

research

marketing

social



New Insights from PPM Prospects Study V for RAB

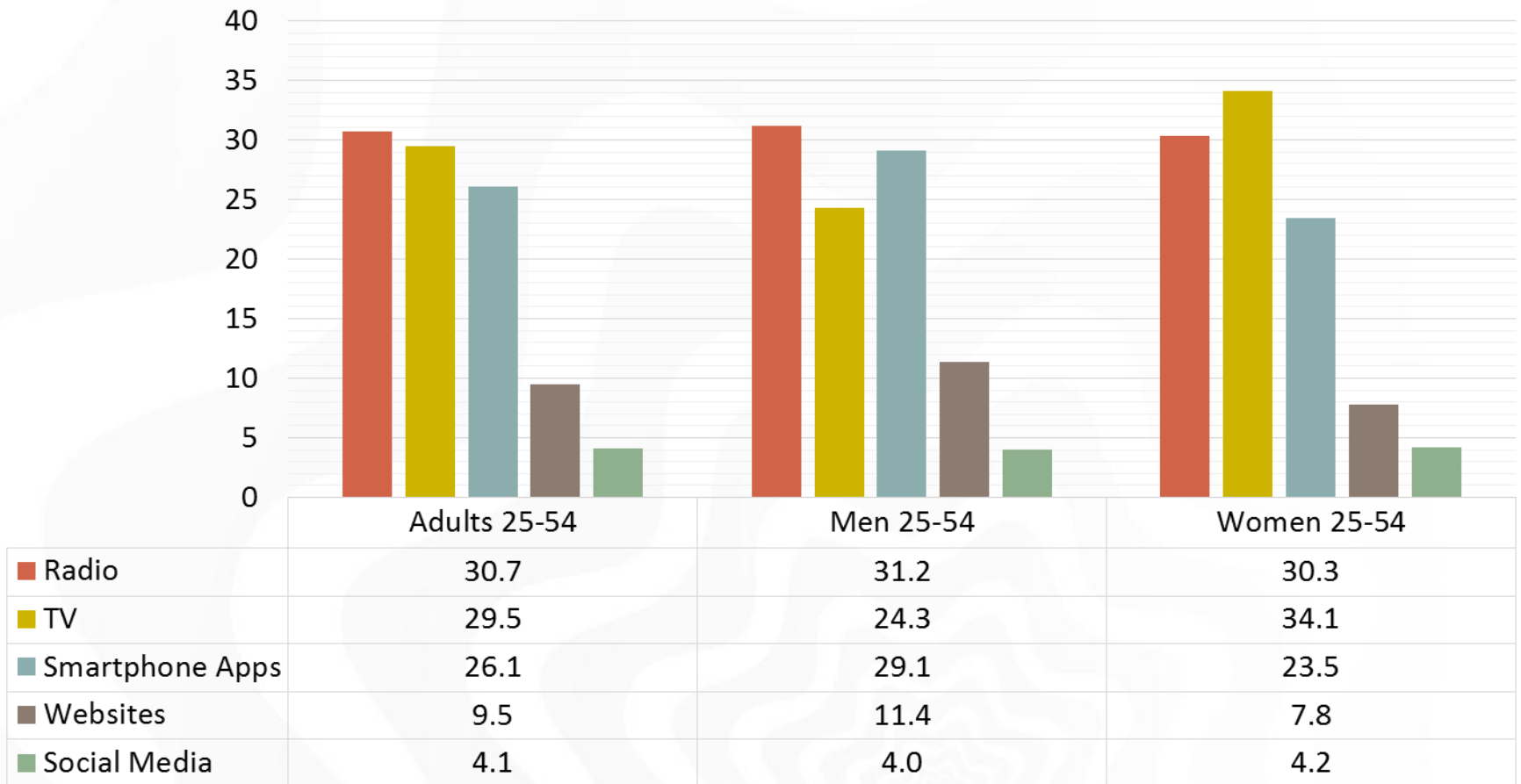
December 17, 2014

RADIO'S STRENGTH AMONG CONSUMERS

RADIO REMAINS THE LEADING SOURCE OF TRAFFIC INFO

Among a sample of nearly 1400 Adults 25-54 across all PPM markets measured by Nielsen Audio, more rely on radio as their primary source of traffic information.

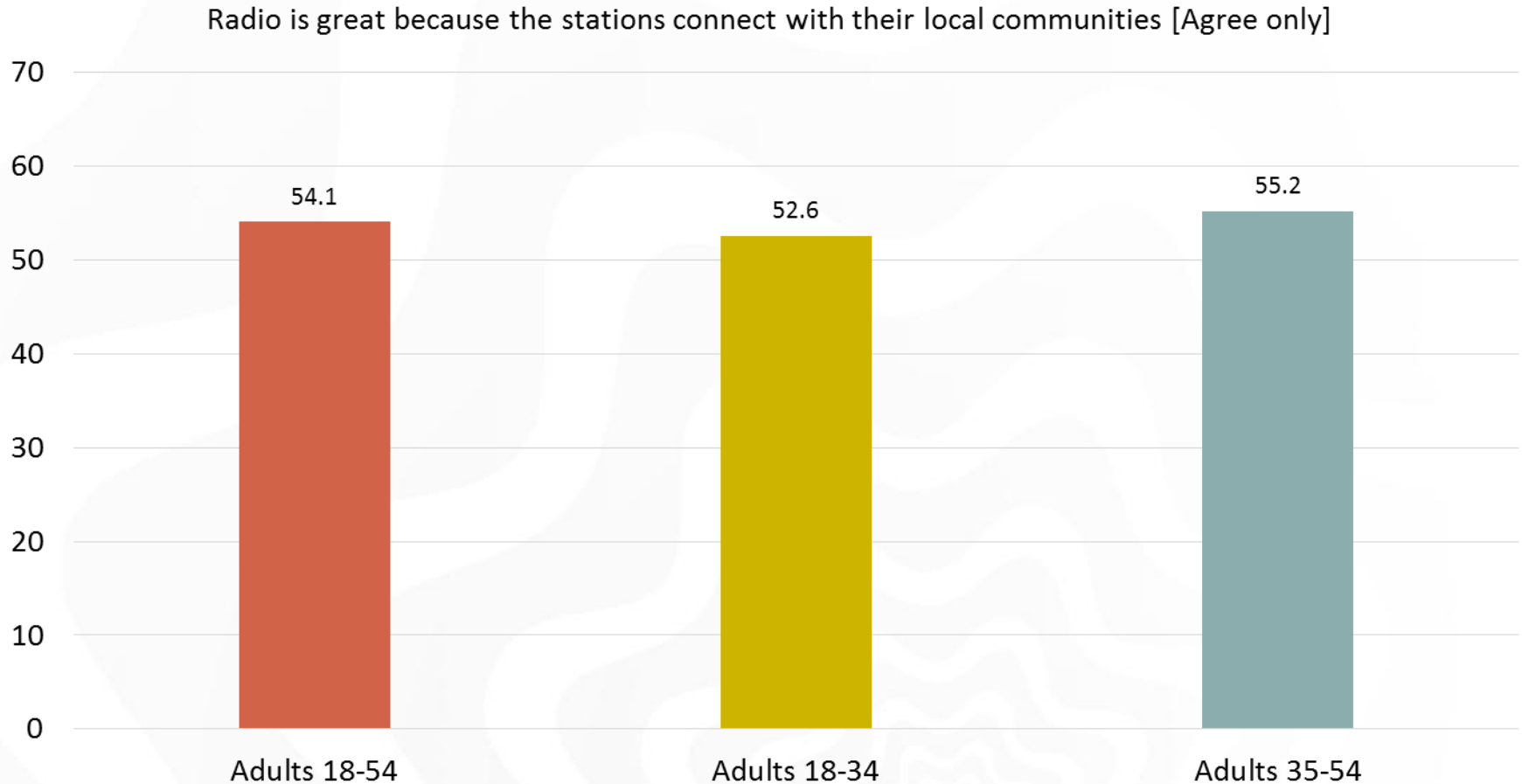
Which one of the following do you use most for traffic reports?



NuVoodoo PPM Prospects Study V, N=1396, Interviews conducted November 13-21, 2014

MAJORITIES VALUE RADIO'S CONNECTION WITH LOCAL COMMUNITIES

Among a sample of over 1600 Adults 18-54 across all PPM markets measured by Nielsen Audio, a majority finds value in radio's connection with local communities.

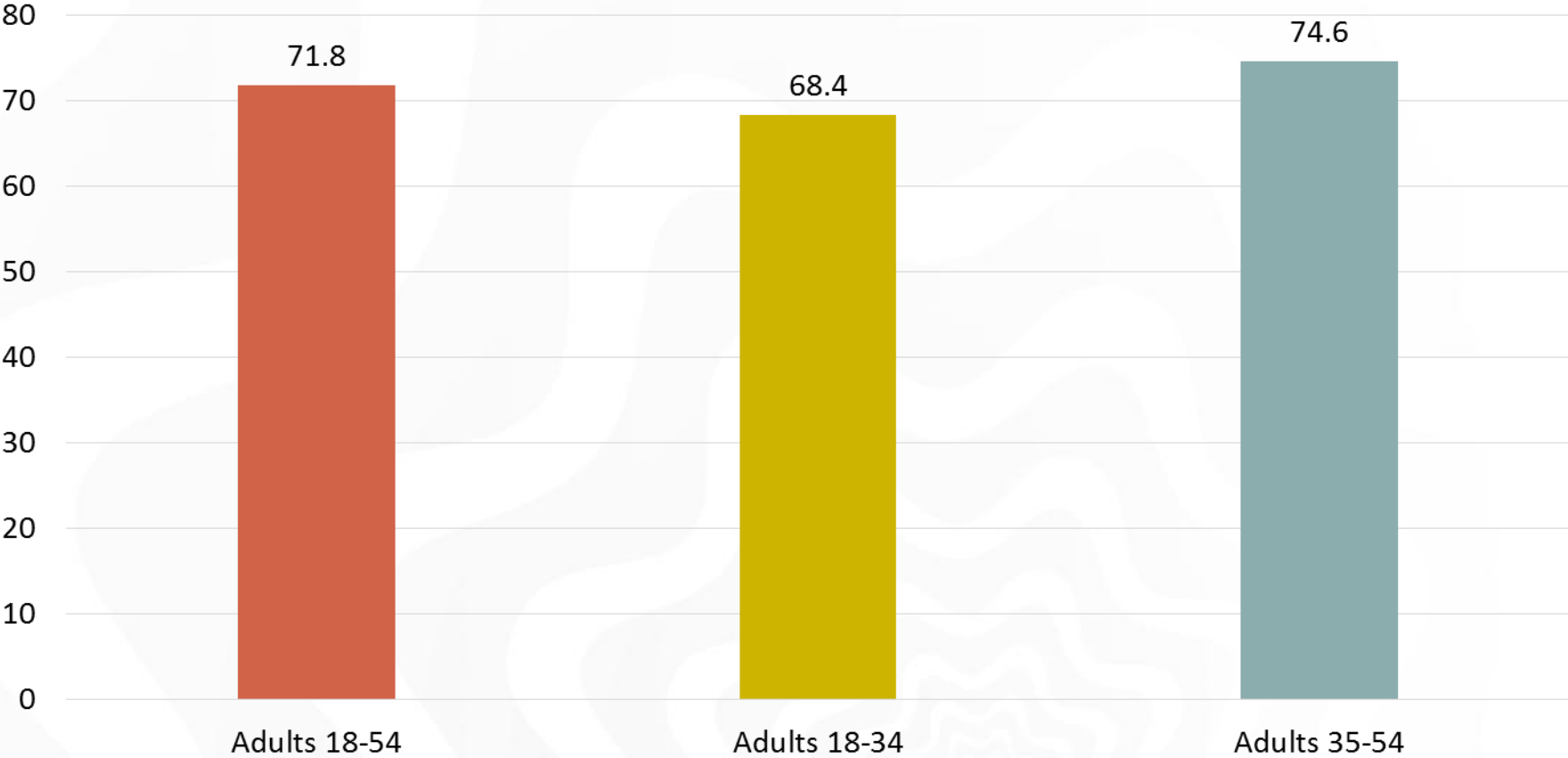


NuVoodoo PPM Prospects Study V, N=1611, Interviews conducted November 13-21, 2014

HUGE MAJORITIES BELIEVE BROADCAST RADIO WILL NEVER GO AWAY

Among a sample of over 1600 Adults 18-54 across all PPM markets measured by Nielsen Audio, a huge majority believes that broadcast radio will never go away.

FM/AM radio will never go away [Agree only]

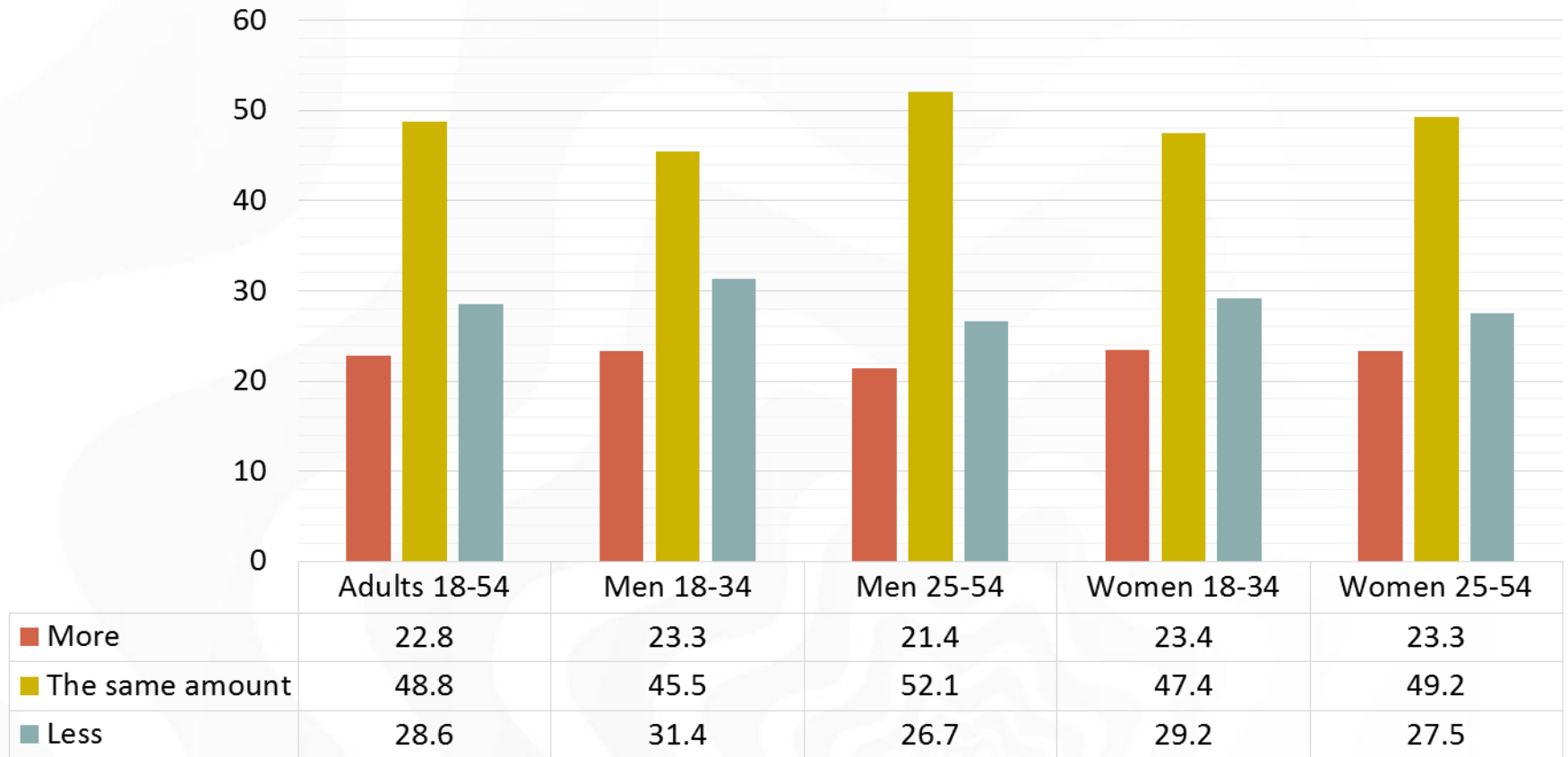


NuVoodoo PPM Prospects Study V, N=1611, Interviews conducted November 13-21, 2014

PANDORA LISTENERSHIP MOMENTUM IS NEGATIVE

Among a sample of 672 Adults 18--54 across all PPM markets measured by Nielsen Audio who use Pandora on a regular basis, more cite listening less to the service than report their listening increasing.

Are you using Pandora more, the same amount or less than you were six months ago?



NuVoodoo PPM Prospects Study V, N=672, Interviews conducted November 13-21, 2014