

# 3 out of 4 Americans Not Only Want Radio in Their Cell Phones, They'd Pay For It!



Nearly 243 million Americans count on local radio to provide the news and information they need daily.

And a survey<sup>1</sup> shows the great majority of consumers not only want radio on their cell phones, they are willing to pay the one time cost to ensure their phone is "radio ready!"

Phones can be made radio ready with components that cost less than a candy bar and weigh less than a tic tac.

Wouldn't it be nice to have the local radio you know and love available in the device you can't live without – your cell phone?

Let's keep America safe: Ensure your cell phone is radio ready!

**Radio. Always on. Always there.**

<sup>1</sup> Harris Interactive, 2010