



## OUR LISTENERS

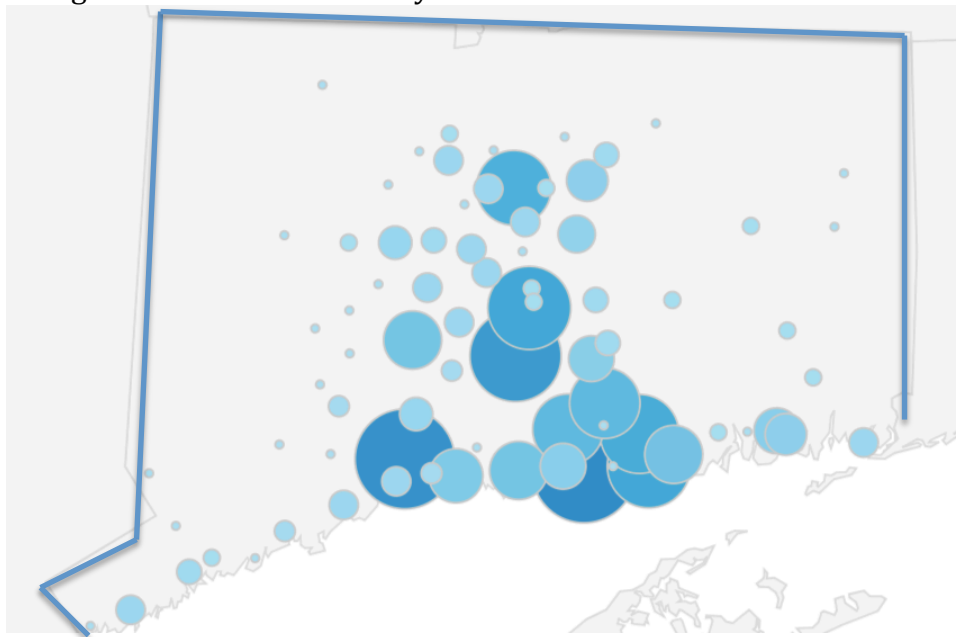
- iCRV Radio reaches nearly 200,000 unique listeners each month and is growing....
- Connectivity with our listeners is through a browser, or our mobile app, so this audience is tech-aware, active, and engaged.
- The average listening session is between twenty and thirty minutes...
- At any given time, there can be anywhere from 50 listeners...to 500...

## WHAT OUR LISTENERS DO...

- While the audience is a combination of professionals and second-career empty-nesters, the iCRV Radio listeners are engaged...they call in, send in questions and even help shape new programs...
- They seek information about our area...so they can explore and discover...
- They are what we call "influencers."

## WHERE OUR LISTENERS LIVE...

- The iCRV Radio core audience is up and down the River...and along the Shoreline... listening from Hartford to Old Saybrook... New Haven to New London.



- They also visit the CRV from points beyond, like Massachusetts and New York...
  - Ongoing, regular listeners in central and western Massachusetts, Vermont, and New Hampshire...New York City, Long Island...
  - They visit our area...may have a second home in our area...and support our local businesses....

\* Source: Analytics from Google, CentovaCast, and mobile app...and server-side analytics. May 2018