

# Radio Reaches Customers Year-Round



Radio is truly a medium for all seasons! While some media display sharp peaks and valleys in their ability to attract and hold audience attention, Radio's consistent levels of audience reach and time-spent-listening across all four quarters of the year are a definite plus! Whether your marketing goal is short-term impact or long-term share maintenance, Radio's very stable audience base represents an excellent platform for your brand's message.

## Average Weekly Time Spent Listening

Persons						Teens					
	SP'06	SU'06	FA'06	WI'07	SP'07		SP'06	SU'06	FA'06	WI'07	SP'07
	Hrs:Min	Hrs:Min	Hrs:Min	Hrs:Min	Hrs:Min		Hrs:Min	Hrs:Min	Hrs:Min	Hrs:Min	Hrs:Min
12+	19:15	19:00	19:00	18:45	19:00	12-17	12:45	13:15	12:00	11:45	12:00

Adults					
18+	20:00	19:45	19:45	19:45	19:45
18-34	19:00	18:45	18:30	18:30	18:30
25-54	19:00	20:00	20:00	20:00	20:00
35-64	20:30	20:15	20:30	20:00	20:15
65+	19:45	19:30	19:45	19:30	19:45

Source: Arbitron American Radio Listening Trends (Spring 2006-Spring 2007). Based on Arbitron's 94 Continuous Measurement Markets. Weekly Time Spent Listening estimates (Monday-Sunday 6:00am-Midnight)

## Radio's Weekly Reach by Daypart

Persons						Teens					
	SP'06	SU'06	FA'06	WI'07	SP'07		SP'06	SU'06	FA'06	WI'07	SP'07
	Hrs:Min	Hrs:Min	Hrs:Min	Hrs:Min	Hrs:Min		Hrs:Min	Hrs:Min	Hrs:Min	Hrs:Min	Hrs:Min
12+	93.5%	93.1%	93.7%	93.5%	93.3%	12-17	91.4%	90.1%	91.6%	91.3%	90.6%

Men						Women					
18+	93.8%	93.5%	93.8%	93.9%	93.7%	18+	93.7%	93.3%	93.9%	93.7%	93.5%
18-34	93.5%	92.9%	93.4%	93.0%	93.2%	18-34	95.2%	94.8%	95.3%	95.2%	94.7%
25-54	95.1%	95.1%	95.4%	95.5%	95.3%	25-54	95.8%	95.7%	96.1%	95.8%	95.7%
35-64	95.1%	95.0%	95.4%	95.5%	95.2%	35-64	95.3%	95.2%	95.5%	95.4%	95.3%
65+	89.1%	88.2%	89.6%	89.0%	89.1%	65+	86.5%	85.5%	87.1%	86.3%	86.2%

Adults					
18+	93.7%	93.4%	93.9%	93.8%	93.6%
18-34	94.3%	93.9%	94.1%	94.1%	93.9%
25-54	95.4%	95.4%	95.7%	95.7%	95.5%
35-64	95.2%	95.1%	95.5%	95.5%	95.2%
65+	87.6%	86.6%	88.2%	87.4%	87.4%

Source: Arbitron American Radio Listening Trends (Spring 2006-Spring 2006). Based on Arbitron's 94 Continuous Measurement Markets. Cumulative Persons Using Radio estimates (Monday-Sunday 6:00am-Midnight)