



RADIO IS THE LEADER IN TIME CONSUMED OF ALL MEDIA

Minutes spent with media on average day



140.5
MIN

AM/FM Radio



139.7
MIN
Internet



98.6
MINS
Broadcast
Television



93.8
MINS
Email



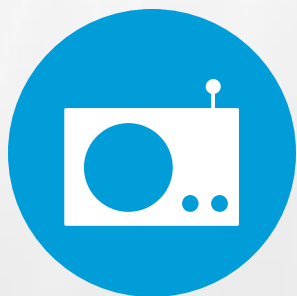
87.7
MINS
Local Cable

Adults spend **42%** more time with AM/FM Radio than with TV on an average day, and spend **60%** more time with Radio than Local Cable

Source: The Media Audit. Survey of 14,061 Adults conducted in first half of year.

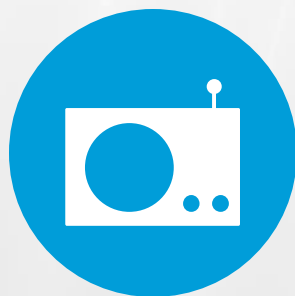
TIME SPENT WITH RADIO CONSISTENT ACROSS ALL AGE GROUPS

Minutes spent with AM/FM Radio on average day



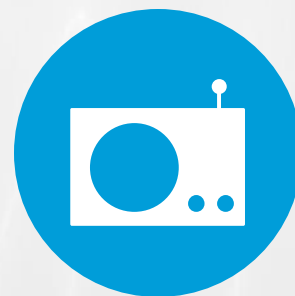
**140.5
MIN**

Adults 18+



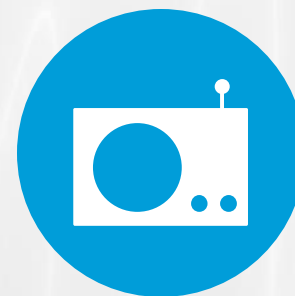
**138.5
MIN**

Adults 18-34



**142.7
MIN**

Adults 35-49



**140.4
MIN**

Adults 50+