

Radio – An Effective Medium

- Radio is an effective medium
 - The top choice for audio and entertainment -- at home, in-car and on the go.
- Radio's reach
 - Radio reaches 88% of Americans 18+ on a weekly basis.¹
 - Radio continues to have a high reach among traditional media.¹
 - 18+: 88%
 - 18-34: 84%
 - 35-49: 89%
 - 50-64: 92%
- Radio- a trusted ad medium
 - Americans trust traditional media the most
 - 45% of Americans said they somewhat or very much trust advertisements heard on the radio.⁷
- Listeners spend time with radio
 - The average listener 18+ spends 11 hours and 59 minutes weekly with radio.¹
 - Radio listeners tune in approximately 1 hour and 28 minutes daily.¹
 - Teens 12-17 are tuning into radio 7 hours and 8 minutes weekly.¹
- Listeners value radio – for news, entertainment, and companionship
 - 50% of A18+ said radio puts them in a good mood.⁴
 - 47% of A10+ say that the radio relaxes them.⁴
 - Radio keeps listeners informed about local news (39%).⁵
 - 38% state radio improves their mood.⁵
 - 35% of listeners say that radio keeps them informed of emergencies.⁵
- Radio is a part of everyday life
 - 46% of A18+ listen to radio 1 to 5 hours weekly while 33% of radio listeners listen 6+ hours per week.³
- Radio is available across platforms and devices
 - 193M P12+ have listened to online audio (includes AM/FM streams) in the past month.⁶
 - Americans 12+ listened to online audio approximately 16 hours and 14 minutes in the last week.⁶
 - 75% of A18+ that have driven/ridden in a car past month have ever used AM/FM radio.⁶
 - 65% of radio listeners say that it is easy to listen to while in-car.⁵
- Radio builds awareness among heavy radio listeners
 - Adults 18+ who are heavily exposed to radio (180+ mins/day) are 189% more likely to have shopped a jewelry store in the past four weeks compared to those with no radio exposure.⁸
 - 183% are more likely to have shopped a sporting goods store.⁸
 - 160% are more likely to have shopped an auto parts store.⁸
 - 137% are more likely to buy/lease a vehicle.⁸
- Radio personalities connect with and influence listeners
 - 1 in 2 listeners have a favorite radio personality whom they have been listening to for an average of 8 years.⁹
 - Listeners (78%) share what they hear from their favorite personality with their family and friends.⁹
 - 77% of listeners would try a brand recommended by their favorite radio personality.⁹

- 83% of radio listeners value and trust their favorite personalities' opinions.⁹
- Radio drives online search
 - An analysis of 35.7K auto insurance ads exhibited an impact on web traffic.¹⁰
 - New user lift grew 12%.¹⁰
 - There was an average on 2.2 new website users per airing.¹⁰
 - Auto insurance ads influenced visits to local agents with a total of 25,600 in foot traffic throughout campaign.¹⁰
 - 59% of new in person visitors were influenced by the radio campaign.¹⁰

Sources: 1) The Nielsen Total Audience Report, June 2021; 3) RAB; Statista, Radio Listener Monitor 2020; 4) MRI-Simmons Doublebase 2020; 5) Jacobs Media Tech Survey 2021; 6) Edison Research, The Infinite Dial 2021; 7) YouGov, Global study: Which types of ads do people trust, 2021; 8) The Media Audit 60 Market Aggregate 2020; 9) Katz Radio Group, Our Media, 2019; 10) NumericOwl, RAB Radio Drives Search For Auto Insurance 2020