

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 91.1 of Persons 12 and older each week.

Average Weekly Reach: Persons

Persons	12+	91.0%
Persons	12-17	87.7%
Persons	18+	91.3%
Persons	18-24	89.1%
Persons	18-34	90.9%
Persons	18-49	92.2%
Persons	25-54	93.4%
Persons	55+	89.1%
Persons	35-64	93.7%
Persons	65+	85.7%

Source: RADAR[®] 125, June 2015 © Copyright Nielsen Audio (Monday-Sunday 24-Hour Weekly Cume Estimates, All Radio)

Total U.S. 12+ Listening Audience

Persons 12 and older	244,682,000
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Source: RADAR[®] 125, June 2015 (C) Copyright Nielsen Audio (Monday-Sunday 24-Hour Weekly Cume Estimates, All Radio)

Radio's Weekly Reach

Men	12+	91.2%
Men	12-17	86.2%
Men	18+	91.8%
Men	18-24	88.2%
Men	18-34	90.1%
Men	18-49	91.9%
Men	25-54	93.4%
Men	55+	90.7%
Men	35-64	94.2%
Men	65+	87.5%
Women	12+	91.0%
Women	12-17	90.1%
Women	18+	91.1%
Women	18-24	90.9%
Women	18-34	92.3%
Women	18-49	93.0%
Women	25-54	93.7%
Women	55+	87.5%
Women	35-64	93.3%
Women	65+	84.0%

Source: RADAR[®] 125, June 2015 © 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 79.4% of persons 12 and older.

Radio's Weekly Reach by Daypart

	Age	6-10A	10A-3P	3-7P	7P-Mid	Mid-6A
Persons	12+	71.3%	79.4%	78.7%	55.7%	22.9%
Persons	12-17	63.5%	65.6%	73.7%	55.2%	13.6%
Persons	18+	72.1%	80.8%	79.2%	55.7%	23.8%
Persons	18-24	62.9%	75.9%	76.8%	62.2%	25.3%
Persons	18-34	68.3%	78.2%	79.5%	62.1%	25.1%
Persons	18-49	72.6%	80.3%	81.6%	61.4%	25.5%
Persons	25-54	76.0%	82.1%	83.4%	60.7%	26.0%
Persons	55+	69.7%	80.7%	74.0%	46.1%	20.2%
Persons	35-64	77.1%	83.4%	83.3%	57.8%	26.1%
Persons	65+	64.7%	78.0%	67.7%	40.0%	15.9%
Men	12+	71.6%	78.7%	78.6%	56.4%	26.3%
Men	12-17	61.1%	61.8%	70.1%	51.5%	12.7%
Men	18+	72.7%	80.5%	79.6%	57.0%	27.8%
Men	18-24	60.0%	72.9%	74.3%	60.0%	26.6%
Men	18-34	66.0%	78.6%	80.3%	60.8%	28.0%
Men	18-49	71.4%	78.6%	80.3%	61.1%	29.5%
Men	25-54	75.8%	81.2%	82.8%	61.3%	30.8%
Men	55+	73.0%	82.6%	76.6%	48.8%	23.6%
Men	35-64	78.3%	83.6%	83.9%	59.5%	31.1%
Men	65+	68.7%	80.4%	70.6%	42.3%	17.5%
Women	12+	71.0%	80.1%	78.7%	54.9%	19.6%
Women	12-17	66.0%	69.5%	77.5%	59.0%	14.6%
Women	18+	71.5%	81.1%	78.8%	54.5%	20.1%
Women	18-24	66.0%	79.2%	79.5%	64.6%	24.0%
Women	18-34	70.6%	81.0%	81.7%	63.5%	22.1%
Women	18-49	73.8%	81.9%	82.9%	61.6%	21.5%
Women	25-54	76.2%	83.1%	83.9%	60.1%	21.5%
Women	55+	66.9%	79.1%	71.7%	43.8%	17.3%
Women	35-64	76.0%	83.3%	82.7%	56.7%	21.2%
Women	65+	61.6%	76.1%	65.4%	38.2%	14.6%

Source: RADAR ® 125, June 2015 © 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 91% of African-Americans age 12 and older each week; they listen approximately 13-3/4 hours weekly, on average.

Radio's Reach Among African-Americans

Demo	Age	Weekly Reach	Weekly Time Spent Listening Hrs:Min
Persons	12+	90.8%	13:46
Persons	12-17	86.3%	8:56
Persons	18+	91.4%	14:23
Persons	18-24	88.3%	11:00
Persons	18-34	90.1%	11:52
Persons	18-49	91.5%	13:12
Persons	25-54	93.0%	14:24
Persons	55+	90.2%	16:10
Persons	35-64	93.5%	15:55
Persons	65+	87.2%	14:52
Men	12+	90.3%	14:15
Men	12-17	84.2%	8:09
Men	18+	91.2%	15:05
Men	18-24	86.7%	10:36
Men	18-34	88.4%	12:01
Men	18-49	90.0%	13:34
Men	25-54	92.5%	15:12
Men	55+	91.4%	17:34
Men	35-64	93.7%	16:56
Men	65+	89.1%	16:05
Women	12+	91.3%	13:20
Women	12-17	88.4%	9:42
Women	18+	91.7%	13:47
Women	18-24	89.8%	11:23
Women	18-34	91.7%	11:45
Women	18-49	92.5%	12:51
Women	25-54	93.5%	13:42
Women	55+	89.3%	15:00
Women	35-64	93.4%	15:00
Women	65+	8:59	14:03

Source: RADAR ® 125, June 2015 © 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% of Hispanics age 12 and older each week; they listen an average of 13 hours and 15 minutes per week.

Radio's Reach Among Hispanics			
Demo	Age	Weekly Reach	Weekly Time Spent Listening Hrs:Min
Persons	12+	93.0%	13:15
Persons	12-17	89.9%	8:00
Persons	18+	93.5%	14:01
Persons	18-24	91.1%	11:27
Persons	18-34	92.7%	12:24
Persons	18-49	93.7%	13:30
Persons	25-54	94.6%	14:19
Persons	55+	91.9%	15:22
Persons	35-64	95.0%	15:16
Persons	65+	89.0%	15:06
Men	12+	92.8%	14:14
Men	12-17	87.5%	7:33
Men	18+	93.7%	15:12
Men	18-24	90.5%	11:39
Men	18-34	92.4%	13:00
Men	18-49	93.6%	14:33
Men	25-54	94.7%	15:42
Men	55+	93.4%	16:59
Men	35-64	95.4%	17:01
Men	65+	90.6%	16:35
Women	12+	93.1%	12:14
Women	12-17	92.3%	8:26
Women	18+	93.2%	12:49
Women	18-24	91.8%	11:14
Women	18-34	93.0%	11:44
Women	18-49	93.9%	12:20
Women	25-54	94.6%	12:50
Women	55+	90.6%	13:59
Women	35-64	94.7%	13:29
Women	65+	87.8%	13:56

Source: RADAR ® 125, June 2015 © 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: 93% 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. Daily Time Spent Listening Hrs:Min
Persons	18+	93.1%	12:23
Men	18+	93.4%	13:16
Women	18+	93.9%	11:26

Source: RADAR ® 125, June 2015 © Copyright Nielsen Audio (Monday-Sunday 24-Hour Weekly Cume and TSL Estimates, All Radio)

Radio Reaches College Graduates

		Weekly Reach	Avg. Daily Time Spent Listening Hrs:Min
Adults	18+	92.7%	11:57
Men	18+	93.0%	12:31
Women	18+	92.5%	11:25

Source: RADAR ® 125, June 2015 © 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 88.5% of all persons age 12-24 each week; they spend almost 10 hours weekly tuned in to radio.

Radio's Reach Among 12-24 Year-Olds

	Weekly Reach	Weekly Time Spent Listening
Persons	88.5%	9:50
Males	86.8%	9:43
Females	90.3%	9:57

Source: RADAR® 125, June 2015 © 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	MAR '14	JUN '14	SEP '14	DEC '14	MAR '15
Demo	Age	JUNE '14	SEP '14	DEC '14	MAR '15	JUN '15
Persons	12+	91.5%	91.4%	91.3%	91.1%	91.0%
Persons	12-17	89.4%	89.0%	88.4%	88.1%	87.7%
Persons	18+	91.7%	91.7%	91.6%	91.4%	91.3%
Persons	18-24	90.2%	90.0%	89.8%	89.5%	89.1%
Persons	18-34	91.8%	91.6%	91.5%	91.2%	90.9%
Persons	18-49	93.0%	92.9%	92.7%	92.4%	92.2%
Persons	25-54	94.0%	93.9%	93.8%	93.6%	93.4%
Persons	55+	89.1%	89.1%	89.1%	89.0%	89.1%
Persons	35-64	94.0%	94.0%	93.9%	93.8%	93.7%
Persons	65+	85.5%	85.5%	85.5%	85.6%	85.7%
Men	12-17	87.3%	87.0%	86.6%	86.2%	85.5%
Men	18+	92.0%	92.0%	91.9%	91.8%	91.6%
Men	18-24	88.6%	88.4%	88.4%	88.2%	87.8%
Men	18-34	90.7%	90.6%	90.4%	90.1%	89.8%
Men	18-49	92.4%	92.3%	92.1%	91.9%	91.6%
Men	25-54	93.8%	93.7%	93.5%	93.4%	93.2%
Men	55+	90.7%	90.7%	90.8%	90.7%	90.8%
Men	35-64	94.3%	94.3%	94.3%	94.2%	94.1%
Men	65+	87.6%	87.5%	87.5%	87.5%	87.8%
Women	12-17	91.6%	91.0%	90.3%	90.1%	90.0%
Women	18+	91.5%	91.4%	91.3%	91.1%	91.0%
Women	18-24	91.8%	91.5%	91.4%	90.9%	90.6%
Women	18-34	92.9%	92.8%	92.6%	92.3%	92.1%
Women	18-49	93.6%	93.5%	93.3%	93.0%	92.9%
Women	25-54	94.1%	94.1%	94.0%	93.7%	93.7%
Women	55+	87.7%	87.7%	87.7%	87.5%	87.6%
Women	35-64	93.7%	93.7%	93.6%	93.3%	93.3%
Women	65+	84.0%	83.9%	84.0%	84.0%	84.1%

Source: RADAR® 121, 122, 123, 124, 125 - June 2014, September 2014, December 2014, March 2015, June 2015 (C)
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WHY RADIO FACT SHEET

Average Daily Reach

With nearly seven out of every ten 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 66.2% of persons age 12 and older on an average day.

Average Daily Reach: Persons

Persons	12+	66.2%
Persons	12-17	56.0%
Persons	18+	67.2%
Persons	18-24	61.2%
Persons	18-34	64.6%
Persons	18-49	67.6%
Persons	25-54	70.1%
Persons	55+	65.1%
Persons	35-64	71.3%
Persons	65+	60.6%

Source: RADAR ® 125, June 2015 © Copyright Nielsen Audio (Monday-Sunday 24-Hour Daily Cume Estimates, All Radio)

Average Daily U.S. 12+ Listening Audience

Persons 12 and older	177,942,000
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Source: RADAR ® 125, June 2015 © Copyright Nielsen Audio (Monday-Sunday 24-Hour Daily Cume Estimates, All Radio)

Radio's Daily Reach

Men	12+	66.9%
Men	12-17	53.1%
Men	18+	68.4%
Men	18-24	59.2%
Men	18-34	63.2%
Men	18-49	67.3%
Men	25-54	70.7%
Men	55+	68.6%
Men	35-64	73.0%
Men	65+	64.2%
Women	12+	65.4%
Women	12-17	59.0%
Women	18+	66.0%
Women	18-24	63.4%
Women	18-34	65.9%
Women	18-49	68.0%
Women	25-54	69.6%
Women	55+	62.2%
Women	35-64	69.5%
Women	65+	57.8%

Source: RADAR ® 125, June 2015 © 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 40.2% of persons 12 and older.

Radio's Daily Reach by Daypart

	Age	6-10A	10A-3P	3-7P	7P-Mid	Mid-6A
Persons	12+	37.7%	39.6%	40.2%	20.6%	8.8%
Persons	12-17	29.3%	22.9%	31.6%	18.8%	4.5%
Persons	18+	38.5%	41.4%	41.0%	20.7%	9.2%
Persons	18-24	28.4%	35.0%	36.4%	24.1%	7.8%
Persons	18-34	33.4%	36.9%	39.8%	23.4%	8.2%
Persons	18-49	37.8%	39.4%	42.8%	23.0%	9.1%
Persons	25-54	41.4%	41.5%	45.2%	22.6%	9.8%
Persons	55+	38.0%	43.5%	36.7%	16.8%	8.9%
Persons	35-64	43.1%	43.8%	45.7%	21.5%	10.7%
Persons	65+	34.5%	42.0%	30.7%	14.3%	7.0%
Men	12+	38.5%	40.2%	40.9%	21.4%	10.5%
Men	12-17	27.8%	20.9%	29.2%	17.2%	4.1%
Men	18+	39.7%	42.3%	42.2%	21.9%	11.2%
Men	18-24	27.2%	33.2%	34.9%	23.1%	8.5%
Men	18-34	32.7%	35.9%	38.7%	23.3%	9.7%
Men	18-49	37.8%	39.0%	42.6%	23.5%	11.0%
Men	25-54	42.1%	42.0%	45.7%	23.7%	12.3%
Men	55+	41.0%	46.4%	39.7%	18.6%	10.5%
Men	35-64	44.8%	45.3%	47.4%	23.2%	13.3%
Men	65+	37.3%	45.0%	33.3%	15.6%	7.7%
Women	12+	36.8%	39.1%	39.4%	19.7%	7.2%
Women	12-17	30.8%	25.0%	34.2%	20.5%	4.9%
Women	18+	37.4%	40.5%	39.9%	19.6%	7.4%
Women	18-24	29.6%	37.0%	38.1%	25.1%	7.1%
Women	18-34	34.2%	38.0%	41.0%	23.6%	6.7%
Women	18-49	37.9%	39.7%	43.1%	22.5%	7.1%
Women	25-54	40.7%	41.1%	44.8%	21.5%	7.4%
Women	55+	35.5%	41.0%	34.1%	15.3%	7.5%
Women	35-64	41.4%	42.3%	44.1%	20.0%	8.2%
Women	65+	32.3%	39.7%	28.6%	13.4%	6.5%

Source: RADAR® 125, June 2015 © 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 Listen

		Total Week Time Spent Listening	Average Weekday Time Spent Listening	Total Weekend Time Spent Listening
		Hrs:Min	Hrs:Min	Hrs:Min
Persons	12+	13:24	1:53	3:47
Teens	12-17	8:01	1:00	3:07
Persons	18+	13:56	1:59	3:51
Persons	18-24	11:15	1:31	3:28
Persons	18-34	11:52	1:40	3:24
Persons	18-49	13:00	1:52	3:32
Persons	25-54	13:58	2:03	3:40
Persons	55+	14:51	2:02	4:14
Persons	35-64	15:07	2:14	3:58
Persons	65+	13:57	1:49	4:13
Men	12+	14:15	2:02	3:53
Men	12-17	7:28	:55	2:57
Men	18+	14:56	2:09	3:58
Men	18-24	11:28	1:32	3:30
Men	18-34	12:27	1:45	3:29
Men	18-49	13:51	2:00	3:41
Men	25-54	15:04	2:14	3:51
Men	55+	16:04	2:16	4:21
Men	35-64	16:30	2:28	4:11
Men	65+	14:35	1:58	4:11
Women	12+	12:35	1:45	3:41
Women	12-17	8:34	1:05	3:17
Women	18+	12:58	1:49	3:43
Women	18-24	11:02	1:30	3:26
Women	18-34	11:16	1:35	3:11
Women	18-49	12:09	1:45	3:24
Women	25-54	12:52	1:53	3:30
Women	55+	13:47	1:50	4:08
Women	35-64	13:46	2:00	3:46
Women	65+	13:27	1:42	4:14

Source: RADAR ® 125, June 2015 © Copyright Nielsen Audio (Monday-Sunday, Monday-Friday, Saturday/Sunday 24-Hour TSL Estimates, All Radio)

Share of Media Consumption

<i>Medium</i>	<i>Avg. Minutes Per Day</i>	<i>% of Total Media Time</i>
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: 60.2% of Adults 18+ listen most to Radio in their cars on a typical weekday

Radio Listening by Location

Demo	Age	Location	On a Typical Weekday	On a Typical Weekend
Adults	18+	Listen at Home	17.3%	22.5%
Adults	18+	Listen in Car	60.2%	57.1%
Adults	18+	Listen at Work, Other Places	10.9%	4.4%
Men	18+	Listen at Home	15.4%	21.5%
Men	18+	Listen in Car	60.7%	57.3%
Men	18+	Listen at Work, Other Places	13.4%	5.5%
Women	18+	Listen at Home	19.1%	23.4%
Women	18+	Listen in Car	59.8%	56.9%
Women	18+	Listen at Work, Other Places	8.5%	3.4%
Adults	18+ / \$75,000+ HH Income	Listen at Home	11.0%	17.4%
Adults	18+ / \$75,000+ HH Income	Listen in Car	69.6%	65.5%
Adults	18+ / \$75,000+ HH Income	Listen at Work, Other Places	11.3%	3.6%
Adults	18+ College Graduate or More	Listen at Home	13.8%	20.0%
Adults	18+ College Graduate or More	Listen in Car	67.9%	62.6%
Adults	18+ College Graduate or More	Listen at Work, Other Places	9.3%	2.9%
Adults	18+ Prof./Mgr./Self-Employed	Listen at Home	10.0%	18.3%
Adults	18+ Prof./Mgr./Self-Employed	Listen in Car	71.1%	62.5%
Adults	18+ Prof./Mgr./Self-Employed	Listen at Work, Other Places	11.6%	3.0%

Source: GfK MRI Doublebase 2014 - Listening Location: Listen Most (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.

Vehicle is primary location for Radio listening::

Adults Listen to Radio in the Car ...

	Adults 18+	Men 18+	Women 18+
On Typical Weekday	60.2%	60.7%	59.8%
On Typical Weekend	57.1%	57.3%	56.9%

Source: GfK MRI 2014 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	69.6%	67.9%	71.1%
On Typical Weekend	65.5%	62.6%	65.2%

Source: GfK MRI 2014 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 94 million persons age 12 or older in the U.S. -- approximately 36% of the 12+ population base.

% Who Have Listened to Online Radio in the Last Week

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

The Infinite Dial 2001-2015 - 2014-2015 = 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 84.8% of the 41.1% of readers who usually read the Front Page section, and reaches 78.2% of the 58.9% who don't usually read the Front Page Section.

Radio reaches 85.5% of the 21.4% of readers who usually read the Sports section, and reaches 79.7% of the 78.6% who don't usually read the Sports section.

Radio reaches 86.2% of the 21.2% of readers who usually read the Business section, and reaches 79.5% of the 78.8% who don't usually read the Business section.

Radio reaches 82.6% of the 6.3% of readers who usually read the Auto Classified section, and reaches 80.8% of the 93.7% who don't usually read the Auto Classified section.

Radio reaches 83.3% of the 6.6% of readers who usually read the Employment Classified Ads, and reaches 80.7% of the 93.4% who don't usually read the Employment Classified Ads.

Radio Reaches 84.8% of the 11.2% of readers who usually read the Real Estate/Home section, and reaches 80.8% of the 88.8% who don't usually read the Real Estate/Home section.

Source: The Media Audit – Year January 2012-March 2013 / 82-Market Report (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 56% of all persons 12 and older.

Radio Is Strong During TV's Primetime

	Persons	Men	Women
12+	55.7%	56.4%	54.9%
12-17	55.2%	51.5%	59.0%
18+	55.7%	57.0%	54.5%
18-24	62.2%	60.0%	64.6%
18-34	62.1%	60.8%	63.5%
18-49	61.4%	61.1%	61.6%
25-54	60.7%	61.3%	60.1%
55+	46.1%	48.8%	43.8%
35-64	57.8%	59.5%	56.2%
65+	40.0%	42.3%	38.2%

Source: RADAR ® 125, June 2015 © 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: 33.9% 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)	35.8%
Rhythmic	33.9%
Contemporary (CHR Top 40)	27.2%
Urban	26.1%
Alternative	20.7%
Rock	20.4%
Mexican/Tejano/Ranchera (subset of Hispanic)	18.0%
Hot AC (Subset of Adult Contemporary)	18.0%
Country	15.9%
Adult Contemporary	13.8%
Hispanic (All Genres)	13.4%
Adult Hits	13.2%
Classic Rock	12.9%
AAA (Subset of Alternative)	12.8%
Spanish AC (subset of Hispanic)	12.4%
Variety/Other	11.9%
Urban AC (Subset of Urban)	11.3%
Religion Christian	9.7%
Classic Hits	9.4%
Tropical (subset of Hispanic)	9.2%
Oldies	8.0%
Classical	7.5%
Soft AC/Lite Rock	7.4%
Gospel	6.4%
Ethnic	5.5%
All Sports	5.4%
Public/Non-Commercial	4.1%
Jazz	3.9%
All News	3.9%
All Talk	3.9%
News/Talk	3.6%
Adult Standards	3.0%
Easy Listening	0.3%

Source: GfK MRI 2014 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)	30.9%
Rhythmic	30.4%
Contemporary (CHR Top 40)	29.4%
Spanish AC (subset of Hispanic)	29.1%
Alternative	28.3%
Rock	26.7%
Tropical (subset of Hispanic)	26.3%
Mexican/Tejano/Ranchera (subset of Hispanic)	26.2%
Hispanic (All Genres)	24.2%
Urban	24.1%
Hot AC (Subset of Adult Contemporary)	23.5%
Country	21.0%
Adult Contemporary	20.6%
Variety/Other	20.6%
All Sports	19.5%
Urban AC (Subset of Urban)	19.3%
Adult Hits	18.0%
AAA (Subset of Alternative)	17.7%
Religion Christian	17.5%
Classic Rock	17.1%
Public/Non-Commercial	15.6%
Soft AC/Lite Rock	15.1%
Classic Hits	15.0%
Jazz	12.2%
All Talk	11.6%
Oldies	11.3%
Gospel	11.3%
News/Talk	10.7%
Classical	10.6%
All News	8.0%
Ethnic	7.6%
Easy Listening	4.5%
Adult Standards	2.4%

Source: GfK MRI 2014 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
Adult Hits	25.6%
Hot AC	25.3%
Tropical (subset of Hispanic)	24.0%
Mexican/Tejano/Ranchera (subset of Hispanic)	23.4%
Adult Contemporary	22.7%
Rock	22.2%
Contemporary (CHR Top 40)	22.2%
Hispanic (All Genres)	22.0%
Spanish AC (subset of Hispanic)	21.8%
Alternative	21.6%
AAA (Subset of Alternative)	21.2%
All Sports	21.2%
Classic Rock	21.1%
Ethnic	20.9%
All Talk	20.8%
Urban AC (Subset of Adult Contemporary)	20.7%
Public/Non-Commercial	20.7%
Religion Christian	20.2%
Soft AC/Lite Rock	19.6%
Urban	19.1%
Rhythmic	18.7%
Urban Contemporary (Subset of Urban)	18.5%
Gospel	17.5%
Variety/Other	17.1%
Classic Hits	16.7%
Country	16.5%
News/Talk	15.6%
All News	14.9%
Jazz	14.7%
Classical	13.7%
Oldies	10.5%
Adult Standards	15.7%
Easy Listening	4.0%

Source: GfK MRI 2014 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
Ethnic	38.1%
Classic Rock	29.6%
Adult Hits	27.5%
Classic Hits	27.1%
AAA (Subset of Alternative)	26.3%
Urban AC (Subset of Urban)	24.9%
Soft AC/Lite Rock	24.4%
Oldies	23.6%
All News	23.2%
All Talk	23.1%
All Sports	22.6%
Gospel	22.5%
Adult Contemporary	22.3%
Jazz	21.8%
Religion Christian	23.0%
News/Talk	21.2%
Public/Non-Commercial	20.7%
Rock	20.0%
Hot AC (Subset of Adult Contemporary)	19.6%
Hispanic (All Genres)	19.3%
Variety/Other	19.2%
Mexican/Tejano/Ranchera (subset of Hispanic)	19.0%
Country	18.9%
Spanish AC (subset of Hispanic)	18.8%
Classical	16.7%
Alternative	17.1%
Tropical (subset of Hispanic)	16.3%
Urban	16.1%
Easy Listening	16.0%
Adult Standards	15.7%
Contemporary (CHR Top 40)	13.7%
Rhythmic	11.0%

Source: GfK MRI 2014 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	28.9%
Easy Listening	28.1%
All News	24.7%
Jazz	23.2%
News/Talk	22.7%
Classic Hits	22.0%
Classical	21.6%
Gospel	21.1%
Public/Non-Commercial	20.9%
All Talk	20.6%
Variety/Other	19.6%
Adult Standards	18.8%
Soft AC/Lite Rock	18.8%
All Sports	17.3%
Religion Christian	17.2%
Urban AC (Subset of Urban)	16.6%
Classic Rock	16.5%
Country	14.7%
Tropical (subset of Hispanic)	14.7%
Adult Contemporary	13.7%
Ethnic	12.6%
Hispanic (All Genres)	11.3%
Adult Hits	10.5%
Hot AC (Subset of Adult Contemporary)	9.8%
Urban	9.7%
Spanish AC (subset of Hispanic)	9.7%
Alternative	9.2%
Mexican/Tejano/Ranchera (subset of Hispanic)	8.9%
Rock	8.7%
Contemporary (CHR Top 40)	5.7%
Rhythmic	4.8%
Urban Contemporary (Subset of Urban)	3.3%

Source: GfK MRI 2014 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	49.8%
Easy Listening	47.0%
Classical	29.9%
News/Talk	26.3%
All News	25.4%
Jazz	24.2%
Gospel	21.3%
All Talk	19.9%
Public/Non-Commercial	18.1%
Oldies	17.8%
Ethnic	15.3%
Soft AC/Lite Rock	14.7%
Variety/Other	14.5%
All Sports	14.0%
Country	13.0%
Religion Christian	12.4%
Classic Hits	9.8%
Hispanic (All Genres)	9.8%
Tropical (subset of Hispanic)	9.5%
Spanish AC (subset of Hispanic)	8.3%
Adult Contemporary	7.2%
Urban AC (Subset of Urban)	7.1%
Urban	4.9%
Mexian/Tejano/Ranchera (subset of Hispanic)	4.6%
Alternative	3.1%
Classic Rock	2.8%
Rock	2.0%
Contemporary (CHR Top 40)	1.9%
Rhythmic	1.3%

Source: GfK MRI 2014 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)	8.4%	20.6%	21.2%	26.3%	19.1%	4.4%
Adult Contemporary	13.8%	20.4%	22.7%	22.3%	13.7%	7.2%
Adult Hits	13.2%	18.0%	25.6%	27.5%	10.5%	5.2%
Adult Standards	3.0%	2.4%	10.3%	15.7%	18.8%	49.8%
All News	3.9%	8.0%	14.9%	23.2%	24.7%	25.3%
All Sports	5.4%	19.5%	21.2%	22.6%	17.3%	14.0%
All Talk	3.9%	11.6%	20.8%	23.1%	20.6%	19.9%
Alternative	20.7%	28.3%	21.6%	17.1%	9.2%	3.1%
CHR/Top 40	27.2%	29.4%	22.2%	13.7%	5.7%	1.8%
Classic Hits	9.4%	15.0%	16.7%	27.1%	22.0%	9.8%
Classic Rock	12.9%	17.1%	21.1%	29.6%	16.5%	2.8%
Classical	7.5%	10.6%	13.7%	16.7%	21.6%	29.9%
Country	15.9%	21.0%	16.5%	18.9%	14.7%	13.0%
Easy Listening	0.3%	4.5%	4.0%	16.0%	28.1%	47.0%
Ethnic	5.5%	7.6%	20.9%	38.1%	12.6%	15.3%
Gospel	6.4%	11.3%	17.5%	22.5%	21.1%	21.3%
Hispanic (All Genres)	13.4%	24.2%	22.0%	19.3%	11.3%	9.8%
Hot AC (Subset of Adult Contemporary)	18.0%	26.2%	23.4%	19.0%	8.9%	4.6%
Jazz	3.9%	12.2%	14.7%	21.8%	23.2%	24.2%
Mexican/Tejano/Ranchera (subset of Hispanic)	18.0%	26.2%	23.4%	19.0%	8.9%	4.6%
News/Talk	3.6%	10.7%	15.6%	21.2%	22.7%	26.3%
Oldies	8.0%	11.3%	10.5%	23.6%	28.9%	17.8%
Public/Non-Commercial	4.1%	15.6%	20.7%	20.7%	20.9%	18.1%
Religion Christian	9.7%	17.5%	20.2%	23.0%	17.2%	12.4%
Rhythmic	33.9%	30.4%	18.7%	11.0%	4.8%	1.3%
Rock	20.4%	26.7%	22.2%	20.0%	8.7%	2.0%
Soft AC/Lite Rock	7.4%	15.1%	19.6%	24.4%	18.8%	14.7%
Spanish AC (subset of Hispanic)	12.4%	29.1%	21.8%	18.8%	9.7%	8.3%
Tropical (subset of Hispanic)	9.2%	26.3%	24.0%	16.3%	14.7%	9.5%
Urban	26.1%	24.1%	19.1%	16.1%	9.7%	4.9%
Urban AC (Subset of Urban)	11.3%	19.3%	20.7%	24.9%	16.6%	7.1%
Urban Contemporary (Subset of Urban)	35.8%	30.9%	18.5%	9.9%	3.3%	1.6%
Variety/Other	11.9%	17.7%	17.1%	19.2%	19.6%	14.5%

Source: GfK MRI, 2014 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 242 commercial stations are licensed under construction permits for future broadcast; 185 commercial stations are currently dark/off the air. Close to 2,300 HD Radio stations are using HD Radio Technology, and there are over 1,500 HD2/HD3/HD4 multicast channels on the air. Number of commercial streamed AM/FM Radio stations: 7,256. NextRadio reports over 1.5 million app downloads of FM radio on smartphones.

Radio's Most Popular Formats		
Rank	Format	# Stations
1	Country	2,093
2	News/Talk	1,390
3	Spanish	843
4	Sports	794
5	Classic Hits	793
6	Adult Contemporary	597
7	Contemporary (CHR Top 40)	577
8	Classic Rock	483
10	Hot AC	462
9	Oldies	432
11	Religion (Teaching, Variety)	328
12	Rock	302
14	Black Gospel	214
13	Adult Standards	202
17	Contemporary Christian	166
15	Southern Gospel	163
16	Urban AC	161
18	Ethnic	156
20	R&B	138
19	Soft Adult Contemporary	126
22	Modern Rock	103
21	Alternative Rock	102
23	R&B Adult/Oldies	64
24	Variety	44
25	Jazz	27
26	Pre-Teen	23
27	Rhythmic AC	19
28	Easy Listening	18
30	Gospel	14
29	Modern AC	12
31	Classical	11
	Other/Format Not Available	60

Source: Inside Radio/M Street Corp., January 2015 (No Canadian or Mexican Stations are included). HD Radio stats from iBiquity/HD Digital, January 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	2014 Total \$	2014 Network \$	2014 National Spot \$
1	Comcast Corp.	96.4	8.3	88.1
2	Deutsche Telekom AG (T-Mobile)	92.8	0.2	92.6
3	AT&T, Inc.	76.8	0.5	76.3
4	Home Depot, Inc.	72.5	63.0	9.5
5	Berkshire Hathaway, Inc. (GEICO, etc.)	68.5	24.2	44.3
6	Verizon Communications, Inc.	52.1	--	52.1
7	Fiat Chrysler Automobiles NV	46.1	3.5	42.6
8	Walmart Stores, Inc.	41.6	17.2	24.4
9	Softbank Corp. (Sprint)	39.8	29.6	10.2
10	O'Reilly Auto Parts, Inc.	35.4	21.8	13.7
11	Macy's	34.5	22.8	11.7
12	AB Acquisition LLC (Albertsons, Acme, etc.)	31.7	0.1	31.6
13	21st Century Fox, Inc.	29.7	1.8	27.9
14	Walgreens Boots Alliance, Inc.	29.1	26.8	2.3
15	Allstate Corp.	29.0	5.8	23.2
16	Walt Disney Co.	27.0	3.3	23.7
17	Advance Auto Parts, Inc.	25.3	14.9	10.4
18	U.S. Government	23.4	9.1	14.3
19	AutoZone, Inc.	21.9	21.3	0.6
20	Ford Motor Co.	21.4	18.7	2.7
21	Mattress Firm Holding Corp.	20.2	--	20.2
22	Rock Holding, Inc. (Quicken Loans, Rock Financial, etc.)	19.4	19.4	0.1
23	Cox Enterprises, Inc.	17.5	4.4	13.1
24	American Family Mutual Insurance Co.	15.7	0.1	15.6
25	Target Corp.	15.0	0.1	14.9
26	American Movil SA (TracFone)	14.6	3.1	11.5
27	State Farm Mutual Auto Insurance Co.	14.3	13.7	0.7
28	Lifelock, Inc.	14.1	13.7	0.4
29	Toyota Motor Corp. Dealer Association	14.0	--	14.0
30	Genuine Parts Co.	12.8	12.6	0.2
31	Farmers Insurance Group	12.5	--	12.5
32	JCPenney Co., Inc.	12.2	11.7	0.5
33	Progressive Corp.	12.0	12.0	0.1
34	Yum Brands, Inc.	11.6	9.1	2.5
35	Apollo Education Group, Inc. (U of Phoenix, etc.)	11.3	0.3	11.0
36	Select Comfort Corp.	11.2	2.1	9.1
37	Bloomin Brands, Inc. (Bonefish Grill, Outback, Darden, etc.)	10.9	4.7	6.2
38	Kohl's Corp.	10.7	10.5	0.3
39	JPMorgan Chase & Co.	10.7	--	10.7
40	Wendy's Co.	10.6	5.2	5.4

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 2015. 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	2014 Total \$	2014 Network \$	2014 National Spot \$
1	Home Depot Home Center	72.5	63.0	9.5
2	T-Mobile Wireless	65.0	--	65.0
3	GEICO	63.5	23.7	39.8
4	Comcast Cable	58.8	--	58.8
5	Verizon Wireless	41.3	--	41.3
6	AT&T Wireless	40.3	0.5	39.8
7	O'Reilly Auto Parts	35.4	21.7	13.7
8	Macy's Department Store	34.2	22.8	11.4
9	Walgreens Drug Stores	29.1	26.8	2.3
10	Sprint Wireless	28.2	18.2	10.0
11	Allstate Insurance	27.0	5.8	21.2
12	Walmart	26.3	7.7	18.6
13	Safeway Food Store	24.6	--	24.6
14	AutoZone Parts Store	21.9	21.3	0.6
15	Advance Auto Parts Store	21.7	11.4	10.3
16	Ford	20.6	17.2	3.4
17	Mattress Firm Store	20.2	--	20.2
18	Quicken Loans	19.4	19.4	0.1
19	Cricket Communications Wireless	18.9	--	18.9
20	MetroPCS Wireless Store	15.7	--	15.7
21	American Family Insurance	15.5	0.1	15.4
22	Sam's Club	15.1	9.4	5.7
23	Target Discount Department Store	15.0	0.1	15.0
24	TracFone Wireless	14.6	3.1	11.5
25	AT&T	14.6	--	14.6
27	Fox-TV	13.7	0.6	13.1
26	LifeLock Identity Theft Service	14.1	13.7	0.4
28	Jeep	13.2	--	13.2
29	Cox Communications Cable	12.9	--	12.9
30	Farmers Insurance	12.5	--	12.5
31	JCPenney	12.2	11.7	0.5
32	Progressive Insurance	12.0	12.0	0.1
33	MetroPCS Wireless	12.0	--	12.0
34	State Farm Insurance	11.7	11.0	0.7
35	Boost Mobile Wireless	11.5	11.4	0.1
36	20th Century Fox Pictures	11.5	1.1	10.4
37	Toyota	11.3	--	11.3
38	NAPA Auto Parts Store	10.9	10.8	0.1
39	Verizon	10.8	--	10.8
40	Kohl's	10.7	10.4	0.3

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 2015. 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	2014	2014	2014
		Total \$	Network \$	National Spot \$
1	Retail	526.9	248.4	278.5
2	Communications	365.8	37.7	328.1
3	Insurance and Real Estate	210.6	64.8	145.8
4	Media & Advertising	180.8	39.4	141.4
5	Financial	169.4	54.3	115.1
6	Miscellaneous Services & Amusements	163.8	41.4	122.4
7	Government, Politics and Organizations	154.8	19.7	135.1
8	Automotive, Automotive Accessories & Equipment	150.7	43.5	107.2
9	Restaurants	126.4	37.4	89.0
10	Public Transportation, Hotels & Resorts	65.2	11.7	53.5
11	Department Stores	61.7	45.3	16.4
12	Schools, Camps, Seminars	50.3	6.2	44.1
13	Automotive Dealers & Services	50.2	17.8	32.4
14	Discount Department & Variety Stores	48.2	8.5	39.7
15	Gasoline, Lubricants (Transmission) & Fuels	38.2	15.0	23.2
16	Horticulture & Farming	29.1	7.0	22.1
17	Dairy, Produce, Meat & Bakery Goods	27.8	2.7	25.1
18	Computers, Software, Internet Not Elsewhere Classified	25.7	16.0	9.7
19	Beverages	24.3	10.2	14.1
20	Medicines & Proprietary Remedies	22.4	17.6	4.8
21	Business & Technology Not Elsewhere Classified	22.0	3.7	18.3
22	Shopping Centers & Catalog Showrooms	20.4	9.3	11.1
23	Building Materials, Equipment & Fixtures	19.2	15.1	4.1
24	Direct Response Companies	17.9	16.5	1.4
25	Manufacturing: Materials & Equipment/Freigh/Industrial Development	16.4	11.4	5.0
26	Pharmaceutical Houses	14.1	6.6	7.5
27	Food & Beverages Not Elsewhere Classified	13.9	4.2	9.7
28	Beer & Wine	12.0	5.3	6.7
29	Audio & Video Equipment & Supplies	9.4	4.3	5.1
30	Games, Toys & Hobbycraft	9.2	5.4	3.8
31	Liquor	6.9	0.9	6.0
32	Confectionery & Snacks	6.5	5.4	1.1
33	Eye Glasses, Medical Equipment & Supplies	6.3	5.0	1.3
34	Drugs, Toiletries & Fitness Not Elsewhere Classified	6.1	1.5	4.6
35	Household Furnishings & Accessories	6.1	6.0	0.1
36	Cosmetics & Beauty Aids	5.8	3.2	2.6
37	Sporting Goods	4.1	3.6	0.5
38	Pets, Pet Foods & Supplies	3.7	3.2	0.5
39	Prepared Foods	3.5	0.3	3.2
40	Fitness & Diet Programs & Spas	3.4	0.2	3.2

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 2015, 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 91% of Adults 18+ who have shopped at a carpet 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%	92%	91%
Household shopped any furniture/mattress store - past year	91%	91%	92%
Household shopped any home accessory store - past year	90%	90%	91%
Household shopped any hardware/paint/lawn & garden store - past year	91%	92%	91%
Household shopped any consumer electronics store - past year	91%	91%	91%
Household shopped any major appliances store - past year	93%	93%	93%
Shopped/visted any shopping mall - past 3 months	90%	91%	91%
Shopped any major department store - past 3 months	90%	90%	91%
Shopped any clothing store - past 3 months	90%	91%	92%
Shopped any bookstore - past 3 months	91%	92%	92%
Shopped any bridal shop - past 3 months	93%	94%	97%
Shopped any jewelry store - past 3 months	91%	94%	95%
Shopped any music/video store - past 3 months	92%	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	91%	92%	92%
Shopped any sporting goods store - past 3 months	92%	93%	92%
Shopped any toy/game store - past 3 months	92%	93%	93%
Shopped/used services of any florist (excluding grocers) - past 3 months	92%	94%	93%
Shopped/used services of any day spa - past 3 months	95%	85%	95%
Shopped/used services of any dry cleaner - past 3 months	93%	93%	93%
Bought any athletic shoes - past year	92%	93%	92%
Bought athletic clothing (not shoes) - past year	94%	93%	93%
Bought any costume jewelry - past year	91%	92%	94%
Bought any fine jewelry - past year	92%	92%	95%
Bought any cosmetics, perfumes, or skin care items - past year	91%	91%	93%
Bought any children's clothing - past year	93%	92%	92%

Source: Scarborough USA+ 2014 Release 2 (February-September 2014)



WHY RADIO FACT

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	91%	91%	93%
Household used a financial planner - past year	91%	94%	91%
Household used a stockbroker - past year	88%	84%	88%
Household used online investing/stock-trading service - past year	93%	97%	93%
Household used a cash advance or or title loan shop - past year	93%	94%	98%
Household used a check-cashing service - past year	89%	93%	91%
Household used a coin-cashing service (Coinstar, etc.) - past year	92%	93%	90%
Household used a wire transfer service - past year	93%	94%	95%
Household used a bankruptcy attorney - past year	88%	92%	93%
Household used a personal injury attorney - past year	90%	96%	92%
Household used other attorney service - past year	90%	92%	91%
Household used insurance agent at local office (not online) - past year	91%	88%	93%
Household used a real estate agent to buy or rent home - past year	93%	97%	97%
Household used a real estate agent to sell home - past year	91%	88%	94%
Household used a travel agent - past year	92%	95%	95%
Household used a tutoring service - past year	93%	97%	90%
Household used funeral pre-planner - past year	84%	88%	83%

Source: Scarborough USA+ 2014 Release 2 (February-September 2014)



WHY RADIO FACT SHEET

Radio Reaches the Market for Vehicles, Automotive Products

Read: Every week, Radio reaches 93% of African-Americans whose household plans to buy or lease a new compact car in the next 12 months.

Radio Reaches Car Buyers/Leasers			
Radio's weekly reach among adults 18 and older whose ...	Total	African-American	Hispanic
Household plans to buy/lease a new compact car - next 12 months	97%	91%	96%
Household plans to buy/lease a new midsize car - next 12 months	88%	89%	91%
Household plans to buy/lease a new full-size car - next 12 months	94%	92%	96%
Household plans to buy/lease a new luxury vehicle (any size) - next 12 months	94%	93%	97%
Household plans to buy/lease a new pickup truck - next 12 months	98%	91%	88%
Household plans to buy/lease a new SUV - next 12 months	93%	91%	86%
Household plans to buy/lease a new van or mini-van - next 12 months	84%	91%	95%
Household owns/leases any hybrid vehicle	94%	91%	95%
Household plans to pay under \$10,000 for new vehicle - next 12 months	92%	89%	86%
Household plans to pay \$10,000-\$14,999 for new vehicle - next 12 months	96%	90%	94%
Household plans to pay \$15,000-\$19,999 for new vehicle - next 12 months	95%	87%	95%
Household plans to pay \$20,000-\$24,999 for new vehicle - next 12 months	94%	91%	94%
Household plans to pay \$25,000-\$29,999 for new vehicle - next 12 months	82%	91%	95%
Household plans to pay \$30,000-\$34,999 for new vehicle - next 12 months	91%	94%	92%
Household plans to pay \$35,000-\$44,999 for new vehicle - next 12 months	97%	90%	83%
Household plans to pay \$45,000 or more for new vehicle - next 12 months	98%	95%	98%
Household plans to buy any used vehicle - next 12 months	94%	93%	94%
Household plans to lease any vehicle - next 12 months	94%	92%	91%
Household plans to buy motorcycle - next 12 months	94%	94%	94%
Household plans to buy ATV (all-terrain vehicle) - next 12 months	95%	92%	83%
Used any online site/app to gather info to shop for new/used vehicle - past year	92%	93%	92%
Used any auto dealership Web site/app to gather info to shop for new/used vehicle - past year	91%	92%	93%
Used any auto manufacturer Web site/app to gather info to shop for new/used vehicle - past year	90%	93%	93%
Household purchased anti-freeze/coolant - past 12 months	94%	91%	92%
Household purchased new car battery - past 12 months	92%	91%	93%
Household purchased service/repair on car radio/stereo - past 12 months	93%	92%	93%
Household purchased brake repair - past 12 months	94%	92%	93%
Household purchased new muffler - past 12 months	97%	92%	95%
Household purchased transmission repair - past 12 months	96%	92%	89%
Household purchased tune-up/spark plugs - past 12 months	94%	91%	91%
Household purchased service on shocks/struts - past 12 months	92%	92%	95%
Oil filter/oil change - past 12 months	92%	91%	92%
Household purchased new tires - past 12 months	93%	92%	92%
Auto glass replacement/repair - past 12 months	92%	92%	95%
Household purchased paint or body work - past 12 months	92%	91%	94%

Source: Scarborough USA+ 2014 Release 2 (February-September 2014)



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	92%	92%	92%
Household has/uses checking account	90%	91%	92%
Household has/uses savings account	91%	91%	92%
Household uses online banking	93%	93%	94%
Household uses online bill paying	92%	92%	93%
Household has auto loan	93%	92%	94%
Household has home improvement loan or home equity loan	92%	91%	93%
Household has personal loan	92%	92%	91%
Household has student loan	94%	93%	92%
Household has home mortgage	93%	93%	93%
Household refinanced home mortgage	94%	95%	92%
Household has 401k plan	93%	93%	94%
Household has IRA (Individual Retirement Account)	91%	89%	91%
Household has 529 plan/college savings plan	95%	95%	96%
Household has/used any American Express Card - past 3 months	92%	91%	92%
Household has/used any Discover Card - past 3 months	90%	89%	89%
Household has/used any MasterCard - past 3 months	91%	92%	92%
Household has/used any VISA Card - past 3 months	91%	92%	91%
Household has/used any gasoline credit card - past 3 months	89%	93%	92%
Household has/used any major dept. store credit card - past 3 months	91%	90%	94%
Household holds bonds	90%	89%	91%
Household holds Certificates of Deposit (CDs)	88%	91%	93%
Household holds money market funds	91%	93%	94%
Household owns mutual funds	91%	93%	92%
Household holds stocks or stock options	91%	93%	92%
Household owns second home or real estate property	90%	93%	94%

Source: Scarborough USA+ 2014 Release 2 (February-September 2014)



WHY RADIO FACT SHEET

Radio Reaches Food Shoppers/Restaurant Patrons

Lead: 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	90%	88%	92%
Spent \$125-\$149 on groceries - past 7 days	91%	89%	92%
Spent \$150-\$199 on groceries - past 7 days	90%	90%	91%
Spent \$200+ on groceries - past 7 days	92%	94%	91%
Household bought most groceries at Hispanic grocery stores	91%	93%	92%
Household bought most groceries at online grocery store	90%	93%	71%
Regularly buy locally grown food	90%	90%	91%
Regularly buy organic food	91%	90%	93%
Ate out at any upscale restaurant - past month	91%	94%	94%
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	93%	92%	93%
Ate out at any Chinese/Asian restaurant - past month	92%	92%	92%
Ate out at any Italian restaurant - past month	91%	91%	93%
Ate out at any Mexican restaurant - past month	91%	93%	92%
Ate out at any pizza restaurant - past month	92%	92%	92%
Ate out at any seafood restaurant - past month	90%	93%	93%
Ate out at any steakhouse restaurant - past month	91%	93%	91%

Source: Scarborough USA+ 2014Release 2 (February-September 2014)

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%	93%	91%
Drank any domestic light beer - past month	92%	94%	93%
Drank any imported beer - past month	93%	95%	94%
Drank any microbrewed/craft beer - past month	93%	89%	97%
Drank any malt liquor - past month	92%	96%	87%
Drank any malt alternative - past month (Bacardi Silver, etc.)	93%	95%	94%
Drank any hard cider - past month	93%	95%	94%
Drank any non-alcoholic beer - past month	86%	92%	88%
Bought any red wine - past 3 months	92%	92%	94%
Bought any white wine - past 3 months	92%	94%	93%
Bought any blush or rose wine - past 3 months	91%	93%	94%
Bought any Champagne or sparkling wine - past 3 months	90%	91%	93%
Drank any blended or rye whiskey - past month	93%	93%	95%
Drank any Bourbon whiskey - past month	91%	92%	92%
Drank any Canadian whiskey - past month	91%	96%	90%
Drank any gin - past month	91%	96%	91%
Drank any rum - past month	92%	92%	92%
Drank any Scotch whiskey - past month	91%	92%	95%
Drank any tequila - past month	93%	94%	94%
Drank any vodka - past month	93%	94%	95%
Drank any whiskey - past month	91%	93%	93%
Drank any white goods - past month	93%	94%	94%
Drank other liquor - past month	91%	93%	91%
Drank any pre-mixed cocktails (with liquor) - past month	92%	92%	94%
Drank any brandy - past month	94%	97%	96%
Drank any cognac - past month	92%	96%	94%
Drank any cordial liqueur - past month	89%	92%	80%

Source: Scarborough USA+ 2014 Release 2 (February-September 2014)

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%	91%
Drank any diet soft drinks - past week	90%	91%	90%
Drank any bottled water - past week	91%	92%	91%
Drank any sports drinks - past week	92%	93%	91%
Drank any energy drinks - past week	93%	94%	93%
Drank any orange juice - past week	90%	92%	91%
Drank other fruit juice (not orange) - past week	90%	92%	91%
Drank any bottled/canned tea - past week	91%	91%	90%
Drank any hot specialty coffee - past week	92%	91%	92%
Drank any iced specialty coffee - past week	92%	90%	90%

Source: Scarborough USA+ 2014 Release 2 (February-September 2014)



WHY RADIO FACT SHEET

Radio Reaches Home Improvement Consumers

Read: Every week, Radio reaches 93% of those who spent \$10,000 on remodeling 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	92%	96%	92%
Household made any improvements to home - past year	91%	92%	92%
Household spent \$5,000-\$9,999 on any home improvement - past year	90%	85%	95%
Household spent \$10,000 or more on any home improvements - past year	93%	93%	93%
Household painted exterior of a residence in the past year	91%	92%	94%
Household painted or wallpapered interior of residence - past year	92%	91%	92%
Household did any plumbing work - past year	91%	92%	94%
Household remodeled bathroom - past year	92%	94%	94%
Household remodeled kitchen - past year	93%	95%	92%
Household installed heating/air conditioning - past year	91%	91%	92%
Household plans to install solar panels - next 12 months	93%	92%	95%
Household replaced roof/major roof repair - past year	90%	91%	88%
Household installed siding - past year	92%	95%	91%
Household replaced windows - past year	91%	94%	88%
Household installed pool, hot tub, or spa - past year	95%	98%	97%
Household contracted for any landscaping - past year	92%	93%	90%

Source: Scarborough USA+ 2014 Release 2 (February-September 2014)



WHY RADIO FACT SHEET

Radio Reaches Electronics and Technology Consumers

Read: Every week, Radio reaches 95% of African-Americans whose household plans to buy a tablet (iPad, Galaxy, Kindle Fire, 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	92%	94%	93%
Household plans to buy eReader (Kindle, Nook, Sony Reader, etc.) - next 12 months	92%	95%	94%
Household plans to buy a home computer (desktop or laptop) - next 12 months	92%	94%	92%
Household plans to buy a video game system - next 12 months	92%	91%	91%
Household plans to buy high-definition television set (HDTV) - next 12 months	91%	93%	92%
Household plans to buy Blu-ray/DVD player - next 12 months	91%	95%	92%
Household plans to buy a Digital Video Recorder (TiVo, etc.) - next 12 months	92%	91%	93%
Household plans to buy HD radio - next 12 months	92%	95%	91%
Household plans to subscribe to satellite TV - next 12 months	93%	95%	96%
Household plans to subscribe to satellite Radio (SiriusXM) - next 12 months	93%	98%	93%
Household plans to buy an MP3 player (iPod, Sony, etc.) - next 12 mos	94%	95%	93%
Household plans to buy wireless/cellular service - next 12 months	89%	90%	94%
Household plans to buy Smartphone (Android, BlackBerry, iPhone, etc.) - next 12 months	92%	93%	95%
Household plans to subscribe to VoIP (Vonage, Skype, MagicJack, etc.) - next 12 months	95%	98%	91%
Household plans to buy a digital camera - next 12 months	93%	90%	95%
Household has an office in the home	93%	99%	96%

Source: Scarborough USA+ 2014 Release 2 (February-September 2014)



WHY RADIO FACT SHEET

Radio Is a Great Way to Reach Voters

Read: Every week, Radio reaches 91% 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	90%	91%	91%
Always vote in presidential elections	89%	90%	90%
Sometimes vote in presidential elections	89%	90%	90%
Always vote in statewide elections	89%	91%	90%
Sometimes vote in statewide elections	91%	91%	93%
Always vote in local elections	88%	91%	90%
Sometimes vote in local elections	91%	91%	91%
Claim Democratic political party affiliation	89%	91%	91%
Claim Republican political party affiliation	90%	86%	92%
Claim no political party affiliation (Independents)	90%	92%	91%
Household contributed money to political organization - past year	89%	93%	88%
Regularly support politicians based on environmental positions	90%	91%	89%

Source: Scarborough USA+ 2014 Release 2 (February-September 2014)



WHY RADIO FACT SHEET

Radio Reaches Contributors to Causes/Organizations

Read: Every week, Radio reaches 95% 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	92%	95%	93%
Household contributed to environmental organization - past year	91%	93%	91%
Household contributed to healthcare/medical organization - past year	90%	92%	92%
Household contributed to a military/veterans organization - past year	88%	87%	91%
Household contributed to political organization - past year	89%	93%	88%
Household contributed to religious organization - past year	89%	90%	91%
Household contributed to social care/welfare organization - past year	91%	91%	92%
Household contributed to other organization - past year	90%	90%	90%

Source: Scarborough USA+ 2014 Release 2 (February-September 2014)



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%	93%	92%
Regularly support politicians based on environmental positions	90%	91%	89%
Regularly buy locally grown food	90%	90%	91%
Regularly buy organic food	91%	90%	93%
Regularly drive less/use alternative transportation	89%	89%	89%
Household owns/leases a hybrid vehicle	91%	94%	95%
Buy eco-friendly household cleaning products	90%	90%	93%
Regularly pay more for eco-friendly products and services	91%	89%	92%
Have energy-efficient windows	90%	90%	91%
Regularly use energy-efficient light bulbs	90%	90%	91%
Regularly use less water at home	90%	90%	92%
Regularly use rechargeable batteries	91%	91%	93%
Regularly use cloth or other reusable shopping bags	90%	90%	93%
Participate in energy-saving practices through utility company	91%	92%	91%
Regularly recycle glass, plastic, or paper	91%	91%	92%
Regularly recycle electronics (batteries, cellphones, computers, etc.)	91%	91%	92%
Household plans to buy any energy-saving appliances - next 12 months	91%	95%	88%
Household plans to buy solar panels - next 12 months	91%	96%	90%

Scarborough USA+ 2014Release 2 (February-September 2014)



WHY RADIO FACT SHEET

Radio Is on Target for Businesses and Employment Opportunities

Read: Every week, Radio reaches 96% 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	94%	96%	92%
Small business owners	96%	95%	98%
Working Moms (women with 1 or more children, work full-time)	96%	95%	96%
Working retirees (Adults 65+ employed full- or part-time)	88%	85%	75%
Working at home (most of the time or always)	94%	93%	92%

Scarborough USA+ 2014 Release 2 (February-September 2014)

Radio Reaches Adults Planning for Their Futures

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

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%	95%	94%
Plan to attend adult/continuing education classes in next 12 months	92%	94%	92%
Plan to look for new job in next 12 months	93%	93%	92%

Scarborough USA+ 2014 Release 2 February-September 2014)



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.