



North American Broadcasting Company, Inc.

WRKZ 99.7 FM WMNI 103.9 FM / 920 AM

## Arbitron December 2012 RADAR 115 National Radio Listening Report.



The report shows radio's audience **holding steady year over year**, reaching more than

**241 million listeners**, or more than...

**92% of the U.S. population** on an average weekly basis.

**Adults 18 to 34** shows the largest gains among the major age demographics, adding more than **600,000 weekly listeners**. Radio reaches **67 million** adults aged 18-34 in an average week.

Radio reaches nearly **126 million** adults aged 18 to 49 and more than **119 million adults aged 25 to 54** in an average week.



The December 2012 RADAR report illustrates **radio's ability** to attract **affluent, educated** consumers.

More than **95%** of adults aged **25 to 54** with a household income of **\$75K or more** and a **college degree** tune in to radio on a weekly basis, that's nearly **26 million listeners** in this demographic.

Also, nearly **70 million**, or 94%, of Adults aged 18 to 49 with a **household income of \$75K or more** **tune into radio on a weekly basis.**

