

RADIO FORMAT HIGHLIGHTS

Demographic Profile - Adults 18+	AAA (subset of "Alternative")
Male	54.29
Female	45.71
<u>Age</u>	
Age 18-24	9.69
Age 25-34	21.35
Age 35-44	19.24
Age 45-54	18.39
Age 55-64	19.19
Age 65+	12.15
<u>Race/Ethnicity</u>	
Race: White	92.26
Asian	2.58
Black/African American	1.57
Hispanic	7.05
<u>Education</u>	
Associate, Bachelor's or Post-graduate degree	64.42
Some college, no degree	14.22
Graduated high school or equivalent	16.46
12th grade or less	4.91
<u>Occupation</u>	
Professional and Related Occupations	24.31
Management, Business and Financial Operations	17.85
Sales and Office Occupations	15.94
Natural Resources, Construction and Maintenance	5.30
Other Employed	14.44
<u>Household Income</u>	
HH Income < \$25K	7.07
HH Income \$25K-\$50K	12.72
HH Income \$50K-\$75K	17.29
HH Income \$100K or more	45.20
<u>Residence</u>	
Own Home/Residence	69.89
Rent Home/Residence	29.49
Live Rent-Free in Home/Residence	0.62
Any Child(ren) Under Age 18 Living at Home	35.58
<u>Radio Consumption</u>	
Radio/Audio Where Listen: Typical Weekday Home	33.29
Radio/Audio Where Listen: Typical Weekday Car	89.73
Radio/Audio Where Listen: Typical Weekday Work	18.61
Radio/Audio Where Listen: Typical Weekday Other Place	3.63
<u>Sample Categories - Very/Somewhat Likely (Next 12 months)</u>	
Sell your house/residence Somewhat Likely or Very Likely	5.59
Auto Insurance Somewhat Likely or Very Likely	24.11
Buy a new vehicle Somewhat Likely or Very Likely	14.66
Have a child get married Somewhat Likely or Very Likely	4.17
Retire from full-time work Somewhat Likely or Very Likely	8.38

RADIO FORMAT HIGHLIGHTS

Demographic Profile - Adults 18+	Adult Contemporary
Male	39.99
Female	60.01
<u>Age</u>	
Age 18-24	12.84
Age 25-34	19.03
Age 35-44	20.35
Age 45-54	21.68
Age 55-64	14.93
Age 65+	11.17
<u>Race/Ethnicity</u>	
Race: White	81.57
Asian	4.07
Black/African American	6.27
Hispanic	14.73
<u>Education</u>	
Associate, Bachelor's or Post-graduate degree	45.87
Some college, no degree	18.22
Graduated high school or equivalent	27.34
12th grade or less	8.57
<u>Occupation</u>	
Professional and Related Occupations	17.31
Management, Business and Financial Operations	12.27
Sales and Office Occupations	15.97
Natural Resources, Construction and Maintenance	5.37
Other Employed	19.59
<u>Household Income</u>	
HH Income < \$25K	10.77
HH Income \$25K-\$50K	17.56
HH Income \$50K-\$75K	16.90
HH Income \$100K or more	38.54
<u>Residence</u>	
Own Home/Residence	70.43
Rent Home/Residence	28.67
Live Rent-Free in Home/Residence	0.90
Any Child(ren) Under Age 18 Living at Home	47.81
<u>Radio Consumption</u>	
Radio/Audio Where Listen: Typical Weekday Home	30.47
Radio/Audio Where Listen: Typical Weekday Car	89.53
Radio/Audio Where Listen: Typical Weekday Work	18.64
Radio/Audio Where Listen: Typical Weekday Other Place	3.85
<u>Sample Categories - Very/Somewhat Likely (Next 12 months)</u>	
Sell your house/residence Somewhat Likely or Very Likely	6.24
Auto Insurance Somewhat Likely or Very Likely	23.99
Buy a new vehicle Somewhat Likely or Very Likely	16.48
Have a child get married Somewhat Likely or Very Likely	6.02
Retire from full-time work Somewhat Likely or Very Likely	6.62

RADIO FORMAT HIGHLIGHTS

Demographic Profile - Adults 18+	Adult Hits
Male	49.47
Female	50.53
<u>Age</u>	
Age 18-24	12.85
Age 25-34	16.88
Age 35-44	20.76
Age 45-54	28.05
Age 55-64	13.76
Age 65+	7.71
<u>Race/Ethnicity</u>	
Race: White	79.49
Asian	1.93
Black/African American	3.20
Hispanic	26.40
<u>Education</u>	
Associate, Bachelor's or Post-graduate degree	38.54
Some college, no degree	17.41
Graduated high school or equivalent	27.43
12th grade or less	16.62
<u>Occupation</u>	
Professional and Related Occupations	16.13
Management, Business and Financial Operations	11.78
Sales and Office Occupations	14.64
Natural Resources, Construction and Maintenance	9.34
Other Employed	22.15
<u>Household Income</u>	
HH Income < \$25K	11.15
HH Income \$25K-\$50K	19.22
HH Income \$50K-\$75K	16.98
HH Income \$100K or more	37.65
<u>Residence</u>	
Own Home/Residence	67.65
Rent Home/Residence	31.65
Live Rent-Free in Home/Residence	0.70
Any Child(ren) Under Age 18 Living at Home	50.29
<u>Radio Consumption</u>	
Radio/Audio Where Listen: Typical Weekday Home	30.17
Radio/Audio Where Listen: Typical Weekday Car	89.93
Radio/Audio Where Listen: Typical Weekday Work	23.04
Radio/Audio Where Listen: Typical Weekday Other Place	3.39
<u>Sample Categories - Very/Somewhat Likely (Next 12 months)</u>	
Sell your house/residence Somewhat Likely or Very Likely	7.02
Auto Insurance Somewhat Likely or Very Likely	27.77
Buy a new vehicle Somewhat Likely or Very Likely	16.62
Have a child get married Somewhat Likely or Very Likely	6.64
Retire from full-time work Somewhat Likely or Very Likely	6.50

GfK MRI Doublebase - 2020 - Weighted to Population (000);

No audit was generated for this report; *Projections relatively unstable

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RADIO FORMAT HIGHLIGHTS

Demographic Profile - Adults 18+	Adult Standards
Male	50.91
Female	49.09
<u>Age</u>	
Age 18-24	1.80
Age 25-34	6.55
Age 35-44	11.46
Age 45-54	17.43
Age 55-64	25.34
Age 65+	37.42
<u>Race/Ethnicity</u>	
Race: White	93.39
Asian	0.35
Black/African American	2.35
Hispanic	11.76
<u>Education</u>	
Associate, Bachelor's or Post-graduate degree	51.28
Some college, no degree	13.56
Graduated high school or equivalent	29.45
12th grade or less	5.72
<u>Occupation</u>	
Professional and Related Occupations	10.57
Management, Business and Financial Operations	5.90
Sales and Office Occupations	9.37
Natural Resources, Construction and Maintenance	1.53
Other Employed	19.55
<u>Household Income</u>	
HH Income < \$25K	11.83
HH Income \$25K-\$50K	19.60
HH Income \$50K-\$75K	23.75
HH Income \$100K or more	24.68
<u>Residence</u>	
Own Home/Residence	76.37
Rent Home/Residence	23.63
Live Rent-Free in Home/Residence	0.00
Any Child(ren) Under Age 18 Living at Home	27.71
<u>Radio Consumption</u>	
Radio/Audio Where Listen: Typical Weekday Home	39.88
Radio/Audio Where Listen: Typical Weekday Car	78.88
Radio/Audio Where Listen: Typical Weekday Work	17.29
Radio/Audio Where Listen: Typical Weekday Other Place	3.87
<u>Sample Categories - Very/Somewhat Likely (Next 12 months)</u>	
Sell your house/residence Somewhat Likely or Very Likely	9.00
Auto Insurance Somewhat Likely or Very Likely	29.30
Buy a new vehicle Somewhat Likely or Very Likely	11.02
Have a child get married Somewhat Likely or Very Likely	2.85
Retire from full-time work Somewhat Likely or Very Likely	7.20

GfK MRI Doublebase - 2020 - Weighted to Population (000);

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RADIO FORMAT HIGHLIGHTS

Demographic Profile - Adults 18+	All News
Male	57.35
Female	42.65
<u>Age</u>	
Age 18-24	2.37
Age 25-34	8.88
Age 35-44	12.47
Age 45-54	21.17
Age 55-64	25.07
Age 65+	30.03
<u>Race/Ethnicity</u>	
Race: White	73.34
Asian	10.00
Black/African American	10.68
Hispanic	8.56
<u>Education</u>	
Associate, Bachelor's or Post-graduate degree	60.14
Some college, no degree	11.76
Graduated high school or equivalent	25.11
12th grade or less	3.00
<u>Occupation</u>	
Professional and Related Occupations	16.81
Management, Business and Financial Operations	15.79
Sales and Office Occupations	12.46
Natural Resources, Construction and Maintenance	4.32
Other Employed	14.45
<u>Household Income</u>	
HH Income < \$25K	4.59
HH Income \$25K-\$50K	12.23
HH Income \$50K-\$75K	14.77
HH Income \$100K or more	53.51
<u>Residence</u>	
Own Home/Residence	79.92
Rent Home/Residence	19.24
Live Rent-Free in Home/Residence	0.84
Any Child(ren) Under Age 18 Living at Home	29.78
<u>Radio Consumption</u>	
Radio/Audio Where Listen: Typical Weekday Home	36.69
Radio/Audio Where Listen: Typical Weekday Car	88.23
Radio/Audio Where Listen: Typical Weekday Work	10.52
Radio/Audio Where Listen: Typical Weekday Other Place	5.65
<u>Sample Categories - Very/Somewhat Likely (Next 12 months)</u>	
Sell your house/residence Somewhat Likely or Very Likely	7.81
Auto Insurance Somewhat Likely or Very Likely	21.00
Buy a new vehicle Somewhat Likely or Very Likely	16.72
Have a child get married Somewhat Likely or Very Likely	7.51
Retire from full-time work Somewhat Likely or Very Likely	7.18

GfK MRI Doublebase - 2020 - Weighted to Population (000);

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Radio Advertising Bureau / www.rab.com

RADIO FORMAT HIGHLIGHTS

Demographic Profile - Adults 18+	All Talk
Male	63.38
Female	36.62
<u>Age</u>	
Age 18-24	2.92
Age 25-34	13.05
Age 35-44	10.62
Age 45-54	20.37
Age 55-64	23.06
Age 65+	29.98
<u>Race/Ethnicity</u>	
Race: White	84.75
Asian	1.03
Black/African American	8.82
Hispanic	9.32
<u>Education</u>	
Associate, Bachelor's or Post-graduate degree	55.56
Some college, no degree	19.31
Graduated high school or equivalent	21.19
12th grade or less	3.94
<u>Occupation</u>	
Professional and Related Occupations	17.28
Management, Business and Financial Operations	18.47
Sales and Office Occupations	15.29
Natural Resources, Construction and Maintenance	5.18
Other Employed	9.85
<u>Household Income</u>	
HH Income < \$25K	6.98
HH Income \$25K-\$50K	14.28
HH Income \$50K-\$75K	17.78
HH Income \$100K or more	46.61
<u>Residence</u>	
Own Home/Residence	81.15
Rent Home/Residence	16.75
Live Rent-Free in Home/Residence	2.10
Any Child(ren) Under Age 18 Living at Home	33.79
<u>Radio Consumption</u>	
Radio/Audio Where Listen: Typical Weekday Home	36.65
Radio/Audio Where Listen: Typical Weekday Car	89.70
Radio/Audio Where Listen: Typical Weekday Work	12.48
Radio/Audio Where Listen: Typical Weekday Other Place	2.58
<u>Sample Categories - Very/Somewhat Likely (Next 12 months)</u>	
Sell your house/residence Somewhat Likely or Very Likely	7.07
Auto Insurance Somewhat Likely or Very Likely	25.43
Buy a new vehicle Somewhat Likely or Very Likely	16.23
Have a child get married Somewhat Likely or Very Likely	10.00
Retire from full-time work Somewhat Likely or Very Likely	10.60

GfK MRI Doublebase - 2020 - Weighted to Population (000);

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RADIO FORMAT HIGHLIGHTS

Demographic Profile - Adults 18+	Alternative
Male	55.12
Female	44.88
<u>Age</u>	
Age 18-24	14.66
Age 25-34	28.03
Age 35-44	22.40
Age 45-54	16.50
Age 55-64	12.70
Age 65+	5.71
<u>Race/Ethnicity</u>	
Race: White	86.29
Asian	3.52
Black/African American	3.15
Hispanic	12.61
<u>Education</u>	
Associate, Bachelor's or Post-graduate degree	54.91
Some college, no degree	18.15
Graduated high school or equivalent	21.98
12th grade or less	4.97
<u>Occupation</u>	
Professional and Related Occupations	22.28
Management, Business and Financial Operations	15.01
Sales and Office Occupations	16.21
Natural Resources, Construction and Maintenance	6.52
Other Employed	18.60
<u>Household Income</u>	
HH Income < \$25K	8.06
HH Income \$25K-\$50K	13.54
HH Income \$50K-\$75K	15.31
HH Income \$100K or more	45.91
<u>Residence</u>	
Own Home/Residence	68.27
Rent Home/Residence	31.15
Live Rent-Free in Home/Residence	0.59
Any Child(ren) Under Age 18 Living at Home	41.67
<u>Radio Consumption</u>	
Radio/Audio Where Listen: Typical Weekday Home	29.54
Radio/Audio Where Listen: Typical Weekday Car	90.70
Radio/Audio Where Listen: Typical Weekday Work	20.33
Radio/Audio Where Listen: Typical Weekday Other Place	4.14
<u>Sample Categories - Very/Somewhat Likely (Next 12 months)</u>	
Sell your house/residence Somewhat Likely or Very Likely	6.28
Auto Insurance Somewhat Likely or Very Likely	22.09
Buy a new vehicle Somewhat Likely or Very Likely	15.88
Have a child get married Somewhat Likely or Very Likely	5.15
Retire from full-time work Somewhat Likely or Very Likely	6.02

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Radio Advertising Bureau / www.rab.com

RADIO FORMAT HIGHLIGHTS

Demographic Profile - Adults 18+	CHR
Male	40.96
Female	59.04
<u>Age</u>	
Age 18-24	23.76
Age 25-34	27.84
Age 35-44	21.69
Age 45-54	16.23
Age 55-64	7.15
Age 65+	3.33
<u>Race/Ethnicity</u>	
Race: White	70.90
Asian	4.97
Black/African American	12.53
Hispanic	22.63
<u>Education</u>	
Associate, Bachelor's or Post-graduate degree	42.08
Some college, no degree	20.62
Graduated high school or equivalent	28.06
12th grade or less	9.25
<u>Occupation</u>	
Professional and Related Occupations	16.28
Management, Business and Financial Operations	11.58
Sales and Office Occupations	18.56
Natural Resources, Construction and Maintenance	5.31
Other Employed	24.30
<u>Household Income</u>	
HH Income < \$25K	11.68
HH Income \$25K-\$50K	18.01
HH Income \$50K-\$75K	16.96
HH Income \$100K or more	37.60
<u>Residence</u>	
Own Home/Residence	61.12
Rent Home/Residence	37.87
Live Rent-Free in Home/Residence	1.02
Any Child(ren) Under Age 18 Living at Home	55.78
<u>Radio Consumption</u>	
Radio/Audio Where Listen: Typical Weekday Home	27.27
Radio/Audio Where Listen: Typical Weekday Car	90.41
Radio/Audio Where Listen: Typical Weekday Work	18.69
Radio/Audio Where Listen: Typical Weekday Other Place	4.93
<u>Sample Categories - Very/Somewhat Likely (Next 12 months)</u>	
Sell your house/residence Somewhat Likely or Very Likely	6.08
Auto Insurance Somewhat Likely or Very Likely	24.69
Buy a new vehicle Somewhat Likely or Very Likely	19.64
Have a child get married Somewhat Likely or Very Likely	6.11
Retire from full-time work Somewhat Likely or Very Likely	7.73

GfK MRI Doublebase - 2020 - Weighted to Population (000);

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RADIO FORMAT HIGHLIGHTS

Demographic Profile - Adults 18+	Classic Hits
Male	51.96
Female	48.04
<u>Age</u>	
Age 18-24	7.15
Age 25-34	12.15
Age 35-44	13.07
Age 45-54	24.97
Age 55-64	25.28
Age 65+	17.38
<u>Race/Ethnicity</u>	
Race: White	88.31
Asian	1.48
Black/African American	3.63
Hispanic	12.70
<u>Education</u>	
Associate, Bachelor's or Post-graduate degree	42.02
Some college, no degree	18.62
Graduated high school or equivalent	31.83
12th grade or less	7.53
<u>Occupation</u>	
Professional and Related Occupations	15.16
Management, Business and Financial Operations	11.02
Sales and Office Occupations	14.88
Natural Resources, Construction and Maintenance	6.54
Other Employed	19.50
<u>Household Income</u>	
HH Income < \$25K	11.94
HH Income \$25K-\$50K	19.98
HH Income \$50K-\$75K	18.24
HH Income \$100K or more	34.70
<u>Residence</u>	
Own Home/Residence	73.29
Rent Home/Residence	25.71
Live Rent-Free in Home/Residence	1.00
Any Child(ren) Under Age 18 Living at Home	33.91
<u>Radio Consumption</u>	
Radio/Audio Where Listen: Typical Weekday Home	32.06
Radio/Audio Where Listen: Typical Weekday Car	87.46
Radio/Audio Where Listen: Typical Weekday Work	20.44
Radio/Audio Where Listen: Typical Weekday Other Place	2.95
<u>Sample Categories - Very/Somewhat Likely (Next 12 months)</u>	
Sell your house/residence Somewhat Likely or Very Likely	6.58
Auto Insurance Somewhat Likely or Very Likely	24.25
Buy a new vehicle Somewhat Likely or Very Likely	16.07
Have a child get married Somewhat Likely or Very Likely	6.42
Retire from full-time work Somewhat Likely or Very Likely	7.61

GfK MRI Doublebase - 2020 - Weighted to Population (000);

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RADIO FORMAT HIGHLIGHTS

Demographic Profile - Adults 18+	Classic Rock
Male	64.25
Female	35.75
<u>Age</u>	
Age 18-24	8.29
Age 25-34	16.66
Age 35-44	15.22
Age 45-54	28.40
Age 55-64	22.32
Age 65+	9.11
<u>Race/Ethnicity</u>	
Race: White	93.35
Asian	0.93
Black/African American	2.57
Hispanic	7.81
<u>Education</u>	
Associate, Bachelor's or Post-graduate degree	38.60
Some college, no degree	19.06
Graduated high school or equivalent	35.35
12th grade or less	6.98
<u>Occupation</u>	
Professional and Related Occupations	14.12
Management, Business and Financial Operations	11.08
Sales and Office Occupations	14.78
Natural Resources, Construction and Maintenance	10.75
Other Employed	23.11
<u>Household Income</u>	
HH Income < \$25K	11.30
HH Income \$25K-\$50K	18.21
HH Income \$50K-\$75K	18.68
HH Income \$100K or more	35.70
<u>Residence</u>	
Own Home/Residence	70.98
Rent Home/Residence	28.03
Live Rent-Free in Home/Residence	0.99
Any Child(ren) Under Age 18 Living at Home	38.00
<u>Radio Consumption</u>	
Radio/Audio Where Listen: Typical Weekday Home	31.97
Radio/Audio Where Listen: Typical Weekday Car	87.14
Radio/Audio Where Listen: Typical Weekday Work	24.86
Radio/Audio Where Listen: Typical Weekday Other Place	4.58
<u>Sample Categories - Very/Somewhat Likely (Next 12 months)</u>	
Sell your house/residence Somewhat Likely or Very Likely	6.45
Auto Insurance Somewhat Likely or Very Likely	24.44
Buy a new vehicle Somewhat Likely or Very Likely	16.46
Have a child get married Somewhat Likely or Very Likely	6.08
Retire from full-time work Somewhat Likely or Very Likely	6.18

GfK MRI Doublebase - 2020 - Weighted to Population (000);

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Radio Advertising Bureau / www.rab.com

RADIO FORMAT HIGHLIGHTS

Demographic Profile - Adults 18+	Classical
Male	49.67
Female	50.33
<u>Age</u>	
Age 18-24	7.39
Age 25-34	11.13
Age 35-44	10.72
Age 45-54	13.38
Age 55-64	20.59
Age 65+	36.79
<u>Race/Ethnicity</u>	
Race: White	85.56
Asian	5.64
Black/African American	4.03
Hispanic	8.93
<u>Education</u>	
Associate, Bachelor's or Post-graduate degree	67.30
Some college, no degree	16.03
Graduated high school or equivalent	13.67
12th grade or less	2.99
<u>Occupation</u>	
Professional and Related Occupations	22.19
Management, Business and Financial Operations	11.25
Sales and Office Occupations	8.86
Natural Resources, Construction and Maintenance	3.46
Other Employed	10.47
<u>Household Income</u>	
HH Income < \$25K	8.93
HH Income \$25K-\$50K	17.21
HH Income \$50K-\$75K	16.39
HH Income \$100K or more	39.07
<u>Residence</u>	
Own Home/Residence	75.04
Rent Home/Residence	23.18
Live Rent-Free in Home/Residence	1.78
Any Child(ren) Under Age 18 Living at Home	26.62
<u>Radio Consumption</u>	
Radio/Audio Where Listen: Typical Weekday Home	46.04
Radio/Audio Where Listen: Typical Weekday Car	84.55
Radio/Audio Where Listen: Typical Weekday Work	12.38
Radio/Audio Where Listen: Typical Weekday Other Place	4.09
<u>Sample Categories - Very/Somewhat Likely (Next 12 months)</u>	
Sell your house/residence Somewhat Likely or Very Likely	7.36
Auto Insurance Somewhat Likely or Very Likely	22.08
Buy a new vehicle Somewhat Likely or Very Likely	12.39
Have a child get married Somewhat Likely or Very Likely	6.02
Retire from full-time work Somewhat Likely or Very Likely	7.23

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Radio Advertising Bureau / www.rab.com

RADIO FORMAT HIGHLIGHTS

Demographic Profile - Adults 18+	Country
Male	46.16
Female	53.84
<u>Age</u>	
Age 18-24	12.41
Age 25-34	19.49
Age 35-44	16.67
Age 45-54	18.99
Age 55-64	16.75
Age 65+	15.69
<u>Race/Ethnicity</u>	
Race: White	93.04
Asian	0.80
Black/African American	3.16
Hispanic	6.91
<u>Education</u>	
Associate, Bachelor's or Post-graduate degree	37.27
Some college, no degree	18.61
Graduated high school or equivalent	34.44
12th grade or less	9.68
<u>Occupation</u>	
Professional and Related Occupations	13.62
Management, Business and Financial Operations	10.42
Sales and Office Occupations	14.47
Natural Resources, Construction and Maintenance	8.58
Other Employed	20.05
<u>Household Income</u>	
HH Income < \$25K	13.47
HH Income \$25K-\$50K	20.97
HH Income \$50K-\$75K	18.69
HH Income \$100K or more	32.69
<u>Residence</u>	
Own Home/Residence	73.24
Rent Home/Residence	25.67
Live Rent-Free in Home/Residence	1.09
Any Child(ren) Under Age 18 Living at Home	42.29
<u>Radio Consumption</u>	
Radio/Audio Where Listen: Typical Weekday Home	29.95
Radio/Audio Where Listen: Typical Weekday Car	87.49
Radio/Audio Where Listen: Typical Weekday Work	20.81
Radio/Audio Where Listen: Typical Weekday Other Place	3.73
<u>Sample Categories - Very/Somewhat Likely (Next 12 months)</u>	
Sell your house/residence Somewhat Likely or Very Likely	6.69
Auto Insurance Somewhat Likely or Very Likely	22.87
Buy a new vehicle Somewhat Likely or Very Likely	13.56
Have a child get married Somewhat Likely or Very Likely	6.15
Retire from full-time work Somewhat Likely or Very Likely	6.57

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Radio Advertising Bureau / www.rab.com

RADIO FORMAT HIGHLIGHTS

Demographic Profile - Adults 18+	Ethnic
Male	49.37
Female	50.63
<u>Age</u>	
Age 18-24	6.95
Age 25-34	13.71
Age 35-44	22.07
Age 45-54	21.90
Age 55-64	16.76
Age 65+	18.62
<u>Race/Ethnicity</u>	
Race: White	39.33
Asian	33.26
Black/African American	14.80
Hispanic	14.36
<u>Education</u>	
Associate, Bachelor's or Post-graduate degree	47.61
Some college, no degree	16.95
Graduated high school or equivalent	23.58
12th grade or less	11.86
<u>Occupation</u>	
Professional and Related Occupations	18.64
Management, Business and Financial Operations	12.75
Sales and Office Occupations	9.49
Natural Resources, Construction and Maintenance	2.48
Other Employed	20.69
<u>Household Income</u>	
HH Income < \$25K	14.09
HH Income \$25K-\$50K	9.70
HH Income \$50K-\$75K	23.60
HH Income \$100K or more	36.39
<u>Residence</u>	
Own Home/Residence	67.85
Rent Home/Residence	31.09
Live Rent-Free in Home/Residence	1.05
Any Child(ren) Under Age 18 Living at Home	46.50
<u>Radio Consumption</u>	
Radio/Audio Where Listen: Typical Weekday Home	33.65
Radio/Audio Where Listen: Typical Weekday Car	89.58
Radio/Audio Where Listen: Typical Weekday Work	10.06
Radio/Audio Where Listen: Typical Weekday Other Place	3.48
<u>Sample Categories - Very/Somewhat Likely (Next 12 months)</u>	
Sell your house/residence Somewhat Likely or Very Likely	6.01
Auto Insurance Somewhat Likely or Very Likely	27.69
Buy a new vehicle Somewhat Likely or Very Likely	26.15
Have a child get married Somewhat Likely or Very Likely	13.58
Retire from full-time work Somewhat Likely or Very Likely	10.65

GfK MRI Doublebase - 2020 - Weighted to Population (000);

No audit was generated for this report; *Projections relatively unstable

Radio Advertising Bureau / www.rab.com

RADIO FORMAT HIGHLIGHTS

Demographic Profile - Adults 18+	Gospel
Male	34.09
Female	65.91
<u>Age</u>	
Age 18-24	5.10
Age 25-34	9.59
Age 35-44	9.81
Age 45-54	19.67
Age 55-64	26.54
Age 65+	29.29
<u>Race/Ethnicity</u>	
Race: White	26.37
Asian	0.85
Black/African American	72.47
Hispanic	2.50
<u>Education</u>	
Associate, Bachelor's or Post-graduate degree	28.83
Some college, no degree	19.39
Graduated high school or equivalent	35.93
12th grade or less	15.84
<u>Occupation</u>	
Professional and Related Occupations	8.31
Management, Business and Financial Operations	5.62
Sales and Office Occupations	10.92
Natural Resources, Construction and Maintenance	2.41
Other Employed	21.55
<u>Household Income</u>	
HH Income < \$25K	28.55
HH Income \$25K-\$50K	31.26
HH Income \$50K-\$75K	16.64
HH Income \$100K or more	11.47
<u>Residence</u>	
Own Home/Residence	56.95
Rent Home/Residence	42.36
Live Rent-Free in Home/Residence	0.69
Any Child(ren) Under Age 18 Living at Home	29.65
<u>Radio Consumption</u>	
Radio/Audio Where Listen: Typical Weekday Home	44.51
Radio/Audio Where Listen: Typical Weekday Car	82.81
Radio/Audio Where Listen: Typical Weekday Work	11.14
Radio/Audio Where Listen: Typical Weekday Other Place	2.16
<u>Sample Categories - Very/Somewhat Likely (Next 12 months)</u>	
Sell your house/residence Somewhat Likely or Very Likely	4.26
Auto Insurance Somewhat Likely or Very Likely	25.37
Buy a new vehicle Somewhat Likely or Very Likely	21.43
Have a child get married Somewhat Likely or Very Likely	11.03
Retire from full-time work Somewhat Likely or Very Likely	11.46

GfK MRI Doublebase - 2020 - Weighted to Population (000);

No audit was generated for this report; *Projections relatively unstable

Radio Advertising Bureau / www.rab.com

RADIO FORMAT HIGHLIGHTS

Demographic Profile - Adults 18+	Hispanic
Male	50.47
Female	49.53
<u>Age</u>	
Age 18-24	10.00
Age 25-34	19.99
Age 35-44	20.54
Age 45-54	21.02
Age 55-64	14.01
Age 65+	14.43
<u>Race/Ethnicity</u>	
Race: White	44.61
Asian	0.88
Black/African American	3.36
Hispanic	86.34
<u>Education</u>	
Associate, Bachelor's or Post-graduate degree	19.69
Some college, no degree	11.91
Graduated high school or equivalent	31.25
12th grade or less	37.15
<u>Occupation</u>	
Professional and Related Occupations	5.65
Management, Business and Financial Operations	4.88
Sales and Office Occupations	11.30
Natural Resources, Construction and Maintenance	13.39
Other Employed	29.08
<u>Household Income</u>	
HH Income < \$25K	21.03
HH Income \$25K-\$50K	31.47
HH Income \$50K-\$75K	19.87
HH Income \$100K or more	17.11
<u>Residence</u>	
Own Home/Residence	50.55
Rent Home/Residence	48.76
Live Rent-Free in Home/Residence	0.69
Any Child(ren) Under Age 18 Living at Home	55.91
<u>Radio Consumption</u>	
Radio/Audio Where Listen: Typical Weekday Home	30.53
Radio/Audio Where Listen: Typical Weekday Car	82.34
Radio/Audio Where Listen: Typical Weekday Work	15.86
Radio/Audio Where Listen: Typical Weekday Other Place	3.10
<u>Sample Categories - Very/Somewhat Likely (Next 12 months)</u>	
Sell your house/residence Somewhat Likely or Very Likely	4.35
Auto Insurance Somewhat Likely or Very Likely	28.66
Buy a new vehicle Somewhat Likely or Very Likely	20.56
Have a child get married Somewhat Likely or Very Likely	8.35
Retire from full-time work Somewhat Likely or Very Likely	10.24

GfK MRI Doublebase - 2020 - Weighted to Population (000);

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Radio Advertising Bureau / www.rab.com

RADIO FORMAT HIGHLIGHTS

Demographic Profile - Adults 18+	Hot AC (subset of "Adult Contemporary")
Male	37.01
Female	62.99
<u>Age</u>	
Age 18-24	15.57
Age 25-34	22.14
Age 35-44	23.87
Age 45-54	19.44
Age 55-64	12.19
Age 65+	6.79
<u>Race/Ethnicity</u>	
Race: White	82.08
Asian	4.98
Black/African American	5.94
Hispanic	12.69
<u>Education</u>	
Associate, Bachelor's or Post-graduate degree	51.54
Some college, no degree	18.31
Graduated high school or equivalent	24.22
12th grade or less	5.93
<u>Occupation</u>	
Professional and Related Occupations	19.68
Management, Business and Financial Operations	14.27
Sales and Office Occupations	15.58
Natural Resources, Construction and Maintenance	4.28
Other Employed	18.84
<u>Household Income</u>	
HH Income < \$25K	9.04
HH Income \$25K-\$50K	15.21
HH Income \$50K-\$75K	15.54
HH Income \$100K or more	42.97
<u>Residence</u>	
Own Home/Residence	70.28
Rent Home/Residence	28.85
Live Rent-Free in Home/Residence	0.86
Any Child(ren) Under Age 18 Living at Home	49.67
<u>Radio Consumption</u>	
Radio/Audio Where Listen: Typical Weekday Home	27.97
Radio/Audio Where Listen: Typical Weekday Car	91.68
Radio/Audio Where Listen: Typical Weekday Work	16.94
Radio/Audio Where Listen: Typical Weekday Other Place	3.27
<u>Sample Categories - Very/Somewhat Likely (Next 12 months)</u>	
Sell your house/residence Somewhat Likely or Very Likely	5.42
Auto Insurance Somewhat Likely or Very Likely	22.66
Buy a new vehicle Somewhat Likely or Very Likely	17.04
Have a child get married Somewhat Likely or Very Likely	5.35
Retire from full-time work Somewhat Likely or Very Likely	6.21

RADIO FORMAT HIGHLIGHTS

Demographic Profile - Adults 18+	Jazz
Male	53.61
Female	46.39
<u>Age</u>	
Age 18-24	5.78
Age 25-34	8.02
Age 35-44	10.74
Age 45-54	17.93
Age 55-64	22.11
Age 65+	35.42
<u>Race/Ethnicity</u>	
Race: White	69.56
Asian	3.86
Black/African American	23.85
Hispanic	8.01
<u>Education</u>	
Associate, Bachelor's or Post-graduate degree	64.72
Some college, no degree	14.60
Graduated high school or equivalent	16.12
12th grade or less	4.57
<u>Occupation</u>	
Professional and Related Occupations	20.68
Management, Business and Financial Operations	10.86
Sales and Office Occupations	10.85
Natural Resources, Construction and Maintenance	2.57
Other Employed	11.11
<u>Household Income</u>	
HH Income < \$25K	12.18
HH Income \$25K-\$50K	16.70
HH Income \$50K-\$75K	15.77
HH Income \$100K or more	36.97
<u>Residence</u>	
Own Home/Residence	68.71
Rent Home/Residence	30.25
Live Rent-Free in Home/Residence	1.03
Any Child(ren) Under Age 18 Living at Home	21.69
<u>Radio Consumption</u>	
Radio/Audio Where Listen: Typical Weekday Home	49.09
Radio/Audio Where Listen: Typical Weekday Car	86.99
Radio/Audio Where Listen: Typical Weekday Work	10.37
Radio/Audio Where Listen: Typical Weekday Other Place	5.58
<u>Sample Categories - Very/Somewhat Likely (Next 12 months)</u>	
Sell your house/residence Somewhat Likely or Very Likely	4.91
Auto Insurance Somewhat Likely or Very Likely	25.99
Buy a new vehicle Somewhat Likely or Very Likely	13.21
Have a child get married Somewhat Likely or Very Likely	8.37
Retire from full-time work Somewhat Likely or Very Likely	7.85

GfK MRI Doublebase - 2020 - Weighted to Population (000);

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Radio Advertising Bureau / www.rab.com

RADIO FORMAT HIGHLIGHTS

Demographic Profile - Adults 18+	Mexican/ Tejano/ Ranchera (subset of "Hispanic")
Male	55.44
Female	44.56
<u>Age</u>	
Age 18-24	10.07
Age 25-34	22.05
Age 35-44	20.49
Age 45-54	23.16
Age 55-64	12.94
Age 65+	11.29
<u>Race/Ethnicity</u>	
Race: White	33.59
Asian	0.73
Black/African American	2.93
Hispanic	89.08
<u>Education</u>	
Associate, Bachelor's or Post-graduate degree	13.27
Some college, no degree	11.14
Graduated high school or equivalent	30.88
12th grade or less	44.71
<u>Occupation</u>	
Professional and Related Occupations	3.94
Management, Business and Financial Operations	3.52
Sales and Office Occupations	7.38
Natural Resources, Construction and Maintenance	19.84
Other Employed	30.89
<u>Household Income</u>	
HH Income < \$25K	19.64
HH Income \$25K-\$50K	34.57
HH Income \$50K-\$75K	20.80
HH Income \$100K or more	13.97
<u>Residence</u>	
Own Home/Residence	51.91
Rent Home/Residence	47.39
Live Rent-Free in Home/Residence	0.70
Any Child(ren) Under Age 18 Living at Home	62.50
<u>Radio Consumption</u>	
Radio/Audio Where Listen: Typical Weekday Home	25.94
Radio/Audio Where Listen: Typical Weekday Car	83.71
Radio/Audio Where Listen: Typical Weekday Work	18.22
Radio/Audio Where Listen: Typical Weekday Other Place	1.88
<u>Sample Categories - Very/Somewhat Likely (Next 12 months)</u>	
Sell your house/residence Somewhat Likely or Very Likely	3.94
Auto Insurance Somewhat Likely or Very Likely	30.41
Buy a new vehicle Somewhat Likely or Very Likely	21.88
Have a child get married Somewhat Likely or Very Likely	6.95
Retire from full-time work Somewhat Likely or Very Likely	9.26

GfK MRI Doublebase - 2020 - Weighted to Population (000);

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Radio Advertising Bureau / www.rab.com

RADIO FORMAT HIGHLIGHTS

Demographic Profile - Adults 18+	News/Talk
Male	59.06
Female	40.94
<u>Age</u>	
Age 18-24	2.83
Age 25-34	10.48
Age 35-44	13.89
Age 45-54	18.57
Age 55-64	24.35
Age 65+	29.88
<u>Race/Ethnicity</u>	
Race: White	87.98
Asian	2.97
Black/African American	6.03
Hispanic	6.03
<u>Education</u>	
Associate, Bachelor's or Post-graduate degree	61.22
Some college, no degree	16.47
Graduated high school or equivalent	19.49
12th grade or less	2.82
<u>Occupation</u>	
Professional and Related Occupations	19.89
Management, Business and Financial Operations	14.54
Sales and Office Occupations	12.57
Natural Resources, Construction and Maintenance	4.66
Other Employed	12.46
<u>Household Income</u>	
HH Income < \$25K	5.31
HH Income \$25K-\$50K	14.42
HH Income \$50K-\$75K	16.62
HH Income \$100K or more	48.84
<u>Residence</u>	
Own Home/Residence	81.95
Rent Home/Residence	17.37
Live Rent-Free in Home/Residence	0.68
Any Child(ren) Under Age 18 Living at Home	30.64
<u>Radio Consumption</u>	
Radio/Audio Where Listen: Typical Weekday Home	36.81
Radio/Audio Where Listen: Typical Weekday Car	88.04
Radio/Audio Where Listen: Typical Weekday Work	13.44
Radio/Audio Where Listen: Typical Weekday Other Place	3.02
<u>Sample Categories - Very/Somewhat Likely (Next 12 months)</u>	
Sell your house/residence Somewhat Likely or Very Likely	7.15
Auto Insurance Somewhat Likely or Very Likely	26.25
Buy a new vehicle Somewhat Likely or Very Likely	13.89
Have a child get married Somewhat Likely or Very Likely	6.46
Retire from full-time work Somewhat Likely or Very Likely	7.29

GfK MRI Doublebase - 2020 - Weighted to Population (000);

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Radio Advertising Bureau / www.rab.com

RADIO FORMAT HIGHLIGHTS

Demographic Profile - Adults 18+	Oldies
Male	52.34
Female	47.66
<u>Age</u>	
Age 18-24	6.82
Age 25-34	10.90
Age 35-44	9.80
Age 45-54	17.61
Age 55-64	24.47
Age 65+	30.41
<u>Race/Ethnicity</u>	
Race: White	75.73
Asian	1.45
Black/African American	15.22
Hispanic	14.95
<u>Education</u>	
Associate, Bachelor's or Post-graduate degree	37.29
Some college, no degree	18.38
Graduated high school or equivalent	33.26
12th grade or less	11.07
<u>Occupation</u>	
Professional and Related Occupations	11.78
Management, Business and Financial Operations	7.79
Sales and Office Occupations	11.97
Natural Resources, Construction and Maintenance	5.89
Other Employed	20.46
<u>Household Income</u>	
HH Income < \$25K	16.77
HH Income \$25K-\$50K	25.71
HH Income \$50K-\$75K	18.06
HH Income \$100K or more	25.40
<u>Residence</u>	
Own Home/Residence	76.30
Rent Home/Residence	22.97
Live Rent-Free in Home/Residence	0.73
Any Child(ren) Under Age 18 Living at Home	32.00
<u>Radio Consumption</u>	
Radio/Audio Where Listen: Typical Weekday Home	31.81
Radio/Audio Where Listen: Typical Weekday Car	86.91
Radio/Audio Where Listen: Typical Weekday Work	15.64
Radio/Audio Where Listen: Typical Weekday Other Place	3.38
<u>Sample Categories - Very/Somewhat Likely (Next 12 months)</u>	
Sell your house/residence Somewhat Likely or Very Likely	7.22
Auto Insurance Somewhat Likely or Very Likely	26.73
Buy a new vehicle Somewhat Likely or Very Likely	17.38
Have a child get married Somewhat Likely or Very Likely	8.55
Retire from full-time work Somewhat Likely or Very Likely	9.71

GfK MRI Doublebase - 2020 - Weighted to Population (000);

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Radio Advertising Bureau / www.rab.com

RADIO FORMAT HIGHLIGHTS

Demographic Profile - Adults 18+	Public
Male	49.30
Female	50.70
<u>Age</u>	
Age 18-24	5.36
Age 25-34	15.64
Age 35-44	17.23
Age 45-54	17.82
Age 55-64	21.55
Age 65+	22.41
<u>Race/Ethnicity</u>	
Race: White	84.93
Asian	4.68
Black/African American	6.31
Hispanic	6.46
<u>Education</u>	
Associate, Bachelor's or Post-graduate degree	78.12
Some college, no degree	12.15
Graduated high school or equivalent	7.32
12th grade or less	2.41
<u>Occupation</u>	
Professional and Related Occupations	32.26
Management, Business and Financial Operations	16.11
Sales and Office Occupations	9.30
Natural Resources, Construction and Maintenance	2.58
Other Employed	9.35
<u>Household Income</u>	
HH Income < \$25K	4.61
HH Income \$25K-\$50K	10.95
HH Income \$50K-\$75K	14.64
HH Income \$100K or more	53.26
<u>Residence</u>	
Own Home/Residence	77.74
Rent Home/Residence	22.03
Live Rent-Free in Home/Residence	0.23
Any Child(ren) Under Age 18 Living at Home	35.82
<u>Radio Consumption</u>	
Radio/Audio Where Listen: Typical Weekday Home	34.73
Radio/Audio Where Listen: Typical Weekday Car	90.21
Radio/Audio Where Listen: Typical Weekday Work	10.90
Radio/Audio Where Listen: Typical Weekday Other Place	4.64
<u>Sample Categories - Very/Somewhat Likely (Next 12 months)</u>	
Sell your house/residence Somewhat Likely or Very Likely	7.10
Auto Insurance Somewhat Likely or Very Likely	25.46
Buy a new vehicle Somewhat Likely or Very Likely	16.13
Have a child get married Somewhat Likely or Very Likely	5.67
Retire from full-time work Somewhat Likely or Very Likely	8.00

GfK MRI Doublebase - 2020 - Weighted to Population (000);

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Radio Advertising Bureau / www.rab.com

RADIO FORMAT HIGHLIGHTS

Demographic Profile - Adults 18+	Religion/ Christian
Male	39.08
Female	60.92
<u>Age</u>	
Age 18-24	8.11
Age 25-34	13.67
Age 35-44	19.23
Age 45-54	20.48
Age 55-64	21.76
Age 65+	16.74
<u>Race/Ethnicity</u>	
Race: White	75.91
Asian	2.04
Black/African American	12.68
Hispanic	17.88
<u>Education</u>	
Associate, Bachelor's or Post-graduate degree	46.06
Some college, no degree	18.13
Graduated high school or equivalent	25.60
12th grade or less	10.20
<u>Occupation</u>	
Professional and Related Occupations	17.35
Management, Business and Financial Operations	11.27
Sales and Office Occupations	15.13
Natural Resources, Construction and Maintenance	4.61
Other Employed	18.29
<u>Household Income</u>	
HH Income < \$25K	13.84
HH Income \$25K-\$50K	18.61
HH Income \$50K-\$75K	19.43
HH Income \$100K or more	33.35
<u>Residence</u>	
Own Home/Residence	73.97
Rent Home/Residence	24.97
Live Rent-Free in Home/Residence	1.06
Any Child(ren) Under Age 18 Living at Home	43.83
<u>Radio Consumption</u>	
Radio/Audio Where Listen: Typical Weekday Home	32.69
Radio/Audio Where Listen: Typical Weekday Car	89.75
Radio/Audio Where Listen: Typical Weekday Work	15.02
Radio/Audio Where Listen: Typical Weekday Other Place	4.13
<u>Sample Categories - Very/Somewhat Likely (Next 12 months)</u>	
Sell your house/residence Somewhat Likely or Very Likely	7.26
Auto Insurance Somewhat Likely or Very Likely	24.16
Buy a new vehicle Somewhat Likely or Very Likely	14.64
Have a child get married Somewhat Likely or Very Likely	8.25
Retire from full-time work Somewhat Likely or Very Likely	7.56

GfK MRI Doublebase - 2020 - Weighted to Population (000);

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Radio Advertising Bureau / www.rab.com

RADIO FORMAT HIGHLIGHTS

Demographic Profile - Adults 18+	Rhythmic
Male	45.92
Female	54.08
<u>Age</u>	
Age 18-24	28.89
Age 25-34	30.26
Age 35-44	20.58
Age 45-54	11.73
Age 55-64	5.81
Age 65+	2.73
<u>Race/Ethnicity</u>	
Race: White	50.80
Asian	5.10
Black/African American	26.28
Hispanic	29.53
<u>Education</u>	
Associate, Bachelor's or Post-graduate degree	34.83
Some college, no degree	20.32
Graduated high school or equivalent	31.82
12th grade or less	13.03
<u>Occupation</u>	
Professional and Related Occupations	12.59
Management, Business and Financial Operations	9.53
Sales and Office Occupations	17.48
Natural Resources, Construction and Maintenance	6.41
Other Employed	26.33
<u>Household Income</u>	
HH Income < \$25K	16.68
HH Income \$25K-\$50K	19.28
HH Income \$50K-\$75K	18.20
HH Income \$100K or more	31.13
<u>Residence</u>	
Own Home/Residence	48.49
Rent Home/Residence	50.21
Live Rent-Free in Home/Residence	1.29
Any Child(ren) Under Age 18 Living at Home	54.96
<u>Radio Consumption</u>	
Radio/Audio Where Listen: Typical Weekday Home	27.01
Radio/Audio Where Listen: Typical Weekday Car	88.63
Radio/Audio Where Listen: Typical Weekday Work	17.79
Radio/Audio Where Listen: Typical Weekday Other Place	5.30
<u>Sample Categories - Very/Somewhat Likely (Next 12 months)</u>	
Sell your house/residence Somewhat Likely or Very Likely	5.92
Auto Insurance Somewhat Likely or Very Likely	29.14
Buy a new vehicle Somewhat Likely or Very Likely	23.28
Have a child get married Somewhat Likely or Very Likely	8.16
Retire from full-time work Somewhat Likely or Very Likely	11.99

RADIO FORMAT HIGHLIGHTS

Demographic Profile - Adults 18+	Rock
Male	64.98
Female	35.02
<u>Age</u>	
Age 18-24	12.97
Age 25-34	24.59
Age 35-44	22.21
Age 45-54	22.65
Age 55-64	13.26
Age 65+	4.32
<u>Race/Ethnicity</u>	
Race: White	89.71
Asian	1.24
Black/African American	2.57
Hispanic	10.91
<u>Education</u>	
Associate, Bachelor's or Post-graduate degree	38.66
Some college, no degree	19.77
Graduated high school or equivalent	33.22
12th grade or less	8.34
<u>Occupation</u>	
Professional and Related Occupations	14.20
Management, Business and Financial Operations	12.06
Sales and Office Occupations	14.81
Natural Resources, Construction and Maintenance	11.67
Other Employed	25.81
<u>Household Income</u>	
HH Income < \$25K	11.23
HH Income \$25K-\$50K	17.71
HH Income \$50K-\$75K	18.95
HH Income \$100K or more	35.54
<u>Residence</u>	
Own Home/Residence	64.72
Rent Home/Residence	34.32
Live Rent-Free in Home/Residence	0.95
Any Child(ren) Under Age 18 Living at Home	46.67
<u>Radio Consumption</u>	
Radio/Audio Where Listen: Typical Weekday Home	30.54
Radio/Audio Where Listen: Typical Weekday Car	89.10
Radio/Audio Where Listen: Typical Weekday Work	27.61
Radio/Audio Where Listen: Typical Weekday Other Place	4.94
<u>Sample Categories - Very/Somewhat Likely (Next 12 months)</u>	
Sell your house/residence Somewhat Likely or Very Likely	6.04
Auto Insurance Somewhat Likely or Very Likely	22.66
Buy a new vehicle Somewhat Likely or Very Likely	15.76
Have a child get married Somewhat Likely or Very Likely	5.84
Retire from full-time work Somewhat Likely or Very Likely	6.10

GfK MRI Doublebase - 2020 - Weighted to Population (000);

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Radio Advertising Bureau / www.rab.com

RADIO FORMAT HIGHLIGHTS

Demographic Profile - Adults 18+	Soft Adult Contemporary
Male	36.33
Female	63.67
<u>Age</u>	
Age 18-24	6.44
Age 25-34	13.60
Age 35-44	16.44
Age 45-54	23.43
Age 55-64	19.85
Age 65+	20.25
<u>Race/Ethnicity</u>	
Race: White	81.23
Asian	5.98
Black/African American	5.11
Hispanic	16.43
<u>Education</u>	
Associate, Bachelor's or Post-graduate degree	51.12
Some college, no degree	18.49
Graduated high school or equivalent	26.17
12th grade or less	4.23
<u>Occupation</u>	
Professional and Related Occupations	16.17
Management, Business and Financial Operations	14.05
Sales and Office Occupations	13.33
Natural Resources, Construction and Maintenance	3.80
Other Employed	18.98
<u>Household Income</u>	
HH Income < \$25K	8.99
HH Income \$25K-\$50K	17.88
HH Income \$50K-\$75K	15.77
HH Income \$100K or more	38.64
<u>Residence</u>	
Own Home/Residence	74.54
Rent Home/Residence	24.81
Live Rent-Free in Home/Residence	0.65
Any Child(ren) Under Age 18 Living at Home	36.49
<u>Radio Consumption</u>	
Radio/Audio Where Listen: Typical Weekday Home	31.37
Radio/Audio Where Listen: Typical Weekday Car	87.50
Radio/Audio Where Listen: Typical Weekday Work	15.65
Radio/Audio Where Listen: Typical Weekday Other Place	3.34
<u>Sample Categories - Very/Somewhat Likely (Next 12 months)</u>	
Sell your house/residence Somewhat Likely or Very Likely	6.77
Auto Insurance Somewhat Likely or Very Likely	24.75
Buy a new vehicle Somewhat Likely or Very Likely	13.87
Have a child get married Somewhat Likely or Very Likely	6.08
Retire from full-time work Somewhat Likely or Very Likely	5.62

GfK MRI Doublebase - 2020 - Weighted to Population (000);

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Radio Advertising Bureau / www.rab.com

RADIO FORMAT HIGHLIGHTS

Demographic Profile - Adults 18+	Spanish AC (subset of "Hispanic")
Male	43.24
Female	56.76
<u>Age</u>	
Age 18-24	9.96
Age 25-34	21.41
Age 35-44	23.46
Age 45-54	20.71
Age 55-64	13.88
Age 65+	10.59
<u>Race/Ethnicity</u>	
Race: White	44.64
Asian	0.85
Black/African American	3.24
Hispanic	90.72
<u>Education</u>	
Associate, Bachelor's or Post-graduate degree	20.13
Some college, no degree	11.08
Graduated high school or equivalent	31.61
12th grade or less	37.18
<u>Occupation</u>	
Professional and Related Occupations	7.29
Management, Business and Financial Operations	5.46
Sales and Office Occupations	11.39
Natural Resources, Construction and Maintenance	12.04
Other Employed	30.86
<u>Household Income</u>	
HH Income < \$25K	19.66
HH Income \$25K-\$50K	33.02
HH Income \$50K-\$75K	19.78
HH Income \$100K or more	15.11
<u>Residence</u>	
Own Home/Residence	44.23
Rent Home/Residence	55.19
Live Rent-Free in Home/Residence	0.59
Any Child(ren) Under Age 18 Living at Home	58.26
<u>Radio Consumption</u>	
Radio/Audio Where Listen: Typical Weekday Home	36.52
Radio/Audio Where Listen: Typical Weekday Car	83.52
Radio/Audio Where Listen: Typical Weekday Work	17.44
Radio/Audio Where Listen: Typical Weekday Other Place	3.45
<u>Sample Categories - Very/Somewhat Likely (Next 12 months)</u>	
Sell your house/residence Somewhat Likely or Very Likely	4.37
Auto Insurance Somewhat Likely or Very Likely	29.14
Buy a new vehicle Somewhat Likely or Very Likely	20.98
Have a child get married Somewhat Likely or Very Likely	9.48
Retire from full-time work Somewhat Likely or Very Likely	11.25

GfK MRI Doublebase - 2020 - Weighted to Population (000);

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RADIO FORMAT HIGHLIGHTS

Demographic Profile - Adults 18+	Sports
Male	79.87
Female	20.13
<u>Age</u>	
Age 18-24	5.08
Age 25-34	14.54
Age 35-44	22.56
Age 45-54	21.11
Age 55-64	20.47
Age 65+	16.25
<u>Race/Ethnicity</u>	
Race: White	80.58
Asian	2.73
Black/African American	9.93
Hispanic	11.59
<u>Education</u>	
Associate, Bachelor's or Post-graduate degree	57.90
Some college, no degree	17.19
Graduated high school or equivalent	20.23
12th grade or less	4.68
<u>Occupation</u>	
Professional and Related Occupations	17.70
Management, Business and Financial Operations	20.37
Sales and Office Occupations	16.22
Natural Resources, Construction and Maintenance	6.71
Other Employed	16.48
<u>Household Income</u>	
HH Income < \$25K	4.86
HH Income \$25K-\$50K	12.13
HH Income \$50K-\$75K	14.94
HH Income \$100K or more	53.81
<u>Residence</u>	
Own Home/Residence	76.81
Rent Home/Residence	22.50
Live Rent-Free in Home/Residence	0.69
Any Child(ren) Under Age 18 Living at Home	42.80
<u>Radio Consumption</u>	
Radio/Audio Where Listen: Typical Weekday Home	28.31
Radio/Audio Where Listen: Typical Weekday Car	89.32
Radio/Audio Where Listen: Typical Weekday Work	20.44
Radio/Audio Where Listen: Typical Weekday Other Place	3.86
<u>Sample Categories - Very/Somewhat Likely (Next 12 months)</u>	
Sell your house/residence Somewhat Likely or Very Likely	6.32
Auto Insurance Somewhat Likely or Very Likely	24.52
Buy a new vehicle Somewhat Likely or Very Likely	15.68
Have a child get married Somewhat Likely or Very Likely	6.61
Retire from full-time work Somewhat Likely or Very Likely	7.31

GfK MRI Doublebase - 2020 - Weighted to Population (000);

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RADIO FORMAT HIGHLIGHTS

Demographic Profile - Adults 18+	Tropical (subset of "Hispanic")
Male	49.08
Female	50.92
<u>Age</u>	
Age 18-24	10.97
Age 25-34	16.95
Age 35-44	23.51
Age 45-54	18.71
Age 55-64	21.07
Age 65+	8.78
<u>Race/Ethnicity</u>	
Race: White	47.92
Asian	0.31
Black/African American	4.14
Hispanic	90.78
<u>Education</u>	
Associate, Bachelor's or Post-graduate degree	29.48
Some college, no degree	9.15
Graduated high school or equivalent	35.63
12th grade or less	25.74
<u>Occupation</u>	
Professional and Related Occupations	7.61
Management, Business and Financial Operations	3.18
Sales and Office Occupations	20.11
Natural Resources, Construction and Maintenance	9.55
Other Employed	31.73
<u>Household Income</u>	
HH Income < \$25K	23.88
HH Income \$25K-\$50K	25.33
HH Income \$50K-\$75K	19.63
HH Income \$100K or more	16.38
<u>Residence</u>	
Own Home/Residence	38.47
Rent Home/Residence	60.66
Live Rent-Free in Home/Residence	0.86
Any Child(ren) Under Age 18 Living at Home	45.23
<u>Radio Consumption</u>	
Radio/Audio Where Listen: Typical Weekday Home	40.36
Radio/Audio Where Listen: Typical Weekday Car	78.24
Radio/Audio Where Listen: Typical Weekday Work	16.16
Radio/Audio Where Listen: Typical Weekday Other Place	4.99
<u>Sample Categories - Very/Somewhat Likely (Next 12 months)</u>	
Sell your house/residence Somewhat Likely or Very Likely	4.01
Auto Insurance Somewhat Likely or Very Likely	24.62
Buy a new vehicle Somewhat Likely or Very Likely	24.53
Have a child get married Somewhat Likely or Very Likely	7.67
Retire from full-time work Somewhat Likely or Very Likely	8.13

RADIO FORMAT HIGHLIGHTS

Demographic Profile - Adults 18+	Urban
Male	46.50
Female	53.50
<u>Age</u>	
Age 18-24	18.95
Age 25-34	24.64
Age 35-44	20.03
Age 45-54	16.19
Age 55-64	12.83
Age 65+	7.35
<u>Race/Ethnicity</u>	
Race: White	33.74
Asian	2.21
Black/African American	56.47
Hispanic	14.39
<u>Education</u>	
Associate, Bachelor's or Post-graduate degree	32.60
Some college, no degree	22.16
Graduated high school or equivalent	33.64
12th grade or less	11.60
<u>Occupation</u>	
Professional and Related Occupations	12.01
Management, Business and Financial Operations	8.52
Sales and Office Occupations	16.55
Natural Resources, Construction and Maintenance	5.47
Other Employed	26.15
<u>Household Income</u>	
HH Income < \$25K	20.83
HH Income \$25K-\$50K	22.03
HH Income \$50K-\$75K	17.01
HH Income \$100K or more	26.62
<u>Residence</u>	
Own Home/Residence	50.23
Rent Home/Residence	48.75
Live Rent-Free in Home/Residence	1.02
Any Child(ren) Under Age 18 Living at Home	47.98
<u>Radio Consumption</u>	
Radio/Audio Where Listen: Typical Weekday Home	33.42
Radio/Audio Where Listen: Typical Weekday Car	85.01
Radio/Audio Where Listen: Typical Weekday Work	17.62
Radio/Audio Where Listen: Typical Weekday Other Place	5.82
<u>Sample Categories - Very/Somewhat Likely (Next 12 months)</u>	
Sell your house/residence Somewhat Likely or Very Likely	4.80
Auto Insurance Somewhat Likely or Very Likely	26.74
Buy a new vehicle Somewhat Likely or Very Likely	23.38
Have a child get married Somewhat Likely or Very Likely	9.81
Retire from full-time work Somewhat Likely or Very Likely	11.34

GfK MRI Doublebase - 2020 - Weighted to Population (000);

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RADIO FORMAT HIGHLIGHTS

Demographic Profile - Adults 18+	Urban AC (subset of "Urban")
Male	43.15
Female	56.85
<u>Age</u>	
Age 18-24	8.49
Age 25-34	18.10
Age 35-44	20.95
Age 45-54	21.76
Age 55-64	19.82
Age 65+	10.88
<u>Race/Ethnicity</u>	
Race: White	17.18
Asian	1.35
Black/African American	75.33
Hispanic	9.38
<u>Education</u>	
Associate, Bachelor's or Post-graduate degree	34.61
Some college, no degree	22.53
Graduated high school or equivalent	33.53
12th grade or less	9.33
<u>Occupation</u>	
Professional and Related Occupations	9.95
Management, Business and Financial Operations	9.44
Sales and Office Occupations	16.42
Natural Resources, Construction and Maintenance	4.81
Other Employed	24.64
<u>Household Income</u>	
HH Income < \$25K	23.18
HH Income \$25K-\$50K	23.70
HH Income \$50K-\$75K	16.97
HH Income \$100K or more	21.63
<u>Residence</u>	
Own Home/Residence	50.20
Rent Home/Residence	48.88
Live Rent-Free in Home/Residence	0.92
Any Child(ren) Under Age 18 Living at Home	43.24
<u>Radio Consumption</u>	
Radio/Audio Where Listen: Typical Weekday Home	36.15
Radio/Audio Where Listen: Typical Weekday Car	83.21
Radio/Audio Where Listen: Typical Weekday Work	17.14
Radio/Audio Where Listen: Typical Weekday Other Place	5.19
<u>Sample Categories - Very/Somewhat Likely (Next 12 months)</u>	
Sell your house/residence Somewhat Likely or Very Likely	4.32
Auto Insurance Somewhat Likely or Very Likely	26.22
Buy a new vehicle Somewhat Likely or Very Likely	24.57
Have a child get married Somewhat Likely or Very Likely	12.67
Retire from full-time work Somewhat Likely or Very Likely	12.96

GfK MRI Doublebase - 2020 - Weighted to Population (000);

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RADIO FORMAT HIGHLIGHTS

Demographic Profile - Adults 18+	Urban Contemporary (subset of "Urban")
Male	47.96
Female	52.04
<u>Age</u>	
Age 18-24	25.18
Age 25-34	30.25
Age 35-44	22.83
Age 45-54	13.26
Age 55-64	6.51
Age 65+	1.97
<u>Race/Ethnicity</u>	
Race: White	38.13
Asian	2.73
Black/African American	50.00
Hispanic	16.82
<u>Education</u>	
Associate, Bachelor's or Post-graduate degree	32.36
Some college, no degree	24.22
Graduated high school or equivalent	32.50
12th grade or less	10.93
<u>Occupation</u>	
Professional and Related Occupations	13.94
Management, Business and Financial Operations	8.49
Sales and Office Occupations	17.39
Natural Resources, Construction and Maintenance	5.78
Other Employed	27.57
<u>Household Income</u>	
HH Income < \$25K	18.00
HH Income \$25K-\$50K	21.44
HH Income \$50K-\$75K	18.56
HH Income \$100K or more	29.17
<u>Residence</u>	
Own Home/Residence	47.45
Rent Home/Residence	51.24
Live Rent-Free in Home/Residence	1.31
Any Child(ren) Under Age 18 Living at Home	52.81
<u>Radio Consumption</u>	
Radio/Audio Where Listen: Typical Weekday Home	31.78
Radio/Audio Where Listen: Typical Weekday Car	87.72
Radio/Audio Where Listen: Typical Weekday Work	19.51
Radio/Audio Where Listen: Typical Weekday Other Place	7.06
<u>Sample Categories - Very/Somewhat Likely (Next 12 months)</u>	
Sell your house/residence Somewhat Likely or Very Likely	3.99
Auto Insurance Somewhat Likely or Very Likely	30.02
Buy a new vehicle Somewhat Likely or Very Likely	24.10
Have a child get married Somewhat Likely or Very Likely	8.55
Retire from full-time work Somewhat Likely or Very Likely	10.71

GfK MRI Doublebase - 2020 - Weighted to Population (000);

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RADIO FORMAT HIGHLIGHTS

Demographic Profile - Adults 18+	Variety/Other
Male	53.13
Female	46.87
<u>Age</u>	
Age 18-24	8.49
Age 25-34	14.98
Age 35-44	16.74
Age 45-54	18.97
Age 55-64	20.27
Age 65+	20.55
<u>Race/Ethnicity</u>	
Race: White	78.18
Asian	2.59
Black/African American	12.23
Hispanic	16.24
<u>Education</u>	
Associate, Bachelor's or Post-graduate degree	46.20
Some college, no degree	17.37
Graduated high school or equivalent	27.29
12th grade or less	9.14
<u>Occupation</u>	
Professional and Related Occupations	15.49
Management, Business and Financial Operations	9.11
Sales and Office Occupations	14.54
Natural Resources, Construction and Maintenance	6.60
Other Employed	20.66
<u>Household Income</u>	
HH Income < \$25K	14.19
HH Income \$25K-\$50K	22.56
HH Income \$50K-\$75K	17.61
HH Income \$100K or more	30.38
<u>Residence</u>	
Own Home/Residence	67.74
Rent Home/Residence	31.33
Live Rent-Free in Home/Residence	0.93
Any Child(ren) Under Age 18 Living at Home	33.25
<u>Radio Consumption</u>	
Radio/Audio Where Listen: Typical Weekday Home	37.67
Radio/Audio Where Listen: Typical Weekday Car	85.23
Radio/Audio Where Listen: Typical Weekday Work	15.41
Radio/Audio Where Listen: Typical Weekday Other Place	4.58
<u>Sample Categories - Very/Somewhat Likely (Next 12 months)</u>	
Sell your house/residence Somewhat Likely or Very Likely	6.80
Auto Insurance Somewhat Likely or Very Likely	24.44
Buy a new vehicle Somewhat Likely or Very Likely	17.80
Have a child get married Somewhat Likely or Very Likely	7.60
Retire from full-time work Somewhat Likely or Very Likely	8.71

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