



WHO SAYS RADIO LISTENING HAS GONE DOWN?

We compared KUKN and KLOG's Daily Time Spent Listening and Total Weekly Listeners from 2016 to back in 1994, before the Internet, SiriusXM, Pandora, Spotify, Smartphones and I-Tunes. Plus, there are at least 10 more radio stations on the air today that didn't exist in 1994.

When you compare local radio listening from 1994 with today, both KUKN and KLOG have **MORE** weekly listeners, who spend **MORE** time listening to the radio than they did in 1994. Even in the younger 18-49 demo, there are more listeners, listening longer today.



- 1994** 1.5 hours a day of listening to KUKN
- 2016** 1.6 hours a day of listening to KUKN

- 1994** 11,740 total weekly listeners to KUKN
- 2016** 18,433 total weekly listeners to KUKN



- 1994** .5 hours a day of listening to KLOG
- 2016** 1.1 hours a day of listening to KLOG

- 1994** 5,060 total weekly listeners to KLOG
- 2016** 7,831 total weekly listeners to KLOG



- 1994** Didn't exist
- 2016** 1.4 hours a day of listening to 101-5, The Wave

- 1994** Didn't exist
- 2016** 3,255 total weekly listeners to 101-5, The Wave

*Numbers based on Persons 12+ Mon-Sun, 6am-Mid
March-May, 1994 & March-May, 2016
Willhight Research/Eastlan Ratings*