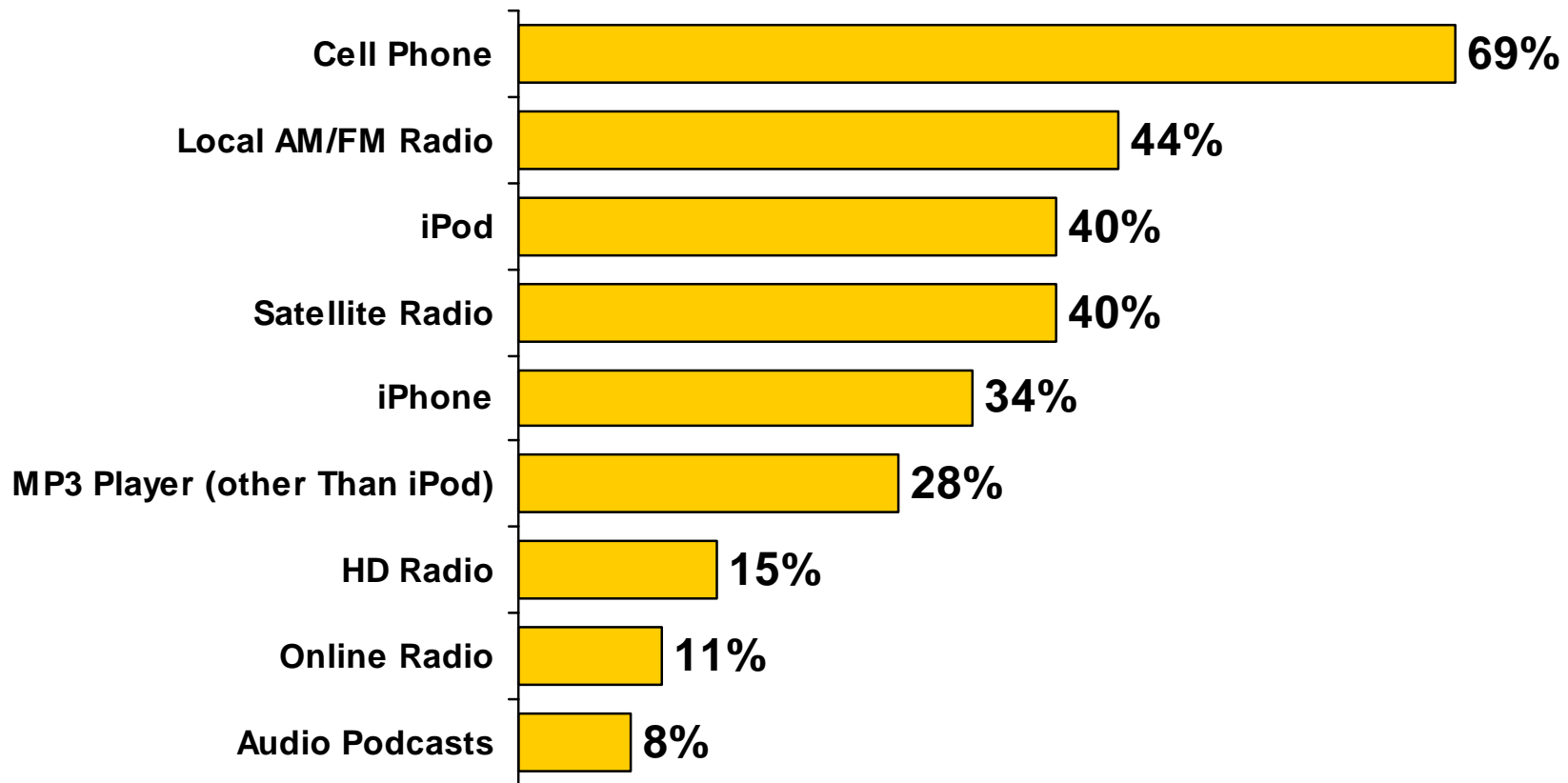


# AM/FM Radio Has the Second Biggest “Impact” Among Audio Devices, Behind Only the Cell Phone; Ahead of iPod and Satellite Radio

% of Owners/Users Who Gave Platform/Device a “4” or “5” on “Impact on Their Lives” Scale

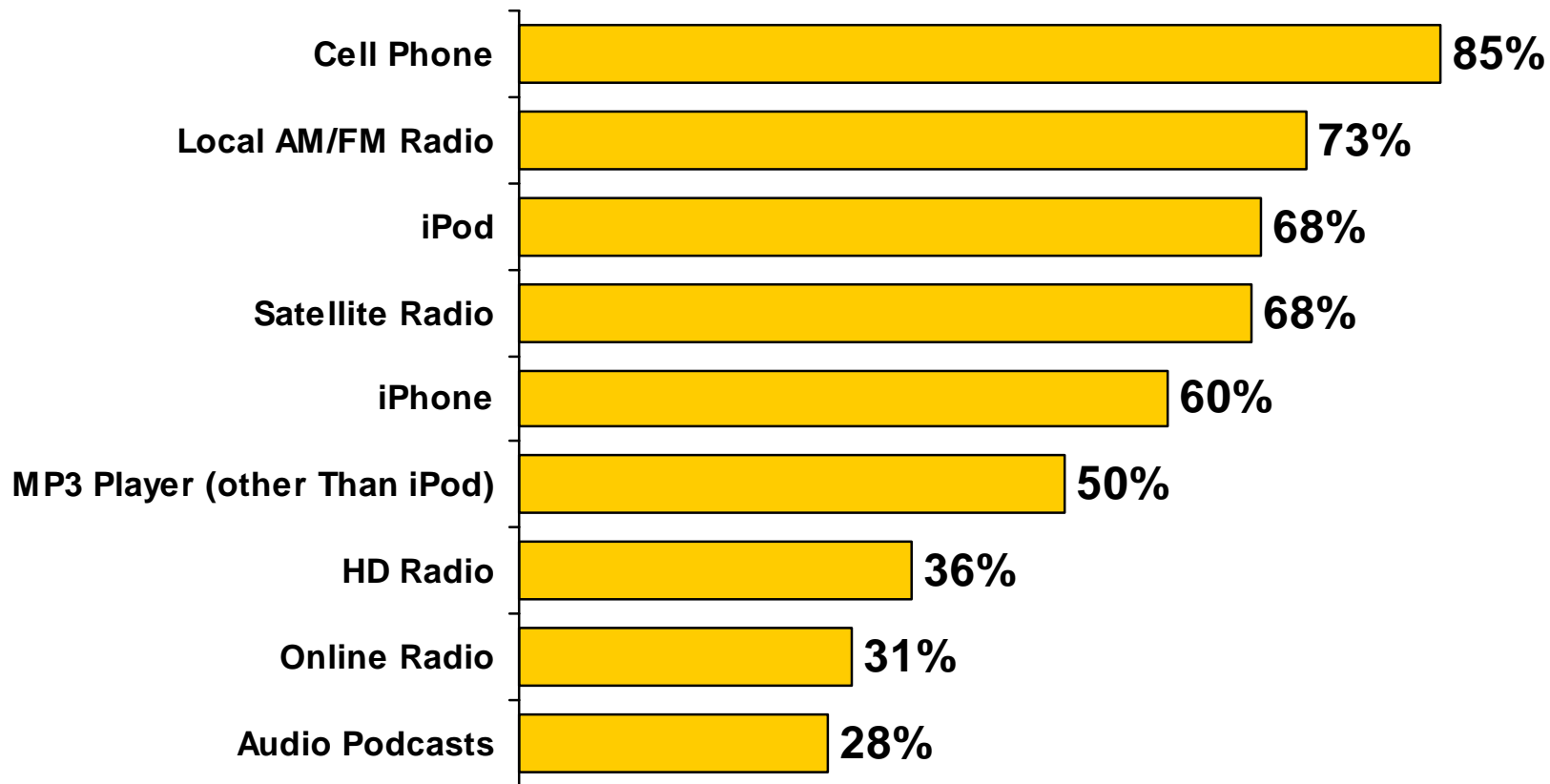


***“How much of an impact on your life has (platform/device) had?”***  
*(“5” = “Big Impact”; “1” = “No Impact at All”)*



# AM/FM Radio Has the Second Biggest “Impact” Among Audio Devices, Behind Only the Cell Phone; Ahead of iPod and Satellite Radio

% of Owners/Users Who Gave Platform/Device a “3” or “4” or “5” on “Impact on Their Lives” Scale



***“How much of an impact on your life has (platform/device) had?”***  
*(“5” = “Big Impact”; “1” = “No Impact at All”)*

