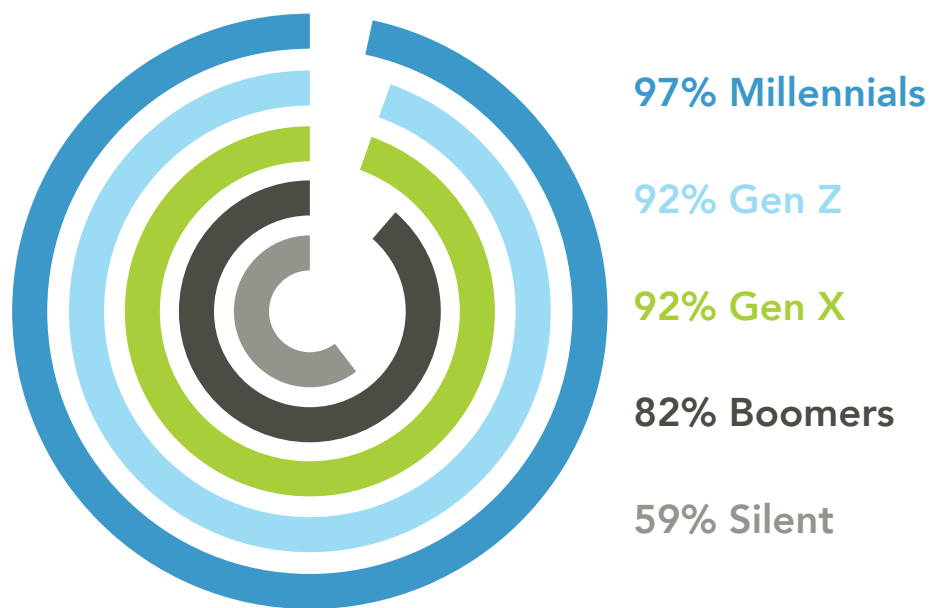
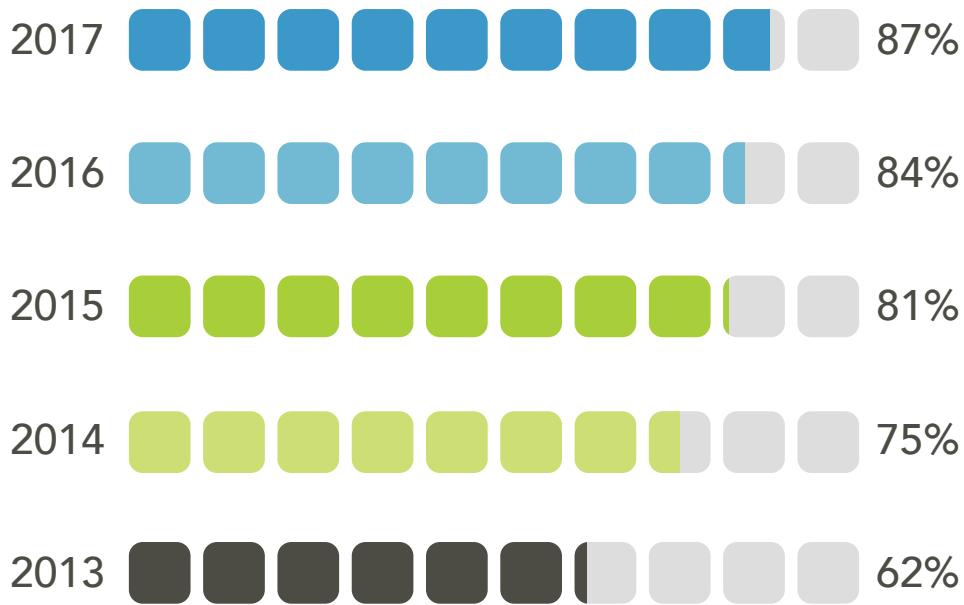
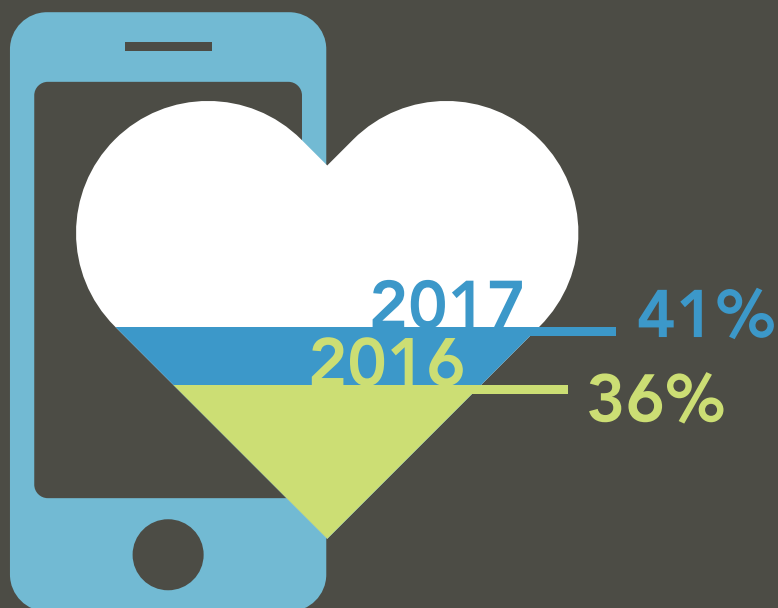


How Radio Listeners Use Smartphones

Do You Own a Smartphone?

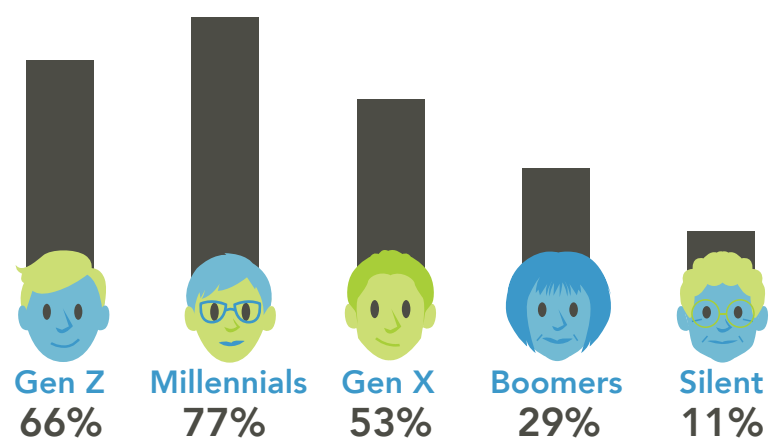


"I'm addicted to my phone." % Agreeing

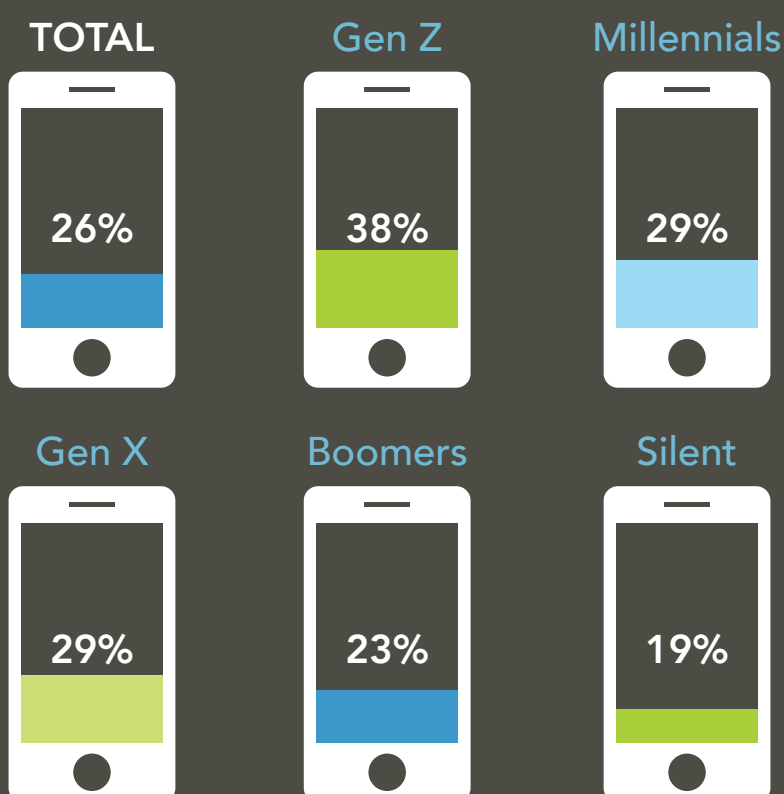


How Do You Wake Up?

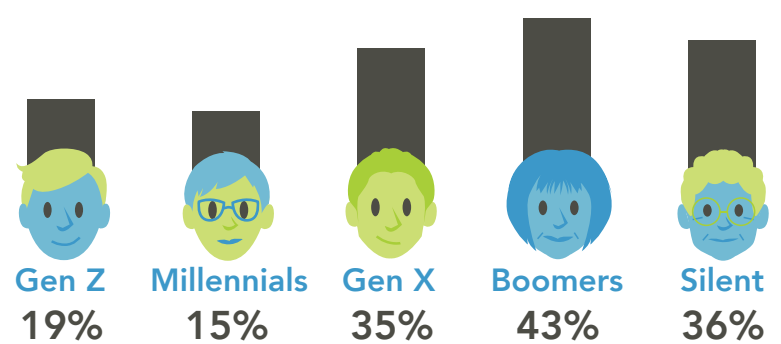
With a Smartphone/Tablet | **44%**



Mobile Users Who Have Downloaded *Radio Station App



With a Clock Radio | **36%**



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Source: Techsurvey13, a web survey conducted by Jacobs Media, primarily among commercial radio station listeners, the majority of whom are members of station email databases. Overall, 321 radio stations across the US and Canada participated, generating 51,760 respondents. (Jan-Feb 2017)

*Radio station of which vast majority of respondents are email database members, with some also coming via station website or social media pages