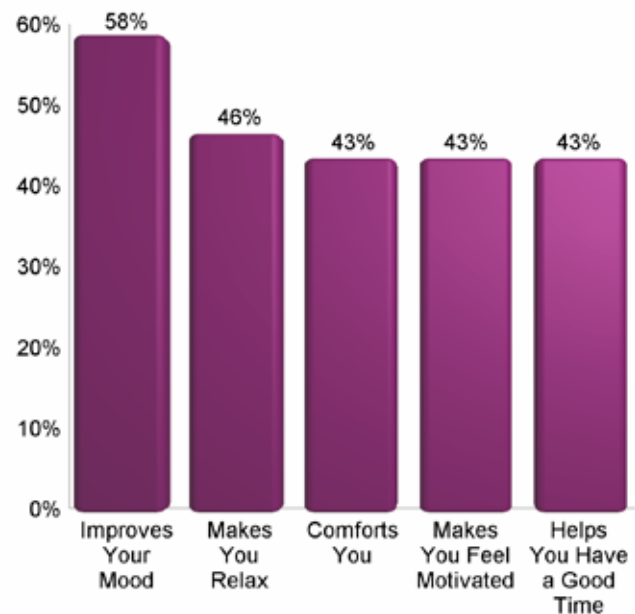
Results: Radio's Receptive Ad Environment Radio Listeners Are Especially Receptive to Advertising

The new study is rich with observations about media, advertising, and demographics. But one conclusion runs through virtually all the data — that Radio listeners appear to be especially receptive to advertising.

Radio listeners have a unique relationship with Radio as a medium. That relationship is more emotionally connected than for either newspapers or the Internet. And this relationship is much more personal than for tele-vision or the Internet. This suggests that Radio provides a pathway to the consumer's mind that can provide better emotional connections to brands and products when the advertising is designed and placed properly.

Radio Touches Emotions

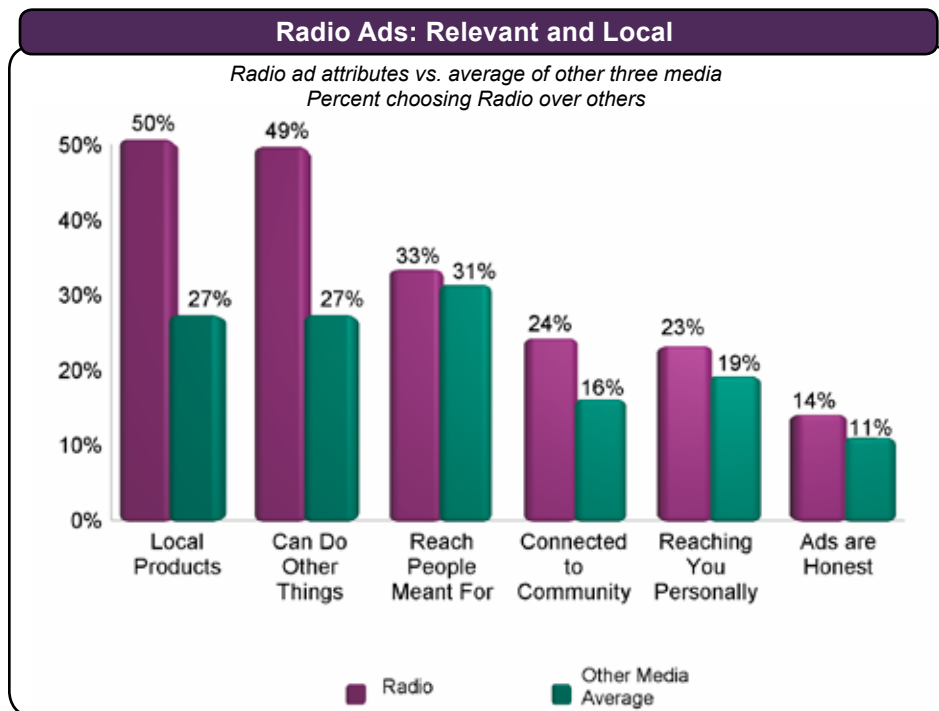
*The top 5 emotional attributes for Radio
Percent choosing Radio over others*



Personal Relevance 2: Radio's Receptive Ad Environment

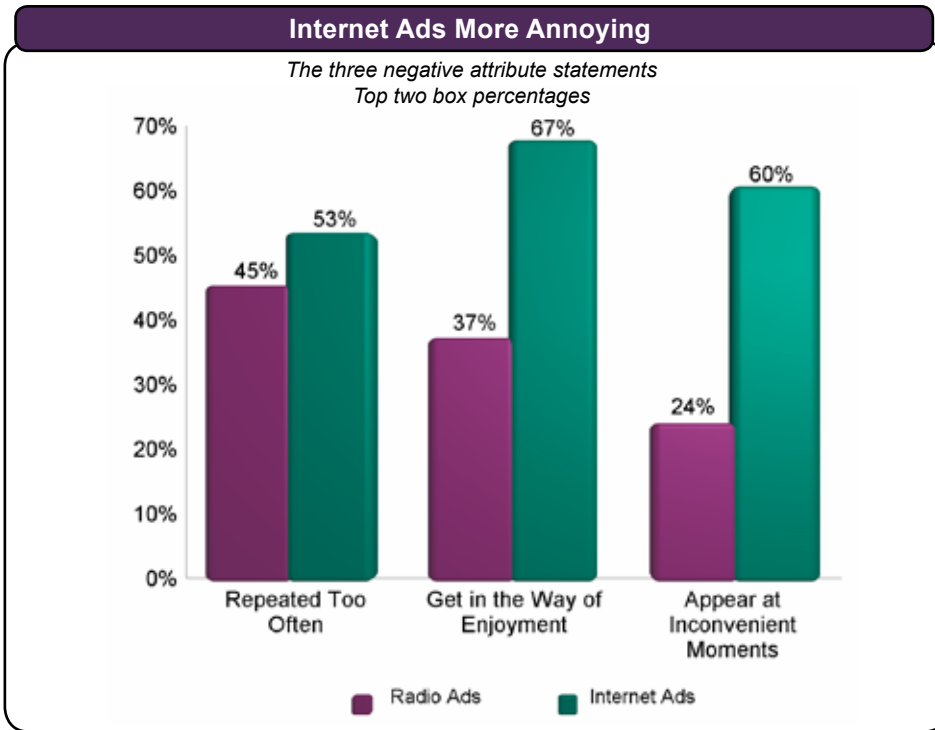


Consumers perceive that Radio advertising is more personally relevant to them than ads on television or the Internet, in part, we believe, because Radio ads are usually targeted to the demographics of particular stations. That sets up a unique advertising environment in which Radio listeners actually expect ads to be more interesting to them. In the following chart, we show the "top two box" ratings for a series of statements about Radio ads, compared to the averages for the other media:



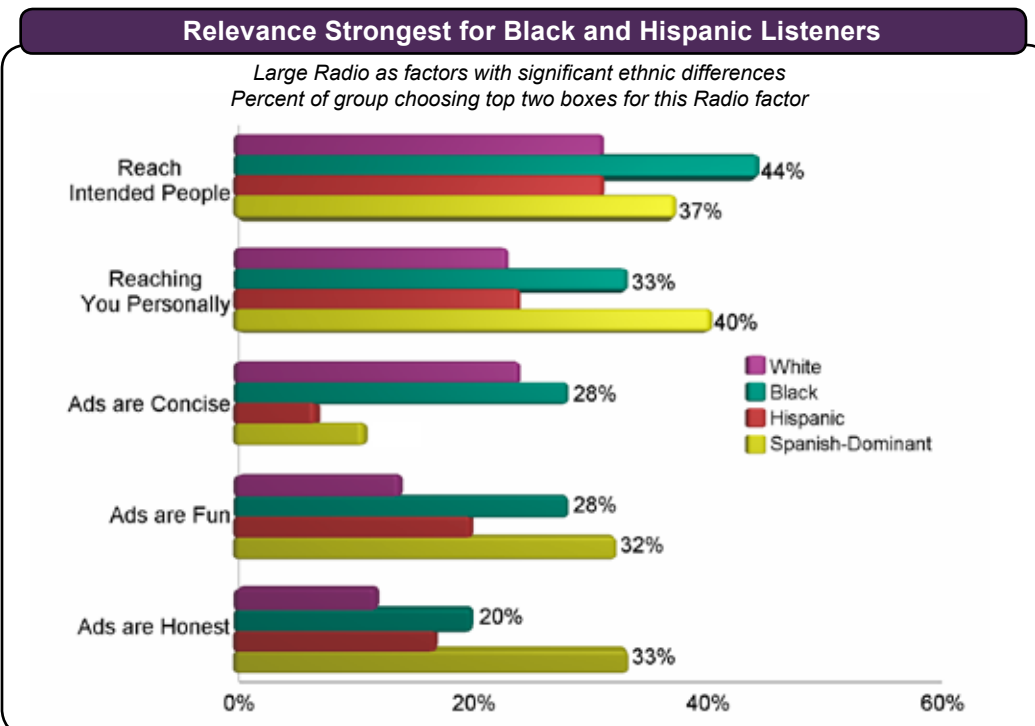
And we found that Radio ads are better accepted by listeners than are ads on television or the Internet, which implies a more positive environment for advertisers. We were especially struck by how negatively our respondents perceived advertising on the Internet. As you review the next chart, consider that we had respondents focus on Internet websites, excluding e-mail, so we think these responses reflect attitudes toward Internet ads other than e-mail spam:

Personal Relevance 2: Radio's Receptive Ad Environment



Radio's overall pattern of ad receptivity was strong across all Radio formats examined in this study.

Radio's receptive ad environment is especially strong among Blacks/African-Americans and Hispanics (especially Spanish-Dominant Hispanics). Ethnic populations also showed some additional emotional connections with their stations, indicating strong lifestyle bonds with formats targeting those populations:



Personal Relevance 2: Radio's Receptive Ad Environment



Ad receptivity is even stronger among heavier Radio listeners.

And while there were age-related variations in the absolute values of our measures, the relationship of Radio to other media held true across all age groups included here.

Radio is truly unique. It's connected to emotions. It's personal. Its ads are relevant to consumers when used properly. And it provides an environment for advertising that's relatively accepting of ads.

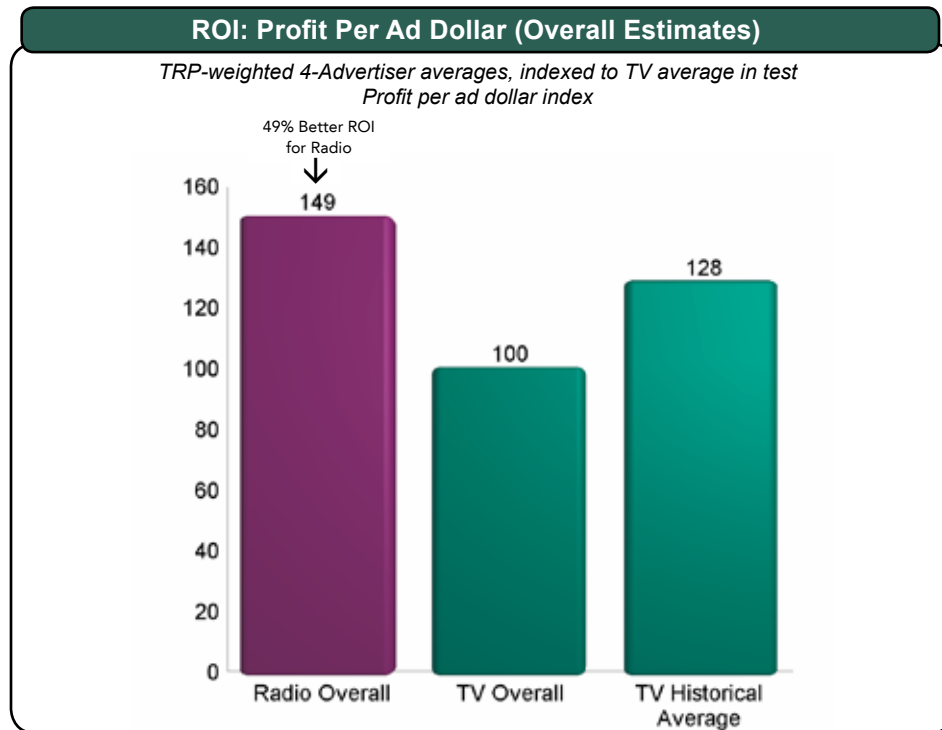
But actual ad effectiveness depends on the advertising industry applying that learning in the planning, creating, testing, and buying of Radio advertising.

Radio's ROI Advantage



Conducted by Millward Brown and Information Resources, Inc. (IRI)

In this third major study from the Radio Ad Effectiveness Lab, our largest project to date, we address the core issue of advertising: Return on Investment. The results confirm our prior theories: Radio's ROI in this test was 49% higher than we observed for television. When compared to our partner advertisers' historical TV ROI averages, Radio's ROI is approximately 17% higher than television.



This "real world" study was conducted by Millward Brown and Information Resources, Inc. (IRI). Our objective was to go a step beyond some prior research, in which RAEL identified implications of better ROI for Radio, based on assumptions of Radio's cost being less than television. With Millward Brown, IRI, and the significant cooperation of four national advertisers who wish to remain "masked," we were able to design a robust study, in the U.S., that involved multiple advertisers.

The Benefits of Synergy: Moving Money Into Radio

Conducted by the PreTesting Company

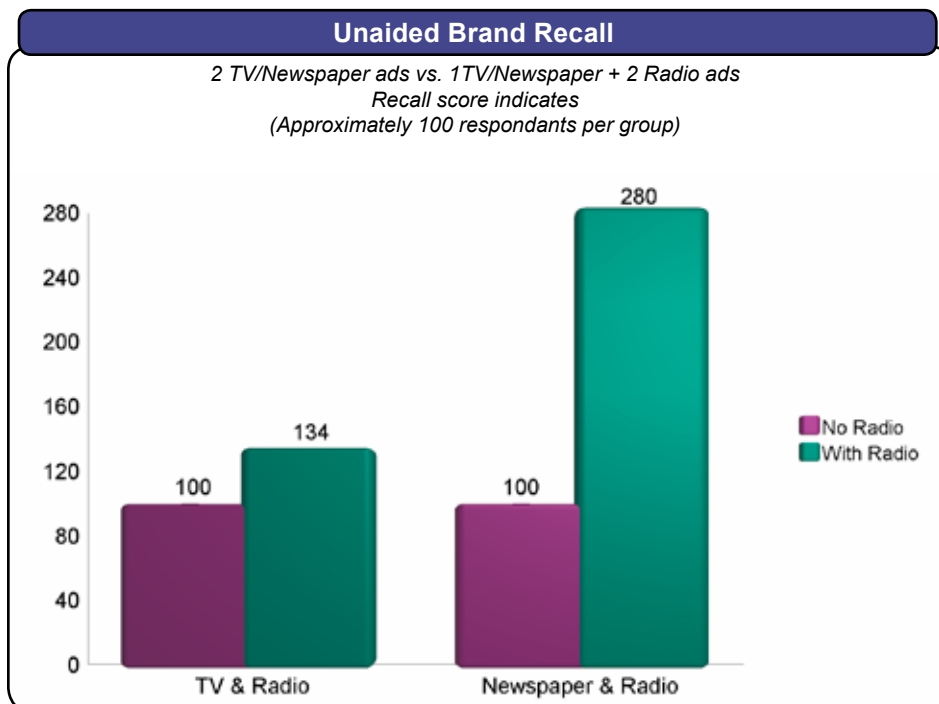
Study Highlights

In this second major study from the Radio Ad Effectiveness Lab, we compared the effects of two television ad exposures to the effects of one television ad combined with two Radio exposures. We also did the same thing with newspapers — comparing two newspaper exposures to one newspaper ad plus two Radio exposures.

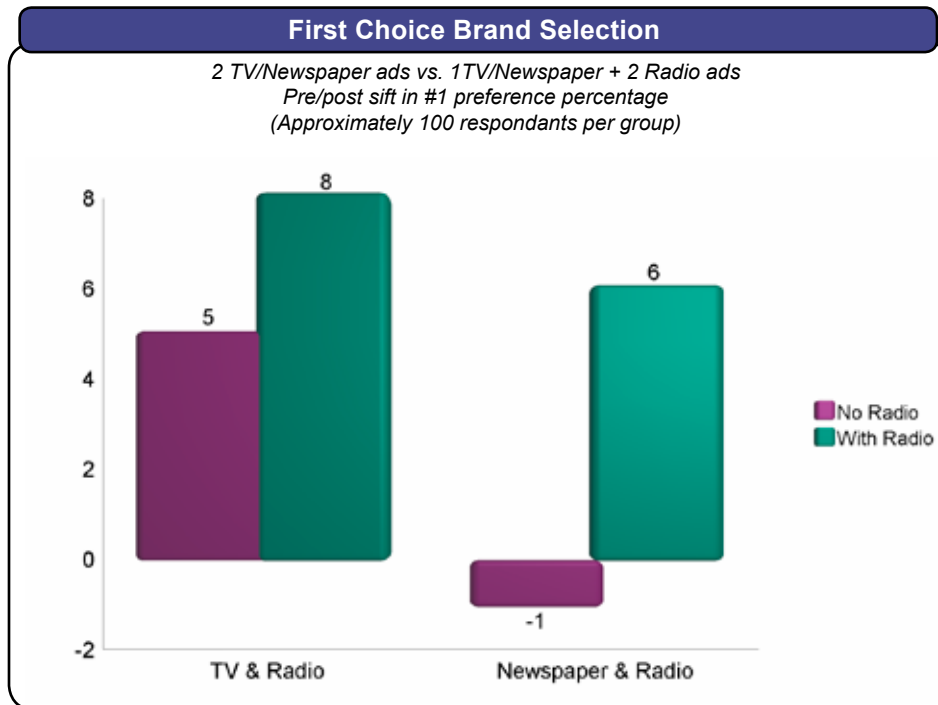
The Study Results

A media mix that includes Radio can be more powerful than television-only or newspaper-only campaigns, according to this second major study from the Radio Ad Effectiveness Lab. In this controlled, lab-style test of advertising synergy, the results were striking:

- Swapping out one of two TV ads for two Radio ads increased unaided brand recall by 34%. Replacing one of two newspaper exposures with two Radio ads almost tripled unaided brand recall.
- When two Radio ads replaced one of two TV exposures, more people chose the advertised brand as their first-choice product. The newspaper swap-out was even more striking.
- And consumers that heard two Radio ads (and only one TV ad) could restate a campaign's main message just as well as those exposed to two TV ads. Trading a newspaper ad for two Radio exposures gave much better message playback than seeing two newspaper ads.



The Benefits of Synergy: Moving Money Into Radio



Implications for Advertisers

For advertisers, we believe this study is valuable from several perspectives:

- We already know how valuable Radio can be as a way to reach people that are missed or underserved by other media. This study now suggests that Radio may be undervalued as a way to affect consumers that are reached by television and print.
- While Radio can often be a potent alternative to other media, the current study provides more reasons to consider using Radio as part of the media mix (as long as Radio's presence in the mix is heavy enough). And as suggested by past studies on imagery, this study provides further evidence of Radio's ability to communicate an advertiser's message and have it received, remembered, and played back by consumers.

For broadcasters, we think the implications are clear, too:

- On an ROI basis, Radio is more than a supplement. A combined television-Radio or newspaper-Radio buy is demonstrably more powerful than one using TV or newspaper alone.
- Moving money into Radio is good for the advertiser. This study shows just how potent Radio exposures can be when swapped for some of the exposures otherwise used for an alternative.

Radio is also an important way to communicate with consumers already reached with other media. Even when a consumer has been touched with a television or newspaper ad, Radio communications are powerful.

This study is another in a succession of studies that demonstrate how well Radio advertising can communicate an advertiser's message. We had a wide array of ad campaigns in this study, ranging from sexy-looking cars to tasty-sounding sandwiches, and across the board, Radio was able to communicate the main messages just as well as the "more visual" media of television and newspapers. Radio connects with consumers in different and unique ways that can actually enhance the communication!



How Radio Ads Affect Consumers

This study, conducted by WirthlinWorldwide, is the first in a series of new consumer research studies being sponsored by the Radio Ad Effectiveness Lab (RAEL). Since its inception in 2001, RAEL has learned there are many ways to look at “effectiveness,” and there are a multitude of factors which can affect advertising outcomes. One of the more challenging issues concerns the “how” of Radio advertising. It’s one thing to demonstrate that Radio can be effective; it’s another to help advertisers know how to assure effectiveness in their Radio campaigns.

There is a wide range of effectiveness across different campaigns. The average Radio ad tends to have about 80 percent of the recall power of a single television ad (at much less cost), which makes for excellent Return on Investment. But we also know that there’s a big difference between the best Radio ads and the weakest. That suggests that the ROI for Radio advertising could be even better — if only we knew the magic formula for creating and scheduling good Radio ads.

Respondents were offered a choice of taking the survey on the Internet or via a printed questionnaire in the mail.

The advertising-specific section of the questionnaire included a battery of questions that compared advertising on two media (Radio vs. TV, or Radio vs. newspapers). For example, respondents were given a list of statements like this:

“I feel like the ads are directed more toward me personally”

Ad Perceptions

It seems clear that Radio advertising is perceived as being more relevant to the consumer, and more personally connected, than ads on television or in newspapers. And because of that more-personal connection, Radio ads trigger emotional reactions among consumers.

Radio is associated more with ...	Mean (Rated on a scale of 1-7)
Advertisements make me feel more connected to my community	5.2
Advertisements in this medium are more honest	4.8
The advertisements are concise	4.6
I feel like the advertisements are directed more toward me personally	4.4
Advertisements in this medium are reliable	4.3
I am more likely to trust the advertising in this medium	4.2
I get more exposure to advertisements for local products and services	5.3
I can do other things while absorbing the advertising in this medium	5.1
I am more likely to trust the advertising	4.3
Provides me with last minute info about products/services before I shop	4.2
More likely to get a good deal on the products/services that I purchase	4.1
I'm less likely to waste money buying products/services that I don't want	4.1
Advertisers who use this medium care more about reaching me personally	4.7

Personal Relevance, Personal Connections



Radio is associated more with ...	Mean (Rated on a scale of 1-7)
Advertisements are more fun	5.6
Advertisements are creative	5.3
The advertising in this medium is more interesting and engaging	5.1
Advertisements in this medium are more intrusive	5.1
I feel like the ads are directed more toward me personally	4.9
Ads do a better job of reaching the people they are meant for	4.9
I can do other things while absorbing the advertising in this medium	5.7
The advertisements are more likely to hold my attention	4.6
Remember ad longer because ads in this medium have more impact on me	4.6
These advertisements are more likely to open my mind to new ideas	4.2
Advertisers who use this medium are trying harder to reach me	5.0
Advertisers who use this medium care more about reaching me personally	4.4

Radio is the medium people choose for themselves, and Radio programming is usually targeted to very specific groups of people. What we've discovered is that the personalization of Radio formats carries over to the perceptions of Radio ads. In simple terms, people believe that "my station" carries "my ads."

What it Means for Advertisers

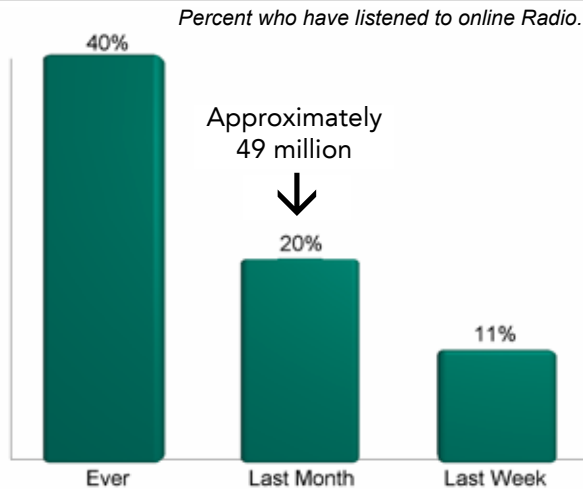
The personal nature of the Radio medium is also reflected in the expectation that Radio advertising is directed personally to the listener, and that Radio advertisers are "trying to reach me personally." Radio makes personal, emotional connections with listeners, and that's a very powerful environment for an advertiser.

Online Radio



One in five have listened to online Radio in the last month. Twenty percent of the U.S. population age 12 and older have listened to online Radio in the last month. The estimated monthly audience for online Radio is approximately 49 million.

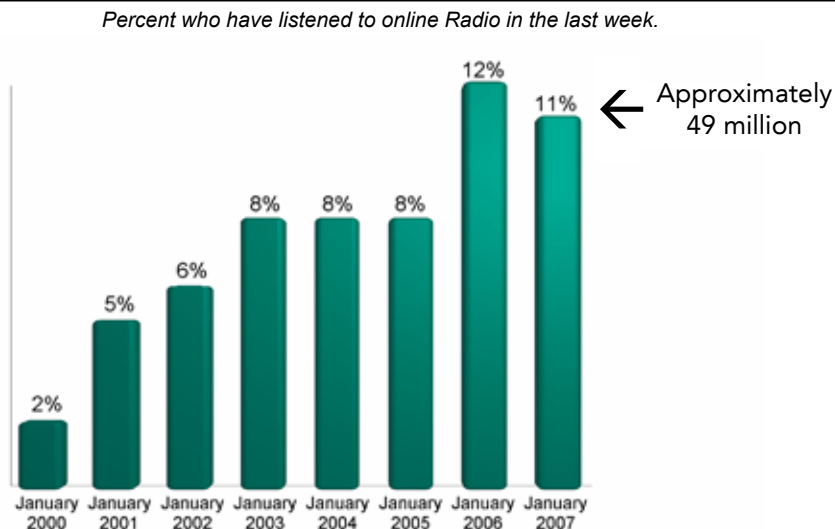
An Estimated 49 Million Americans Listened to Online Radio in the Last Month



Source: 2007 Arbitron Inc./Edison Media Research
Base: Total Population 12+

The weekly online Radio audience remains steady over the past year at an estimated 29 million. Online Radio saw a dramatic increase in numbers of weekly listeners from 2005 (8%) to 2006 (12%), and in 2007 we see a steady 11% of the U.S. population age 12+ who report listening to online Radio in the last week.

Weekly Online Radio Audience Remains Steady Over the Past Year



Source: 2007 Arbitron Inc./Edison Media Research
Base: Total Population 12+

Radio Reaches Newspaper Readers and Non-Readers



While many advertisers remain loyal to print, America's newspapers are waging a tough battle to retain circulation and readership. Many people — especially younger people — don't read the paper at all. Among those who do, most are selective about what sections they read. Using Radio in conjunction with newspaper helps you reach consumers who don't read the paper and strengthens the impact of your message on those who did see the newspaper ad.

Radio Reaches Newspaper Readers and Non-Readers

Radio reaches 87.3% of the 52.9% of readers who usually read the Front Page section, and reaches 80.2% of the 47.1% who don't usually read the Front Page Section.

Radio reaches 84.3% of the 23.2% of readers who usually read the TV Schedule/Book section, and reaches 80.2% of the 76.8% who don't usually read the TV Schedule/Book section.

Radio reaches 88.6% of the 27.3% of readers who usually read the Sports section, and reaches 82.2% of the 72.7% who don't usually read the Sports section.

Radio reaches 85.4% of the 24.2% of readers who usually read the Food section, and reaches 83.5% of the 75.8% who don't usually read the Food section.

Radio reaches 87.9% of the 25.9% of readers who usually read the Business section, and reaches 82.6% of the 74.1% who don't usually read the Business section.

Radio reaches 87.5% of the 21.8% of readers who usually read the Lifestyle/Fashion section, and reaches 83.0% of the 78.2% who don't usually read the Lifestyle/Fashion section.

Radio reaches 88.5% of the 9.7% of readers who usually read the Auto Classified section, and reaches 83.5% of the 90.3% who don't usually read the Auto Classified section.

Radio reaches 87.2% of the 10.0% of readers who usually read the Employment Classified Ads, and reaches 83.6% of the 90.0% who don't usually read the Employment Classified Ads.

Radio Reaches 87.5% of the 16.3% of readers who usually read the Real Estate/Home section, and reaches 83.3% of the 83.7% who don't usually read the Real Estate/Home section.

Source: The Media Audit – Year Dec. 2005/Dec. 2006 84-Market Report
(Based on Daily Newspaper Readership estimates)

Radio Reaches TV Viewers and Light TV Viewers



Most consumers today have access to a great number of channels via cable or satellite TV delivery, and now the Internet, MP3 players, and even mobile phones are getting into the business of delivering program content. Add to that TiVo and other personal video recording devices altering the landscape of viewing — what's a TV advertiser to do? Buying Radio in addition to television enhances your chances of reaching TV and non-TV viewers, even during TV's "prime" time!

Radio Reaches TV Viewers and Light TV Viewers

Radio reaches 83.0% of the 24.9% of adults who watch TV 7-9 a.m., and reaches 84.3% of the 75.1% of adults who don't watch 7-9 a.m.

Radio reaches 81.4% of the 27.7% of adults who watch TV 9 a.m.-4 p.m. and reaches 85.0% of the 72.3% of adults who don't watch 9 a.m.-4 p.m.

Radio reaches 81.2% of the 28.6% of adults who watch TV 4-5 p.m. and reaches 85.1% of the 71.4% of adults who don't watch 4-5 p.m.

Radio reaches 83.6% of the 45.4% of adults who watch TV 5 p.m.-prime, and reaches 84.3% of the 54.6% of adults who don't watch 5 p.m.-prime.

Radio reaches 86.1% of the 60.7% of adults who watch primetime TV, and reaches 80.7% of the 39.3% of adults who don't watch primetime TV.

Radio reaches 85.4% of the 29.2% of adults who watch late evening local news, and reaches 83.4% of the 70.8% of adults who don't watch late evening local news.

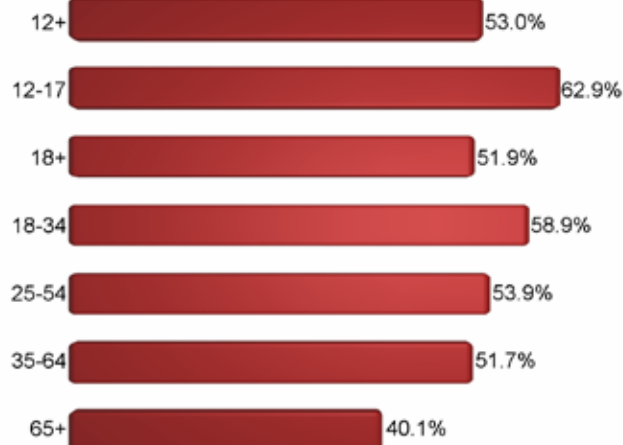
Source: The Media Audit – Year Dec. 2005/Dec. 2006 84-Market Report (Based on Daily Television Viewing estimates)

Radio is Strong During TV's Primetime

Persons		Men		Women	
12+	53.0%	12+	52.2%	12+	53.8%
12-17	62.9%	12-17	55.9%	12-17	70.2%
18+	51.9%	18+	51.7%	18+	52.1%
18-34	58.9%	18-34	57.2%	18-34	60.6%
25-54	53.9%	25-54	53.2%	25-54	54.6%
35-64	51.7%	35-64	51.4%	35-64	52.0%
65+	40.1%	65+	41.0%	65+	39.4%

Source: RADAR® 93, June 2007, © Copyright Arbitron (Monday-Sunday 7p.m.-midnight Cume Audience)

Radio is Strong During TV's Primetime



Source: RADAR® 93, June 2007, © Copyright Arbitron (Monday-Sunday 7p.m.-midnight Cume Audience)

Reach & Frequency are Key to Successful Radio



GRPs do not explain how many people are reached, or what their average exposure is. Reach and frequency show both parameters. Therefore, the combination of reach and frequency can tell the user if his/her Radio campaign was reaching enough of the target audience effectively and whether the average listener was exposed to the message an adequate number of times.

Reach and frequency (R&F) — An industry-accepted method of judging the potential effectiveness of a Radio advertising schedule. R&F reflects “how many” people have heard a commercial and “how often” the average listener heard it. Both of the components (reach and frequency) are crucial for a successful Radio campaign.

Reach — The number of different people who hear a commercial campaign. Each person reached is counted only once regardless of how many times he or she is exposed to a given schedule. Reach is expressed as the percent of the target audience reached with a given Radio schedule.

Frequency — The average number of times a person in the target audience is exposed to a given schedule.

A user who wishes to hold GRPs constant can affect his/her reach and frequency. Since GRPs are equal to reach multiplied by frequency, if reach is increased, frequency will decline. Conversely, if GRPs are constant and frequency is increased, reach will decline.

The ratio of reach to frequency can be manipulated in different ways:

To increase reach and decrease frequency:

- Increase the number of stations used and decrease the number of messages per station.
- Utilize new dayparts on existing stations.

To increase frequency and decrease reach:

- Decrease the number of stations used and add spots on the remaining stations.
- Decrease the number of dayparts used.

There's a Format for Everyone



Generations of Americans have enjoyed Radio over the years, and Radio remains a medium that's enjoyed by people of all ages. Different age groups favor different Radio formats, of course, so check the following pages to determine which programming has the most appeal to the demographic group that's most likely to buy your product or service. Keep in mind that these are broad format definitions that may contain many program niches and that format shares will vary by market and region across the country.

There's A Format For Everyone

Read: The News/Talk/Information format enjoys a 17.4% share of Radio listening among all persons age 12 and older.

Formats	
	12+
News/Talk/Information (All News, All Sports, All Talk, News/Talk)	17.4%
Adult Contemporary (AC, Hot AC, Modern AC, Soft AC)	14.0%
Hispanic (All Varieties)	11.0%
Contemporary Hit Radio (CHR, Pop CHR, Rhythmic CHR)	10.9%
Urban (Urban AC, Urban Oldies, Urban)	9.8%
Country (Classic Country, Country, New Country)	9.7%
Rock ('70s, Active Rock, AOR, Classic Rock)	7.9%
Oldies ('70s Hits, '80s Hits, Classic Hits, Oldies, Rhythmic Oldies)	5.5%
Alternative (AAA, Alternative, New Rock)	3.4%
New AC/Smooth Jazz (Jazz, NAC)	2.8%
Religion (All Varieties)	2.7%
Adult Hits	2.7%
Classical	1.0%
Adult Standards (Easy Listening, MOR, Nostalgia, Variety)	1.0%
Remaining Formats	0.1%

Source: Arbitron Format Trends Report, Spring 2007; 94 Continuous Measurement Markets; Monday-Sunday 6AM-Midnight, Average Quarter Share for Demographic

There's a Format for Everyone



There's A Format For Everyone

Read: The Contemporary Hit Radio format enjoys a 39.1% share of Radio listening among persons age 12-17.

Formats

	12-17 Share
Contemporary Hit Radio (CHR, Pop CHR, Rhythmic CHR)	39.1%
Urban (Urban AC, Urban Oldies, Urban)	16.1%
Adult Contemporary (AC, Hot AC, Modern AC, Soft AC)	9.3%
Hispanic (All Varieties)	8.4%
Country (Classic Country, Country, New Country)	7.1%
Rock ('70s, Active Rock, AOR, Classic Rock)	5.9%
Alternative (AAA, Alternative, New Rock)	5.2%
News/Talk/Information (All News, All Sports, All Talk, News/Talk)	2.4%
Oldies ('70s Hits, '80s Hits, Classic Hits, Oldies, Rhythmic Oldies)	2.3%
Religion (All Varieties)	2.0%
Adult Hits	1.3%
New AC/Smooth Jazz (Jazz, NAC)	0.5%
Classical	0.3%
Adult Standards (Easy Listening, MOR, Nostalgia, Variety)	0.1%
Remaining Formats	0.1%

There's A Format For Everyone

Formats

	18-24 Share
Contemporary Hit Radio (CHR, Pop CHR, Rhythmic CHR)	25.7%
Hispanic (All Varieties)	15.4%
Urban (Urban AC, Urban Oldies, Urban)	13.0%
Adult Contemporary (AC, Hot AC, Modern AC, Soft AC)	10.5%
Country (Classic Country, Country, New Country)	9.3%
Rock ('70s, Active Rock, AOR, Classic Rock)	8.9%
Alternative (AAA, Alternative, New Rock)	6.3%
News/Talk/Information (All News, All Sports, All Talk, News/Talk)	3.8%
Oldies ('70s Hits, '80s Hits, Classic Hits, Oldies, Rhythmic Oldies)	3.1%
Adult Hits	1.9%
Religion (All Varieties)	1.2%
New AC/Smooth Jazz (Jazz, NAC)	0.8%
Classical	0.2%
Adult Standards (Easy Listening, MOR, Nostalgia, Variety)	0.1%
Remaining Formats	0.1%

Source: Arbitron Format Trends Report, Spring 2007; 94 Continuous Measurement Markets; Monday-Sunday 6AM-Midnight, Average Quarter Share for Demographic

There's a Format for Everyone



There's A Format For Everyone

Read: The Hispanic format enjoys a 18.1% share of Radio listening among persons age 25-34.

Formats

	25-34 Share
Hispanic (All Varieties)	18.1%
Contemporary Hit Radio (CHR, Pop CHR, Rhythmic CHR)	14.9%
Adult Contemporary (AC, Hot AC, Modern AC, Soft AC)	14.1%
Urban (Urban AC, Urban Oldies, Urban)	11.0%
News/Talk/Information (All News, All Sports, All Talk, News/Talk)	9.3%
Rock ('70s, Active Rock, AOR, Classic Rock)	9.3%
Country (Classic Country, Country, New Country)	8.5%
Alternative (AAA, Alternative, New Rock)	5.3%
Oldies ('70s Hits, '80s Hits, Classic Hits, Oldies, Rhythmic Oldies)	3.0%
Adult Hits	2.8%
Religion (All Varieties)	2.0%
New AC/Smooth Jazz (Jazz, NAC)	1.2%
Classical	0.3%
Adult Standards (Easy Listening, MOR, Nostalgia, Variety)	0.2%
Remaining Formats	0.1%

There's A Format For Everyone

Formats

	35-44 Share
Adult Contemporary (AC, Hot AC, Modern AC, Soft AC)	16.4%
News/Talk/Information (All News, All Sports, All Talk, News/Talk)	14.5%
Hispanic (All Varieties)	11.7%
Rock ('70s, Active Rock, AOR, Classic Rock)	10.9%
Urban (Urban AC, Urban Oldies, Urban)	10.4%
Country (Classic Country, Country, New Country)	8.9%
Contemporary Hit Radio (CHR, Pop CHR, Rhythmic CHR)	8.4%
Oldies ('70s Hits, '80s Hits, Classic Hits, Oldies, Rhythmic Oldies)	4.8%
Adult Hits	4.3%
Alternative (AAA, Alternative, New Rock)	3.7%
Religion (All Varieties)	2.8%
New AC/Smooth Jazz (Jazz, NAC)	2.2%
Classical	0.4%
Adult Standards (Easy Listening, MOR, Nostalgia, Variety)	0.3%
Remaining Formats	0.1%

Source: Arbitron Format Trends Report, Spring 2007; 94 Continuous Measurement Markets; Monday-Sunday 6AM-Midnight, Average Quarter Share for Demographic

There's a Format for Everyone



There's A Format For Everyone

Read: The News/Talk/Information format enjoys a 18.6% share of Radio listening among persons age 45-54.

Formats	45-54 Share
News/Talk/Information (All News, All Sports, All Talk, News/Talk)	18.6%
Adult Contemporary (AC, Hot AC, Modern AC, Soft AC)	16.0%
Rock ('70s, Active Rock, AOR, Classic Rock)	10.5%
Country (Classic Country, Country, New Country)	10.4%
Urban (Urban AC, Urban Oldies, Urban)	9.3%
Oldies ('70s Hits, '80s Hits, Classic Hits, Oldies, Rhythmic Oldies)	8.7%
Hispanic (All Varieties)	7.6%
New AC/Smooth Jazz (Jazz, NAC)	4.0%
Contemporary Hit Radio (CHR, Pop CHR, Rhythmic CHR)	4.0%
Adult Hits	3.4%
Religion (All Varieties)	3.2%
Alternative (AAA, Alternative, New Rock)	2.8%
Classical	0.9%
Adult Standards (Easy Listening, MOR, Nostalgia, Variety)	0.6%
Remaining Formats	0.1%

There's A Format For Everyone

Formats	55-64 Share
News/Talk/Information (All News, All Sports, All Talk, News/Talk)	26.3%
Adult Contemporary (AC, Hot AC, Modern AC, Soft AC)	15.8%
Country (Classic Country, Country, New Country)	11.9%
Oldies ('70s Hits, '80s Hits, Classic Hits, Oldies, Rhythmic Oldies)	10.1%
Urban (Urban AC, Urban Oldies, Urban)	7.6%
Hispanic (All Varieties)	7.0%
New AC/Smooth Jazz (Jazz, NAC)	4.9%
Rock ('70s, Active Rock, AOR, Classic Rock)	4.4%
Religion (All Varieties)	3.6%
Adult Hits	2.6%
Classical	1.9%
Contemporary Hit Radio (CHR, Pop CHR, Rhythmic CHR)	1.8%
Adult Standards (Easy Listening, MOR, Nostalgia, Variety)	1.4%
Alternative (AAA, Alternative, New Rock)	1.0%
Remaining Formats	0.1%

Source: Arbitron Format Trends Report, Spring 2007; 94 Continuous Measurement Markets; Monday-Sunday 6AM-Midnight, Average Quarter Share for Demographic

There's a Format for Everyone



There's A Format For Everyone

Read: The News/Talk/Information format enjoys a 42.2% share of Radio listening among persons age 65+.

Formats

	65+ Share
News/Talk/Information (All News, All Sports, All Talk, News/Talk)	42.2%
Country (Classic Country, Country, New Country)	11.3%
Adult Contemporary (AC, Hot AC, Modern AC, Soft AC)	10.9%
Hispanic (All Varieties)	6.9%
Adult Standards (Easy Listening, MOR, Nostalgia, Variety)	4.8%
Oldies ('70s Hits, '80s Hits, Classic Hits, Oldies, Rhythmic Oldies)	4.7%
New AC/Smooth Jazz (Jazz, NAC)	4.6%
Urban (Urban AC, Urban Oldies, Urban)	4.1%
Religion (All Varieties)	3.9%
Classical	3.3%
Adult Hits	1.2%
Contemporary Hit Radio (CHR, Pop CHR, Rhythmic CHR)	0.9%
Rock ('70s, Active Rock, AOR, Classic Rock)	0.8%
Alternative (AAA, Alternative, New Rock)	0.3%
Remaining Formats	0.2%

Source: Arbitron Format Trends Report, Spring 2007; 94 Continuous Measurement Markets; Monday-Sunday 6AM-Midnight, Average Quarter Share for Demographic

Radio Format Analysis

Radio offers something for everyone! Popularity of Radio programming has varied over the years. Below is a list of the current most popular formats airing on over 10,600 commercial stations* licensed in the United States today.



Radio's Most Popular Formats

	Formats	# Stations
1	Country	2037
2	News/Talk	1359
3	Latin/Hispanic	721
4	Oldies	720
5	Adult Contemporary	631
6	Sports	553
7	CHR (Top 40)	474
8	Classic Rock	459
9	Adult Standards	372
10	Hot AC	369
11	Religion (Teaching, Variety)	304
12	Rock	279
13	Soft AC	262
14	Classic Hits	258
15	Black Gospel	256
16	Southern Gospel	208
17	Adult Hits	188
18	Urban AC	165
19	Contemporary Christian	152
20	R&B	135
21	Modern Rock	123
22	Alternative Rock	122
23	Ethnic	109
24	Jazz	77
25	Pre-Teen	57
26	R&B Adult/Oldies	43
27	Variety	36
28	Gospel	30
29	Classical	24
30	Easy Listening	19
31	Modern AC	18
32	Other/Format Unavailable	9
	Total Commercial Stations in Operation	10569

An additional 379 stations are licensed under construction permits for future operation; 130 stations are currently dark/off the air.

Number of stations on the air broadcasting in HD	995
Number of streaming radio stations	3815

Source: M Street Corp., © 02/07