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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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