



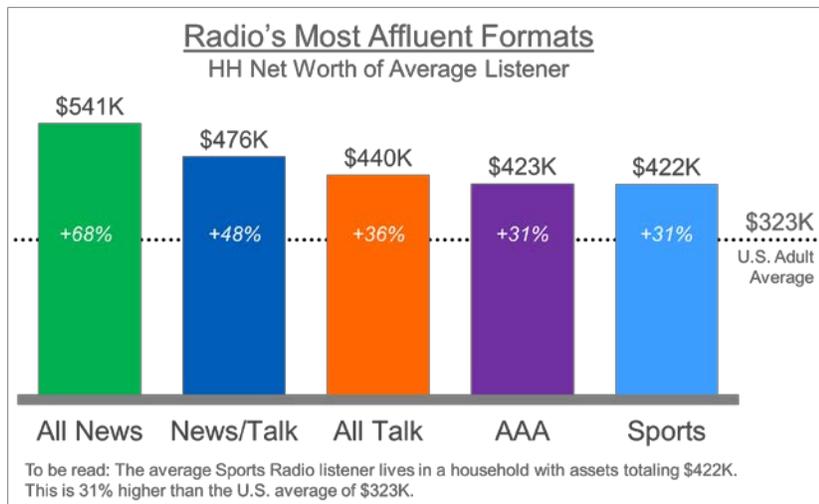
RADIO INSIGHTS

RADIO: GATEWAY TO AFFLUENT CONSUMERS

What media properties do wealthy Americans engage with? Katz Radio Group is conducting an analysis of the activities and brand usage of wealthy Americans in order to gain a better understanding of how select Radio formats fit into their lifestyle. We are studying data from GfK MRI's Survey of the American Consumer, a highly-regarded source of marketing intelligence.

Rather than using the traditional metric of annual income, we believe net worth is a better indicator of wealth and the ability to maintain a certain lifestyle. HH net worth takes into account the owned assets of the individual's household (including financial accounts, home and possessions), as opposed to simply reflecting a regular paycheck.

The evidence is overwhelming: formats such as News, Talk, Sports and Adult Album Alternative (AAA) attract consumers who are affluent relative to the U.S. population as a whole.



RADIO CONNECTS UPSCALE BRANDS WITH UPSCALE CONSUMERS!

Stay tuned for a series of releases that will illustrate Radio's ability to attract ideal prospects for higher-end advertisers.

Brian McElroy | Marketing Strategist, Katz Media Group

Source: 2015 Fall GfK MRI. Based on data collected for 24,251 U.S. adults 18+.

