



RADIO INSIGHTS

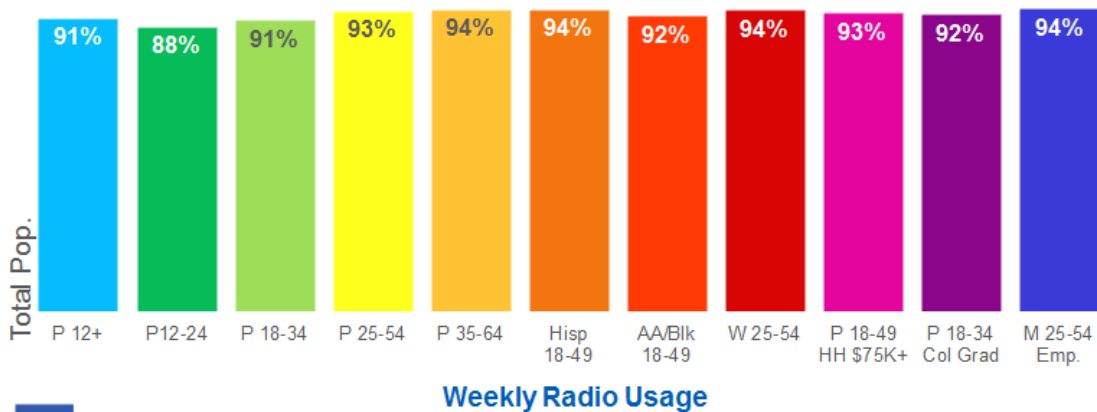
9 OUT OF 10 PEOPLE OF ALL AGES LISTEN TO RADIO FROM TEENS AND MILLENNIALS TO BOOMERS, VIRTUALLY EVERYONE, EVERY WEEK

Radio is used by more people every week than any other medium. Nine out of ten people listen to radio each week. When we say virtually everyone, we mean 9 out of 10 Millennials, Boomers, Moms, Women of all ages, Professionals, College Educated Millennials, Hispanics, Blacks and Teens. Really.

RADIO HAS MASSIVE — YET LOCALIZABLE -- REACH AND USAGE

VIRTUALLY EVERYONE USES RADIO. IN REAL TIME. EVERY WEEK

The average listener spends 2 $\frac{2}{3}$ hours a day with Radio



Source: September 2016 RADAR® 130. Mon-Sun 12A-12A.

Radio delivers more people per minute than any medium but Television. Radio continues to command about 1/5 of the entertainment time of people of all ages and socio-economic levels. Radio is a trusted, welcome friend, a virtual neighborhood where listeners spend over 2-2/3 hours a day.

JOIN THE NEIGHBORHOOD. JOIN THEIR LIVES. RADIO PUTS YOU THERE.

EVP/Marketing Strategy, Katz Media Group

Source: RADAR 130, September 2016 and Nielsen TMR Q1 @016 with permission from Nielsen

