



**ARE YOU USING RADIO?  
YOUR CUSTOMERS ARE!**

**Radio Pull-Out from Ad Age's  
"Media Consumption –  
An Hour-By-Hour Look at Media Habits  
Across Generations"**

**Prepared by  
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## **ARE YOU USING RADIO? YOUR CUSTOMERS ARE ...**

New media technologies get all the press and advertisers want to test the waters ... but a comprehensive new study from Magid Generations Strategies confirms Radio is still a primary draw for consumers' media time.

Based on reach among 15 online and traditional media options, Radio's especially strong among prime-spending adult demographics between the 6AM-8PM hours. It's a great vehicle for advertisers seeking targeted, efficient reach:

### **Baby Boomers (Age 47-65)**

- 28% are reached from 6-9AM, their #1 media choice for the daypart
- 40% tune in between 9AM-5PM, second only to news/info online
- 18% listen from 5-8PM

### **Generation X (Age 30-46)**

- 30% are reached from 6-9AM, their #1 media choice for the daypart
- 26% tune in between 9AM-5PM
- 19% listen from 5-8PM

### **Adult Millennials (Age 18-29)**

- 20% are reached from 6-9AM, their #1 media choice for the daypart
- 34% tune in between 9AM-5PM
- 22% listen from 5-8PM

Radio shows surprising strengths among younger demographics, too:

### **Ten Millennials (Age 13-17)**

- 22% are reached from 6-9AM, tied for #1 with online music
- 20% tune in between 9AM-5PM

### **iGen (Age 12 and Under)**

- 17% are reached from 6-9AM, their #1 media choice for the daypart
- 15% tune in between 9AM-5PM

*Source: "Media Consumption – An Hour-by-Hour Look at Media Habits Across Generations" – Advertising Age, 09/19/11*

