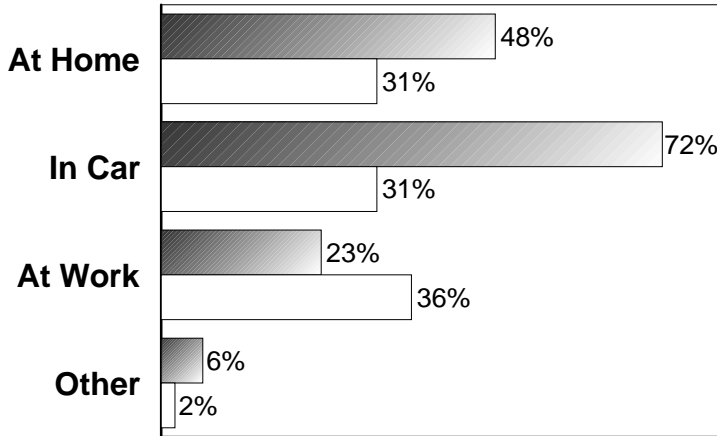


# Research Director, Inc.

## Normative Data On Listening Location

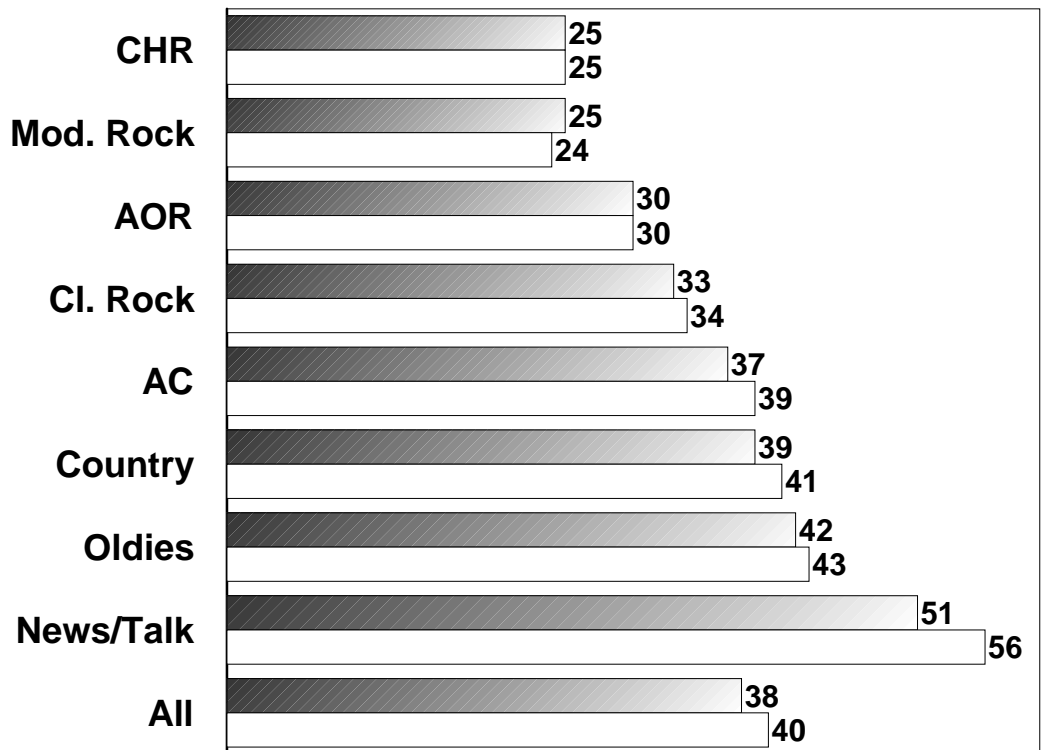


**How to read: 72% of all diarykeepers listen in-car, yet only 31% of the total quarter-hours come from in-car listening.**

■ % of Diaries  
□ % of Quarter-Hours

## Normative Data On Median Age By Format

**How to read: The median age of News/Talk listeners based on diarykeepers is 51, the median age of News/Talk listeners based on quarter-hours is much older at 56.**



■ Diary  
□ Quarter-Hour



**Research Director, Inc.  
914 Bay Ridge Road, Suite 215  
Annapolis, MD 21403**

**(tel) 410.974.8101**

**(fax) 410.268.1915**

**e-mail:**

**info@ResearchDirectorInc.com**

**web:**

**www.ResearchDirectorInc.com**