

"A ESTE JOVEN SOLO LE GUSTA EL FUTBOL Y ESCUCHAN MUSICA EN ESPAÑOL EN CUALQUIER ESTACION"

"I like local news radio, local sports, call in programs, anything local is good"

"My Radio sounds like what everyone is talking about in school"

"BECAUSE I DON'T HAVE A CD PLAYER IN MY CAR, I REALLY RELY ON THE RADIO FOR MY SOURCE OF MUSIC."



"I always listen to the radio if I have a day off as opposed to having the TV on"

"I'm a truck driver so I listen to the radio all day"

Long Live Radio

"I have been listening to this station for years. news is local and up to date"

"I can't ever find the time to watch the news on TV, or read the newspaper"

Radio is a personal soundtrack for 230 million U.S. listeners every week. It has the power to drive us to action or move us to tears. Hit a preset button—and you've tapped a treasured memory. Hit another—and you're at the stadium. For 45 years, Arbitron has gathered insights into the unique relationship between radio listeners and their communities. Listeners share with us their heartfelt comments, and now we are sharing some with you. We are the people of Arbitron.

www.arbitron.com



"I love the radio, it's easy and convenient Thanks for the radio."

"I LIKE... BEING ABLE TO CALL IN AND VOICE MY OPINIONS"

"Country music soothes the mind and I like singing to it."

(These authentic comments were submitted by Arbitron diarykeepers in Spring 2009)

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