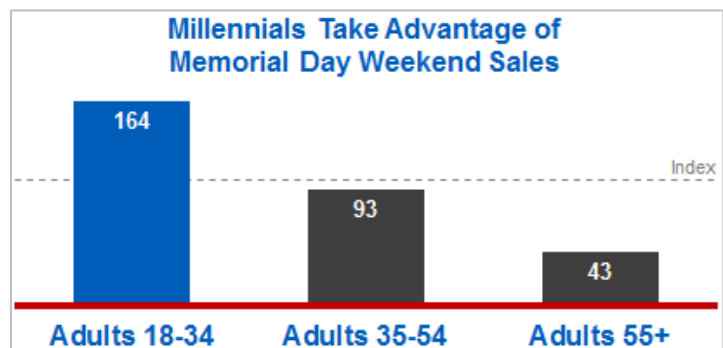


RADIO INSIGHTS

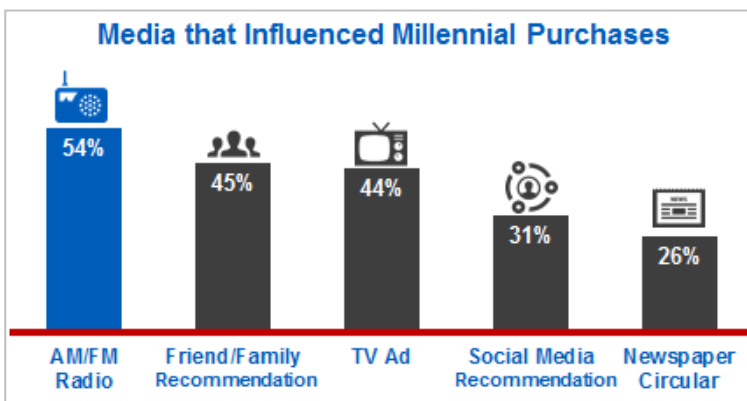
Millennials Driven by Radio Over Memorial Day Weekend

Following this year's Memorial Day Weekend, Katz Radio Group interviewed Americans to gain a better understanding of how they spent their time, with special emphasis on media behavior and purchase activity.

Our results show that Millennials were 64% more likely to take advantage of Memorial Day Weekend sales, lining up at cash registers at a higher rate than any other age group.



Nearly half of all Millennials were influenced by media or word of mouth recommendations to buy a product, shop at a store or dine at a restaurant over the holiday weekend. Among those who were influenced, Radio was cited most often as the catalyst for their purchase decisions,



outpacing Word of Mouth, TV, Social Media and Circulars. This insight builds upon a growing body of evidence showing that Millennials, a desirable consumer group, are not only listening, but are also highly receptive to Radio advertising.

Source: Katz Radio Group. Online survey of 1002 Adults 18-34. Fieldwork conducted June 1, 2016. For 2nd chart, percentages are based on those consumers who said they were influenced by any media.