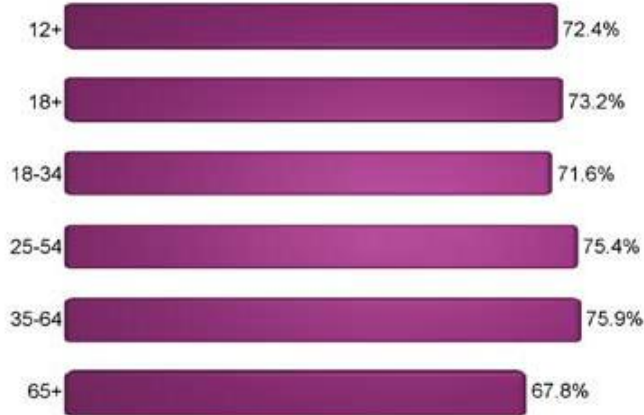


Radio Reaches 72% of All Consumers Every Day



Radio is a daily habit for Americans of all ages. Listening to our favorite Radio programs is as much a part of our daily routine as taking our vitamins, working out, or going to work or school. On any given day, close to three-quarters (72 percent) of the 12+ population makes time for Radio listening.

Average Daily Reach: Persons



Source: RADAR® 93, June 2007, © Copyright Arbitron
(Monday-Sunday, 24 Hours, based on Daily Cume)

Radio's Daily Reach

Read: Radio reaches 72.4% of persons 12 and older each day.

Persons		Teens	
12+	72.4%	12-17	65.5%
Men		Women	
18+	73.3%	18+	73.1%
18-34	70.4%	18-34	72.8%
25-54	75.3%	25-54	75.6%
35-64	76.2%	35-64	75.7%
65+	69.1%	65+	66.9%

Source: RADAR® 93, June 2007, © Copyright Arbitron
(Monday-Sunday, 24 Hours, based on Daily Cume)