

# whyradio



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## WHY RADIO FACT SHEET

### Average Weekly Reach

Radio reaches an impressive 91% of all Americans age 12 or older every week. Listeners continue to turn to Radio for news, information and entertainment - despite an ever-increasing selection of media options.

Read: Radio reaches 91% of Persons 12 and older each week.

#### Average Weekly Reach: Persons

Persons 12+	91%
Persons 12-17	87.7%
Persons 18+	91.3%
Persons 18-24	88.8%
Persons 18-34	90.5%
Persons 18-49	92.0%
Persons 25-54	93.3%
Persons 55+	89.4%
Persons 35-64	93.7%
Persons 65+	86.1%

Source: RADAR ® 130, September 2016 © Copyright Nielsen Audio (Monday-Sunday 24-Hour Weekly Cume Estimates, All Radio)

#### Total U.S. 12+ Listening Audience

<b>Persons 12 and older</b>	<b>247,264,000</b>
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Source: RADAR ® 130, September 2016 © Copyright Nielsen Audio (Monday-Sunday 24-Hour Weekly Cume Estimates, All Radio)

#### Radio's Weekly Reach

Men 12+	90.9%
Men 12-17	86.0%
Men 18+	91.4%
Men 18-24	87.0%
Men 18-34	89.2%
Men 18-49	91.0%
Men 25-54	92.9%
Men 55+	91.0%
Men 35-64	93.9%
Men 65+	88.2%
Women 12+	91.0%
Women 12-17	89.5%
Women 18+	91.1%
Women 18-24	90.7%
Women 18-34	91.9%
Women 18-49	92.8%
Women 25-54	93.6%
Women 55+	88.0%
Women 35-64	93.5%
Women 65+	84.5%

Source: RADAR ® 130, September 2016 © Copyright Nielsen Audio (Monday-Sunday 24-Hour Weekly Cume Estimates, All Radio)

## WHY RADIO FACT SHEET

### Radio's Weekly Reach by Daypart

Americans of all ages find reasons to listen to Radio at all hours of the day and night, every day of the week. Savvy advertisers will use all Radio's dayparts to insure maximum exposure to the U.S. consumer base.

Read: Each week from 10 a.m. to 3 p.m., Radio reaches 79.5% of persons 12 and older.

#### Radio's Weekly Reach by Daypart

	Age	6-10A	10A-3P	3-7P	7P-Mid	Mid-6A
Persons	12+	71.4%	79.5%	78.8%	55.2%	22.7%
Persons	12-17	64.3%	65.5%	73.5%	53.6%	13.3%
Persons	18+	72.1%	80.9%	79.4%	55.3%	23.7%
Persons	18-24	63.2%	75.9%	76.8%	61.8%	24.2%
Persons	18-34	68.0%	77.8%	79.2%	61.0%	24.4%
Persons	18-49	72.5%	80.1%	81.4%	60.7%	25.0%
Persons	25-54	75.9%	82.0%	83.2%	60.2%	25.8%
Persons	55+	70.0%	81.2%	74.8%	46.2%	20.4%
Persons	35-64	77.4%	83.7%	83.6%	57.9%	26.2%
Persons	65+	65.1%	78.7%	68.7%	30.0%	15.9%
Men	12+	71.6%	78.7%	78.6%	55.7%	26.1%
Men	12-17	61.7%	62.3%	70.7%	51.3%	12.5%
Men	18+	72.6%	80.5%	79.4%	56.2%	27.6%
Men	18-24	60.1%	72.4%	73.3%	59.1%	25.8%
Men	18-34	65.8%	75.1%	76.7%	59.3%	27.3%
Men	18-49	71.2%	78.3%	80.0%	60.0%	28.8%
Men	25-54	75.5%	81.0%	82.6%	60.4%	30.5%
Men	55+	73.1%	82.9%	77.0%	48.7%	23.8%
Men	35-64	78.2%	83.7%	84.0%	59.1%	31.2%
Men	65+	68.9%	81.0%	71.4%	42.4%	17.7%
Women	12+	71.2%	80.2%	79.0%	54.6%	19.4%
Women	12-17	66.9%	69.0%	76.4%	56.1%	14.2%
Women	18+	71.7%	81.3%	79.3%	54.5%	19.9%
Women	18-24	66.5%	79.7%	80.5%	64.7%	22.4%
Women	18-34	70.3%	80.5%	81.7%	62.7%	21.5%
Women	18-49	73.8%	81.9%	82.9%	61.4%	21.2%
Women	25-54	76.3%	82.9%	83.8%	60.0%	21.2%
Women	55+	67.3%	79.7%	72.9%	44.0%	17.4%
Women	35-64	76.6%	83.7%	83.4%	56.7%	21.4%
Women	65+	62.0%	76.9%	66.5%	38.2%	14.5%

Source: RADAR ® 130, September 2016 © Copyright Nielsen Audio (Monday-Sunday 24-Hour Weekly Cume Estimates, All Radio)

## WHY RADIO FACT SHEET

### Radio's Reach Among African-Americans

While Radio as a medium reaches just about everyone in the American population, specific Radio stations are also highly specialized niche vehicles. If your target is the African-American market, no other medium offers the ability to reach like Radio.

Read: Radio reaches 90.9% of African-Americans age 12 and older each week; they listen 13-3/4 hours weekly, on average.

#### Radio's Reach Among African-Americans

	Age	Weekly Reach	Weekly Time Spent Listening Hours:Min
Persons	12+	91.0%	13:58
Persons	12-17	86.8%	8:32
Persons	18+	91.7%	14:40
Persons	18-24	88.3%	11:26
Persons	18-34	90.3%	12:03
Persons	18-49	91.7%	13:22
Persons	25-54	93.0%	14:30
Persons	55+	90.9%	16:37
Persons	35-64	93.5%	16:07
Persons	65+	88.5%	15:39
Men	12+	90.5%	14:33
Men	12-17	85.2%	8:24
Men	18+	91.3%	15:23
Men	18-24	86.2%	11:29
Men	18-34	88.6%	12:16
Men	18-49	90.4%	13:49
Men	25-54	92.3%	15:10
Men	55+	92.5%	18:05
Men	35-64	93.3%	17:08
Men	65+	90.9%	16:55
Women	12+	91.6%	13:28
Women	12-17	88.4%	8:39
Women	18+	92.0%	14:02
Women	18-24	90.4%	11:22
Women	18-34	92.1%	11:51
Women	18-49	92.9%	12:58
Women	25-54	93.7%	13:56
Women	55+	89.8%	15:28
Women	35-64	93.6%	15:14
Women	65+	86.9%	14:45

Source: RADAR ® 130, September 2016 © Copyright Nielsen Audio (Monday-Sunday 24-Hour Weekly Cume and TSL Estimates, All Radio)

## WHY RADIO FACT SHEET

### Radio's Reach Among Hispanics

The Hispanic market is hot ... and Radio listening among Hispanics is hotter! To zero in on this most desirable consumer segment, make sure Radio is a key component in your media mix.

Read: Radio reaches 93.1% of Hispanics age 12 and older each week; they listen for 13 and 1/2 hours per week, on average.

Radio's Reach Among Hispanics			
Demo	Age	Weekly Reach	Weekly Time Spent Listening Hrs:Min
Persons	12+	93.1%	13:29
Persons	12-17	90.3%	8:02
Persons	18+	93.5%	14:17
Persons	18-24	9.19%	11:26
Persons	18-34	92.7%	12:19
Persons	18-49	93.8%	13:35
Persons	25-54	94.5%	14:35
Persons	55+	92.0%	15:47
Persons	35-64	95.3%	15:54
Persons	65+	88.8%	14:53
Men	12+	93.0%	14:24
Men	12-17	89.0%	7:28
Men	18+	93.6%	15:24
Men	18-24	90.9%	11:19
Men	18-34	92.1%	12:47
Men	18-49	93.3%	14:35
Men	25-54	94.4%	16:01
Men	55+	93.7%	17:19
Men	35-64	95.6%	17:45
Men	65+	90.8%	15:56
Women	12+	93.2%	12:32
Women	12-17	91.7%	8:37
Women	18+	93.5%	13:06
Women	18-24	93.0%	11:32
Women	18-34	93.4%	11:47
Women	18-49	94.2%	12:29
Women	25-54	94.7%	13:04
Women	55+	90.5%	14:26
Women	35-64	95.0%	14:01
Women	65+	87.2%	14:03

Source: RADAR ® 130, September 2016 © Copyright Nielsen Audio (Monday-Sunday 24-Hour Weekly Cume and TSL Estimates, All Radio)

## WHY RADIO FACT SHEET

### Radio Reaches Upscale Consumers

The most upscale consumers are available in Radio's listening audience: 92.9% of adults in the \$75K+ household income bracket are reached by Radio each week – with weekly tune-in averaging over 12 hours.

#### Radio Reaches adults with incomes of \$75,000+

		Weekly Reach	Avg. Weekly Time Spent Listening Hrs:Min
Persons	18+	93%	12:37
Men	18+	93%	13:33
Women	18+	93%	11:38

Source: RADAR<sup>®</sup> 130, September 2016 © Copyright Nielsen Audio (Monday-Sunday 24-Hour Weekly Cume and TSL Estimates, All Radio)

#### Radio Reaches College Graduates

		Weekly Reach	Avg. Weekly Time Spent Listening Hrs:Min
Adults	18+	92.8%	12:05
Men	18+	92.8%	12:41
Women	18+	92.8%	11:31

Source: RADAR<sup>®</sup> 130, September 2016 © Copyright Nielsen Audio (Monday-Sunday 24-Hour Weekly Cume and TSL Estimates, All Radio)

## WHY RADIO FACT SHEET

### Radio Reaches Millennials

America's youth are big Radio fans, even as they lead the way in experimenting with new media. Nearly nine out of ten 12-24 year-olds tune in to Radio every week.

Read: Radio reaches 88.3% of all persons age 12-24 each week; they spend over 9 and three-quarters hours weekly tuned in to radio.

Radio's Reach Among 12-24 Year-Olds		
	Weekly Reach	Weekly Time Spent Listening
Persons	88.3%	9:56
Males	86.6%	9:51
Females	90.2%	10:02

*Source: RADAR<sup>®</sup> 130, September 2016 © Copyright Nielsen Audio  
(Monday-Sunday 24-Hour Weekly Cume and TSL Estimates, All Radio)*

## WHY RADIO FACT SHEET

### Radio's Year-Round Reach (5-Quarter Trend)

Radio is truly a medium for all seasons! While some media display sharp peaks and valleys in their ability to attract and hold audience attention, Radio's consistent levels of audience reach across all four quarters of the year are a definite plus! Whether your marketing goal is short-term impact or long-term share maintenance, Radio's very stable audience base represents an excellent platform for your brand's message.

Average Persons Using Radio						
Demo	Age	SEP '15	DEC '15	MAR '16	JUN '16	SEP '16
Persons	12+	90.8%	90.8%	90.8%	90.8%	91.0
Persons	12-17	87.5%	87.4%	87.4%	87.5%	87.7%
Persons	18+	91.2%	91.1%	91.1%	91.2%	91.3%
Persons	18-24	89.0%	89.0%	88.8%	88.8%	88.8%
Persons	18-34	90.7%	90.5%	90.5%	90.5%	90.5%
Persons	18-49	92.0%	91.9%	91.9%	92.0%	92.0%
Persons	25-54	93.2%	93.1%	93.1%	93.2%	93.3%
Persons	55+	89.0%	89.1%	89.1%	89.2%	89.4%
Persons	35-64	93.5%	93.5%	93.5%	93.6%	93.7%
Persons	65+	85.8%	85.9%	85.9%	86.0%	86.1%
Men	12-17	85.1%	84.9%	85.1%	85.5%	86.0%
Men	18+	91.4%	91.4%	91.3%	91.3%	91.4%
Men	18-24	87.4%	87.1%	87.1%	87.0%	87.0%
Men	18-34	89.5%	89.3%	89.2%	89.2%	89.2%
Men	18-49	91.3%	91.2%	91.1%	91.1%	91.3%
Men	25-54	92.9%	92.8%	92.7%	92.8%	92.9%
Men	55+	90.8%	90.8%	90.7%	90.8%	91.0%
Men	35-64	93.8%	93.8%	93.7%	93.7%	93.9%
Men	65+	87.8%	88.0%	88.0%	88.0%	88.2%
Women	12-17	89.9%	90.0%	89.8%	89.5%	89.5%
Women	18+	91.0%	90.9%	90.9%	91.0%	91.1%
Women	18-24	90.7%	90.7%	90.6%	90.8%	90.7%
Women	18-34	92.0%	91.8%	91.8%	91.9%	91.9%
Women	18-49	92.8%	92.7%	92.8%	92.8%	92.8%
Women	25-54	93.6%	93.6%	93.5%	93.6%	93.6%
Women	55+	87.6%	87.6%	87.6%	87.8%	88.0%
Women	35-64	93.2%	93.2%	93.3%	93.4%	93.5%
Women	65+	84.2%	84.2%	84.2%	84.4%	84.5%

Source: RADAR ® 126, 127, 128, 129, 130 - September 2015, December 2015, March 2016, June 2016, September 2016 (C) Copyright Nielsen Audio (Monday-Sunday 24-Hour Weekly Cume Estimates, All Radio)



## WHY RADIO FACT SHEET

### Average Daily Reach

With 2/3 of Americans over age 12 tuning in on any given day, Radio represents an excellent vehicle for advertisers to deliver their messages to a large number of prospects.

Read: Radio reaches 66% of persons age 12 and older on an average day.

Average Daily Reach: Persons		
Persons	12+	66.1%
Persons	12-17	56.1%
Persons	18+	67.1%
Persons	18-24	61.3%
Persons	18-34	64.0%
Persons	18-49	67.2%
Persons	25-54	69.6%
Persons	55+	65.5%
Persons	35-64	71.3%
Persons	65+	61.0%

Source: RADAR® 130, September 2016 © Copyright Nielsen Audio (Monday-Sunday 24-Hour Daily Cume Estimates, All Radio)

#### Average Daily U.S. 12+ Listening Audience

Persons 12 and older 179,648,000

Source: RADAR® 130, Sept 2016 © Copyright Nielsen Audio (Monday-Sunday 24-Hour Daily Cume Estimates, All Radio)

Radio's Daily Reach		
Men	12+	66.7%
Men	12-17	53.0%
Men	18+	68.1%
Men	18-24	58.9%
Men	18-34	62.5%
Men	18-49	66.6%
Men	25-54	70.0%
Men	55+	68.9%
Men	35-64	72.8%
Men	65+	64.7%
Women	12+	65.5%
Women	12-17	58.8%
Women	18+	66.1%
Women	18-24	63.9%
Women	18-34	65.5%
Women	18-49	67.7%
Women	25-54	69.4%
Women	55+	62.6%
Women	35-64	69.9%
Women	65+	58.1%

Source: RADAR® 130, September 2016 © Copyright Nielsen Audio Monday-Sunday 24-Hour Daily Cume Estimates, All Radio)

**WHY RADIO FACT SHEET**

**Radio's Daily Reach by Daypart**

Radio delivers in all dayparts, especially during the key shopping hours of 6AM-7PM. Take advantage of this great coverage to get your message out to large numbers of consumers each and every day.

Read: Each day from 3-7 p.m., Radio reaches 40.4% of persons 12 and older.

Radio's Daily Reach by Daypart

	Age	6-10A	10A-3P	3-7P	7P-Mid	Mid-6A
Persons	12+	37.8%	40.0%	40.5%	20.3%	8.7%
Persons	12-17	30.0%	23.2%	32.1%	18.0%	4.2%
Persons	18+	38.6%	41.7%	41.4%	20.5%	9.1%
Persons	18-24	29.1%	35.3%	36.7%	23.6%	7.5%
Persons	18-34	33.3%	36.5%	39.7%	22.7%	8.1%
Persons	18-49	37.8%	39.2%	42.8%	22.6%	8.9%
Persons	25-54	41.2%	41.4%	45.3%	22.3%	9.7%
Persons	55+	38.2%	44.3%	37.5%	16.9%	8.9%
Persons	35-64	43.3%	44.2%	46.2%	21.5%	10.6%
Persons	65+	34.5%	42.9%	31.4%	14.5%	7.0%
Men	12+	38.6%	40.4%	41.2%	21.1%	10.4%
Men	12-17	28.2%	21.5%	29.8%	16.7%	3.9%
Men	18+	39.7%	42.4%	42.4%	21.5%	11.1%
Men	18-24	27.8%	33.1%	34.4%	22.7%	8.5%
Men	18-34	32.6%	35.3%	38.5%	22.5%	9.6%
Men	18-49	37.7%	38.7%	42.5%	22.9%	10.7%
Men	25-54	41.8%	41.7%	45.8%	23.1%	12.1%
Men	55+	41.1%	47.2%	40.4%	18.6%	10.6%
Men	35-64	44.8%	45.6%	47.7%	22.9%	13.2%
Men	65+	37.3%	46.1%	34.3%	15.8%	7.8%
Women	12+	37.0%	39.5%	39.8%	19.5%	7.1%
Women	12-17	31.9%	25.0%	34.4%	19.3%	4.5%
Women	18+	37.5%	40.9%	40.4%	19.5%	7.3%
Women	18-24	30.4%	37.6%	39.2%	24.7%	6.5%
Women	18-34	34.0%	37.9%	41.0%	23.0%	6.5%
Women	18-49	37.8%	39.8%	43.2%	22.2%	6.9%
Women	25-54	40.6%	41.1%	44.8%	21.4%	7.4%
Women	55+	35.7%	41.7%	34.9%	15.5%	7.5%
Women	35-64	41.7%	42.9%	44.7%	20.1%	8.2%
Women	65+	32.3%	40.5%	29.2%	13.5%	6.4%

Source: RADAR® 130, Sept 2016 © Copyright Nielsen Audio  
(Monday-Sunday 24-Hour Daily Cume Estimates, All Radio)

## WHY RADIO FACT SHEET

### Radio Listeners Listen ... and Listen ... and Listen

Proliferating media options mean Americans have more and more choices where to spend their media time. Because Radio is easily available just about everywhere - and because Radio may be enjoyed while accessing other media - Radio can capture as much as 16+ hours of tune-in each week, providing many opportunities for your advertising message to make an impact!

#### Radio Listeners' Average Tune-In by Age Group

		Total Weekly Time Spent Listening Hrs:Min	Average Daily Weekday Time Spent Listening Hrs:Min	Total Weekend Time Spent
Person	12+	13:33	2:45	3:48
Teens	12-	7:59	1:42	3:06
Person	18+	14:06	2:50	3:52
Person	18-	11:29	2:25	3:31
Person	18-	11:51	2:28	3:25
Person	18-	13:03	2:39	3:33
Person	25-	14:01	2:48	3:41
Person	55+	15:07	3:02	4:16
Person	35-	15:19	3:00	3:59
Person	65+	14:17	2:57	4:16
Men	12+	14:26	2:55	3:56
Men	12-	7:31	1:38	2:59
Men	18+	15:08	3:02	4:01
Men	18-	11:40	2:31	3:34
Men	18-	12:23	2:37	3:31
Men	18-	13:54	2:51	3:41
Men	25-	15:09	3:01	3:51
Men	55+	16:24	3:13	4:25
Men	35-	16:47	3:15	4:12
Men	65+	15:02	3:01	4:18
Wome	12+	12:42	2:35	3:41
Wome	12-	8:27	1:45	3:13
Wome	18+	13:07	2:39	3:44
Wome	18-	11:19	2:19	3:28
Wome	18-	11:19	2:19	3:19
Wome	18-	12:12	2:27	3:25
Wome	25-	12:54	2:34	3:30
Wome	55+	14:00	2:52	4:09
Wome	35-	13:55	2:45	3:47
Wome	65+	13:39	2:53	4:14

Source: RADAR<sup>®</sup> 130, September 2016 © Copyright Nielsen Audio Monday-Sunday, Monday-Friday, Saturday/Sunday 24-Hour TSL Estimates, All Radio)

#### Share of Media Consumption

Medium	Avg. Minutes Per Day	% of Total Media Time
Radio	142.3	21.5%
Internet (No e-Mail)	113.2	17.1%
Broadcast TV	95.3	14.4%
e-Mail	87.0	13.2%
Local Cable	84.7	12.8%
Billboards*	53.1	8.0%
Newspaper	44.6	6.8%
Satellite TV	40.6	6.1%
Total Media	660.7	100.0%

The Media Audit, January 2012 - March 2013 -Radio's Share of Time Spent with Selected Media -Average Minutes per Day (Adults 18+)- Percentages may not add to 100 due to rounding \*Billboards based on time spent driving

## WHY RADIO FACT SHEET

### Radio is in the Air ... Everywhere

Wherever they are, Americans tune in to Radio! This truly mobile medium reaches people at home, on the road, in the workplace, and in numerous other spots where they gather for recreation or for services or shopping - making it an ideal vehicle to deliver your message to on-the-go consumers.

Read: 74.6% of Adults 18+ listen to Radio in their vehicles on a typical weekday.

#### Radio Listening by Location

Demo	Age	Location	On a Typical Weekday	On a Typical Weekend
Adults	18+	Listen at Home	25.8%	29.1%
Adults	18+	Listen in Car	74.6%	68.2%
Adults	18+	Listen at Work, Other Places	14.4%	6.7%
Men	18+	Listen at Home	23.8%	27.7%
Men	18+	Listen in Car	75.3%	68.2%
Men	18+	Listen at Work, Other Places	17.3%	8.4%
Women	18+	Listen at Home	27.7%	30.3%
Women	18+	Listen in Car	73.9%	68.2%
Women	18+	Listen at Work, Other Places	11.7%	5.0%
Adults	18+ / \$75,000+ HH Income	Listen at Home	20.4%	24.7%
Adults	18+ / \$75,000+ HH Income	Listen in Car	84.0%	78.2%
Adults	18+ / \$75,000+ HH Income	Listen at Work, Other Places	15.6%	6.0%
Adults	18+ College Graduate or More	Listen at Home	22.7%	26.3%
Adults	18+ College Graduate or More	Listen in Car	83.0%	74.5%
Adults	18+ College Graduate or More	Listen at Work, Other Places	11.3%	3.8%
Adults	18+ Prof./Mgr./Self-Employed	Listen at Home	23.6%	27.7%
Adults	18+ Prof./Mgr./Self-Employed	Listen in Car	81.3%	73.3%
Adults	18+ Prof./Mgr./Self-Employed	Listen at Work, Other Places	18.7%	9.6%

Source: GfK MRI Doublebase 2015 - Radio Listening Location - (Percentages will not add to 100% due to duplication among listening locations)

## WHY RADIO FACT SHEET

### Adults Listen to Radio in the Car

Across the nation, Americans spend increasing amounts of time in their cars - longer commutes, running errands, and taking the kids (and themselves) from activity to activity, 24/7. Radio — the medium that invented "drive time" — is always along for the ride.

Read: On a typical weekday, 75.3% of adult males tune in to Radio in their vehicles.

Adults Listen to Radio in the Car ...			
	Adults 18+	Men 18+	Women 18+
On Typical Weekday	84.0%	83.0%	81.3%
On Typical Weekend	68.2%	68.2%	68.2%

Source: GfK MRI 2015 Doublebase Radio Listening by Location: Listen Most

Adults Listen to Radio in the Car ...			
	75K+ HH Income	College Grad or More	18+ Prof./Mgr/Self-Employed
On Typical Weekday	84.0%	83.0%	81.3%
On Typical Weekend	76.2%	74.5%	73.3%

Source: GfK MRI 2015 Doublebase Radio Listening by Location: Listen Most

## WHY RADIO FACT SHEET

### Radio Triggers Online Searches

Read: 30.2% of adults have initiated an online search based on seeing something on Cable TV; 33.6% of Cable TV viewers who listened to radio during the week have done so.

Radio Scores High in Triggering Online Search		
Which of the following triggers you to start an online search?	Adults	Radio Listeners - Avg. Week
Radio	21.4%	28.1%
Ad Inserts	19.8%	23.3%
Blogs	8.2%	9.0%
Cable TV	30.2%	33.6%
Mobile Device/Cellphone	10.7%	13.2%
Coupons	37.8%	41.7%
Direct Mail	23.3%	27.0%
Email Advertising	26.1%	29.9%
Face-to-Face Communication	49.5%	51.2%
Instant Messaging	7.0%	8.8%
In-Store Promotions	22.0%	25.9%
Internet Advertising	23.7%	26.2%
Magazines	30.6%	34.4%
Newspapers	25.7%	30.8%
Online Communities (Facebook, Twitter, etc.)	16.3%	17.4%
Outdoor Billboard	9.5%	12.0%
Read an Article	30.9%	31.3%
Text Messaging	12.5%	15.2%
TV Broadcast	32.2%	34.6%
Yellow Pages	2.5%	3.5%
Other	13.8%	10.1%

Source: Prosper (R) Media Behaviors Influence (TM) MBI Study, DEC-12; Adults 18+. The sum of the % totals may be greater than 100% because respondents can select more than one answer.

Types of Products Radio Listeners Research Online Before Buying in Person (Category)			
Electronics	54.2%	Jewelry/Watches	16.9%
Apparel	45.4%	Home Decor	17.7%
Shoes	34.3%	Furniture	17.6%
Appliances	32.8%	Cars/Trucks	16.3%
CDs/DVDs/Books	29.9%	Sporting Goods	16.1%
Food/Groceries	24.6%	Tires/Batteries/Auto Parts	15.3%
Home Improvement Items	21.6%	Baby/Children's Items	13.6%
Beauty Care/Cosmetics	20.6%	House/Land	6.0%
Medicines/Vitamins/Supplements	19.3%		

Source: Prosper Media Behaviors Influence (TM) (MBI) Study, DEC-12; Adults 18+. The sum of the % totals may be greater than 100% because respondents can select more than one answer.

**WHY RADIO FACT SHEET****Radio Triggers Online Searches (Continued)****Radio Listeners' Top Search Categories (Regularly/Occasionally)**

Maps/Directions	94.3%
Restaurants	87.2%
Clothing/Shoes	85.1%
Travel	84.2%
Movies	83.1%
Product Information/Comparative Shopping (Non-Auto)	82.8%
Medical Information/Services	77.1%
Tickets for Concerts/Sporting Events	74.4%
Online Entertainment	74.2%
Sports	67.0%
Automobiles/Trucks	66.5%
Financial Information/Services	55.1%
Real Estate	49.2%

Source: Prosper Media Behaviors Influence (TM)(MBI) Study, DEC-12; Adults 18+. The sum of the % totals may be greater than 100% because respondents can select more than one answer.

## WHY RADIO FACT SHEET

### Radio Listening Online

Weekly online radio listening continues to grow. The weekly online radio audience (comprising streamed AM/FM and pure-play stations) is now an estimated 136 million persons age 12 or older in the U.S.

#### **% Who Have Listened to Online Radio in the Last Week**

<u>January 2016</u>	<u>57%</u>
<u>January 2015</u>	<u>44%</u>
<u>January 2014</u>	<u>36%</u>
<u>January 2013</u>	<u>33%</u>
<u>January 2012</u>	<u>29%</u>
<u>January 2011</u>	<u>22%</u>
<u>January 2010</u>	<u>17%</u>
<u>January 2009</u>	<u>17%</u>
<u>January 2008</u>	<u>13%</u>
<u>January 2007</u>	<u>12%</u>
<u>January 2006</u>	<u>12%</u>
<u>January 2005</u>	<u>8%</u>
<u>January 2004</u>	<u>8%</u>
<u>January 2003</u>	<u>8%</u>
<u>January 2002</u>	<u>6%</u>
<u>January 2001</u>	<u>2%</u>

*The Infinite Dial 2001-2016 - 2014-2016 = Edison Media Research/Triton Digital; 2001-2013 = Edison Media Research/Arbitron (Survey conducted January/February of each year among Persons 12+)*



## WHY RADIO FACT SHEET

### Media Reach

In a Nielsen analysis of data from the Council for Research Excellence Consumer Mapping Study, broadcast Radio reached more than 77 percent of adults daily compared to 64% for Web / Internet users, 35 percent for newspaper readers and 27 percent for magazine readers. In total, more than 90 percent of adults in the study were exposed to some form of audio media.

The \$3.5 million landmark study was conducted in 2008 and used direct real-time observation methods to record the media behavior of participants in five major markets.

In a Nielsen analysis of data from the Council for Research Excellence Consumer Mapping Study, broadcast Radio reached more than 77 percent of adults daily..

#### Daily Reach by Medium

Television	95%
Radio	77%
Web / Internet (excluding email)	64%
Newspaper	35%
Magazine	27%

*Nielsen analysis of a Council for Research Excellence (CRE) study, 2009*

## WHY RADIO FACT SHEET

### Radio Reaches Newspaper Readers and Non-Readers

While many advertisers remain loyal to print, America's newspapers are waging a tough battle to retain circulation and readership. Many people — especially younger people — don't read the paper at all. Among those who do, most are selective about what sections they read. Using Radio in conjunction with newspaper helps you reach consumers who don't read the paper and strengthens the impact of your message on those who did see the newspaper ad.

#### Radio Reaches Newspaper Readers and Non-Readers

Radio reaches 92.4% of the 42.1% of adults who usually read the Front Page section, and reaches 85.2% of the 57.9% who don't usually read the Front Page Section.

Radio reaches 93.6% of the 20% of adults who usually read the Sports section, and reaches 86.8% of the 80% who don't usually read the Sports section.

Radio reaches 92.1% of the 20% of adults who usually read the Business section, and reaches 86.9% of the 80% who don't usually read the Business section.

Radio reaches 95.3% of the 4.9% of adults who usually read the Auto Classified section, and reaches 87.8% of the 96.1% who don't usually read the Auto Classified section.

Radio reaches 96.8% of the 6.3% of adults who usually read the Employment Classified Ads, and reaches 87.6% of the 95.1% who don't usually read the Employment Classified Ads.

Radio Reaches 92.9% of the 9.7% of adults who usually read the Real Estate/Home section, and reaches 87.7% of the 90.2% who don't usually read the Real Estate/Home section.

*Source: The Media Audit National Report 2015-2016 (Based on Daily Newspaper Readership estimates)*

## WHY RADIO FACT SHEET

### Radio Reaches TV Viewers and Light TV Viewers

Most consumers today have access to a huge number of TV and cable channels delivered over the air, via cable, satellite or internet connections -- and they can watch at home or on the go, in real time or time shifted. What's a TV advertiser to do? Buying Radio in addition to television enhances your chances of reaching TV and non-TV viewers, even during TV's "prime" time!

Read: Each week during TV's primetime viewing hours, Radio reaches 55.3% of all persons 18 and older.

#### Radio Is Strong During TV's Primetime

	Persons	Men	Women
12+	55.1%	55.7%	54.7%
12-17	53.5%	51.1%	55.9%
18+	55.3%	56.1%	54.5%
18-24	62.2%	59.2%	65.4%
18-34	61.3%	59.6%	63.1%
18-49	60.9%	60.1%	61.7%
25-54	60.2%	60.3%	60.1%
55+	46.0%	48.5%	43.8%
35-64	57.8%	58.9%	56.7%
65+	39.9%	42.3%	37.9%

Source: RADAR ® 129, June 2016 © Copyright Nielsen Audio (Monday-Sunday 7PM-Midnight Cume Estimates, All Radio)

#### Radio Reaches TV Viewers and Light TV Viewers

Radio reaches 78.5% of the 26.0% of adults who watch TV 7-9 a.m., and reaches 81.8% of the 74.0% of adults who don't watch 7-9 a.m.

Radio reaches 77.4% of the 30.0% of adults who watch TV 9 a.m.-4 p.m. and reaches 82.4% of the 70.0% of adults who don't watch 9 a.m.-4 p.m.

Radio reaches 77.2% of the 28.9% of adults who watch TV 4-5 p.m. and reaches 82.4% of the 71.1% of adults who don't watch 4-5 p.m.

Radio reaches 80.4% of the 48.4% of adults who watch TV 5 p.m.-prime, and reaches 82.1% of the 51.6% of adults who don't watch 5 p.m.-prime.

Radio reaches 82.5% of the 71.5% of adults who watch primetime TV, and reaches 81.1% of the 28.5% of adults who don't watch primetime TV.

Radio reaches 81.4% of the 29.9% of adults who watch late evening local news, and reaches 80.1% of the 70.1% of adults who don't watch late evening local news.

Source: *The Media Audit – Year January 2012 - March 2013 / 82-Market Report (Based on Daily Television Viewing estimates)*

## WHY RADIO FACT SHEET

### There's a Format for Everyone ...

Read: 32.6% of the Rhythmic format's adults 18 and older audience is 18-24.

#### Adults 18-24

Format	% of audience in this demographic: Adults 18-24
Urban Contemporary (Subset of Urban)	36.1%
Rhythmic	32.6%
Contemporary (CHR/Top 40)	27.2%
Urban (All Genres)	25.4%
Rock	19.5%
Alternative	19.1%
Hot AC (Subset of Adult Contemporary)	18.4%
Country	15.9%
Mexican/Tejano/Ranchera (Subset of Hispanic)	15.1%
Adult Contemporary	14.1%
Tropical (Subset of Hispanic)	13.5%
Spanish AC (Subset of Hispanic)	12.8%
Adult Hits	12.5%
Hispanic (All Genres)	12.2%
Classic Rock	11.2%
Urban AC (Subset of Urban)	11.0%
Religion/Christian	9.9%
Oldies	9.6%
Classic Hits	9.2%
Ethnic	8.5%
Soft AC/Lite Rock	7.8%
AAA (Subset of Alternative)	7.7%
Gospel	6.3%
Classical	6.0%
Public/Non-Commercial	5.5%
All Sports	4.7%
All News	4.4%
Jazz	4.0%
News/Talk	3.6%
All Talk	2.9%
Adult Standards	2.1%
Easy Listening	0.8%
Urban Contemporary (Subset of Urban)	36.1%

Source: GfK MRI 2015 Doublebase - Total Week Cume Listening - Audience Composition

## WHY RADIO FACT SHEET

### There's a Format for Everyone ... (continued)

#### Adults 25-34

Format	% of audience in this demographic: Adults 25-34
Urban Contemporary (Subset of Urban)	30.7%
Rhythmic	29.6%
Alternative	28.9%
Contemporary (CHR/Top 40)	28.4%
Mexican/Tejano/Ranchera (Subset of Hispanic)	25.5%
Rock	25.5%
Urban (All Genres)	24.6%
Tropical (Subset of Hispanic)	23.2%
Spanish AC (Subset of Hispanic)	22.7%
Hot AC (Subset of Adult Contemporary)	22.6%
Hispanic (All Genres)	21.6%
Urban AC (Subset of Urban)	21.5%
Country	20.7%
Adult Contemporary	20.3%
AAA (Subset of Alternative)	20.3%
All Sports	19.8%
Variety/Other	18.1%
Soft AC/Lite Rock	17.6%
Adult Hits	17.0%
Classic Rock	16.5%
Public/Non-Commercial	15.9%
Religion/Christian	15.9%
Classic Hits	13.2%
All Talk	12.9%
Gospel	11.6%
Oldies	11.6%
Classical	11.2%
News/Talk	10.6%
Jazz	10.2%
Ethnic	8.2%
All News	7.8%
Easy Listening	3.8%
Adult Standards	1.4%

Source: GfK MRI 2015 Doublebase - Total Week Cume Listening - Audience Composition

## WHY RADIO FACT SHEET

### There's a Format for Everyone ... (continued)

#### Adults 35-44

Format	% of audience in this demographic: Adults 35-44
Ethnic	25.9%
Hot AC (Subset of Adult Contemporarv)	25.1%
Adult Hits	24.4%
Tropical (Subset of Hispanic)	23.4%
Spanish AC (Subset of Hispanic)	23.3%
Rock	23.1%
Hispanic (All Genres)	22.6%
Adult Contemporarv	22.4%
All Sports	22.3%
Contemporarv (CHR/Top 40)	22.3%
Alternative	22.2%
Mexican/Tejano/Ranchera (Subset of Hispanic)	21.4%
Classic Rock	20.4%
Religion/Christian	20.5%
AAA (Subset of Alternative)	20.2%
Urban AC (Subset of Urban)	19.5%
Public/Non-Commercial	19.3%
Rhythmic	19.3%
All Talk	18.7%
Urban (All Genres)	18.3%
Variety/Other	17.8%
Soft AC/Lite Rock	17.7%
Urban Contemporarv (Subset of Urban)	17.5%
Countrv	16.6%
Gospel	16.6%
Classic Hits	16.6%
News/Talk	15.1%
Classical	14.6%
All News	14.2%
Jazz	13.8%
Oldies	10.6%
Adult Standards	7.3%
Easy Listening	6.7%

Source: GfK MRI 2015 Doublebase - Total Week Cume Listening - Audience Composition

## WHY RADIO FACT SHEET

### There's a Format for Everyone ... (continued)

#### Adults 45-54

Format	% of audience in this demographic: Adults 45-54
Classic Rock	30.1%
Ethnic	29.7%
Adult Hits	28.7%
Classic Hits	26.7%
Urban AC (Subset of Urban)	24.2%
AAA (Subset of Alternative)	23.7%
Soft AC/Lite Rock	23.5%
All News	23.1%
Oldies	22.5%
All Talk	22.4%
Mexican/Tejano/Ranchera (Subset of Hispanic)	22.4%
Religion/Christian	22.2%
Hispanic (All Genres)	22.0%
All Sports	21.8%
Adult Contemporary	21.8%
Spanish AC (Subset of Hispanic)	21.8%
Jazz	21.5%
Gospel	21.0%
Tropical (Subset of Hispanic)	20.7%
News/Talk	20.6%
Rock	20.3%
Variety/Other	20.2%
Public/Non-Commercial	19.4%
Country	18.9%
Hot AC (Subset of Adult Contemporary)	18.6%
Alternative	17.0%
Classical	16.9%
Urban (All Genres)	16.2%
Adult Standards	14.8%
Contemporary (CHR/Top 40)	14.5%
Easy Listening	14.2%
Urban Contemporary (Subset of Urban)	9.5%

Source: GfK MRI 2015 Doublebase - Total Week Cume Listening - Audience Composition

## WHY RADIO FACT SHEET

### There's a Format for Everyone ... (continued)

#### Adults 55-64

Format	% of audience in this demographic: 55-64
Oldies	26.6%
Jazz	24.8%
All News	24.2%
Classic Hits	23.9%
News/Talk	23.3%
Gospel	23.2%
Easy Listening	23.0%
All Talk	22.6%
Adult Standards	22.4%
Classical	21.4%
AAA (Subset of Alternative)	21.4%
Public/Non-Commercial	20.0%
Variety/Other	20.0%
Classic Rock	18.2%
Religion/Christian	17.6%
Soft AC/Lite Rock	17.6%
All Sports	17.0%
Ethnic	16.3%
Country	15.1%
Adult Contemporary	14.0%
Adult Hits	12.4%
Spanish AC (Subset of Hispanic)	11.4%
Urban AC (Subset of Urban)	11.3%
Hot AC (Subset of Adult Contemporary)	10.9%
Hispanic (All Genres)	10.8%
Alternative	10.4%
Urban (All Genres)	10.2%
Rock	9.3%
Tropical (Subset of Hispanic)	8.6%
Contemporary (CHR/Top 40)	5.6%
Rhythmic	4.7%
Urban Contemporary (Subset of Urban)	4.3%

Source: GfK MRI 2015 Doublebase - Total Week Cume Listening - Audience Composition



## WHY RADIO FACT SHEET

### There's a Format for Everyone ... (continued)

#### Adults 65+

Format	% of audience in this demographic: 65+
Adult Standards	52.0%
Easy Listening	51.5%
Classical	30.0%
News/Talk	26.8%
All News	26.3%
Jazz	25.8%
Gospel	21.3%
All Talk	20.5%
Public/Non-Commercial	20.0%
Oldies	19.2%
Classic Hits	18.6%
Ethnic	18.4%
Soft AC/Lite Rock	15.8%
Variety/Other	14.5%
Religion Christian	13.8%
All Sports	13.7%
Country	12.8%
Hispanic (All Genres)	10.8%
Tropical (Subset of Hispanic)	10.7%
Spanish AC (Subset of Hispanic)	7.9%
Urban AC (Subset of Urban)	7.7%
Adult Contemporary	7.5%
AAA (Subset of Alternative)	6.8%
Mexican/Tejano/Ranchera (Subset of Hispanic)	6.6%
Urban (All Genres)	5.4%
Adult Hits	5.1%
Hot AC (Subset of Adult Contemporary)	4.5%
Alternative	4.4%
Classic Rock	3.6%

Source: GfK MRI 2015 Doublebase - Total Week Cume Listening - Audience Composition

## WHY RADIO FACT SHEET

### There's a Format for Everyone ... (continued)

#### There's a Format for Everyone ...

Format	18-24	25-34	35-44	45-54	55-64	65+
AAA (Subset of Alternative)	7.7%	20.3%	20.2%	23.7	21.4%	6.8%
Adult Contemporary	14.1	20.3%	22.4%	21.8	14.0%	7.5%
Adult Hits	12.5	17.0%	24.4%	28.7	12.4%	5.1%
Adult Standards	2.1%	1.5%	7.3%	14.8	22.4%	52.0%
All News	4.4%	7.8%	14.2%	23.1	24.2%	26.3%
All Sports	4.7%	19.8%	22.9%	21.8	17.0%	13.7%
All Talk	2.9%	12.9%	18.7%	22.4	22.6%	20.5%
Alternative	19.1	26.9%	22.2%	17.0	10.4%	4.1%
CHR/Top 40	27.2	28.4%	22.3%	14.5	5.6%	2.0%
Classic Hits	9.2%	13.2%	15.4%	26.7	23.9%	11.6%
Classic Rock	11.2	16.5%	20.4%	30.1	18.2%	3.6%
Classical	6.0%	11.2%	14.6%	18.9	15.1%	30.0%
Country	15.9	20.7%	16.6%	18.9	15.1%	12.8%
Easy Listening	0.8%	3.8%	6.7%	14.2	23.0%	51.5%
Ethnic	8.5%	8.2%	25.9%	29.7	16.3%	11.4%
Gospel	6.3%	11.6%	16.6%	21.0	23.2%	21.3%
Hispanic (All Genres)	12.2	21.6%	22.6%	22.0	10.8%	10.8%
Hot AC (Subset of Adult Contemporary)	18.4 %	22.6%	25.1%	18.6 %	10.9%	4.5%
Jazz	4.0%	10.2%	13.8%	21.5	24.8%	25.8%
Mexican/Tejano/Ranchera (subset of Hispanic)	15.1 %	25.5%	21.4%	22.4 %	9.0%	6.6%
News/Talk	3.6%	10.6%	15.1%	20.6	23.3%	26.8%
Oldies	9.6%	11.6%	10.6%	22.5	26.6%	19.2%
Public/Non-Commercial	5.5%	15.9%	19.3%	19.4	20.0%	20.0%
Religion/Christian	9.9%	15.9%	20.5%	22.2	17.6%	13.8%
Rhythmic	32.6	29.6%	19.3%	11.8	4.7%	2.1%
Rock	19.5	25.5%	23.1%	20.3	9.3%	2.4%
Soft AC/Lite Rock	7.8%	17.6%	17.7%	23.5	17.6%	15.8%
Spanish AC (subset of Hispanic)	12.8	22.7%	23.3%	21.8	11.4%	7.9%
Tropical (subset of Hispanic)	13.5	23.2%	23.4%	20.7	8.6%	10.7%
Urban	25.4	24.6%	18.3%	16.2	10.2%	5.4%
Urban AC (Subset of Urban)	11.0	21.5%	19.5%	24.2	16.2%	7.7%
Urban Contemporary (Subset of Urban)	36.1 %	30.7%	17.5%	9.5%	4.3%	1.9%
Variety/Other	9.4%	18.1%	17.8%	20.2	20.0%	14.5%

Source: GfK MRI, 2015 Doublebase -- Audience Composition based on Total Week Cume, Adults 18+ (may not add to 100% due to rounding)

## WHY RADIO FACT SHEET

### Radio Format Analysis

Individual preferences in Radio listening are wide and varied – and Radio operators respond by offering a broad range of programming to serve every taste! Here’s a list of the current popularity of formats aired on nearly 11,000 commercial Radio stations licensed in the U.S. today. An additional 203 commercial stations are licensed under construction permits for future broadcast; 032 commercial stations are currently dark/off the air. Over 2,300 HD Radio stations are using HD Radio Technology, and there are over 1,550 HD2/HD3/HD4 multicast channels on the air. Number of commercial streamed AM/FM Radio stations: 7,898; 3,775 non-commercials report streaming. NextRadio reports nearly 3.2 million app downloads of FM radio on smartphones.

#### Radio's Most Popular Formats

Rank	Format	# Stations
1	Country	2,115
2	News/Talk	1,364
3	Spanish	859
4	Classic Hits	855
5	Sports	779
6	Adult Contemporary	605
7	Contemporary (CHR Top 40)	579
8	Classic Rock	488
9	Oldies	379
10	Religion (Teaching, Variety)	317
11	Rock	302
12	Black Gospel	217
13	Adult Standards	191
14	Urban AC	168
15	Contemporary Christian	167
16	Ethnic	161
17	Southern Gospel	151
18	R&B	147
19	Modern Rock	102
20	Soft Adult Contemporary	120
21	R&B/Adult/Oldies	68
23	Variety	43
24	Jazz	23
25	Rhythmic AC	21
29	Easy Listening	16
26	Gospel	16
27	Pre-Teen	14
28	Classical	11
30	Modern AC	10
22	Format Not Available	67
	Other/Format Not Available	60

*Source: Inside Radio/M Street Corp., September 2015 (No Canadian or Mexican Stations are included). HD Radio stats from iBiquity/HD Digital, August 2015. NextRadio/Emmis, July 2015.*

## WHY RADIO FACT SHEET

### The Growth of Commercial Radio Stations

Radio's growth exploded in the 1960s and '70s as broadcasters, consumers, and advertisers discovered a new "frontier" on the FM band. The number of viable commercial properties has continued to expand every year, albeit more slowly in the 21st century.

The Growth of Commercial Radio Stations			
YEAR	# COMMERCIAL RADIO STATIONS	YEAR	# COMMERCIAL RADIO STATIONS
2015	10,927	1986	8,807
2014	10,887	1985	8,593
2013	10,867	1984	8,216
2012	10,802	1983	8,048
2011	10,766	1982	7,976
2010	10,755	1981	7,847
2009	10,705	1980	7,709
2008	10,694	1979	7,626
2007	10,700	1978	7,514
2006	10,691	1977	7,494
2005	10,729	1976	7,370
2004	10,727	1975	7,230
2003	10,728	1974	7,082
2002	10,679	1973	6,875
2001	10,620	1972	6,782
1999	10,540	1971	6,553
1998	10,394	1970	6,530
1997	10,350	1969	6,519
1996	10,270	1968	6,349
1995	10,187	1967	6,180
1994	10,022	1966	5,949
1993	9,915	1965	5,616
1992	9,746	1964	5,442
1991	9,555	1963	5,134
1990	9,379	1962	4,969
1989	9,244	1961	4,517
1988	9,087	1952	3,068
1987	8,943	1943	960

Source: FCC; MStreet; Inside Radio, 2015

## WHY RADIO FACT SHEET

### Radio's Top 40 National & Spot Advertisers: Parent Company

The following ranker includes Network and National Spot Radio spending only. Many National advertisers - such as Budweiser and McDonald's - place the majority of their Radio advertising directly with stations and not through a Network or Spot Representative company, so National and Network does not fully reflect their media spending. Direct spending by many advertisers substantially exceeds the amount listed in the National/Network Top 40.

Figures shown in millions of dollars.

Rank	Parent	2015 Total \$	2015 Network \$	2014 Nat'l Spot \$
1	Comcast Corp.	127.6	6.9	120.7
2	Deutsche Telekom AG (T-Mobile)	108.4	4.3	104.2
3	Berkshire Hathaway, Inc. (GEICO, Dairy Queen, etc.)	63.2	21.5	41.6
4	AT&T, Inc.	60.8	3.7	57.2
5	Home Depot, Inc.	60.5	53.0	7.4
6	Softbank Corp. (Sprint)	59.5	18.7	40.9
7	Fiat Chrysler Automobiles NV	52.0	2.3	49.7
8	Verizon Communications, Inc.	48.1	0.4	47.7
9	O'Reilly Auto Parts, Inc.	33.1	19.5	13.6
10	Macy's, Inc.	32.2	21.7	10.5
11	Mattress Firm Holding Corp.	26.6	26.6	
12	21st Century Fox, Inc.	26.3	2.1	24.3
13	Walt Disney Co.	26.2	1.3	24.8
14	U.S. Government	26.0	12.6	13.4
15	Walgreens Boots Alliance, Inc.	24.8	24.3	0.5
16	AB Acquisition LLC (Albertsons, Acme, etc.)	23.4	23.4	
17	Coca-Cola Co.	22.8	3.6	19.1
18	Ford Motor Co.	22.8	16.6	6.2
19	LifeLock, Inc.	21.5	14.2	7.3
20	American Family Mutual Insurance Co.	20.4	0.1	20.3
21	Advance Auto Parts, Inc.	18.4	13.9	4.6
22	Wal-Mart Stores, Inc.	18.2	8.5	9.7
23	Yum Brands, Inc.	17.1	13.0	4.0
24	Wendy's Co.	17.0	10.9	6.1
25	Allstate Corp.	16.8	1.2	15.6
26	AutoZone, Inc.	15.9	15.6	0.3
27	Cox Enterprises, Inc.	15.5	5.3	10.2
28	Genuine Parts Co.	15.2	14.9	0.3
29	State Farm Mutual Auto Insurance Co.	14.9	12.3	2.6
30	Genuine Parts Co.	12.8	12.6	0.2
31	Honda Motor Co. LTD Dealer Association	13.9	13.9	
32	American Movil SA (TracFone)	13.0	2.9	10.1
33	Select Comfort Corp.	13.0	1.4	11.6
34	Kohl's Corp.	12.5	9.1	3.3
35	American Express Co.	12.2	5.1	7.1
36	Progressive Corp.	11.9	11.8	0.1
37	Samsung Group	11.7	4.8	6.9
38	PepsiCo, Inc.	11.6	4.9	6.7
39	Discover Financial Services	11.0	8.1	3.0
40	Ideal Image, Inc.	10.9	10.9	

Note: Rank based on report total (\$000). Expenditures rounded to nearest hundred. Network and National Spot expenditures may not equal Total due to rounding. Source: Kantar Media AdSpender Online, Copyright 2016. These figures may not be reproduced in any manner without express consent of Kantar Media.

## WHY RADIO FACT SHEET

### Top 40 National Network & Spot Advertisers: Brands

The following ranker includes Network and National Spot Radio spending only. Many National advertisers - such as Budweiser and McDonald's - place the majority of their Radio advertising directly with stations and not through a Network or Spot Representative company, so National and Network does not fully reflect their media spending. Direct spending by many National advertisers substantially exceeds the amount listed in the National/Network Top 40.

Figures shown in millions of dollars.

Rank	Brand	2015 Total \$	2015 Network \$	2015 Nat'l Spot \$
1	T-Mobile Wireless	85.8	85.8	
2	Comcast	84.4	84.4	
3	Home Depot Home Center	60.5	53.0	7.4
4	GEICO	57.7	21.5	36.2
5	Sprint Wireless	48.3	11.8	36.5
6	Verizon Wireless	36.2	0.4	35.9
7	O'Reilly Auto Parts	33.1	19.5	13.6
8	AT&T Wireless	32.7	0.8	31.9
9	Macy's	32.0	21.7	10.4
10	Mattress Firm Store	25.0	25.0	
11	Walgreens Drug Stores	24.8	24.3	0.5
12	LifeLock Identity Theft Service	21.5	14.2	7.3
13	Universal Pictures	20.6	1.7	18.9
14	American Family Insurance	20.0	.01	20.0
15	Wendy's	17.0	10.9	6.1
16	Advance Auto Parts Store	17.0	12.4	4.6
17	Cricket Communications Wireless	16.9	.01	16.7
18	Safeway Food Store	16.5	16.5	
19	Jeep Vehicles	16.1	16.1	
20	AutoZone Parts Store	15.9	15.9	
21	Taco Bell	15.6	11.7	3.9
22	Allstate Insurance	15.5	1.2	14.3
23	State Farm Insurance	14.7	12.3	2.5
24	Quicken Loans	14.6	14.2	0.5
25	20th Century Fox Pictures	14.5	1.3	13.2
27	MetroPCS Wireless	13.6	4.2	9.4
26	ABC-TV	13.9	0.3	13.6
28	Honda - Full Line	13.2	13.2	
29	Kohl's	12.5	9.1	3.3
30	TracFone Wireless	12.4	2.8	9.6
31	Sleep Number Store	12.3	0.6	11.6
32	American Express	12.2	5.1	7.1
33	NAPA Auto Parts Store	12.2	12.2	
34	RAM Pickup	12.1	12.1	
35	Progressive Insurance	11.9	11.8	0.1
36	Ford	11.8	8.9	2.9
37	Dodge - Full Line	11.1	11.1	
38	Target	10.8	10.8	
39	Navy Federal Credit Union	10.7	0.9	9.8
40	Verizon	10.4	10.4	

*Note: Rank based on report total (\$000). Expenditures rounded to nearest hundred. Network and National Spot expenditures may not equal Total due to rounding. Source: Kantar Media AdSpender Online, Copyright 2016. These figures may not be reproduced in any manner without express consent of Kantar Media.*

## WHY RADIO FACT SHEET

### Top 40 National Network & Spot Advertisers: Industry

The following ranker includes Network and National Spot Radio spending only. Many National advertisers - such as Budweiser and McDonald's - place the majority of their Radio advertising directly with stations and not through a Network or Spot Representative company, so National and Network does not fully reflect their media spending. Direct spending by many advertisers may impact National/Local Ad Category rankings.

Figures shown in millions of dollars.

Rank	Industry	2015 Total \$	2015 Network\$	2015 Nat'l Spot\$
1	Retail	483.4	220.4	263.0
2	Communications	409.5	38.1	371.4
3	Financial	197.3	67.7	129.6
4	Insurance & Real Estate	197.0	65.6	131.5
5	Miscellaneous Services & Amusements	191.2	50.7	140.5
6	Media & Advertising	183.4	32.9	150.5
7	Automotive, Automotive Accessories & Equipment	179.7	51.0	128.7
8	Restaurants	144.6	44.7	99.9
9	Government, Politics & Organizations	91.2	17.5	73.7
10	Public Transportation, Hotels & Resorts	65.9	13.2	52.7
11	Department Stores	63.1	41.4	21.7
12	Automotive Dealers & Services	47.3	17.7	29.7
13	Schools, Camps, Seminars	46.1	7.4	38.6
14	Beverages	44.1	9.8	34.3
15	Dairy, Produce, Meat & Bakery Goods	33.0	10.4	22.5
16	Gasoline, Lubricants (Transmission) & Fuels	30.2	9.2	21.0
17	Discount Department & Variety Stores	30.1	4.4	25.7
18	Horticulture & Farming	28.0	9.0	19.0
19	Building Materials, Equipment & Fixtures	25.5	18.7	6.8
20	Medicines & Proprietary Remedies	22.7	13.6	9.1
21	Business & Technology Not Elsewhere Classified	22.7	10.5	12.2
22	Computers, Software, Internet Not Elsewhere Classified	22.1	13.3	8.8
23	Direct Response Companies	21.6	18.3	3.3
24	Food & Beverages: Combined Copy & Not Elsewhere Classified	20.5	3.0	17.5
25	Shopping Centers & Catalog Showrooms	20.1	5.6	14.5
26	Games, Toys & Hobbycraft	15.4	8.1	7.3
27	Beer & Wine	13.1	6.7	6.5
28	Audio & Video Equipment & Supplies	9.9	4.2	5.7
29	Pharmaceutical Houses	9.5	3.9	5.6
30	Manufacturing: Materials & Equipment/Freight/Industrial Development	8.9	3.8	5.2
31	Eye Glasses, Medical Equipment & Supplies	8.6	8.0	0.6
32	Household Furnishings & Accessories	8.2	7.7	0.5
33	Drugs, Toiletries & Fitness Not Elsewhere Classified	7.4	2.8	4.6
35	Fitness & Diet Programs & Spas	6.6	0.1	6.5
34	Confectionery & Snacks	6.9	3.3	3.5
36	Cosmetics & Beauty Aids	5.6	2.9	2.6
37	Prepared Foods	4.7	0.5	4.2
38	Toiletries, Hygienic Goods & Skin Care - Men	4.3	3.9	0.4
39	Pets, Pet Foods & Supplies	4.2	1.5	2.8
40	Liquor	4.2	0.8	3.4

Note: Rank based on report total. Expenditures rounded to nearest hundred. Network and National Spot expenditures may not equal Total due to rounding. Source: Copyright 2016, Kantar Media AdSpender Online. These figures may not be reproduced in any manner without express consent of Kantar Media.

## WHY RADIO FACT SHEET

### Radio Reaches Retail Consumers

Read: Every week Radio reaches 90% of Adults 18+ who have shopped at a Hardware/paint/lawn & garden store in the past year.

#### Radio Reaches Retail Customers

Radio's reach among Adults 18+ who...	Total	African-American	Hispanic
Household shopped any carpet store - past year	91%	91%	92%
Household shopped any furniture/mattress store - past year	90%	91%	92%
Household shopped any home accessory store - past year	90%	91%	92%
Household shopped any hardware/paint/lawn & garden store - past year	90%	91%	92%
Household shopped any consumer electronics store - past year	91%	91%	93%
Household shopped any major appliances store - past year	91%	91%	92%
Shopped/visted any shopping mall - past 3 months	90%	91%	92%
Shopped any major department store - past 3 months	89%	90%	91%
Shopped any clothing store - past 3 months	90%	91%	92%
Shopped any bookstore - past 3 months	90%	92%	92%
Shopped any bridal shop - past 3 months	91%	95%	91%
Shopped any jewelry store - past 3 months	91%	92%	93%
Shopped any music/video store - past 3 months	91%	93%	93%
Shopped any office supply store - past 3 months	91%	92%	93%
Shopped any pet supply store - past 3 months	91%	91%	92%
Shopped any shoe/sneakers/other footwear store - past 3 months	90%	92%	92%
Shopped any sporting goods store - past 3 months	92%	93%	93%
Shopped any toy/game store - past 3 months	92%	93%	93%
Shopped/used services of any florist (excluding grocers) - past 3 months	90%	92%	93%
Shopped/used services of any day spa - past 3 months	94%	94%	96%
Shopped/used services of any dry cleaner - past 3 months	91%	93%	93%
Bought any athletic shoes - past year	92%	93%	94%
Bought athletic clothing (not shoes) - past year	93%	93%	94%
Bought any costume jewelry - past year	91%	92%	93%
Bought any fine jewelry - past year	92%	93%	94%
Bought any cosmetics or perfumes - past year	91%	91%	93%
Bought any skin care products - past year	90%	92%	93%
Bought any infant's clothing - past year	91%	91%	93%
Bought any children's clothing - past year	92%	92%	93%
Bought any men's business clothing - past year	93%	94%	94%
Bought any men's casual clothing - past year	91%	93%	94%
Bought any men's shoes - past year	91%	93%	94%
Bought any women's business clothing - past year	93%	95%	95%
Bought any women's casual clothing - past year	90%	91%	92%
Bought any women's shoes - past year	90%	92%	93%
Bought any sports equipment - past year	93%	93%	95%

Source: Scarborough USA+ 2015 Release 2 Total (August 2014 - October 2015)



## WHY RADIO FACT SHEET

### Radio Reaches Professional Services Consumers

Read: Every week, Radio reaches 93% of persons who have patronized a cash advance or title loan shop in the past year

#### Radio Reaches Professional Services Consumers

Radio's reach among Adults 18 and older whose...	Total	African-American	Hispanic
Household used an accountant - past year	90%	91%	93%
Household used a tax preparation service - past year	89%	91%	92%
Household used a financial planner - past year	90%	93%	93%
Household used a stockbroker - past year	88%	91%	92%
Household used online investing/stock-trading service - past year	92%	90%	89%
Household used a cash advance or or title loan shop - past year	93%	89%	95%
Household used a check-cashing service - past year	87%	90%	90%
Household used a coin-cashing service (Coinstar, etc.) - past year	92%	90%	92%
Household used a wire transfer service - past year	91%	90%	92%
Household used a bankruptcy attorney - past year	92%	92%	88%
Household used a personal injury attorney - past year	93%	94%	91%
Household used other attorney service - past year	90%	91%	92%
Household used insurance agent at local office (not online) - past year	90%	93%	92%
Household used a real estate agent - past year	91%	91%	93%
Household used a travel agent - past year	91%	93%	93%
Household used a tutoring service - past year	95%	96%	96%
Household used funeral pre-planner - past year	83%	83%	90%

Source: Scarborough USA+ 2015 Release 2 (August 2014 - October 2015)

## WHY RADIO FACT SHEET

### Radio Reaches the Market for Vehicles, Automotive Products

Read: Every week, Radio reaches 95% of Hispanics whose household plans to buy or lease a new luxury vehicle (any size) in the next 12 months..

<b>Radio Reaches Car Buyers/Leasers</b>			
<b>Radio's weekly reach among adults 18 and older whose ...</b>	<b>Total</b>	<b>African-American</b>	<b>Hispanic</b>
Household plans to buy/lease a new compact car - next 12 months	93%	92%	93%
Household plans to buy/lease a new midsize car - next 12 months	92%	90%	96%
Household plans to buy/lease a new full-size car - next 12 months	94%	92%	95%
Household plans to buy/lease a new luxury vehicle (any size) - next 12 months	94%	94%	95%
Household plans to buy/lease a new pickup truck - next 12 months	92%	92%	94%
Household plans to buy/lease a new SUV - next 12 months	91%	93%	95%
Household plans to buy/lease a new van or mini-van - next 12 months	89%	93%	94%
Household owns/leases any hybrid vehicle	91%	84%	94%
Household plans to pay under \$10,000 for new vehicle - next 12 months	90%	93%	94%
Household plans to pay \$10,000-\$14,999 for new vehicle - next 12 months	91%	86%	92%
Household plans to pay \$15,000-\$19,999 for new vehicle - next 12 months	88%	80%	90%
Household plans to pay \$20,000-\$24,999 for new vehicle - next 12 months	92%	93%	96%
Household plans to pay \$25,000-\$29,999 for new vehicle - next 12 months	91%	88%	92%
Household plans to pay \$30,000-\$34,999 for new vehicle - next 12 months	92%	93%	96%
Household plans to pay \$35,000-\$44,999 for new vehicle - next 12 months	93%	95%	96%
Household plans to pay \$45,000 or more for new vehicle - next 12 months	94%	89%	98%
Household plans to buy any used vehicle - next 12 months	92%	93%	93%
Household plans to lease any vehicle - next 12 months	94%	94%	96%
Household plans to buy motorcycle - next 12 months	91%	95%	92%
Household plans to buy ATV (all-terrain vehicle) - next 12 months	92%	98%	96%
Used any online site/app to gather info to shop for new/used vehicle - past year	92%	90%	94%
Used any auto dealership Web site/app to gather info to shop for new/used vehicle - past year	92%	91%	94%
Used any auto manufacturer Web site/app to gather info to shop for new/used vehicle - past year	92%	90%	93%
Household purchased anti-freeze/coolant - past 12 months	90%	91%	92%
Household purchased new car battery - past 12 months	90%	91%	92%
Household purchased service/repair on car radio/stereo - past 12 months	93%	94%	95%
Household purchased brake repair - past 12 months	94%	93%	93%
Household purchased new muffler - past 12 months	91%	92%	92%
Household purchased transmission repair - past 12 months	91%	91%	94%
Household purchased tune-up/spark plugs - past 12 months	91%	92%	93%
Household purchased service on shocks/struts - past 12 months	90%	93%	92%
Oil filter/oil change - past 12 months	90%	92%	92%
Household purchased new tires - past 12 months	91%	92%	93%
Auto glass replacement/repair - past 12 months	91%	92%	92%

Source: Scarborough USA+ 2015 Release 2 Total (August 2014 - October 2015)

## WHY RADIO FACT SHEET

### Radio Reaches Prospects for Financial Services

Read: Every week, Radio reaches 92% of Hispanic households that have/use a debit card.

#### Radio Reaches Prospects for Financial Services

Radio's weekly reach among adults 18 and older whose ...	Total	African-American	Hispanic
Household has/uses 24-hour ATM/debit card	90%	91%	92%
Household has/uses checking account	90%	91%	92%
Household has/uses savings account	90%	91%	92%
Household has/uses mobile banking	93%	93%	94%
Household uses online banking	92%	93%	94%
Household uses online bill paying	92%	93%	93%
Household has auto loan	92%	94%	94%
Household has home improvement loan or home equity loan	92%	93%	93%
Household has personal loan	92%	93%	94%
Household has student loan	92%	93%	92%
Household has home mortgage	92%	94%	93%
Household refinanced home mortgage	92%	93%	92%
Household has 401k plan	92%	94%	94%
Household has IRA (Individual Retirement Account)	90%	92%	92%
Household has 529 plan/college savings plan	95%	97%	93%
Household has/used any credit cards	90%	91%	92%
Households has/used any American Express cards - past 3 months	91%	93%	94%
Household has/used any Discover cards - past 3 months	89%	90%	93%
Household has/used any MasterCard cards - past 3 months	90%	92%	92%
Household has/used any Visa cards - past 3 months	90%	91%	92%
Household has/used any gasoline credit cards - past 3 months	89%	94%	92%
Household has/used any major department store credit cards - past 3 months	91%	92%	93%
Household holds bonds	89%	91%	92%
Household holds Certificates of Deposit (CDs)	88%	90%	90%
Household holds money market funds	90%	90%	94%
Household owns mutual funds	91%	94%	92%
Household holds stocks or stock options	90%	92%	90%
Household owns second home or real estate property	90%	91%	93%

Source: Scarborough USA+ 2015 Release 2 Total (August 2014 - October 2015)

## WHY RADIO FACT SHEET

### Radio Reaches Food Shoppers/Restaurant Patrons

Read: Every week, Radio reaches 90% of consumers whose households spend \$150-\$199 on groceries in an average week

#### Radio Reaches Food Shoppers/Restaurant Patrons

Radio's weekly reach among adults 18 and older who ...	Total	African-American	Hispanic
Spent \$100-\$124 on groceries - past 7 days	89%	91%	92%
Spent \$125-\$149 on groceries - past 7 days	90%	88%	93%
Spent \$150-\$199 on groceries - past 7 days	90%	89%	92%
Spent \$200+ on groceries - past 7 days	91%	91%	92%
Household buys most food at grocery stores/supermarkets	89%	90%	92%
Household buys most food at warehouse clubs/membership clubs	90%	91%	93%
Household buys most food at discount superstores (Target, Walmart)	89%	89%	91%
Household bought most groceries at online grocery store	90%	93%	71%
Household bought most groceries at Hispanic grocery stores	91%	93%	92%
Regularly buy locally grown food	89%	89%	91%
Regularly buy organic food	91%	91%	92%
Ate out at any upscale restaurant - past month	91%	92%	95%
Ate out at sit-down restaurant - past month	90%	91%	91%
Ate out at fast-food restaurant - past month	90%	91%	91%
Ate out at any coffee house/coffee bar - past month	92%	92%	93%
Ate out at any Chinese/Asian restaurant - past month	91%	92%	93%
Ate out at any Italian restaurant - past month	91%	92%	93%
Ate out at any Mexican restaurant - past month	91%	91%	92%
Ate out at any pizza restaurant - past month	91%	91%	93%
Ate out at any seafood restaurant - past month	90%	92%	93%
Ate out at any steakhouse restaurant - past month	92%	93%	92%
Ate out at any sports bar - past month	92%	93%	93%

Source: Scarborough USA+ 2015 Release 2 Total (August 2014 - October 2015)

## WHY RADIO FACT SHEET

### Radio Reaches Consumers of Beverages

Read: Every week, Radio reaches 92% of persons age 21 or older who drank any regular domestic (non-light) beer in the past week.

#### Radio Reaches Consumers of Beer and Wine

Radio's weekly reach among adults 21+ who ...	Total	African-American	Hispanic
Drank any regular domestic (non-light) beer - past month	92%	92%	93%
Drank any domestic light beer - past month	92%	92%	94%
Drank any imported beer - past month	92%	94%	94%
Drank any microbrewed/craft beer - past month	93%	95%	94%
Drank any malt liquor - past month	92%	94%	95%
Drank any malt alternative - past month (Bacardi Silver, etc.)	93%	91%	94%
Drank any hard cider - past month	92%	94%	94%
Drank any non-alcoholic beer - past month	91%	98%	95%
Bought any red wine - past 3 months	91%	92%	93%
Bought any white wine - past 3 months	92%	93%	94%
Bought any blush or rose wine - past 3 months	90%	92%	93%
Bought any Champagne or sparkling wine - past 3 months	92%	93%	94%
Drank any blended or rye whiskey - past month	92%	93%	92%
Drank any Bourbon whiskey - past month	92%	93%	95%
Drank any Canadian whiskey - past month	91%	96%	96%
Drank any gin - past month	91%	94%	92%
Drank any rum - past month	92%	93%	94%
Drank any Scotch whisky - past month	91%	93%	94%
Drank any tequila - past month	92%	94%	95%
Drank any vodka - past month	93%	94%	94%
Drank any pre-mixed cocktails (with liquor) - past month	92%	91%	95%
Drank any brandy - past month	92%	91%	94%
Drank any cognac - past month	91%	92%	94%
Drank any cordial liqueur - past month	93%	95%	96%

Source: Scarborough USA+ 2015 Release 2 Total (August 2014 - October 2015)

Radio Reaches Consumers of Non-Alcoholic Beverages

Radio's weekly reach among adults 18+ who ...	Total	African-American	Hispanic
Drank any regular (not diet) soft drinks - past week	90%	91%	92%
Drank any diet soft drinks - past week	89%	88%	92%
Drank any Mexican imported soft drinks - past week	93%	91%	94%
Drank any sports drinks - past week	92%	93%	93%
Drank any energy drinks - past week	92%	93%	94%
Drank any bottled water - past week	90%	91%	93%
Drank any enhanced bottled water (Vitaminwater, etc.) - past week	92%	94%	93%
Drank any flavored bottled water - past week	90%	91%	91%
Drank any orange juice - past week	90%	90%	92%
Drank other fruit juice (not orange) - past week	90%	90%	93%
Drank any bottled/canned tea - past week	91%	92%	92%
Drank any hot specialty coffee - past week	91%	91%	92%
Drank any iced specialty coffee - past week	92%	91%	94%

Source: Scarborough USA+ 2015 Release 2 Total (August 2014 - October 2015)

## WHY RADIO FACT SHEET

### Radio Reaches Home Improvement Consumers

Read: Every week, Radio reaches 91% of those who spent \$10,000 on home improvement projects in the past year.

#### Radio Reaches Home Improvement Consumers

Radio's weekly reach among adults 18 and older whose ...	Total	African-American	Hispanic
Household made any addition to home -- past year	93%	90%	93%
Household made any improvements to home - past year	90%	91%	92%
Household spent \$5,000-\$7,499 on any home improvement - past year	89%	90%	92%
Household spent \$7,500-\$9,999 on any home improvements - past year	90%	92%	89%
Household spent \$10,000 or more on any home improvements - past year	91%	89%	92%
Household painted exterior of a residence in the past year	89%	89%	91%
Household painted or wallpapered interior of residence - past year	91%	92%	92%
Household did any plumbing work - past year	89%	89%	93%
Household remodeled bathroom - past year	90%	90%	92%
Household remodeled kitchen - past year	92%	90%	92%
Household installed heating/air conditioning - past year	90%	90%	91%
Household plans to install solar panels - next 12 months	93%	92%	95%
Household replaced roof/major roof repair - past year	88%	88%	93%
Household installed siding - past year	92%	91%	92%
Household replaced windows - past year	90%	87%	93%
Household installed pool, hot tub, or spa - past year	92%	88%	91%

Source: Scarborough USA+ 2015 Release 2 Total (August 2014 - October 2015)

## WHY RADIO FACT SHEET

### Radio Reaches Electronics and Technology Consumers

Read: Every week, Radio reaches 94% of African-Americans whose household plans to buy an eReader (Kindle, Nook, Sony Reader, etc.) in the coming year

#### Radio Reaches Electronics and Technology Consumers

Radio's weekly reach among adults 18 and older who ...	Total	African-American	Hispanic
Household plans to buy tablet (iPad, Galaxy, Kindle Fire, etc.) - next 12 months	91%	91%	91%
Household plans to buy eReader (Kindle, Nook, Sony Reader, etc.) - next 12 months	90%	94%	88%
Household plans to buy a home computer (desktop or laptop) - next 12 months	90%	89%	91%
Household plans to buy a video game system - next 12 months	90%	88%	90%
Household plans to buy high-definition television set (HDTV) - next 12 months	92%	89%	93%
Household plans to buy Blu-ray/DVD player - next 12 months	91%	91%	91%
Household plans to buy a Digital Video Recorder (TiVo, etc.) - next 12 months	89%	90%	87%
Household plans to buy HD radio - next 12 months	90%	93%	94%
Household plans to subscribe to satellite TV - next 12 months	91%	92%	90%
Household plans to subscribe to satellite Radio (SiriusXM) - next 12 months	91%	92%	97%
Household plans to buy an MP3 player (iPod, Sony, etc.) - next 12 mos	90%	88%	94%
Household plans to buy wireless/cellular service - next 12 months	90%	84%	95%
Household plans to buy a Smartphone (iPhone, Android, BlackBerry, etc.) - next 12 months	92%	91%	92%
Household plans to subscribe to VoIP (Vonage, Skype, MagicJack, etc.) - next 12 months	93%	93%	94%
Household plans to buy a digital camera - next 12 months	91%	92%	93%
Household plans to buy a home security system - next 12 months	92%	94%	91%
Household has an office in the home	91%	92%	93%

Source: Scarborough USA+ 2015 Release 2 Total (August 2014 - October 2014)



## WHY RADIO FACT SHEET

### Radio Is a Great Way to Reach Voters

Read: Every week, Radio reaches 92% of Hispanic adults who are registered to vote in their district of residence.

#### Radio Reaches Voters

Radio's weekly reach among adults 18+ who ...	Total	African-American	Hispanic
Registered to vote in district of residence	89%	90%	92%
Always vote in presidential elections	89%	90%	91%
Sometimes vote in presidential elections	89%	91%	91%
Always vote in statewide elections	89%	91%	91%
Sometimes vote in statewide elections	90%	92%	92%
Always vote in local elections	89%	90%	91%
Sometimes vote in local elections	90%	91%	92%
Democrat party affiliation	89%	90%	92%
Republican party affiliation	89%	90%	91%
Independent - no political party affiliation	85%	93%	92%
Independent voter - but lean Democrat	91%	93%	93%
Household contributed money to political organization - past year	90%	90%	92%
Regularly support politicians based on environmental positions	91%	92%	92%
Independent voter - but lean Republican	91%	92%	92%
None of above (do not identify as Democrat, Republican, Independent)	88%	88%	90%

Source: Scarborough USA+ 2015 Release 2 Total (August 2014 - October 2015)

## WHY RADIO FACT SHEET

### Radio Reaches Contributors to Causes/Organizations

Read: Every week, Radio reaches 92% of African-American adults whose households contributed to an arts/cultural organization in the past year.

#### Radio Reaches Contributors to Causes/Organizations

Radio's weekly reach among adults 18 and older who ...	Total	African-American	Hispanic
Household contributed to arts/cultural organization - past year	91%	92%	93%
Household contributed to educational/academic organization - past year	91%	92%	93%
Household contributed to environmental organization - past year	90%	91%	92%
Household contributed to healthcare/medical organization - past year	89%	91%	91%
Household contributed to a military/veterans organization - past year	88%	90%	90%
Household contributed to political organization - past year	90%	90%	92%
Household contributed to religious organization - past year	89%	91%	92%
Household contributed to social care/welfare organization - past year	91%	93%	93%
Household contributed to other organization - past year	89%	89%	90%

Source: Scarborough USA+ 2015 Release 2 Total (August 2014 - October 2015)

## WHY RADIO FACT SHEET

### Radio reaches Eco-Friendly Consumers

Read: Every week, Radio reaches 91% of adults who regularly pay more for eco-friendly products and services.

#### Radio reaches Eco-Friendly Consumers

Radio's weekly reach among adults 18 and older who ...	Total	African-American	Hispanic
Regularly donate money or time to environmental causes	90%	91%	92%
Regularly support politicians based on environmental positions	91%	92%	92%
Regularly buy locally grown food	89%	89%	91%
Regularly buy organic food	91%	91%	92%
Regularly drive less/use alternative transportation	88%	90%	90%
Household owns/leases a hybrid vehicle	91%	84%	94%
Buy eco-friendly household cleaning products	90%	90%	91%
Regularly pay more for eco-friendly products and services	91%	92%	91%
Have energy-efficient windows	89%	90%	92%
Regularly use energy-efficient light bulbs	89%	90%	92%
Regularly use less water at home	90%	91%	92%
Regularly use rechargeable batteries	90%	90%	93%
Regularly use cloth or other reusable shopping bags	90%	91%	92%
Participate in energy-saving practices through utility company	90%	90%	92%
Regularly recycle glass, plastic, or paper	90%	91%	92%
Regularly recycle electronics (batteries, cellphones, computers, etc.)	91%	92%	93%
Household plans to buy any energy-saving appliances - next 12 months	91%	93%	93%
Household plans to buy solar panels - next 12 months	91%	93%	91%

Scarborough USA+ 2015 Release 2 Total (August 2014 - October 2015)

## WHY RADIO FACT SHEET

### Radio Is on Target for Businesses and Employment Opportunities

Read: Every week, Radio reaches 94% of small business owners.

#### Radio Reaches Business Owners and Workers

Radio's weekly reach among adults 18 and older who ...	Total	African-American	Hispanic
Self-employed	93%	92%	92%
Small business owners	94%	96%	96%
Working Moms (women with 1 or more children, work full-time)	95%	95%	94%
Working retirees (Adults 65+ employed full- or part-time)	90%	87%	89%
Working at home (most of the time or always)	94%	92%	94%

Scarborough USA+ 2015 Release 2 (Total August 2014 - October 2015)

#### Radio Reaches Adults Planning for Their Futures

Radio's weekly reach among adults 18 and older who ...	Total	African-American	Hispanic
Plan to go back to school for a degree or certification in next 12 months	92%	94%	91%
Plan to attend adult/continuing education classes in next 12 months	92%	94%	91%
Plan to look for new job in next 12 months	92%	92%	92%
Plan to attend job fair/employment recruitment event in next 12 months	92%	92%	92%

Scarborough USA+ 2015 Release 2 Total (August 2014 - October 2015)

## WHY RADIO FACT SHEET

### Consumer Attitudes Towards Radio Advertising

Radio provides a friendly environment for advertisers, as consumers respond positively to ads they hear on radio. For example, 91% agree (strongly or somewhat) with the statement "Advertising on radio provides me with useful information about bargains."

#### Radio Advertising Attitudes:

Agree (strongly or somewhat) with statement:	Total	African-American	Hispanic
Advertising on radio provides me with useful info about new products and services. (Agree strongly or somewhat)	90%	93%	91%
Advertising on radio provides me with useful information about bargains. (Agree strongly or somewhat)	91%	92%	92%
Advertising on radio provides me with meaningful info about the product use of other consumers. (Agree strongly or somewhat)	91%	92%	92%
Advertising on radio is amusing. (Agree strongly or somewhat)	91%	92%	92%

Disagree (strongly or somewhat) with statement:	Total	African-American	Hispanic
For me, advertising on radio is repeated too often (Disagree strongly or somewhat)	89%	89%	89%
For me, advertising on radio appears at inconvenient moments. (Disagree strongly or somewhat)	90%	91%	91%
For me, advertising on radio has no credibility. (Disagree strongly or somewhat)	90%	90%	90%
For me, all ads on radio are alike. (Disagree strongly or somewhat)	90%	90%	90%

Source: Scarborough USA+ 2013 Release 2 (August 2012-September 2013)

## **WHY RADIO FACT SHEET**

### **What Happens When the Spots Come On**

Nielsen Audio (formerly Arbitron) and Coleman Research conducted a follow up to their landmark 2006 study analyzing Radio's audience retention during commercial breaks:

The analysis is based on Media Monitors data covering nearly 18 million commercial breaks containing almost 62 million minutes of spots over a 12-month period from October 2010 through September 2011 (involving 866 Radio stations from all 48 Nielsen Audio PPM markets). They compared the audience level for each minute of a commercial break to the audience for the minute before the commercials began. The average minute audience was equal to the lead-in audience during one-minute breaks, 99% of the lead-in during two-minute breaks and 96% of the lead-in during three-minute breaks.

Longer spot breaks of four to six minutes or more yield an average minute audience that is nearly 90% of the lead-in minute. Four minute breaks delivered 92% of the lead-in audience, five-minute breaks delivered 87%, and even spot breaks of six minutes or longer delivered an average minute audience that was 85% of the audience before the commercials began.