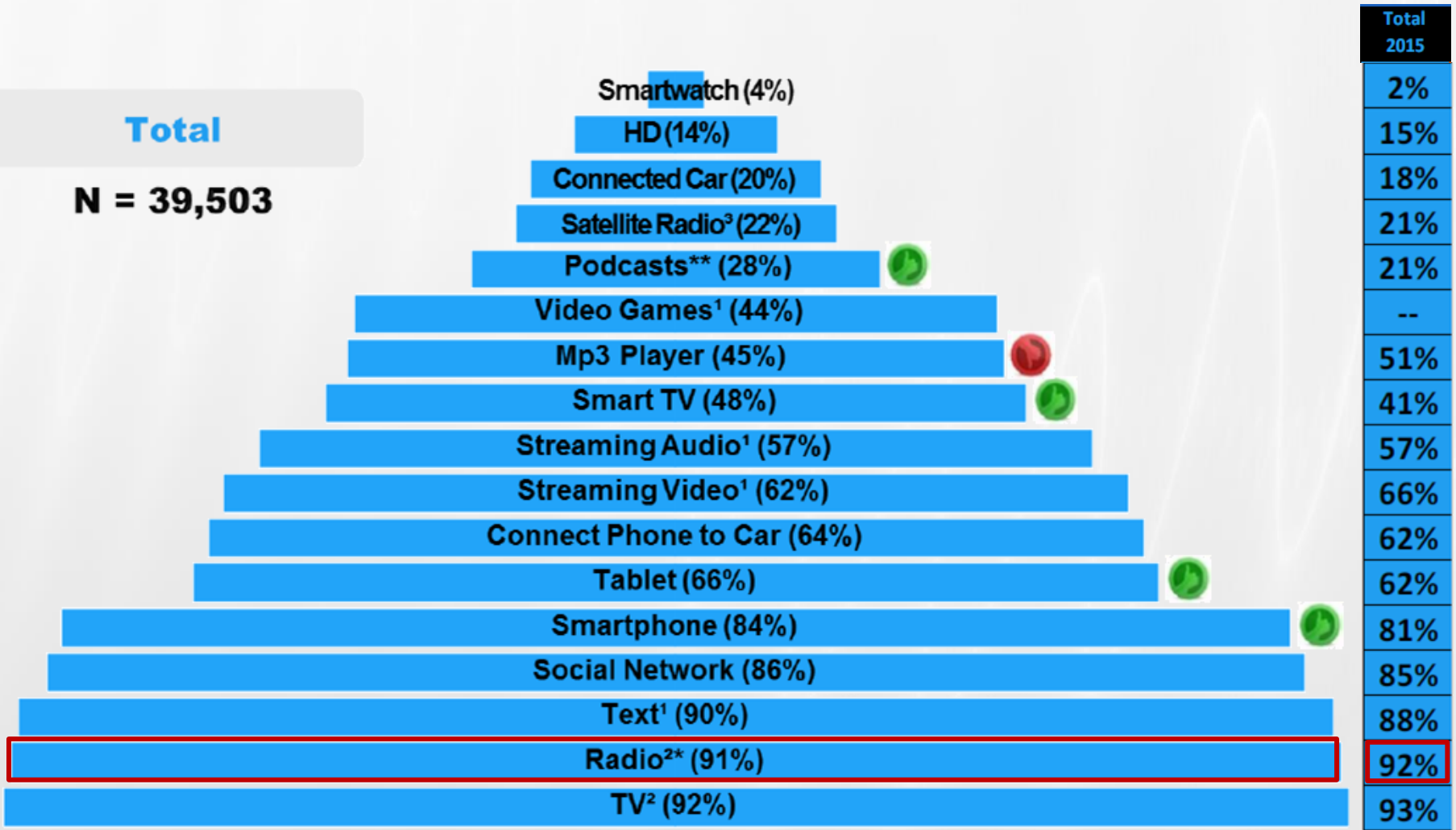




MEDIA USAGE PYRAMID 2016

Total

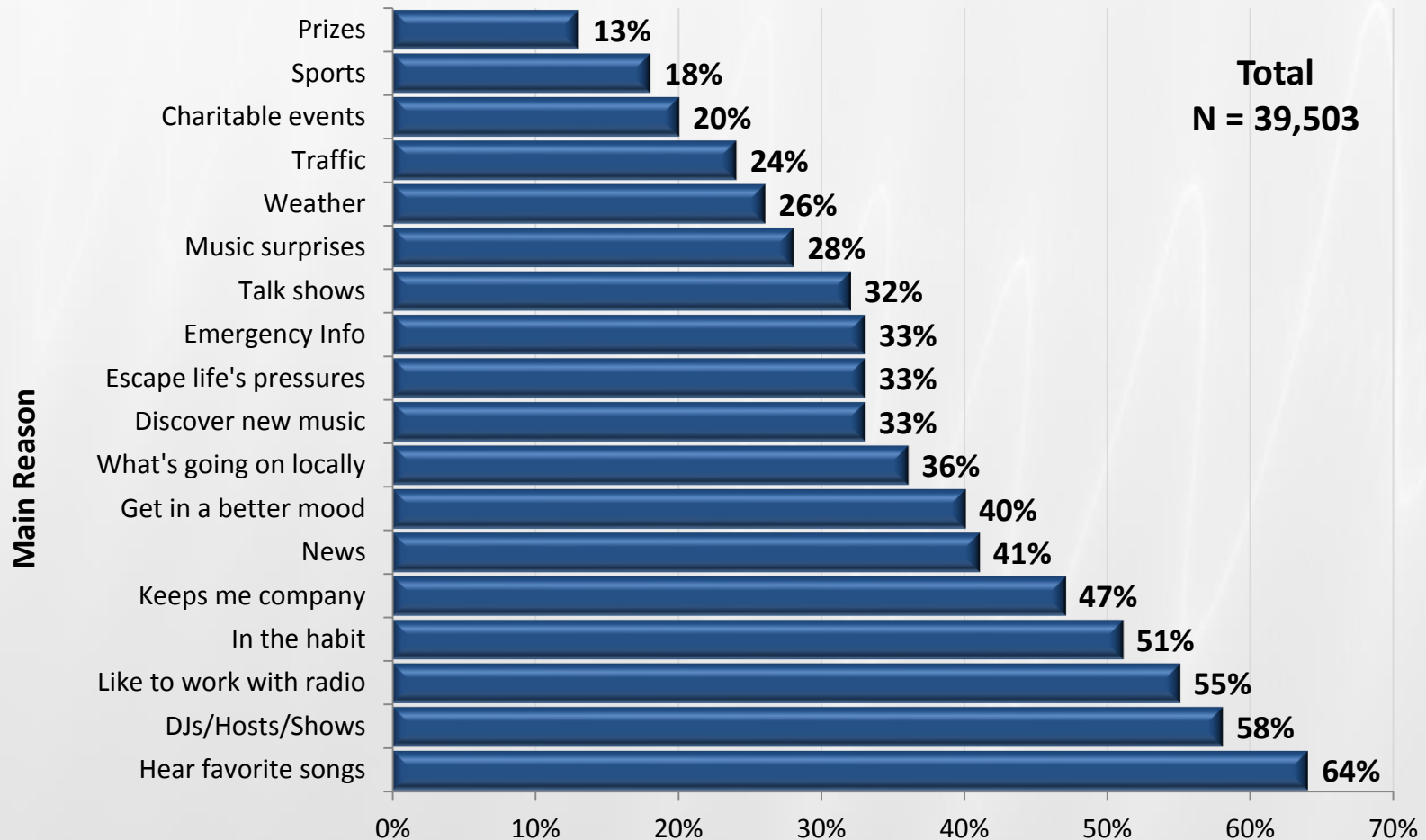
N = 39,503



¹ Weekly or more ² 1+ hour per day ³ Paid & trial users ^{**} Monthly or more ^{*} Any Platform/Device

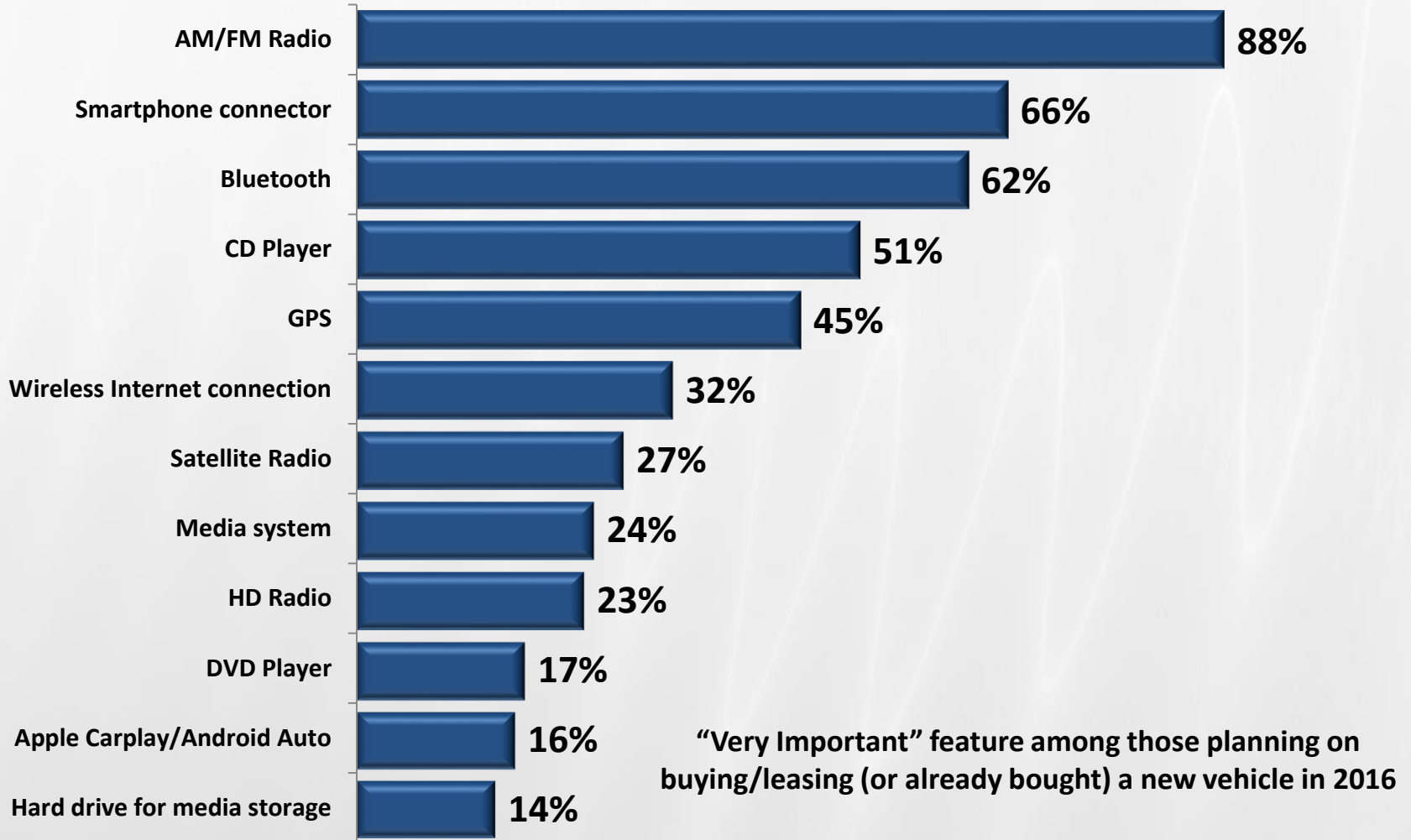
WHY RADIO?

Great music, compelling personalities, and powerful
“emotional benefits.”



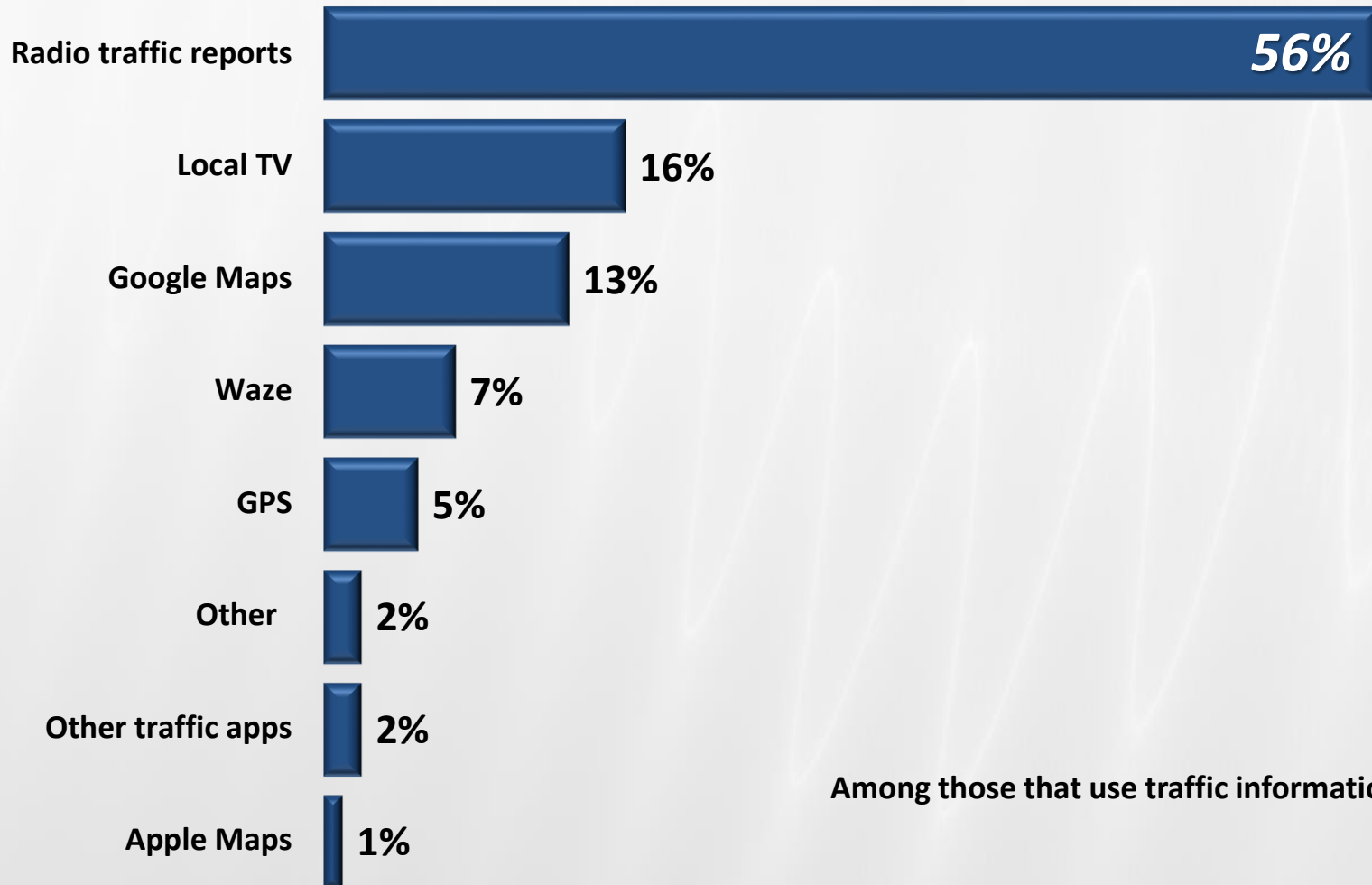


RADIO IS THE MOST IMPORTANT NEW CAR FEATURE











A MAJORITY SAY THEIR PRIMARY SOURCE FOR TRAFFIC IS AM/FM RADIO



Among those that use traffic information

METHODOLOGY

-  245 radio stations in the U.S. and Canada
-  N = 39,503
-  Interview dates: January 19 – February 22, 2016
-  Most respondents are members of station email databases. Some responses were gathered via station websites and/or social networking pages.
-  All responses were collected online and weighted using metro population data.
-  This is a web survey and does not represent all radio listeners or even each station's audience. Because it's an opt-in survey, no margin of error is calculated.