



## WHY RADIO FACT SHEET

### Average Weekly Reach

Radio reaches an impressive 93% 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 92.8% of Persons 12 and older each week.

#### Average Weekly Reach: Persons

Persons	12+	92.8%
Persons	12-17	91.7%
Persons	18+	92.9%
Persons	18-34	93.3%
Persons	25-54	95.1%
Persons	35-64	95.0%
Persons	65+	86.5%

Source: RADAR ® 112, March 2012 © Copyright Arbitron (Monday-Sunday 24-Hour Weekly Cume Estimates)

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

<b>Persons 12 and older</b>	<b>241,512,000</b>
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Source: RADAR ® 112, March 2012 © Copyright Arbitron (Monday-Sunday 24-Hour Weekly Cume Estimates)

#### Radio's Weekly Reach

Men	12+	92.8%
Men	12-17	89.8%
Men	18+	93.2%
Men	18-34	92.4%
Men	25-54	94.9%
Men	35-64	95.2%
Men	65+	88.1%
Women	12-17	92.8%
Women	18+	92.7%
Women	18-34	94.3%
Women	25-54	95.3%
Women	35-64	94.8%
Women	65+	85.4%

Source: RADAR ® 112, March 2012 © Copyright Arbitron (Monday-Sunday 24-Hour Weekly Cume Estimates)



## WHY RADIO FACT SHEET

### Radio's Weekly Reach: Hours Per Week Spent Listening

#### Hours Per Week Spent Listening to Radio

Even with the explosion of new media, Radio remains relevant. Radio has retained 74 percent of its TSL (time spent listening) levels over the past five years.

Survey Period/Year	Hours:Minutes
March 2007	19:46
March 2008	19:22
March 2009	18:04
March 2010	16:16
March 2011	15:20
March 2012	14:46

Source: RADAR® 92, 96, 100, 104, 108, 112 (March 2007-March 2012),  
© Copyright Arbitron; (Monday-Sunday 24-Hour Weekly TSL Estimates, Persons 12+)



## 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.

	Age	6-10A	10A-3P	3-7P	7P-Mid	Mid-6A
Persons	12+	74.9%	82.3%	81.5%	59.4%	25.7%
Persons	12-17	68.4%	71.2%	78.9%	62.7%	18.6%
Persons	18+	75.6%	83.5%	81.8%	59.0%	26.5%
Persons	18-34	72.5%	82.3%	83.2%	66.4%	28.4%
Persons	25-54	80.0%	85.3%	86.3%	64.0%	28.8%
Persons	35-64	80.5%	85.8%	85.6%	60.8%	28.5%
Persons	65+	66.9%	78.9%	68.7%	41.4%	17.5%
Men	12-17	65.0%	67.2%	75.1%	58.7%	16.7%
Men	18+	76.2%	83.2%	82.2%	60.3%	30.7%
Men	18-34	70.9%	80.2%	81.5%	65.2%	32.0%
Men	25-54	80.0%	84.6%	86.0%	64.6%	34.0%
Men	35-64	81.3%	85.8%	86.0%	62.2%	33.5%
Men	65+	69.9%	80.4%	71.0%	44.0%	19.1%
Women	12-17	71.9%	75.3%	82.8%	67.0%	20.6%
Women	18+	75.1%	83.8%	81.4%	57.8%	22.5%
Women	18-34	74.2%	84.5%	84.9%	67.7%	24.5%
Women	25-54	80.1%	86.0%	86.5%	63.5%	23.7%
Women	35-64	79.7%	85.7%	85.2%	59.5%	23.7%
Women	65+	64.6%	77.8%	66.9%	39.5%	16.4%



## WHY RADIO FACT SHEET

### Daily 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.

#### Daily Reach by Medium

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.

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'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 media offers the ability to reach like Radio.

Read: Radio reaches 93.1% of African-Americans age 12 and older each week; they listen for an average of 15 hours and 30 minutes per week.

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

Demo	Age	Weekly Reach	Weekly Time Spent Listening Hrs:Min
Persons	12+	93.1%	15:30
Persons	12-17	91.6%	10:38
Persons	18+	93.3%	16:10
Persons	18-34	92.5%	14:07
Persons	25-54	94.6%	16:24
Persons	35-64	95.1%	17:24
Persons	65+	88.4%	16:39
Men	12-17	90.4%	9:57
Men	18+	92.9%	16:49
Men	18-34	90.9%	14:16
Men	25-54	93.6%	16:59
Men	35-64	95.0%	18:15
Men	65+	89.7%	18:16
Women	12-17	93.0%	11:19
Women	18+	93.6%	15:36
Women	18-34	94.0%	13:59
Women	25-54	95.5%	15:53
Women	35-64	95.2%	16:40
Women	65+	87.5%	15:32

Source: RADAR ® 112, March 2012 © Copyright Arbitron (Monday-Sunday 24-Hour Weekly Cume Estimates)





## 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.

#### Radio's Reach Among Hispanics

Demo	Age	Weekly Reach	Weekly Time Spent Listening Hrs:Min
Persons	12+	95.1%	14:51
Persons	12-17	93.5%	9:51
Persons	18+	95.3%	15:34
Persons	18-34	95.2%	14:16
Persons	25-54	96.3%	16:11
Persons	35-64	96.4%	16:50
Persons	65+	91.0%	15:51
Men	12-17	91.9%	8:44
Men	18+	95.2%	16:42
Men	18-34	94.5%	14:59
Men	25-54	96.2%	17:35
Men	35-64	96.4%	18:29
Men	65+	92.6%	17:12
Women	12-17	95.1%	11:01
Women	18+	95.5%	14:21
Women	18-34	96.1%	13:25
Women	25-54	96.4%	14:36
Women	35-64	96.3%	15:08
Women	65+	89.7%	14:47

Source: RADAR ® 112, March 2012 © Copyright Arbitron (Monday-Sunday 24-Hour Weekly Cume Estimates)



## WHY RADIO FACT SHEET

### Radio Reaches Affluent Consumers

The most upscale consumers are available in Radio's listening audience: 95% of adults in the \$75K+ household income bracket are reached by Radio each week – with daily tune-in times over 2 1/2 hours.

Read: Radio reaches 94.7% of Adults 18+ with \$75K+ household incomes each week; they listen an average of 2 hours and 33 minutes per day.

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

		Weekly Reach	Avg. Daily Time Spent Listening Hrs:Min
Persons	18+	94.7%	2:33
Men	18+	94.8%	2:41
Women	18+	94.5%	2:24

Source: RADAR ® 112, March 2012 © Copyright Arbitron (Monday-Sunday 24-Hour Weekly Cume Estimates)

#### Radio Reaches College Graduates

		Weekly Reach	Avg. Daily Time Spent Listening Hrs:Min
Adults	18+	94.4%	2:26
Men	18+	94.6%	2:32
Women	18+	94.2%	2:20

Source: RADAR ® 112, March 2012 © Copyright Arbitron (Monday-Sunday 24-Hour Weekly Cume Estimates)



## 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. Better than nine out of ten 12-24 year-olds tune in to Radio every week.

Read: Radio reaches 91.8% of all persons age 12-24 each week; they listen an average of 11 hours and 29 minutes per week.

#### Radio's Reach Among 12-24 Year-Olds

	Weekly Reach	Weekly Time Spent Listening
Persons	91.8%	11:29
Males	90.2%	11:11
Females	93.5%	11:46

Source: RADAR <sup>®</sup> 112, March 2012 © Copyright Arbitron (Monday-Sunday 24-Hour Weekly Cume Estimates)





## WHY RADIO FACT SHEET

### Radio Reaches Customers Year-Round

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 '11	JUN '11	SEP '11	DEC '11	MAR '12
Persons	12+	93.2%	93.2%	93.1%	93.1%	92.8%
Persons	12-17	92.0%	92.1%	92.0%	92.1%	91.7%
Persons	18+	93.4%	93.3%	93.3%	93.2%	92.9%
Persons	18-34	93.8%	93.8%	93.6%	93.5%	93.3%
Persons	25-54	95.4%	95.4%	95.3%	95.3%	95.1%
Persons	35-64	95.2%	95.2%	95.2%	95.1%	95.0%
Persons	65+	87.2%	87.0%	87.1%	87.0%	86.5%
Men	12-17	90.1%	90.1%	90.1%	90.2%	89.8%
Men	18+	93.6%	93.5%	93.5%	93.4%	93.2%
Men	18-34	92.9%	92.9%	92.7%	92.7%	92.4%
Men	25-54	95.3%	95.2%	95.2%	95.1%	94.9%
Men	35-64	95.4%	95.4%	95.4%	95.3%	95.2%
Men	65+	88.9%	88.7%	88.7%	88.6%	88.1%
Women	12-17	94.0%	94.1%	94.0%	94.1%	93.7%
Women	18+	93.1%	93.1%	93.0%	93.0%	92.7%
Women	18-34	94.8%	94.7%	94.5%	94.4%	94.3%
Women	25-54	95.6%	95.5%	95.5%	95.5%	95.3%
Women	35-64	95.0%	95.0%	95.0%	95.0%	94.8%
Women	65+	85.8%	85.8%	85.9%	85.8%	85.4%

Source: RADAR<sup>®</sup> 108, 109, 110, 111, 112 - March 2011, June 2011, September 2011, December 2011, March 2012 © Copyright Arbitron (Monday-Sunday 24-Hour Weekly Cume Estimates)



## WHY RADIO FACT SHEET

### Average Daily Reach

With nearly three out of every four 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.

#### Average Daily Reach: Persons

Persons	12+	69.8%
Persons	12-17	62.2%
Persons	18+	70.6%
Persons	18-34	69.1%
Persons	25-54	74.0%
Persons	35-64	74.4%
Persons	65+	62.5%

Source: RADAR ® 112, March 2012 © Copyright Arbitron (Monday-Sunday 24-Hour Weekly Cume Estimates)

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

<b>Persons 12 and older</b>	<b>181,734,000</b>
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Source: RADAR ® 112, March 2012 © Copyright Arbitron (Monday-Sunday 24-Hour Weekly Cume Estimates)

#### Radio's Daily Reach

Men	12-17	58.5%
Men	18+	71.8%
Men	18-34	68.3%
Men	25-54	74.6%
Men	35-64	75.9%
Men	65+	65.1%
Women	12-17	66.1%
Women	18+	69.5%
Women	18-34	70.0%
Women	25-54	73.3%
Women	35-64	72.9%
Women	65+	60.2%

Source: RADAR ® 112, March 2012 © Copyright Arbitron (Monday-Sunday 24-Hour Weekly Cume Estimates)



## 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 43.0% of persons 12 and older.

#### Radio's Daily Reach by Daypart

	Age	6-10A	10A-3P	3-7P	7P-Mid	Mid-6A
Persons	12+	40.8%	42.7%	43.0%	22.8%	10.1%
Persons	12-17	32.6%	25.9%	35.7%	23.5%	6.4%
Persons	18+	41.7%	44.4%	43.8%	22.8%	10.5%
Persons	18-34	36.8%	41.1%	43.3%	26.1%	9.6%
Persons	25-54	45.1%	45.3%	48.5%	24.7%	11.2%
Persons	35-64	46.3%	46.7%	48.3%	23.5%	11.9%
Persons	65+	36.7%	43.7%	31.9%	15.5%	8.0%
Men	12-17	30.3%	23.4%	32.6%	21.3%	5.6%
Men	18+	42.9%	45.4%	45.2%	24.1%	12.5%
Men	18-34	36.6%	40.1%	42.7%	26.2%	11.3%
Men	25-54	46.0%	46.0%	49.3%	26.0%	13.7%
Men	35-64	47.9%	48.3%	49.8%	24.9%	14.4%
Men	65+	38.9%	46.5%	34.6%	16.9%	8.8%
Women	12-17	35.1%	28.5%	38.9%	25.9%	7.2%
Women	18+	40.6%	43.5%	42.5%	21.5%	8.5%
Women	18-34	37.0%	42.0%	44.0%	26.0%	7.7%
Women	25-54	44.2%	44.7%	47.7%	23.5%	8.7%
Women	35-64	44.8%	45.1%	46.8%	21.8%	9.4%
Women	65+	35.0%	41.6%	29.8%	14.5%	7.4%

Source: RADAR ® 112, March 2012 © Copyright Arbitron (Monday-Sunday 24-Hour Weekly Cume Estimates)



## 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.

#### Radio Listening by Location

Read: 60.4% of Adults 18+ listen to Radio in their cars on a typical weekday

Demo	Age	Location	On a Typical Weekday	On a Typical Weekend
Adults	18+	Listen at Home	17.8%	22.5%
Adults	18+	Listen in Car	60.4%	56.7%
Adults	18+	Listen at Work, Other Places	10.4%	4.0%
Men	18+	Listen at Home	15.7%	21.1%
Men	18+	Listen in Car	61.5%	57.2%
Men	18+	Listen at Work, Other Places	12.4%	5.1%
Women	18+	Listen at Home	19.8%	23.8%
Women	18+	Listen in Car	59.4%	56.1%
Women	18+	Listen at Work, Other Places	8.6%	2.9%
Adults	18+ / \$75,000+ HH Income	Listen at Home	11.3%	17.4%
Adults	18+ / \$75,000+ HH Income	Listen in Car	70.0%	64.8%
Adults	18+ / \$75,000+ HH Income	Listen at Work, Other Places	11.1%	3.3%
Adults	18+ College Graduate or More	Listen at Home	13.9%	19.7%
Adults	18+ College Graduate or More	Listen in Car	68.1%	61.2%
Adults	18+ College Graduate or More	Listen at Work, Other Places	9.1%	2.8%
Adults	18+ Prof./Mgr./Self-Employed	Listen at Home	14.0%	19.6%
Adults	18+ Prof./Mgr./Self-Employed	Listen in Car	64.5%	60.2%
Adults	18+ Prof./Mgr./Self-Employed	Listen at Work, Other Places	12.9%	4.4%

Source: GfK MRI Doublebase 2011 - Listening Location: Listen Most (Percentages will not add to 100% due to duplication among listening locations)



## 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 captures over of 16.25 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 Hrs:Min	Average Weekday Time Spent Listening Hrs:Min	Total Weekend Time Spent Listening Hrs:Min
Persons	12+	14:46	2:08	4:02
Teens	12-17	9:28	1:14	3:31
Adults	18+	15:19	2:13	4:06
Adults	18-34	13:43	1:50	3:45
Adults	25-54	15:42	2:22	3:59
Adults	35-64	16:21	2:13	4:10
Adults	65+	14:58	1:51	4:28
Men	12-17	8:35	1:06	3:17
Men	18+	16:24	2:24	4:14
Men	18-34	14:27	1:54	3:50
Men	25-54	16:57	2:34	4:11
Men	35-64	17:47	2:41	4:24
Men	65+	15:36	1:58	4:25
Women	12-17	10:22	1:22	3:44
Women	18+	14:17	2:03	3:58
Women	18-34	12:59	1:52	3:41
Women	25-54	14:28	2:10	3:47
Women	35-64	14:57	2:13	3:57
Women	65+	14:29	1:52	4:30

Source: RADAR ® 112, March 2012 © Copyright Arbitron (Monday-Sunday 24-Hour Weekly Cume Estimates)

#### Share of Media Consumption

Radio	26%
Broadcast TV	23%
Cable	38%
Internet	7%
Newspaper	6%

Radio's Share of Time Spent with Selected Media - 2009 / Veronis Suhler Stevenson Communications Industry Forecast 2009-2013



## 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	60.4%	61.5%	59.4%
On Typical Weekend	56.7%	57.2%	56.1%

Source: GfK MRI, 2011 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	70.0%	68.1%	64.5%
On Typical Weekend	64.8%	61.7%	60.2%

Source: GfK MRI, 2011 Doublebase Radio Listening by Location: Listen Most



## WHY RADIO FACT SHEET

### Radio Triggers Online Searches

#### Radio Scores High in Triggering Online Search

Read: 23.2% of adults have initiated an online search based on hearing something on Radio; 32.1% of Radio listeners have done so.

Which of the following triggers you to start an online search?	Adults	Radio Listeners - Avg. Week
Radio	23.2%	31.2%
Ad Inserts	20.7%	24.0%
Blogs	9.6%	11.0%
Cable TV	31.7%	35.2%
Cellphone	11.2%	15.5%
Coupons	37.6%	41.3%
Direct Mail	24.8%	28.6%
Email Advertising	25.9%	29.3%
Face-to-Face Communication	35.2%	37.5%
Instant Messaging	7.3%	9.7%
In-Store Promotions	22.0%	25.5%
Internet Advertising	23.7%	26.2%
Magazines	36.0%	40.5%
Newspapers	30.0%	34.4%
Online Communities (Facebook, MySpace)	16.8%	18.7%
Outdoor Billboard	9.7%	12.4%
Read an Article	33.8%	35.7%
Text Messaging	8.1%	11.0%
TV Broadcast	35.9%	38.0%
Yellow Pages	4.0%	5.1%
Other	6.4%	4.9%

Source: BIGinsight(TM) Media Behaviors and Influence (TM) Survey, DEC-11, Adults 18+; The sum of the % totals may be greater than 100% because respondents can select more than one answer.

#### Radio Listeners Search Before Buying

Product Category Researched Online:	
Electronics	52.5%
Apparel	40.9%
Appliances	32.1%
DVDs/CDs/Books	32.1%
Shoes	31.4%
Food/Groceries	27.8%
Home Improvement Items	21.8%
Beauty Care/Cosmetics	20.1%
Medicines/Vitamins/Supplements	19.8%
Electronics	52.5%
Apparel	40.9%
Appliances	32.1%
DVDs/CDs/Books	32.1%
Shoes	31.4%
Food/Groceries	27.8%
Home Improvement Items	21.8%

Source: BIGinsight (TM) Media Behaviors and Influence (TM) Survey, DEC-11; 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

Category Search Regularly/Occasionally:	
Maps/Directions	93.6%
Restaurants	86.2%
Travel	84.9%
Clothing/Shoes	83.7%
Product Information/Comparative Shopping (Non-Auto)	82.8%
Movies	82.0%
Medical Information/Services	79.1%
Online Entertainment	73.4%
Tickets for Concerts/Sporting Events	73.1%
Automobiles/Trucks	68.3%
Sports	67.8%
Financial Information/Services	57.7%

Source: BIGinsight (TM) Media Behaviors and Influence (TM) Survey, DEC-11; Adults 18+.  
The sum of the % totals may be greater than 100% because respondents can select more than one answer.





## WHY RADIO FACT SHEET

### Online Listening

The weekly online radio audience comprises some 57 million persons age 12 or older in the U.S. -- over 1 in 5 persons in the 12+ population base.

#### Weekly Online Radio Audience at an All Time High

% Who Have Listened to Online Radio in Last Week

January 2000	2%
January 2001	5%
January 2002	6%
January 2003	8%
January 2004	8%
January 2005	8%
January 2006	12%
January 2007	11%
January 2008	13%
January 2009	17%
January 2011	22%

*The Infinite Dial 2011 - Arbitron Inc./Edison Media Research*



## 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 84.4% of the 45.1% of readers who usually read the Front Page section, and reaches 77.4% of the 54.9% who don't usually read the Front Page section.

Radio reaches 85.9% of the 23.6% of readers who usually read the Sports section, and reaches 78.9% of the 76.4% who don't usually read the Sports section.

Radio reaches 84.9% of the 23.5% of readers who usually read the Business section, and reaches 79.2% of the 76.5% who don't usually read the Business section.

Radio reaches 83.7% of the 6.6% of readers who usually read the Auto Classified section, and reaches 80.3% of the 93.4% who don't usually read the Auto Classified section.

Radio reaches 82.1% of the 8.2% of readers who usually read the Employment Classified Ads, and reaches 80.4% of the 91.8% who don't usually read the Employment Classified Ads.

Radio Reaches 84.2% of the 12.6% of readers who usually read the Real Estate/Home section, and reaches 80.0% of the 87.4% who don't usually read the Real Estate/Home section.

Radio reaches 84.4% of the 45.1% of readers who usually read the Front Page section, and reaches 77.4% of the 54.9% who don't usually read the Front Page section.

Radio reaches 85.9% of the 23.6% of readers who usually read the Sports section, and reaches 78.9% of the 76.4% who don't usually read the Sports section.

Radio reaches 84.9% of the 23.5% of readers who usually read the Business section, and reaches 79.2% of the 76.5% who don't usually read the Business section.

*Source: The Media Audit – Year January 2010-February 2011 / 80-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 59.4% of persons 12 and older.

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

	Persons	Men	Women
12+	59.4%	60.1%	58.6%
12-17	62.7%	58.7%	67.0%
18+	59.0%	60.3%	57.8%
18-34	66.4%	65.2%	67.7%
25-54	64.0%	64.6%	63.5%
35-64	60.8%	62.2%	59.5%
65+	41.4%	44.0%	39.5%

Source: RADAR ® 112, March 2012 © Copyright Arbitron (Monday-Sunday 24-Hour Weekly Cume Estimates)

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

Radio reaches 79.6% of the 25.9% of adults who watch TV 7-9 a.m., and reaches 80.8% of the 74.1% of adults who don't watch 7-9 a.m.

Radio reaches 77.4% of the 28.6% of adults who watch TV 9 a.m.-4 p.m. and reaches 81.8% of the 71.4% of adults who don't watch 9 a.m.-4 p.m.

Radio reaches 76.9% of the 28.5% of adults who watch TV 4-5 p.m. and reaches 82.0% of the 71.5% of adults who don't watch 4-5 p.m.

Radio reaches 80.1% of the 49.7% of adults who watch TV 5 p.m.-prime, and reaches 81.6% of the 50.3% of adults who don't watch 5 p.m.-prime.

Radio reaches 81.8% of the 72.7% of adults who watch primetime TV, and reaches 80.6% of the 27.3% of adults who don't watch primetime TV.

Radio reaches 81.3% of the 29.8% of adults who watch late evening local news, and reaches 80.2% of the 70.2% of adults who don't watch late evening local news.

Source: The Media Audit – Year January 2010 - February 2011 / 80-Market Report  
(Based on Daily Television Viewing estimates)



## WHY RADIO FACT SHEET

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

Kantar Media's ad spending data 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. Therefore, Kantar Media does not capture these advertisers' true Radio expenditures. Direct spending by many national advertisers substantially exceeds the amounts spent by the advertisers listed in the Kantar Media Top 40.

Ranked by Parent Company

Figures shown in millions of dollars.

Rank	Parent	2011 Total \$	2011 Network \$	2011 National Spot \$
1	Comcast Corp.	118.2	4.0	114.2
2	Home Depot, Inc.	82.5	59.9	22.6
3	Chrysler Group LLC Dealer Association	72.3	72.3	
4	Berkshire Hathaway, Inc. (GEICO, etc.)	62.7	27.3	35.4
5	Walmart Stores, Inc.	57.3	28.6	28.7
6	Verizon Communications, Inc.	52.6	.3	52.3
7	Allstate Corp.	37.9	12.3	25.6
8	Safeway, Inc.	36.5		36.5
9	Sears Holdings Corp.	36.0	16.7	19.3
10	News Corp.	35.9	3.5	32.4
11	O'Reilly Auto Parts, Inc.	27.5	1.5	26.0
12	Supervalu, Inc.	26.9	26.9	
13	Walt Disney Co.	26.0	4.6	21.4
14	AutoZone, Inc.	25.5	25.1	.4
15	Burger King Holdings, Inc.	24.8	.8	24.0
16	Kohl's Corp.	23.5	9.8	13.7
17	Ford Motor Company	23.0	17.3	5.8
18	AT&T, Inc.	22.7	1.2	21.5
19	Lowe's Cos., Inc.	21.8	18.7	3.0
20	Macy's, Inc.	21.7	14.7	7.1
21	America Family Mutual Insurance Company	20.8	.1	20.7
22	Deutsche Telekom AG	20.6	20.6	
23	JPMorgan Chase & Company	18.4	1.5	16.9
24	Walgreen Co.	18.2	15.8	2.4
25	State Farm Mutual Auto Insurance Company	18.0	12.9	5.1
26	U.S. Government	17.6	7.8	9.8
27	Target Corp.	17.0	17.0	
28	General Motors Corp.	16.9	13.7	3.1
29	United Services Auto Association	16.4	1.9	14.5
30	Farmers Insurance Group	15.9	8.7	7.2
31	Panera Bread Company	15.8	15.8	
32	PNC Financial Services Group, Inc.	15.7	15.7	
33	Netflix, Inc.	14.9	14.8	.1
34	Telephone & Data Systems, Inc.	14.4		14.4
35	Rock Holdings, Inc.	13.7	13.6	.1
36	Sony Corp.	13.5	1.7	11.8
37	Viacom, Inc.	13.1	1.3	11.8
38	Progressive Corp.	13.0	12.9	.1
39	Pfizer, Inc.	12.4	7.1	5.3
40	Nestle, SA	11.8	3.6	8.2

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 2012. These figures may not be reproduced in any manner without express consent of Kantar Media.



## WHY RADIO FACT SHEET

### Radio's Top 40 National & Spot Advertisers: Brands

Kantar Media ad spending data 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. Therefore, Kantar Media does not capture these advertisers' true Radio expenditures. Direct spending by many national advertisers substantially exceeds the amounts spent by the advertisers listed in the Kantar Media Top 40.

#### Ranked by Brand

Figures shown in millions of dollars.

Rank	Brand	2011 Total \$	2011 Network \$	2011 National Spot \$
1	Home Depot Home Center	82.5	59.9	22.6
2	GEICO	58.0	25.3	32.8
3	Comcast	47.1	47.1	
4	Walmart	43.9	15.9	28.1
5	Verizon Wireless	40.7	.3	40.4
6	Allstate	36.6	12.3	24.3
7	Safeway Food tore	36.4	36.4	
8	Comcast Cable	34.1	34.1	
9	Sears	32.8	13.9	18.9
10	OReilly Auto Parts Store	27.5	1.5	26.0
11	Supervalu Food Stores	26.7	26.7	
12	AutoZone Parts Store	25.5	25.1	.4
13	Burger King	24.8	.8	24.0
14	Kohl's	23.5	9.8	13.7
15	Lowe's Building Supply Store	21.8	18.7	3.0
16	Macy's	21.4	14.7	6.7
17	T-Mobile Wireless	20.6	20.6	
18	American Family Insurance	20.0	19.9	
19	Dodge Ram	18.4	.4	18.1
20	Walgreens Drug Stores	18.2	15.8	2.4
21	Jeep Vehicles	17.2	.1	17.1
22	Target	17.0	17.0	
23	JPMorgan Chase	16.9	16.9	
24	Chrysler Full Line	16.3	16.3	
25	Netflix.com	14.9	14.8	.1
26	Brand Panera Bread Company Corporate	14.7	14.7	
27	PNC Bank "S Is for Savings"	14.4	14.4	
28	US Cellular Wireless	14.4	14.4	
29	Quicken Loans	13.7	13.6	.1
30	Sam's Club	13.3	12.7	.6
31	Progressive Insurance	13.0	12.9	.1
32	Farmers Insurance	12.6	6.4	6.3
33	NBC TV Network	12.3	.7	11.6
34	Dodge Full Line	11.4	2.2	9.2
35	Boar's Head	11.1	.6	10.5
36	USAA	11.0	.6	10.5
37	State Farm	10.9	5.9	5.0
38	Kaiser Permanente	10.8	10.8	
39	Dodge	10.6	10.6	
40	Verizon Communications	9.9	9.9	

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 2012. These figures may not be reproduced in any manner without express consent of Kantar Media.

## WHY RADIO FACT SHEET

### Radio's Top 40 National & Spot Advertisers: Industry

Kantar Media's ad spending data 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. Therefore, Kantar Media does not capture these advertisers' true Radio expenditures. Direct spending by many national advertisers substantially exceeds the amounts spent by the advertisers listed in the TNS Top 40.

#### Ranked by Industry

Figures shown in millions of dollars.

Rank	Industry - 2011 in \$	Total	Network	National Spot
1	Retail	497.0	221.1	275.9
2	Communications	253.4	7.6	245.8
3	Insurance and Real Estate	229.6	88.2	141.4
4	Financial	196.7	66.6	130.1
5	Media and Advertising	196.0	38.6	157.4
6	Automotive, Automotive Accessories and Equipment	195.8	51.2	134.6
7	Restaurants	159.4	20.2	139.2
8	Miscellaneous Services and Amusements	147.0	40.7	106.3
9	Government, Politics and Organizations	91.0	17.1	73.9
10	Department Stores	87.9	46.5	41.4
11	Public Transportation, Hotels and Resorts	70.8	11.1	59.7
12	Discount Department and Variety Stores	67.6	18.6	49.0
13	Computers, Software, Internet (Not Elsewhere Classified)	62.9	40.9	22.0
14	Medicines & Proprietary Medicines	48.3	32.6	15.7
15	Automotive Dealers and Services	47.8	18.6	29.2
16	Gasoline, Lubricants (Transportation) & Fuels	46.3	11.3	35.0
17	Beverages	39.7	15.4	24.3
18	Dairy, Produce, Meat and Bakery Goods	38.0	7.5	30.5
19	Schools, Camps, Seminars	36.4	9.0	27.4
20	Horticulture and Farming	28.1	4.1	24.0
21	Direct Response Companies	27.3	26.8	.5
22	Business and Technology (Not Elsewhere Classified)	18.6	5.4	13.2
23	Shopping Centers and Catalog Showrooms	18.2	12.9	5.3
24	Beer and Wine	17.3	8.6	8.7
25	Eye Glasses, Medical Equipment and Supplies	15.8	14.7	1.1
26	Manufacturing: Materials and Equipment/Freight/Industrial Development	15.7	10.0	5.7
27	Building Materials, Equipment & Fixtures	14.9	7.5	7.4
28	Food and Beverages: Comb Copy and Not Elsewhere Classified	14.5	2.4	12.1
29	Prepared Foods	13.1	4.0	9.1
30	Audio and Video Equipment and Supplies	11.7	7.2	4.5
31	Cosmetics and Beauty Aids	9.9	5.7	4.2
32	Fitness and Diet Programs and Spas	7.1	.6	6.5
33	Toiletries, Hygienic Goods and Skin Care-Men	7.0	5.2	1.8
34	Confectionery and Snacks	6.8	5.3	1.5
35	Footwear	6.6	6.4	.2
36	Household Appliances, Equipment and Utensils	6.5	5.7	.8
37	Games, Toys and Hobbycraft	6.2	4.0	2.2
38	Household Supplies	5.7	2.6	3.1
39	Ready-to-Wear, Formalwear and Bridalwear	4.5	3.3	1.2
40	Ingredients, Mixes and Seasonings	4.2	.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 2012, 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

Radio Reaches Retail Customers			
Read: Every week, Radio reaches 89% of those who have shopped for	Total	African-American	Hispanic
Household shopped any carpet store - past year	89%	91%	91%
Household shopped any furniture/mattress store - past year	89%	90%	91%
Household shopped any home accessory store - past year	87%	88%	89%
Shopped any home accessory store - past year	87%	88%	89%
Household shopped any hardware/paint/lawn & garden store - past year	87%	88%	89%
Household shopped any large appliance store - past year	88%	89%	90%
Household bought any draperies, blinds, other window treatments - past year	89%	90%	88%
Shopped any bridal shop - past 3 months	92%	84%	91%
Bought any men's business clothing - past year	92%	92%	91%
Bought any men's casual clothing - past year	89%	91%	91%
Bought any men's shoes - past year	90%	91%	91%
Bought any women's business clothing - past year	91%	90%	90%
Bought any women's casual clothing - past year	87%	88%	90%
Bought any women's shoes - past year	88%	88%	89%
Bought any infant's clothing - past year	89%	89%	90%
Bought any children's clothing - past year	90%	91%	90%
Bought any athletic shoes - past year	90%	91%	91%
Bought other athletic clothing (not shoes) - past year	91%	91%	92%
Bought any fine jewelry - past year	89%	89%	90%
Bought any costume jewelry - past year	88%	89%	90%
Shopped any bookstore - past 3 months	88%	88%	90%
Shopped any florist (excluding grocers) - past 3 months	88%	90%	91%
Shopped any office supply store - past 3 months	89%	89%	91%
Shopped any sporting goods store - past 3 months	90%	90%	91%
Shopped any toy store - past 3 months	89%	89%	90%
Shopped any pet supply store - past 3 months	88%	88%	90%
Bought any cosmetics, perfumes, or skin care items - past year	88%	89%	90%

Source: Scarborough USA+ 2011 Release 2 (12 months only)



## WHY RADIO FACT SHEET

### Radio Reaches Professional Services Consumers

Radio Reaches Professional Services Consumers			
	Total	African-American	Hispanic
Household used an accountant - past year	88%	89%	90%
Household used a financial planner - past year	88%	86%	92%
Household used a check-cashing service - past year	84%	89%	89%
Household used a cash advance or title loan shop - past year	89%	92%	93%
Household used a wire transfer service - past year	90%	91%	88%
Household used a stockbroker - past year	85%	87%	91%
Household used online investing/stock-trading service - past year	91%	91%	93%
Household used bankruptcy attorney - past year	94%	91%	95%
Household used a personal injury attorney - past year	88%	91%	88%
Household used other attorney service - past year	89%	91%	87%
Household used funeral pre-planner - past year	82%	85%	87%
Household used a travel agent - past year	90%	90%	93%
Household used a real estate agent to buy or rent home - past year	91%	92%	90%
Household used a real estate agent to sell home - past year	88%	84%	81%
Household used tutoring service - past year	92%	90%	90%

Source: Scarborough USA+ 2011 Release 2 (12 months only)





## 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'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	90%	93%	94%
Household plans to buy/lease a new midsize car - next 12 months	88%	88%	89%
Household plans to buy/lease a new full-size car - next 12 months	90%	88%	91%
Household plans to buy/lease a new luxury vehicle (any size) - next 12 months	91%	94%	93%
Household plans to buy/lease a new pickup truck - next 12 months	86%	91%	86%
Household plans to buy/lease a new SUV - next 12 months	90%	89%	94%
Household plans to buy/lease a new van or mini-van - next 12 months	91%	91%	93%
Household owns/leases any hybrid vehicle	90%	80%	84%
Household plans to pay under \$10,000 for new vehicle - next 12 months	85%	81%	89%
Auto glass replacement/repair - past 12 months	89%	92%	90%
Oil filter/oil change - past 12 months	88%	89%	90%
Household plans to buy motorcycle - next 12 months	91%	94%	90%
Household plans to buy ATV (all-terrain vehicle) - next 12 months	88%	89%	84%
Household plans to buy RV (motor home) - next 12 months	91%	92%	91%
Household plans to pay \$10K-\$14,999 for new vehicle - next 12 months	89%	92%	92%
Household plans to pay \$15K-\$19,999 for new vehicle - next 12 months	89%	89%	96%
Household plans to pay \$20K-\$24,999 for new vehicle - next 12 months	89%	91%	83%
Household plans to pay \$25K-\$29,999 for new vehicle - next 12 months	87%	85%	90%
Household plans to pay \$30K-\$34,999 for new vehicle - next 12 months	88%	93%	95%
Household plans to pay \$35K-\$44,999 for new vehicle - next 12 months	89%	95%	97%
Household plans to pay \$45K or more for new vehicle - next 12 months	91%	94%	91%
Household plans to buy any used vehicle - next 12 months	90%	92%	90%
Household purchased new tires - past 12 months	89%	89%	89%
Household purchased new car battery - past 12 months	88%	90%	91%
Household purchased service/repair on car radio/stereo - past 12 months	90%	89%	89%
Household purchased new muffler - past 12 months	90%	89%	88%
Household purchased transmission repair - past 12 months	89%	89%	88%

Source: Scarborough USA+ 2009 Release 2 (12 months only)



## WHY RADIO FACT SHEET

### Radio Reaches Prospects for Financial Services

#### Radio Reaches Prospects for Financial Services

Read: Every week, Radio reaches 90% of Hispanic households that have/use a debit card.

Radio's weekly reach among adults 18 and older whose ...	Total	African-American	Hispanic
Household has/uses 24-hour teller card (ATM card)	90%	91%	91%
Household has/uses debit card	89%	90%	90%
Household has/uses checking account	87%	88%	90%
Household has/uses savings account	88%	89%	90%
Household has personal loan	89%	88%	89%
Household has auto loan	90%	89%	89%
Household has home improvement loan or home equity loan	90%	86%	89%
Household has home mortgage	90%	90%	91%
Household refinanced home mortgage	91%	93%	91%
Household has 529 plan/college savings plan	92%	89%	92%
Household has IRA (Individual Retirement Account)	87%	86%	89%
Household has 401k plan	92%	91%	93%
Household uses online banking	91%	91%	92%
Household uses online bill paying	90%	90%	92%
Household has/used any American Express Card - past 3 months	90%	89%	91%
Household has/used any MasterCard - past 3 months	88%	89%	90%
Household has/used any VISA Card - past 3 months	88%	89%	90%
Household has/used any Discover Card - past 3 mos	86%	89%	89%
Household has/used any gasoline credit card - past 3 months	86%	87%	88%
Household has/used any major dept. store credit card - past 3 months	88%	89%	89%
Household holds stocks or stock options	88%	88%	91%
Household holds bonds	89%	90%	92%
Household holds money market funds	88%	88%	91%
Household owns mutual funds	89%	87%	91%
Household holds Certificates of Deposit (CDs)	85%	86%	91%
Household owns second home or real estate property	87%	85%	89%

Source: Scarborough USA+ 2011 Release 2 (12 months only)



## WHY RADIO FACT SHEET

### Radio Reaches Food Shoppers/Restaurant Patrons

#### Radio Reaches Food Shoppers/Restaurant Patrons

Read: Every week, Radio reaches 88% of African-Americans whose households spend \$150 on groceries in an average week.

Radio's weekly reach among adults 18 and older who ...	Total	African-American	Hispanic
Spent \$150 on groceries - past 7 days	89%	88%	90%
Spent \$100 on groceries - past 7 days	88%	88%	89%
Ate out at any upscale restaurant - past month	88%	92%	92%
Ate at fast-food restaurant 5 or more times - past month	90%	89%	92%
Ate at fast-food restaurant 10 or more times - past month	91%	91%	93%
Ate at sit-down restaurant 5 or more times - past month	88%	90%	91%
Ate at sit-down restaurant 10 or more times - past month	88%	89%	93%
Ate out at any Chinese/Asian restaurant - past month	88%	89%	89%
Ate out at any coffee house/coffee bar - past month	90%	90%	92%
Ate out at any Italian restaurant - past month	90%	90%	91%
Ate out at any Mexican restaurant - past month	89%	90%	90%
Ate out at any seafood restaurant - past month	87%	87%	91%
Ate out at any steakhouse restaurant - past month	88%	89%	92%

Source: Scarborough USA+ 2011 Release 2 (12 months only)



## WHY RADIO FACT SHEET

### Radio Reaches Consumers of Beer and Wine

#### Radio Reaches Consumers of Beer and Wine

Read: Every week, Radio reaches 90% of persons age 21 or older who drank any regular domestic (non-light) beer in the past week.

Radio's weekly reach among adults 21+ who ...	Total	African-American	Hispanic
Drank any regular domestic (non-light) beer - past week	90%	88%	90%
Drank any domestic light beer - past week	89%	87%	90%
Drank any imported beer - past week	92%	90%	92%
Drank any microbrewed beer - past week	92%	86%	89%
Bought any red wine - past 3 months	90%	89%	92%
Bought any white wine - past 3 months	90%	93%	93%
Bought any blush or rose wine - past 3 months	89%	92%	93%
Bought any Champagne or sparkling wine - past 3 months	91%	95%	89%

Source: Scarborough USA+ 2011 Release 2 (12 months only)

#### Radio Reaches Consumers of Non-Alcoholic Beverages

Read: Every week, Radio reaches 90% of persons age 21 or older who drank any regular domestic (non-light) beer in the past week.

Drank any regular (not diet) soft drinks - past week	87%	88%	89%
Drank any diet soft drinks - past week	86%	86%	88%
Drank any bottled water - past week	89%	89%	89%
Drank any sports drinks - past week	90%	91%	90%
Drank any energy drinks - past week	91%	89%	90%
Drank any fruit juice - past week	86%	88%	88%
Drank other fruit drinks (not 100% fruit juice) - past week	86%	88%	88%
Drank any hot specialty coffee - past week	88%	87%	88%
Drank any iced specialty coffee - past week	91%	87%	90%
Drank any bottled tea - past week	88%	90%	89%

Source: Scarborough USA+ 2011 Release 2 (12 months only)



## WHY RADIO FACT SHEET

### Radio Reaches Real Estate/Home Improvement Consumers

#### Radio Reaches Real Estate/Home Improvement Consumers

Read: Every week, Radio reaches 91% of those whose household plans to buy a primary house or condo (existing construction) in the coming year.

Radio's weekly reach among adults 18 and older whose ...	Total	African-American	Hispanic
Household plans to buy primary house or condo (existing construction) - next year	91%	92%	89%
Household plans to buy primary house or condo (new construction) - next year	95%	96%	95%
Household plans to buy mobile home or manufactured housing - next year	92%	96%	97%
Household spent \$1,000 or more on home improvements - past year	88%	89%	90%
Household spent \$1,000 or more on landscaping - past year	90%	86%	91%
Household installed heating/air conditioning - past year	88%	89%	91%
Household installed home security system - past year	88%	85%	95%
Household installed pool or spa - past year	89%	84%	91%
Household replaced roof/major roof repair - past year	86%	87%	92%
Household installed siding - past year	88%	90%	92%
Household painted exterior of a residence in the past year	88%	89%	87%
Household painted or wallpapered interior of residence - past year	89%	90%	89%
Household remodeled bathroom - past year	89%	90%	91%
Household remodeled kitchen - past year	89%	88%	90%
Household replaced windows - past year	87%	84%	92%

Source: Scarborough USA+ 2011 Release 2 (12 months only)



## WHY RADIO FACT SHEET

### Radio Reaches Electronics and Technology Consumers

#### Radio Reaches Electronics and Technology Consumers

Read: Every week, Radio reaches 92% of adults whose household plans to buy an iPad in the coming year.

Radio's weekly reach among adults 18 and older who ...	Total	African-American	Hispanic
Household plans to buy iPad - next 12 months	92%	93%	92%
Household plans to buy eReader (Kindle, Nook, Sony Reader, etc.) - next 12 months	89%	88%	87%
Household plans to buy a home computer - next 12 months	91%	92%	92%
Household plans to buy a video game system - next 12 months	92%	93%	89%
Household plans to buy Blu-ray disc player - next 12 months	91%	92%	94%
Household plans to buy a DVR (TiVo, etc.) - next 12 months	91%	92%	94%
Household plans to buy a DVD player (excluding Blu-ray) - next 12 months	89%	87%	90%
Household plans to buy high-definition television set (HDTV) - next 12 months	90%	92%	92%
Household plans to subscribe to satellite TV - next 12 months	90%	91%	90%
Household plans to buy an MP3 player (iPod, Zune, etc.) - next 12 mos	93%	95%	92%
Household plans to subscribe to satellite Radio (SiriusXM) - next 12 months	92%	93%	94%
Household plans to buy HD radio - next 12 months	90%	93%	83%
Household plans to buy wireless/cellular service - next 12 months	89%	86%	91%
Household plans to subscribe to VoIP (Vonage, Skype, MagiJack, etc.) - next 12 months	89%	85%	91%
Household plans to buy a digital camera - next 12 months	91%	94%	91%
Household plans to buy a home security system - next 12 months	89%	91%	92%
Household has an office in the home	91%	93%	91%

Source: Scarborough USA+ 2011 Release 2 (12 months only)



## WHY RADIO FACT SHEET

### Radio Is a Great Way to Reach Voters

#### Radio Reaches Voters

Read: Every week, Radio reaches 89% of Hispanic adults who are registered to vote in their district of residence.

Radio's weekly reach among adults 18+ who ...	Total	African-American	Hispanic
Registered to vote in district of residence	86%	87%	89%
Always vote in presidential elections	86%	87%	88%
Sometimes vote in presidential elections	87%	91%	91%
Always vote in statewide elections	86%	86%	88%
Sometimes vote in statewide elections	88%	90%	91%
Always vote in local elections	85%	86%	86%
Sometimes vote in local elections	88%	87%	88%
Household contributed money to political organization - past year	88%	89%	90%
Regularly support politicians based on environmental positions	89%	88%	86%

Source: Scarborough USA+ 2011 Release 2 (12 months only)



## WHY RADIO FACT SHEET

### Radio Reaches Contributors to Causes/Organizations

#### Radio Reaches Contributors to Causes/Organizations

Read: Every week, Radio reaches 89% of African-American adults whose households contributed to a political organization in the past year.

Radio's weekly reach among adults 18 and older who ...	Total	African-American	Hispanic
Household contributed to political organization - past year	88%	89%	90%
Household contributed to arts/cultural organization - past year	90%	89%	92%
Household contributed to healthcare/medical organization - past year	87%	89%	89%
Household contributed to religious organization - past year	86%	88%	90%
Household contributed to social care/welfare organization - past year	88%	92%	90%
Household contributed to environmental organization - past year	89%	89%	92%
Household contributed to other organization - past year	86%	86%	89%

Source: Scarborough USA+ 2011 Release 2 (12 months only)





## WHY RADIO FACT SHEET

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

#### Adults 18-24

Read: 35.7% of the Rhythmic format's adults 18 and older audience is 18-24.

Format	% of audience in this demographic: Adults 18-24
Rhythmic	35.7%
Contemporary (CHR Top 40)	30.4%
Urban	29.3%
Rock	24.3%
Alternative	23.4%
Spanish AC (subset of Hispanic)	20.9%
Mexican/Tejano/Ranchera (subset of Hispanic)	19.4%
Hispanic	17.8%
Tropical (subset of Hispanic)	17.1%
Country	14.7%
Adult Contemporary	14.1%
Classic Rock	14.1%
Adult Hits (Jack, etc.)	12.5%
Variety/Other	11.8%
Classic Hits	11.4%
Soft AC/Lite Rock	10.5%
Oldies	9.0%
Religious	8.9%
Adult Standards	7.5%
Gospel	7.4%
All Sports	7.3%
Jazz	6.8%
Ethnic	6.6%
All Talk	5.5%
Classical	4.8%
Public/Non-Commercial	4.4%
News/Talk	3.5%
All News	3.0%
Easy Listening	2.3%

Source: GfK MRI 2011 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
Rhythmic	32.3%
Contemporary (CHR Top 40)	31.5%
Mexican/Tejano/Ranchera (subset of Hispanic)	31.3%
Alternative	27.8%
Rock	26.9%
Urban	26.6%
Hispanic	26.2%
Spanish AC (subset of Hispanic)	25.1%
Tropical (subset of Hispanic)	23.5%
Adult Contemporary	21.6%
Variety/Other	21.6%
Adult Hits (Jack, etc.)	21.3%
Classic Rock	19.7%
All Sports	19.0%
All Sports	18.9%
Country	17.9%
Soft AC/Lite Rock	17.7%
Public/Non-Commercial	16.9%
Religious	16.1%
Ethnic	15.2%
Classic Hits	15.1%
All Talk	12.1%
Jazz	12.1%
Gospel	11.6%
Oldies	10.9%
News/Talk	10.7%
Classical	9.6%
All News	9.0%
Adult Standards	6.0%
Easy Listening	1.5%

Source: GfK MRI 2011 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 (Jack, etc.)	29.1%
Gospel	20.5%
Classic Hits	20.4%
Contemporary (CHR Top 40)	20.1%
Ethnic	20.1%
Soft AC/Lite Rock	19.8%
Country	19.0%
Urban	18.5%
Rhythmic	18.4%
All News	18.2%
All Talk	17.7%
News/Talk	16.3%
Oldies	15.9%
Jazz	15.6%
Classical	14.3%
Easy Listening	8.4%
Adult Standards	6.6%
Classic Rock	26.8%
Adult Contemporary	24.6%
Spanish AC (subset of Hispanic)	24.3%
Rock	24.0%
Tropical (subset of Hispanic)	23.3%
Mexican/Tejeano/Ranchera (subset of Hispanic)	23.0%
Hispanic	22.5%
All Sports	22.4%
Religious	22.4%
Alternative	22.2%
Variety/Other	21.3%
Public/Non-Commercial	20.6%

Source: GfK MRI 2011 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	27.9%
Classic Hits	28.9%
Adult Hits (Jack, etc.)	26.0%
Religious	25.8%
Oldies	25.4%
Jazz	24.1%
Ethnic	23.9%
All News	23.4%
Soft AC/Lite Rock	23.2%
News/Talk	22.7%
All Sports	22.5%
Public/Non-Commercial	22.4%
Adult Contemporary	22.1%
Gospel	22.1%
All Talk	21.7%
Variety/Other	20.4%
Country	20.2%
Classical	19.5%
Spanish AC (subset of Hispanic)	19.3%
Tropical (subset of Hispanic)	19.1%
Hispanic	18.2%
Rock	18.1%
Alternative	17.1%
Easy Listening	17.0%
Mexican/Tejano/Ranchera (subset of Hispanic)	15.4%
Urban	14.6%
Contemporary (CHR Top 40)	12.5%
Adult Standards	11.0%
Rhythmic	9.4%

Source: GfK MRI 2011 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	25.1%
Jazz	24.4%
Classical	23.7%
All News	23.0%
News/Talk	22.8%
All Talk	21.6%
Gospel	21.1%
Adult Standards	20.0%
Classic Hits	18.4%
Ethnic	17.7%
Gospel	17.3%
All Sports	16.6%
Religious	16.6%
Soft AC/Lite Rock	16.5%
Country	15.3%
Variety/Other	15.0%
Classic Rock	12.1%
Adult Contemporary	11.7%
Tropical (subset of Hispanic)	10.0%
Adult Hits (Jack, etc.)	8.7%
Hispanic	8.6%
Urban	7.6%
Alternative	7.5%
Mexican/Tejano/Ranchera (subset of Hispanic)	7.1%
Spanish AC (subset of Hispanic)	5.6%
Rock	5.4%
Contemporary (CHR Top 40)	4.2%
Rhythmic	3.7%

Source: GfK MRI 2011 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+
Easy Listening	58.3%
Adult Standards	49.4%
Classical	28.1%
News/Talk	23.9%
All News	23.4%
All Talk	21.4%
Gospel	21.1%
Jazz	17.0%
Ethnic	16.5%
Public/Non-Commercial	14.9%
Oldies	13.7%
Country	12.9%
Soft AC/Lite Rock	12.3%
All Sports	12.3%
Religious	10.2%
Variety/Other	9.8%
Tropical (subset of Hispanic)	7.0%
Hispanic	6.8%
Adult Contemporary	6.0%
Classic Hits	5.9%
Spanish AC (subset of Hispanic)	4.8%
Mexican/Tejano/Ranchera (subset of Hispanic)	4.0%
Urban	3.4%
Classic Rock	2.4%
Adult Hits (Jack, etc.)	2.4%
Alternative	2.0%
Contemporary (CHR Top 40)	1.4%
Rock	1.3%
Rhythmic	0.5%

Source: GfK MRI 2011 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+
Rock	24.3%	26.9%	24.0%	18.1%	5.4%	1.3%
Soft AC/Lite Rock	10.5%	17.7%	19.8%	23.2%	16.5%	12.3%
Spanish AC (subset of Hispanic)	20.9%	25.1%	24.3%	19.3%	5.6%	4.8%
Tropical (subset of Hispanic)	17.1%	23.5%	23.3%	19.1%	10.0%	7.0%
Urban	29.3%	26.6%	18.5%	14.6%	7.6%	3.4%
Variety/Other	11.8%	21.6%	21.3%	20.4%	15.0%	9.8%
Adult Contemporary	14.1%	21.6%	24.6%	22.1%	11.7%	6.0%
Adult Hits ("Jack")	12.5%	21.3%	29.1%	26.0%	8.7%	2.4%
Adult Standards	7.5%	6.0%	6.6%	11.0%	19.6%	49.4%
All News	3.0%	9.0%	18.2%	23.4%	23.0%	23.4%
All Sports	7.3%	19.0%	22.4%	22.5%	16.6%	12.3%
All Talk	5.5%	12.1%	17.7%	21.7%	21.6%	21.4%
Alternative	23.4%	27.8%	22.2%	17.1%	7.5%	2.0%
CHR/Top 40	30.4%	31.5%	20.1%	12.5%	4.2%	1.4%
Classic Hits	11.4%	15.1%	20.4%	28.9%	18.4%	5.9%
Classic Rock	14.1%	19.7%	23.8%	27.9%	12.1%	2.4%
Classical	4.8%	9.9%	14.3%	19.5%	23.7%	28.1%
Country	14.7%	17.9%	19.0%	20.2%	15.3%	12.9%
Easy Listening	2.3%	1.5%	8.4%	17.0%	12.6%	58.3%
Ethnic	6.6%	15.2%	20.1%	23.9%	17.7%	16.5%
Gospel	7.4%	11.6%	20.5%	22.1%	17.3%	21.1%
Hispanic	17.8%	26.2%	22.5%	18.2%	8.6%	6.8%
Jazz	6.8%	12.1%	15.6%	24.1%	24.4%	17.0%
Mexican/Tejano/Ranchera (subset of Hispanic)	19.4%	31.3%	23.0%	15.4%	7.1%	4.0%
News/Talk	3.5%	10.7%	16.3%	22.7%	22.8%	23.9%
Oldies	9.0%	10.9%	15.9%	25.4%	25.1%	13.7%
Public/Non-Commercial	4.4%	16.9%	20.6%	22.4%	20.9%	14.9%
Religious	8.9%	16.1%	22.4%	25.8%	16.6%	10.2%
Rhythmic	35.7%	32.3%	18.4%	9.4%	3.7%	0.5%

Source: GfK MRI, 2011 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 over 10,800 commercial Radio stations licensed in the U.S. today:

An additional 344 commercial stations were licensed under construction permits for future broadcast; 257 commercial stations are currently dark/off the air. There are 2,144 stations broadcasting multiple HD Radio channels. Number of commercial streaming Radio stations: 5,765.

#### Radio's Most Popular Formats

Rank	Format	# Stations
1	Country	2001
2	News/Talk	1488
3	Spanish	824
4	Sports	681
5	Classic Hits	668
6	Oldies	607
7	Adult Contemporary	601
8	Contemporary (CHR Top 40)	542
9	Classic Rock	480
10	Hot AC	423
11	Religion (Teaching, Variety)	336
12	Rock	295
13	Adult Standards	249
14	Black Gospel	226
15	Southern Gospel	176
16	Contemporary Christian	161
17	Soft AC Lite Rock	155
18	Urban AC	152
19	R&B	134
20	Ethnic	133
21	Alternative Rock	98
22	Modern Rock	93
23	R&B Adult/Oldies	52
24	Variety	48
25	Pre-Teen	38
26	Jazz	36
27	Gospel	25
28	Classical	22
29	Easy Listening	19
30	Modern AC	19
31	Rhythmic AC	15
32	Other/Format Not Available	5
	<b>Total Commercial Stations on Air</b>	<b>10,802</b>

Source: Inside Radio / M Street Corp., 2012; No Canadian or Mexican stations are included (HD Radio stat from iBiquity/HD Digital Radio Alliance, 2012).





## WHY RADIO FACT SHEET

### The Growth of Commercial Radio Stations

Commercial Radio is approaching its 100th birthday, in 2020. Since the first commercial Radio station signed on the air, the number of ad-supported stations available for America's listening pleasure has boomed to nearly 11,000 facilities.

#### The Growth of Commercial Radio Stations

YEAR	# COMMERCIAL RADIO STATIONS
2011	10,766
2010	10,755
2009	10,705
2008	10,694
2007	10,700
2006	10,691
2005	10,729
2004	10,727
2003	10,728
2002	10,679
2001	10,620
1999	10,540
1998	10,394
1997	10,350
1996	10,270
1995	10,187
1994	10,022
1993	9,915
1992	9,746
1991	9,555
1990	9,379
1989	9,244
1988	9,087
1987	8,943
1986	8,807
1985	8,593
1984	8,470
1983	8,260
1982	8,048
1981	8,260
1980	8,048
1979	7,983
1978	7,811
1977	7,714
1976	7,646
1976	7,514
1975	7,370
1974	7,230
1973	6,897
1972	6,793
1971	6,659
1970	6,519
1969	6,349
1968	6,180
1967	5,949
1966	5,616
1965	5,442
1964	5,134
1963	4,969
1962	4,796
1961	4,517
1960	4,354
1952	3,068
1943	960

Source: FCC; Inside Radio MStreet, 2009



## **WHY RADIO FACT SHEET**

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

Arbitron and Coleman Research have 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 Arbitron 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.