



## Why Radio?

- 97% of adults who have attended/graduated from college are reached by radio each week
- 4 out of 5 adults are reached by car radio each week
- 2 out of 3 adults listen to radio during TV prime time
- 80% of adults listen an average of 5 hours each weekend
- Radio reaches 95.1% of all adults every week
- 61% of adults have radios at work
- 53% of professional/managerial men and 64% of full-time working women have radios at work
- 95% of all automobiles have radio
- 78% of adults are reached weekly by car radio alone
- 98% of all households have radio
- Each home averages 5.6 radios
- 81% of people over the age of twelve are reached at home every week
- Unlike other media, radio is a 24 hour-a-day medium. This means that there's a greater opportunity to reach and motivate consumers - with critical repetition - at numerous times during work and leisure hours. Consistency is important. Radio offers year round dependability
- The closer a media impression can get to the cash register, the better its chance of actually influencing the purchase. A major study found that, among the four primary media, the elapsed time between exposure and the day's largest purchase is shortest with radio

*Source: Starcom Networks*

## *Radio Facts and Figures*

- Over 600 million radios in use in the U.S.
- Average U.S. household has 5.6 radio receivers
- Radio reaches 96% of people 12 and over weekly
- People 12 and over listen to the radio more than 3.2 hours daily
- Over 13,500 registered radio stations in the U.S.

## *Effectiveness of Radio*

- Mobile medium
- Captive audience
- Highly Targetable
- Great source of news information for listeners

*Compiled from M Street Corporation data*



## Pros of Talk Radio

The latest radio format study from Scarborough Research, the nation's leader in local, regional and national consumer information, indicates that almost a quarter (22 percent) of American adults 18+ listen to News/Talk radio.

The study reveals that older adults are setting their dials to the News/Talk radio format. The median age of listeners is 52, and almost a quarter (24 percent) of News/Talk listeners are ages 45-54. Adults between the ages of 55 and 64 are 47 percent more likely to listen to the format and seniors 65+ are 50 percent more likely to tune in.

The study also reveals better educated and affluent individuals are more likely to be News/Talk radio listeners. Over half (52 percent) of listeners are white-collar workers. Individuals with postgraduate degrees are 82 percent more likely to tune in than the market average, and 37 percent of people who have a household income of \$250,000 or more listen to the News/Talk radio format. Over 80 percent of News/Talk radio listeners own their residence: Listeners who own a second home are over a third (34 percent) more likely to tune in. In addition, over half (53 percent) of News/Talk listeners have used a Gold or Platinum credit card in the past three months.

Investing is an important trait for News/Talk radio listeners. Close to half (45 percent) have invested in a mutual fund, and News/Talk listeners are 48 percent more likely to use a full-service or discount broker. Long-term investments rank high among News/Talk radio listeners. Twenty-nine percent have an Individual Retirement Account (IRA), and listeners are almost three-quarters (74 percent) more likely to have invested in a Keogh plan.

News/Talk radio listeners like to stay active. Close to two-thirds (63 percent) walk for exercise while over half (53 percent) enjoy gardening. Other leisure activities that rank high among News/Talk radio listeners are swimming (35 percent), photography (28 percent) and bicycling (26 percent). The study also found that adults who enjoy antiquing are 80 percent more likely to listen to News/Talk radio.

"Based on the world's current volatility, Americans' need to stay abreast of local and national news has increased, and many find themselves tuning in to News/Talk radio," noted Howard Goldberg, senior vice president, Radio, Scarborough Research. "Non-News/Talk format stations are now considering their options to provide their listeners with news and information that they had once not offered in the past. This will place an additional emphasis on the News/Talk format stations to meet the programming needs of their core listeners."

*Source: Arbitron*