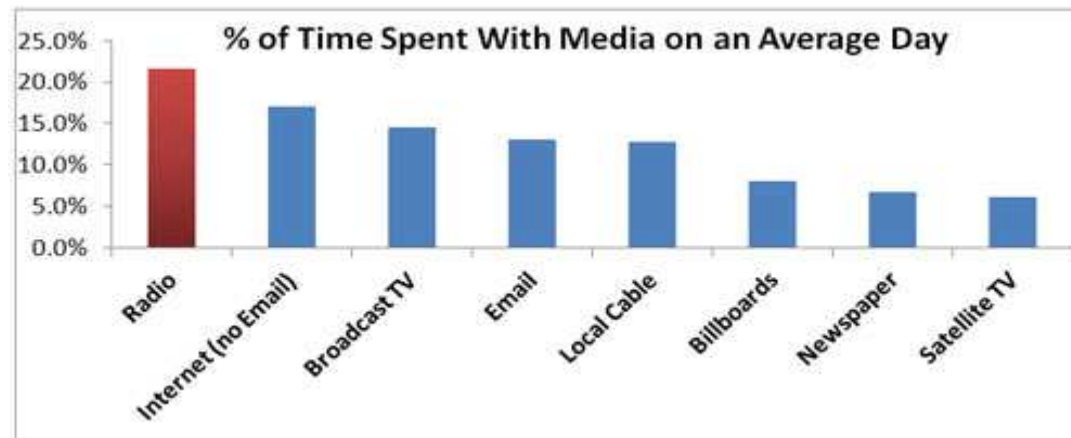




Radio: Strongest Opportunity for Auto Advertisers

Radio revenues from the automotive category may have softened in the first quarter of 2013 but the medium continues to be the top performer for the amount of time planned vehicle purchasers spend with any media. Planned vehicle purchasers spend more than 20% of their day with radio compared to second ranked internet (no email) at 18%.

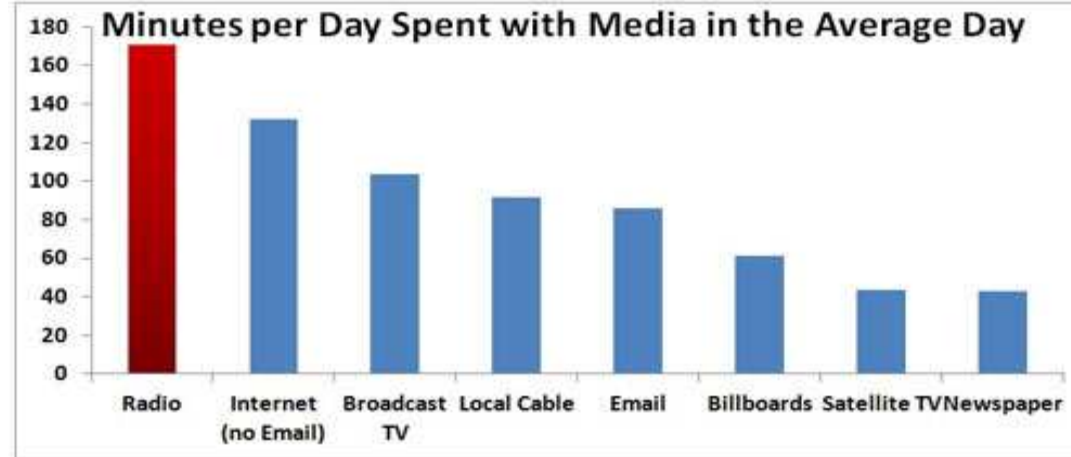


Source: The Media Audit



Radio: Strongest Opportunity for Auto Advertisers

"Planned vehicle purchasers spend nearly **150 minutes** a day listening to the radio" notes Bob Jordan, president of The Media Audit. "This large amount of listening along with radio's massive reach, makes it the ideal medium for car dealers and manufacturers to tell their story."



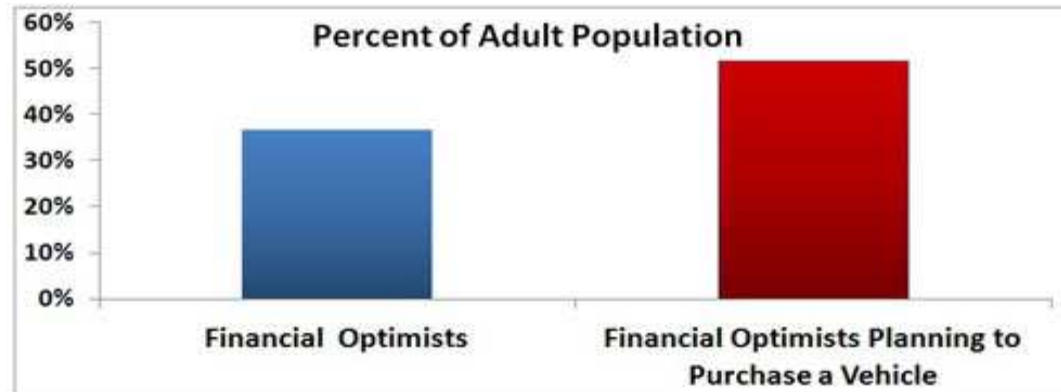
- Internet is number 2 at 125 minutes a day
- Tremendous fragmentation with web
- Consumers go to dozens of websites
- Radio listeners tend to be loyal to a few stations
- Average listener tunes in to 2.5 radio stations
- Planned domestic car purchasers spend 177 minutes a day with radio
 - 132 minutes with Internet
 - 103 minutes with Broadcast TV

Source: The Media Audit



Radio: Strongest Opportunity for Auto Advertisers

"The amount of time some people spend with radio may be a driver for radio's strength" commented Jordan. "Our research shows that people planning to purchase a vehicle in the next 12 months tend to be more financially optimistic than the general market."



- 52% of planned vehicle purchasers are financial optimists
- With the general market at only 36% being financial optimists
- Financially optimistic people tend to be heavier radio listeners
- Study based on: 68,401 adults interviewed in 87 markets in 2012

Source: The Media Audit