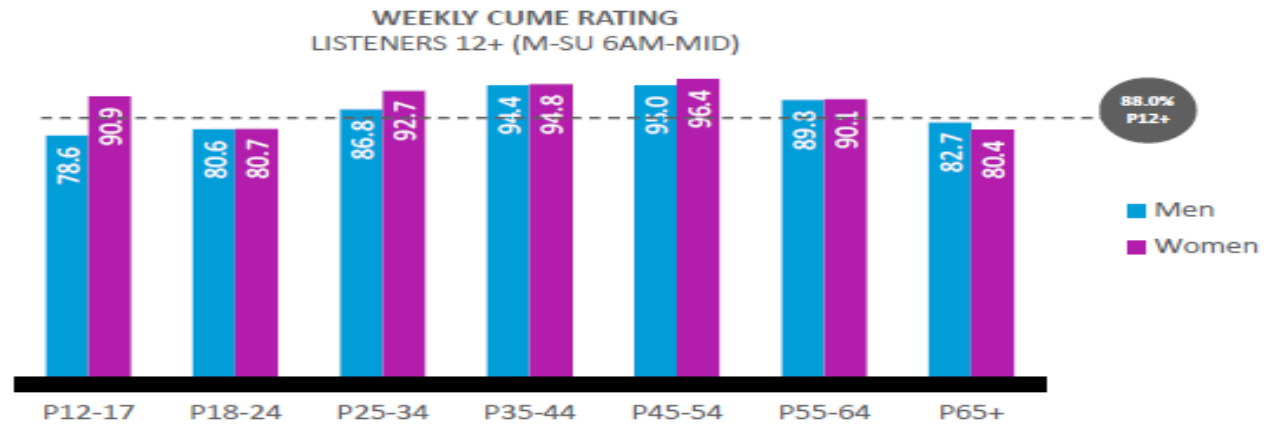




RADIO'S REACH AND TIME SPENT IN EUGENE-SPRINGFIELD, OR

RADIO REACHES 88%+ OF ALL DEMOGRAPHICS IN EUGENE, OR



AVERAGE TIME SPENT WITH RADIO BY EUGENE LISTENERS



15:15 HOURS PER WEEK!



Source: Nielsen Audio Data; EUGENE-SPRINGFIELD,OR FA15 / SP15, P12+ Mon-Sun 6AM-12MID

QUICK FACTS ABOUT EUGENE RADIO

88% OF EUGENE P12+ LISTENERS USE RADIO EACH WEEK!



278,800

P12+ EUGENE RESIDENTS USE RADIO EACH WEEK!



GENDER COMPOSITION OF EUGENE RADIO LISTENERS



88% OF ALL EUGENE LISTENERS REACHED WEEKLY



15:15 (HRS:MIN) SPENT WITH RADIO EACH WEEK

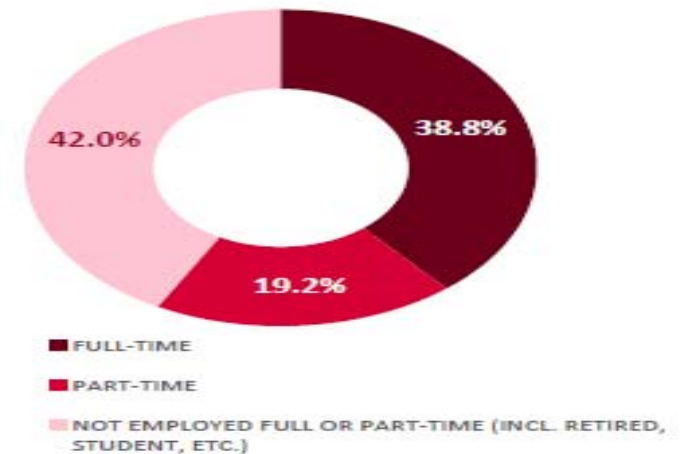


10AM-3PM THE TOP DAY PART IS MID DAY

LISTENING LOCATION



EMPLOYMENT



QUICK FACTS ABOUT EUGENE RADIO

85.4% OF EUGENE P18-34 LISTENERS USE RADIO EACH WEEK!



77,400

P18-34 EUGENE RESIDENTS USE RADIO EACH WEEK!



GENDER COMPOSITION OF EUGENE RADIO LISTENERS



85.4% OF ALL EUGENE LISTENERS REACHED WEEKLY



12:00 (HRS:MIN) SPENT WITH RADIO EACH WEEK

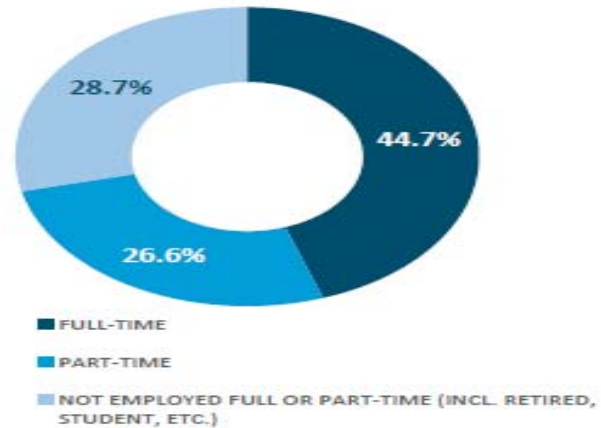


3PM-7PM THE TOP DAY PART IS PM DRIVE

LISTENING LOCATION



EMPLOYMENT



QUICK FACTS ABOUT EUGENE RADIO

89.5% OF EUGENE P18-49 LISTENERS USE RADIO EACH WEEK!



137,700

P18-49 EUGENE RESIDENTS USE RADIO EACH WEEK!



GENDER COMPOSITION OF EUGENE RADIO LISTENERS



89.5% OF ALL EUGENE LISTENERS REACHED WEEKLY

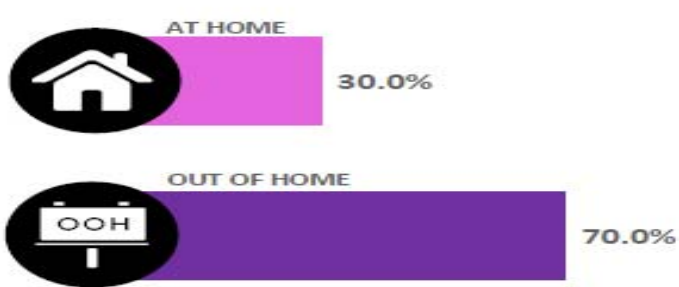


13:45 (HRS:MIN) SPENT WITH RADIO EACH WEEK

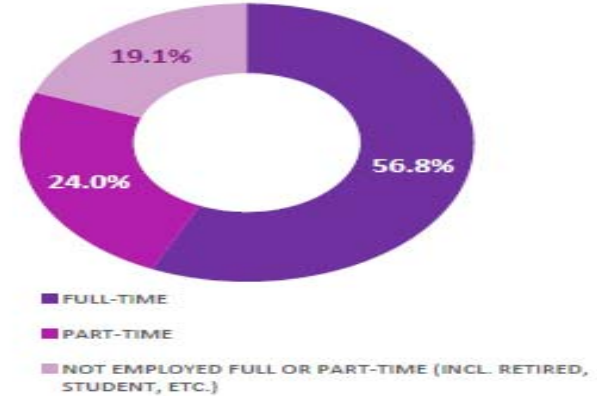


10AM-3PM THE TOP DAY PART IS MID DAY

LISTENING LOCATION



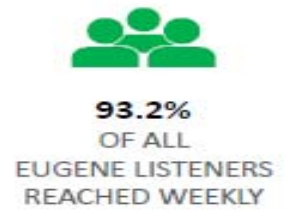
EMPLOYMENT



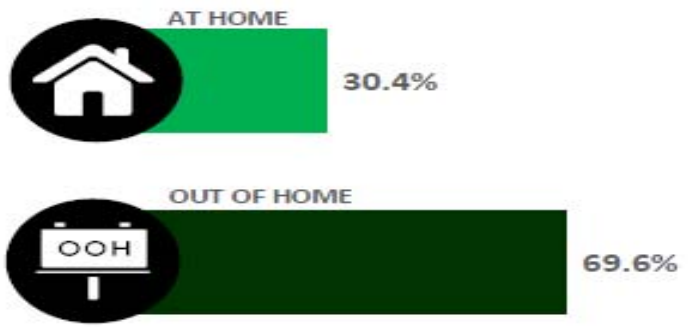
Source: Nielsen Audio Data; EUGENE-SPRINGFIELD, OR FA15 / SP15, P18-49 Mon-Sun 6AM-12MID

QUICK FACTS ABOUT EUGENE RADIO

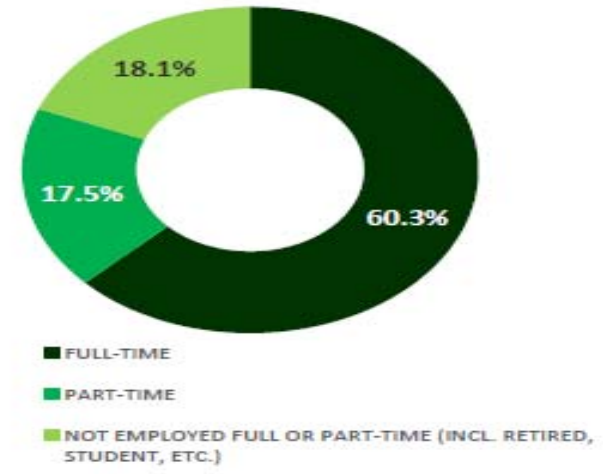
MORE THAN 93% OF EUGENE P25-54 LISTENERS USE RADIO EACH WEEK!



LISTENING LOCATION



EMPLOYMENT



Source: Nielsen Audio Data; EUGENE-SPRINGFIELD, OR FA15 / SP15, P25-54 Mon-Sun 6AM-12MID

QUICK FACTS ABOUT EUGENE RADIO

NEARLY 93% OF EUGENE P35-64 LISTENERS USE RADIO EACH WEEK!



P35-64 EUGENE RESIDENTS USE RADIO EACH WEEK!



GENDER COMPOSITION OF EUGENE RADIO LISTENERS



93.2% OF ALL EUGENE LISTENERS REACHED WEEKLY

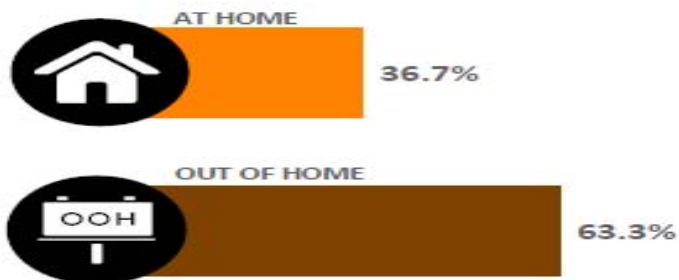


17:30 (HRS:MIN) SPENT WITH RADIO EACH WEEK

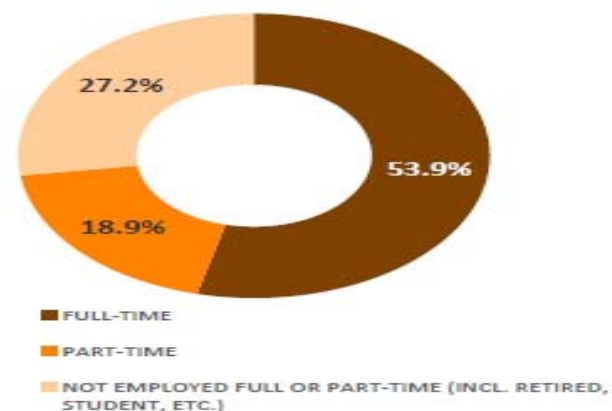


10AM-3PM THE TOP DAY PART IS MID DAY

LISTENING LOCATION



EMPLOYMENT

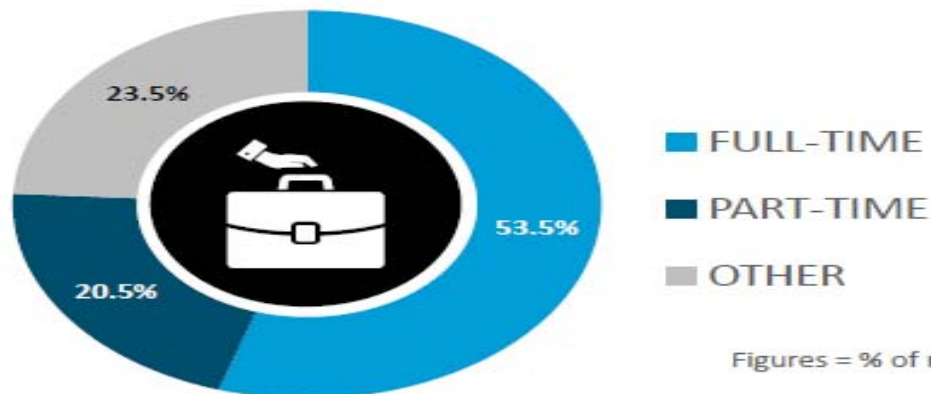


Source: Nielsen Audio Data; EUGENE-SPRINGFIELD, OR FA15 / SP15, P35-64 Mon-Sun 6AM-12MID

EMPLOYED CONSUMERS ARE EUGENE'S MOST ENGAGED LISTENERS

WORKING STATUS

74% of listeners 18-64 in Eugene are in the workforce



Figures = % of market AQH composition

Source: Nielsen EUGENE-SPRINGFIELD, OR FA15 / SP15, AQH Composition, P18-64 Mon-Sun 6AM-12MID

WORKING LISTENERS SPEND THE MOST TIME WITH RADIO

Weekly Time Spent with Radio by Employed Listeners



Source: Nielsen Audio Data; EUGENE-SPRINGFIELD, OR FA15 / SP15, Weekly TSL, P18-64 Mon-Sun 6AM-12MID



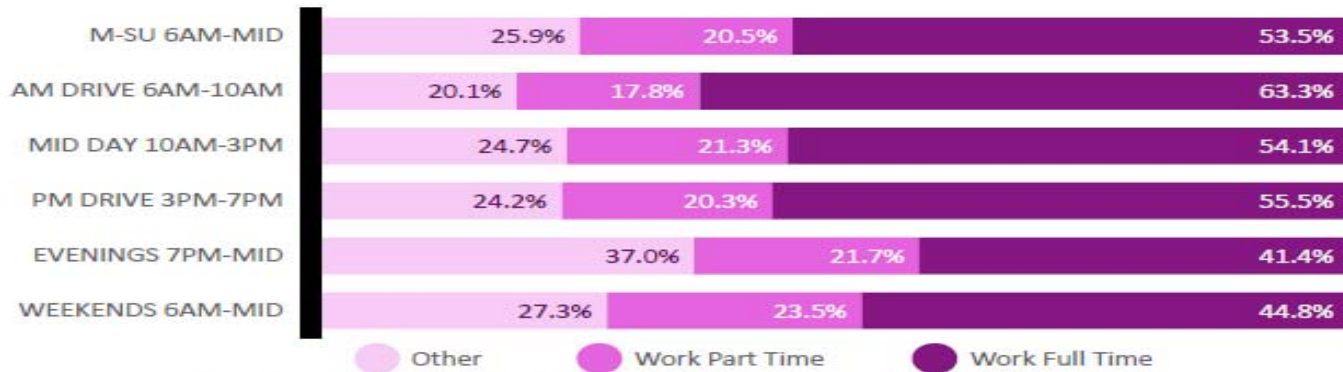
MAJORITY OF RADIO USAGE IN EUGENE COMES FROM THE EMPLOYED AUDIENCE, AWAY FROM HOME



WORKING STATUS BY DAYPART

A majority of radio usage comes from the employed audience.

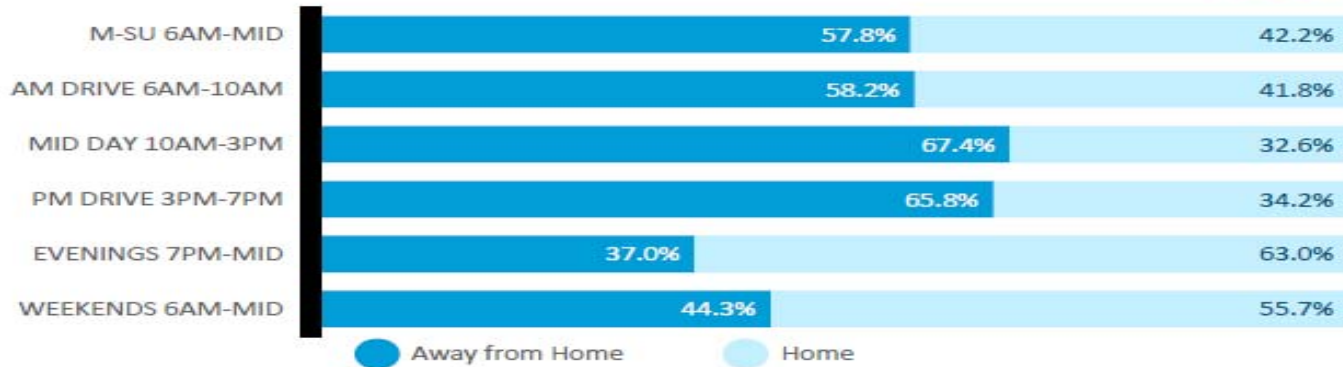
Listeners 18-64 AQH Composition



Source: Nielsen Audio Data, EUGENE-SPRINGFIELD, OR FA15/ SP15, AQH Composition P18-64

LISTENING LOCATION BY DAYPART

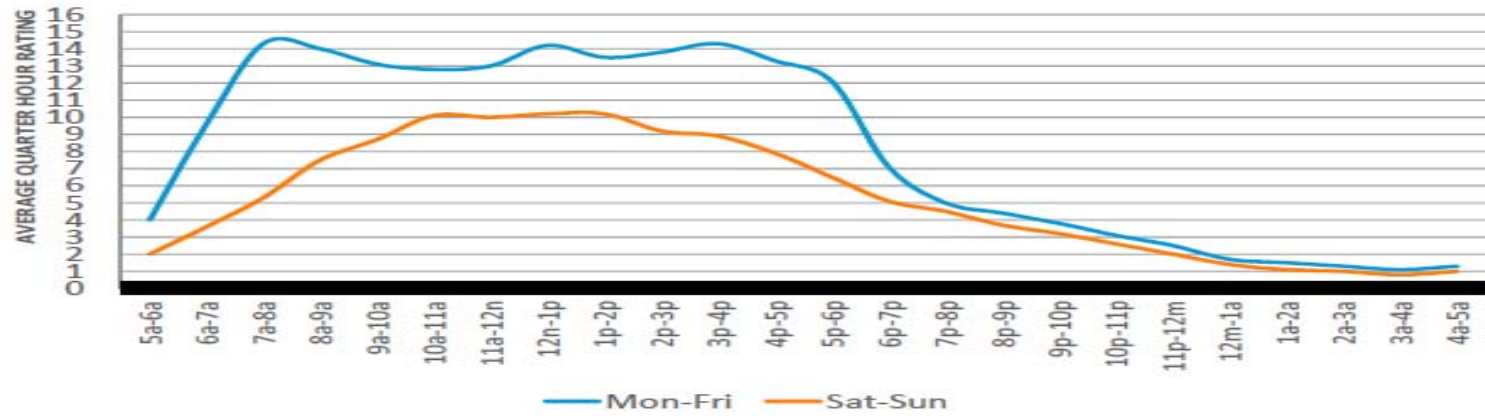
Most radio listening happens away from the home



Source: Nielsen Audio Data; EUGENE-SPRINGFIELD, OR FA15 / SP15, AQH Composition P12+

EUGENE'S TOP HOURS & DAYPARTS

MARKET AQH RATINGS BY HOUR



Source: Nielsen Audio Data, EUGENE-SPRINGFIELD, OR FA15 / SP15, AQH Rating P12+

EUGENE'S TOP RATED DAYPARTS

Market AQH Ratings by Daypart

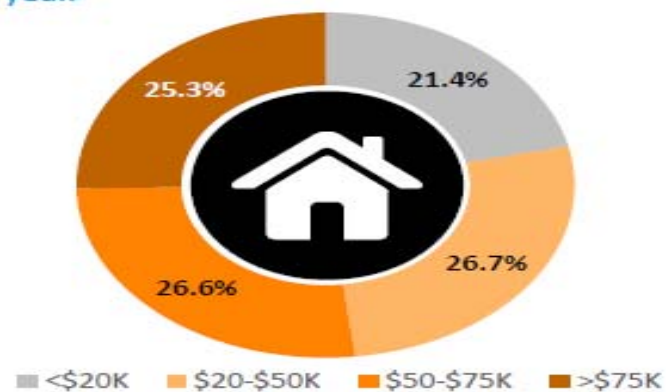
DAYPART	P12+	P18-34	P18-49	P25-54	P35-64
AM Drive (6AM-10AM)	14.4	9.5	12.9	16.0	19.0
Mid Day (10AM-3PM)	15.8	11.0	14.6	17.2	20.4
PM Drive (3PM-7PM)	13.3	11.7	13.5	14.5	15.9
Evenings (7PM-MID)	4.4	4.0	4.2	4.1	4.4
Weekends (6AM-MID)	7.8	6.3	6.8	7.3	8.7

Source: Nielsen Audio Data, EUGENE-SPRINGFIELD, OR FA15 / SP15, AQH Rating

EUGENE'S RADIO AUDIENCE PROFILE

HOUSEHOLD INCOME

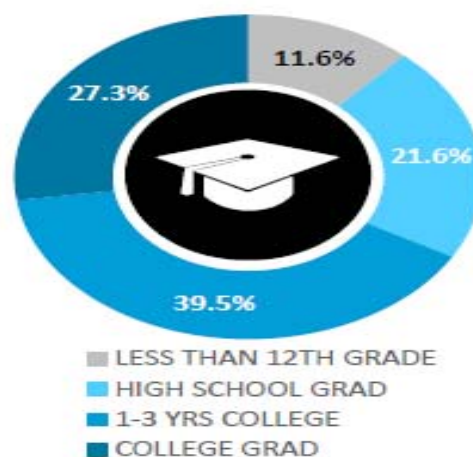
25.3% of the EUGENE radio listening audience earns \$75K+ a year.



Source: HH Income – Nielsen Audio Data, EUGENE-SPRINGFIELD, OR FA15/SP15 AQH Composition, P18+ Mon-Sun 6AM-12MID

EDUCATION LEVEL

70.1% of EUGENE radio listeners have either Attended or Graduated College



Source: Education Level – Nielsen Audio Data, EUGENE-SPRINGFIELD, OR FA15/SP15 AQH Composition, P12+ Mon-Sun 6AM-12MID