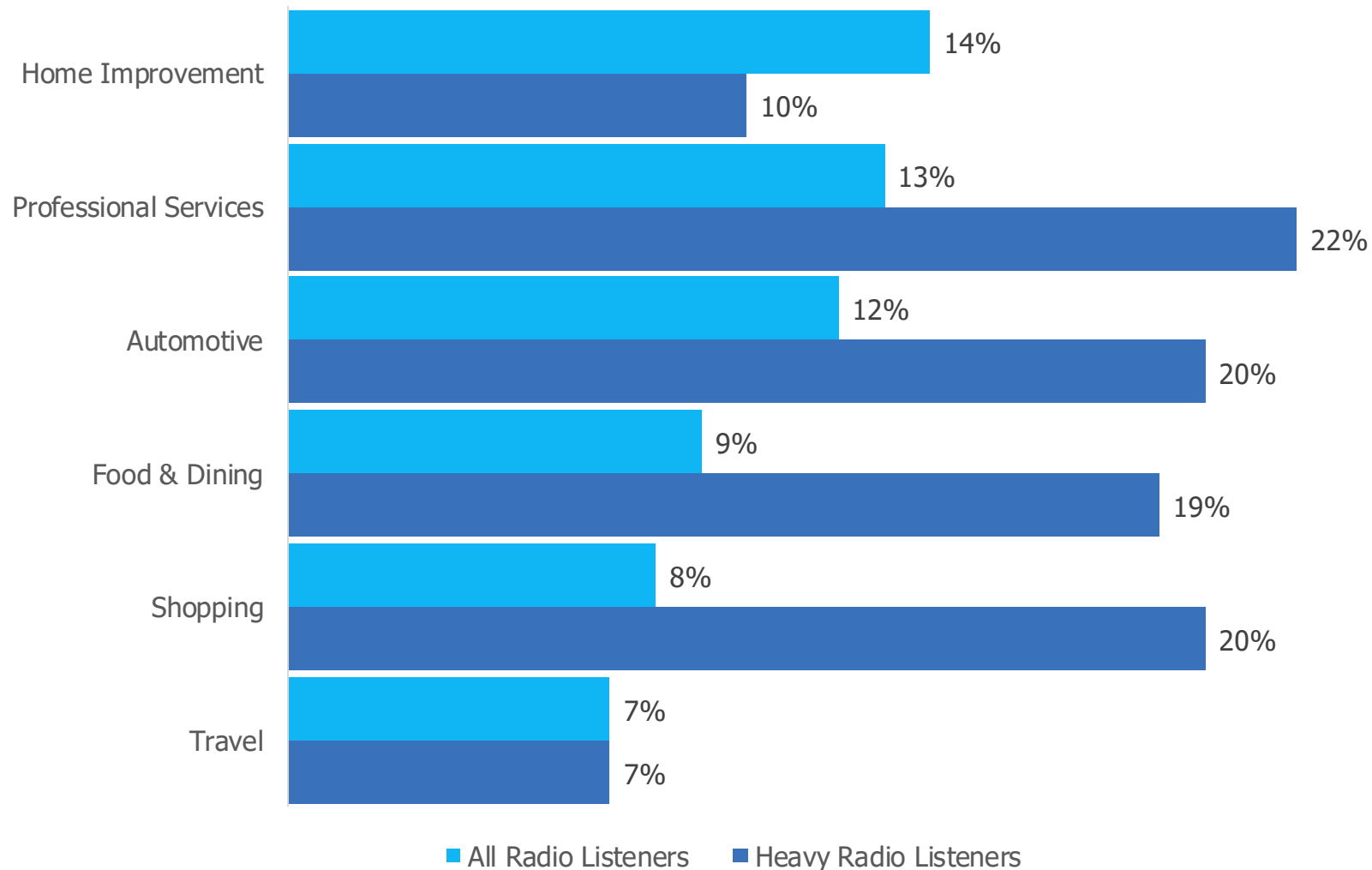


Radio Listeners are MORE LIKELY to Spend

Nielsen data shows radio listeners are more likely to spend than the total population across a wide range of categories.

Radio listeners say they are 7% more likely to spend on travel within a month, 8% more prone to spend on shopping, 9% more apt to splurge on food and dining, 12% more likely to use professional services and 14% more likely to invest in home improvement. In four of these six categories, heavy radio listeners are even more likely to spend than

How to Read: These figures are based on an index of the likelihood to purchase by category among radio listeners in general and heavy radio listeners compared to the total population. All radio listeners had a 107 index compared to the total population f



Radio Listeners are Highly Active & Mobile: More Likely to Engage in Top 10 Weekly Activities

