

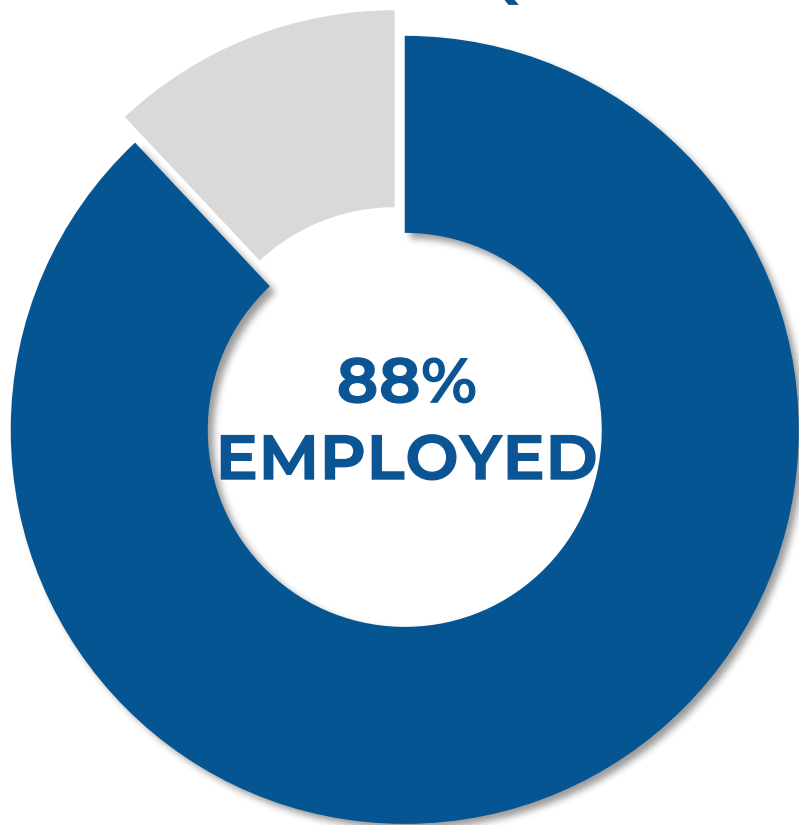
# 3-Minute Qualifier Insights

# Radio Delivers Employed, Engaged and Loyal Listeners

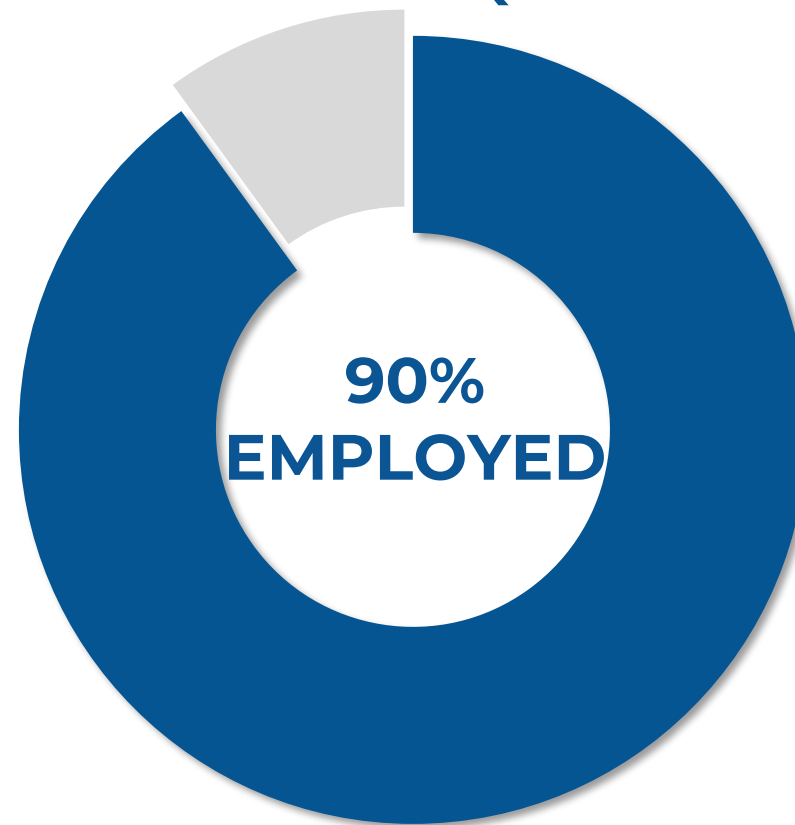


# RADIO LISTENERS HAVE MONEY TO SPEND

**PRIOR TO 3-MINUTE QUALIFIER**



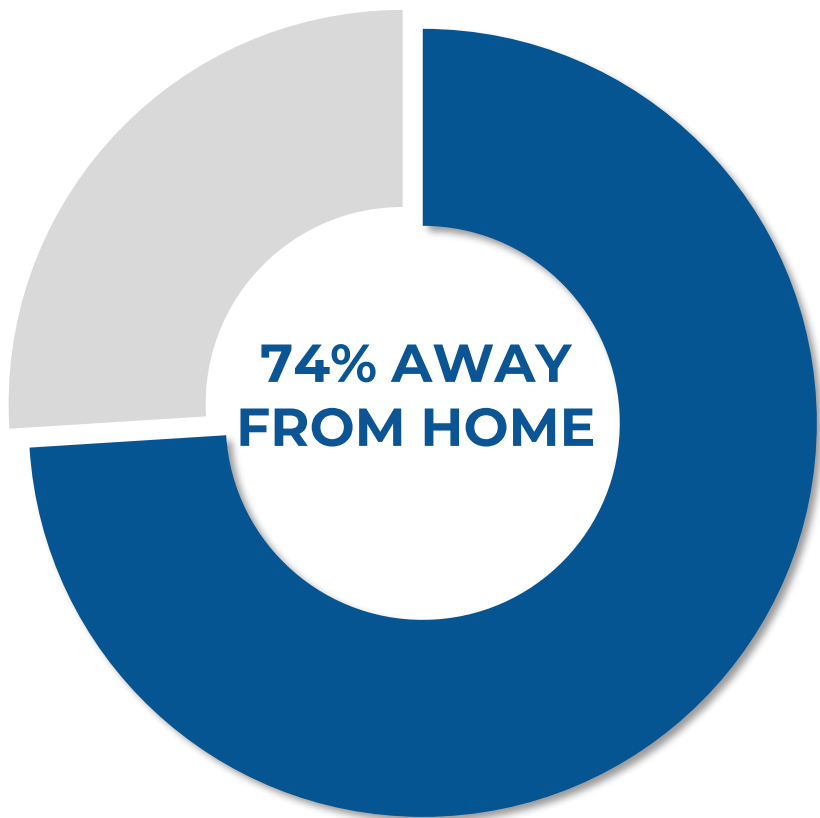
**WITH THE 3-MINUTE QUALIFIER**





# LISTENING OCCURS IN THE CAR/AT-WORK

**PRIOR TO 3-MINUTE QUALIFIER**



**WITH THE 3-MINUTE QUALIFIER**

