

# RADIO INSIGHTS

## WHO UNDERSTANDS WOMEN?

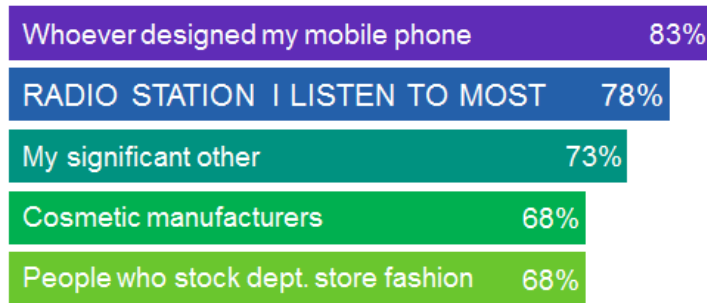
### NEWEST STUDY: WOMEN SAY RADIO “GETS THEM”

by Mary Beth Garber | EVP, Marketing Strategy | Katz Media Group

#### THIS IS PERSONAL. REALLY.

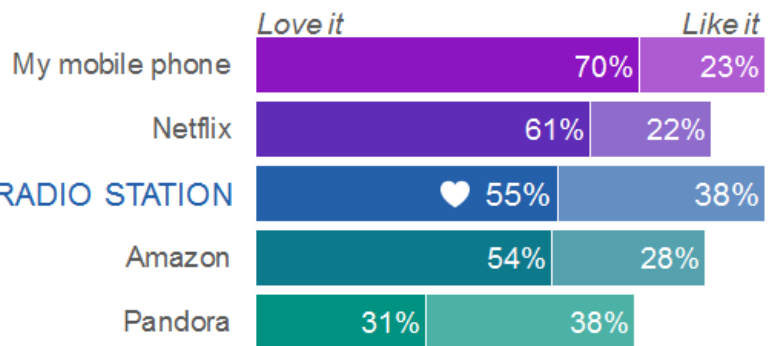
A new study from Strategic Solutions Research and Alan Burns & Associates reveals that virtually all women consider Radio to be personal to them, and three-quarters feel that Radio is a “good or best friend” to them, an attitude that transcends across all age segments of women in the study.

#### Understands Me Well (Very/Somewhat)

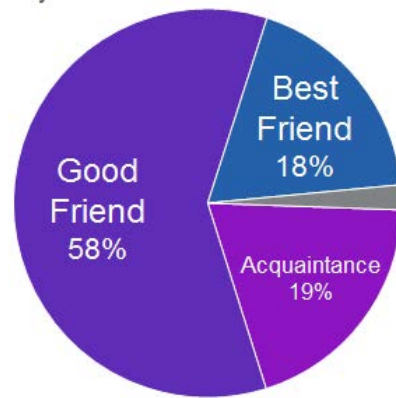


Women’s love affair with Radio doesn’t show signs of slowing down either. 94% of women listen to Radio every week, and more than three-quarters of them feel that they have “at least one radio station in my area that sounds like it really, really understands people like me.” The data holds steady with Burns’ 2011 study.

#### FAVORITE RADIO STATION



My Favorite Radio Station is a...



The study reveals women love their favorite Radio station, more so than any other audio source, and feel that it “gets them” – more than just about anything else in their lives, including their significant other!

#### RADIO UNDERSTANDS WOMEN AND KNOWS HOW TO COMMUNICATE WITH THEM.

### RADIO STILL IS AMERICA’S (AND WOMEN’S) #1 COMPANION.

Source: Strategic Solutions and Alan Burns & Associates study March 2017. Women 15-54