

# 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 a never-increasing selection of media options.

Read: Radio reaches 91% of Persons 12 and older each week.

#### Average Weekly Reach: Persons

Persons 12+	91%
Persons 12-17	87.7%
Persons 18+	91.3%
Persons 18-24	88.8%
Persons 18-34	90.5%
Persons 18-49	92.0%
Persons 25-54	93.3%
Persons 55+	89.4%
Persons 35-64	93.7%
Persons 65+	86.1%

Source: RADAR® 131, December 2016 © Copyright Nielsen Audio (Monday-Sunday 24-Hour Weekly Cume Estimates, All Radio)

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

<b>Persons 12 and older</b>	<b>247,376,000</b>
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Source: RADAR® 131, December 2016 © Copyright Nielsen Audio (Monday-Sunday 24-Hour Weekly Cume Estimates, All Radio)

#### Radio's Weekly Reach

Men 12+	90.9%
Men 12-17	86.4%
Men 18+	91.4%
Men 18-24	86.9%
Men 18-34	89.2%
Men 18-49	91.2%
Men 25-54	92.9%
Men 55+	91.0%
Men 35-64	94.0%
Men 65+	88.2%
Women 12+	91.1%
Women 12-17	89.2%
Women 18+	91.2%
Women 18-24	90.7%
Women 18-34	92.0%
Women 18-49	92.9%
Women 25-54	93.7%
Women 55+	88.2%
Women 35-64	93.6%
Women 65+	84.8%

Source: RADAR® 131, December 2016 © 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 79.5% of persons 12 and older.

#### Radio's Weekly Reach by Daypart

	Age	6-10A	10A-3P	3-7P	7P-Mid	Mid-6A
Persons	12+	71.5%	79.5%	78.9%	55.2%	22.6%
Persons	12-17	64.6%	65.5%	73.3%	53.5%	13.2%
Persons	18+	72.2%	81.0%	79.5%	55.4%	23.6%
Persons	18-24	63.0%	75.6%	76.4%	61.4%	24.0%
Persons	18-34	67.9%	77.7%	79.0%	60.9%	24.3%
Persons	18-49	72.4%	80.0%	81.4%	60.7%	24.9%
Persons	25-54	76.0%	82.0%	83.3%	60.3%	25.8%
Persons	55+	70.1%	81.4%	75.1%	46.3%	20.4%
Persons	35-64	77.4%	83.8%	58.0%	57.9%	26.2%
Persons	65+	66.3%	78.9%	69.0%	40.4%	16.0%
Men	12+	71.6%	78.7%	78.6%	55.8%	26.1%
Men	12-17	62.3%	62.4%	70.7%	51.3%	12.3%
Men	18+	72.6%	80.5%	79.5%	56.2%	27.5%
Men	18-24	60.0%	72.2%	73.0%	58.9%	25.7%
Men	18-34	65.6%	75.0%	76.5%	59.3%	27.1%
Men	18-49	71.1%	78.2%	79.9%	60.1%	28.7%
Men	25-54	75.5%	80.9%	82.6%	60.5%	30.4%
Men	55+	73.2%	83.0%	77.2%	48.7%	23.8%
Men	35-64	78.3%	83.6%	84.1%	59.1%	31.2%
Men	65+	69.0%	81.1%	71.6%	42.6%	17.8%
Women	12+	71.4%	80.3%	79.2%	54.7%	19.4%
Women	12-17	66.9%	68.8%	76.1%	55.8%	14.1%
Women	18+	71.8%	81.4%	79.5%	54.9%	19.9%
Women	18-24	66.2%	79.2%	80.0%	64.1%	22.2%
Women	18-34	70.4%	80.5%	81.7%	62.5%	21.3%
Women	18-49	73.8%	81.9%	83.0%	61.3%	21.1%
Women	25-54	76.4%	83.1%	84.0%	60.2%	21.2%
Women	55+	67.5%	80.0%	73.2%	44.3%	17.5%
Women	35-64	76.6%	83.8%	83.5%	56.8%	21.3%
Women	65+	62.4%	77.2%	66.9%	38.7%	14.7%

Source: RADAR ® 131, December 2016 © 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 91.2% of African-Americans age 12 and older each week; they listen 14 hours weekly, on average.

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

Demo	Age	Weekly Reach	Weekly Time Spent Listening Hrs:Min
Persons	12+	91.2%	14:00
Persons	12-17	86.8%	8:31
Persons	18+	91.8%	14:41
Persons	18-24	88.6%	11:30
Persons	18-34	90.4%	12:03
Persons	18-49	91.7%	13:25
Persons	25-54	92.8%	14:32
Persons	55+	91.3%	16:38
Persons	35-64	93.7%	16:14
Persons	65+	88.5%	15:26
Men	12+	90.5%	14:35
Men	12-17	85.5%	8:16
Men	18+	91.2%	15:26
Men	18-24	86.2%	11:29
Men	18-34	88.4%	12:17
Men	18-49	90.2%	13:52
Men	25-54	91.9%	15:16
Men	55+	92.7%	18:06
Men	35-64	93.3%	17:17
Men	65+	90.6%	16:40
Women	12+	91.9%	13:30
Women	12-17	88.2%	8:46
Women	18+	92.3%	14:03
Women	18-24	91.0%	11:32
Women	18-34	92.2%	11:49
Women	18-49	93.2%	13:00
Women	25-54	93.8%	13:54
Women	55+	90.3%	15:29
Women	35-64	94.0%	15:20
Women	65+	87.1%	14:33

Source: RADAR ® 131, December 2016 © 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 93.2% of Hispanics age 12 and older each week; they listen for over 13 and 1/2 hours per week, on average.

#### Radio's Reach Among Hispanics

Demo	Age	Weekly Reach	Weekly Time Spent Listening Hrs:Min
Persons	12+	93.1%	13:34
Persons	12-17	90.1%	8:15
Persons	18+	93.7%	14:21
Persons	18-24	91.5%	11:24
Persons	18-34	92.6%	12:18
Persons	18-49	93.8%	13:37
Persons	25-54	94.7%	14:39
Persons	55+	92.4%	15:57
Persons	35-64	95.5%	16:01
Persons	65+	89.8%	15:03
Men	12+	93.0%	14:31
Men	12-17	88.4%	7:38
Men	18+	93.6%	15:30
Men	18-24	90.2%	11:34
Men	18-34	91.8%	12:54
Men	18-49	93.2%	14:40
Men	25-54	94.6%	16:01
Men	55+	94.0%	17:33
Men	35-64	95.8%	17:48
Men	65+	91.6%	16:07
Women	12+	93.5%	12:36
Women	12-17	91.8%	8:52
Women	18+	93.7%	13:09
Women	18-24	93.1%	11:12
Women	18-34	93.5%	11:39
Women	18-49	94.2%	12:29
Women	25-54	94.9%	13:11
Women	55+	91.0%	14:34
Women	35-64	95.2%	14:12
Women	65+	88.4%	14:13

Source: RADAR<sup>®</sup> 131, December 2016 © 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: 92.9% 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. Weekly Time Spent Listening Hrs:Min
Persons	18+	93%	12:41
Men	18+	93%	13:37
Women	18+	93%	11:41

Source: RADAR® 131, December 2016 © Copyright Nielsen Audio (Monday-Sunday 24-Hour Weekly Cume and TSL Estimates, All Radio)

#### Radio Reaches College Graduates

		Weekly Reach	Avg. Weekly Time Spent Listening Hrs:Min
Adults	18+	92.8%	12:40
Men	18+	92.8%	12:41
Women	18+	92.8%	11:31

Source: RADAR® 131, December 2016 © 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 88.3% of all persons age 12-24 each week; they spend over 9 and three-quarters hours weekly tuned in to radio.

Radio's Reach Among 12-24 Year-Olds		
	Weekly Reach	Weekly Time Spent Listening
Persons	88.3%	9:56
Males	86.6%	9:53
Females	90.1%	9:59

*Source: RADAR<sup>®</sup> 131, December 2016 © 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	DEC '15	MAR '16	JUN '16	SEP '16	DEC '16
Persons	12+	90.8%	90.8%	90.8%	91.0%	91.0%
Persons	12-17	87.4%	87.4%	87.5%	87.7%	87.6%
Persons	18+	91.1%	91.1%	91.2%	91.3%	91.3%
Persons	18-24	89.0%	88.8%	88.8%	88.8%	88.8%
Persons	18-34	90.5%	90.5%	90.5%	90.5%	90.5%
Persons	18-49	91.9%	91.9%	92.0%	92.0%	92.0%
Persons	25-54	93.1%	93.1%	93.2%	93.3%	93.3%
Persons	55+	89.1%	89.1%	89.2%	89.4%	89.5%
Persons	35-64	93.5%	93.5%	93.6%	93.7%	93.8%
Persons	65+	85.9%	85.9%	86.0%	86.1%	86.3%
Men	12-17	84.9%	85.1%	85.5%	86.0%	86.1%
Men	18+	91.4%	91.3%	91.3%	91.4%	91.4%
Men	18-24	87.1%	87.1%	87.0%	87.0%	86.9%
Men	18-34	89.3%	89.2%	89.2%	89.2%	89.2%
Men	18-49	91.2%	91.1%	91.1%	91.3%	91.2%
Men	25-54	92.8%	92.7%	92.8%	92.9%	92.9%
Men	55+	90.8%	90.7%	90.8%	91.0%	91.0%
Men	35-64	93.8%	93.7%	93.7%	93.9%	94.0%
Men	65+	88.0%	88.0%	88.0%	88.2%	88.2%
Women	12-17	90.0%	89.8%	89.5%	89.5%	89.2%
Women	18+	90.9%	90.9%	91.0%	91.1%	91.2%
Women	18-24	90.7%	90.6%	90.8%	90.7%	90.7%
Women	18-34	91.8%	91.8%	91.9%	91.9%	92.0%
Women	18-49	92.7%	92.8%	92.8%	92.8%	92.9%
Women	25-54	93.6%	93.5%	93.6%	93.6%	93.7%
Women	55+	87.6%	87.6%	87.8%	88.0%	88.2%
Women	35-64	93.2%	93.3%	93.4%	93.5%	93.6%
Women	65+	84.2%	84.2%	84.4%	84.5%	84.8%

Source: RADAR® 127, 128, 129, 130, 131 - December 2015, March 2016, June 2016, September 2016, December 2016 (C) Copyright Nielsen Audio (Monday-Sunday 24-Hour Weekly Cume Estimates, All Radio)



## WHY RADIO FACT SHEET

### Average Daily Reach

With 2/3 of 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% of persons age 12 and older on an average day.

Average Daily Reach: Persons		
Persons	12+	66.1%
Persons	12-17	56.2%
Persons	18+	67.1%
Persons	18-24	61.0%
Persons	18-34	63.8%
Persons	18-49	67.1%
Persons	25-54	69.7%
Persons	55+	65.6%
Persons	35-64	71.4%
Persons	65+	61.2%

Source: RADAR® 131, December 2016 © Copyright Nielsen Audio (Monday-Sunday 24-Hour Daily Cume Estimates, All Radio)

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

Persons 12 and older 179,655,000

Source: RADAR® 131, December 2016 © Copyright Nielsen Audio (Monday-Sunday 24-Hour Daily Cume Estimates, All Radio)

Radio's Daily Reach		
Men	12+	66.7%
Men	12-17	53.7%
Men	18+	68.1%
Men	18-24	58.8%
Men	18-34	62.4%
Men	18-49	66.5%
Men	25-54	69.9%
Men	55+	69.0%
Men	35-64	72.8%
Men	65+	64.7%
Women	12+	65.5%
Women	12-17	58.7%
Women	18+	66.2%
Women	18-24	63.3%
Women	18-34	65.3%
Women	18-49	67.6%
Women	25-54	69.4%
Women	55+	62.6%
Women	35-64	70.0%
Women	65+	58.4%

Source: RADAR® 131, December 2016 © 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 41% of persons 12 and older.

Radio's Daily Reach by Daypart						
	Age	6-10A	10A-3P	3-7P	7P-Mid	Mid-6A
Persons	12+	37.8%	40.0%	40.6%	20.3%	8.7%
Persons	12-17	30.4%	23.3%	32.2%	17.9%	4.2%
Persons	18+	38.5%	41.7%	41.4%	20.5%	9.1%
Persons	18-24	28.9%	35.1%	36.4%	23.5%	7.5%
Persons	18-34	33.2%	36.5%	39.6%	22.6%	8.0%
Persons	18-49	37.7%	39.2%	42.8%	22.6%	8.8%
Persons	25-54	41.2%	41.4%	45.4%	22.3%	9.7%
Persons	55+	38.2%	44.5%	37.6%	16.9%	8.8%
Persons	35-64	43.3%	44.3%	46.3%	21.5%	10.6%
Persons	65+	34.5%	43.2%	31.6%	14.5%	7.0%
Men	12+	38.6%	40.5%	41.2%	21.1%	10.3%
Men	12-17	28.6%	21.6%	29.9%	16.7%	3.9%
Men	18+	39.6%	42.5%	42.4%	21.5%	11.0%
Men	18-24	27.8%	33.3%	34.4%	22.8%	8.5%
Men	18-34	32.5%	35.3%	38.4%	22.5%	9.5%
Men	18-49	37.6%	38.8%	42.4%	22.9%	10.7%
Men	25-54	41.7%	41.7%	45.7%	23.1%	12.1%
Men	55+	41.1%	47.2%	40.6%	18.6%	10.5%
Men	35-64	44.9%	45.6%	47.7%	22.9%	13.2%
Men	65+	37.3%	46.1%	34.4%	15.8%	7.7%
Women	12+	37.0%	39.6%	39.9%	19.5%	7.0%
Women	12-17	32.2%	25.0%	34.6%	19.2%	4.5%
Women	18+	37.5%	41.0%	40.5%	19.5%	7.3%
Women	18-24	30.4%	37.0%	38.6%	24.3%	6.4%
Women	18-34	33.9%	37.7%	40.9%	22.8%	6.5%
Women	18-49	37.7%	39.7%	43.2%	22.2%	6.9%
Women	25-54	40.7%	41.2%	45.0%	21.5%	7.4%
Women	55+	35.8%	42.0%	35.1%	15.5%	7.4%
Women	35-64	41.8%	43.0%	44.9%	20.2%	8.1%
Women	65+	32.3%	40.8%	29.5%	13.5%	6.4%

Source: RADAR® 131, December 2016 © 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' Average Tune-In by Age Group

		Total Weekly Time Spent Listening Hrs:Min	Average Daily Weekday Time Spent Listening Hrs:Min	Total Weekend Time Spent Listening Hrs:Min
Persons	12+	13:35	2:45	3:49
Teens	12-17	8:03	1:42	3:06
Persons	18+	14:07	2:51	3:53
Persons	18-24	11:25	2:25	3:31
Persons	18-34	11:51	2:28	3:25
Persons	18-49	13:03	2:39	3:33
Persons	25-54	14:03	2:48	3:41
Persons	55+	15:09	3:02	4:16
Persons	35-64	15:24	3:01	4:01
Persons	65+	14:16	2:57	4:15
Men	12+	14:28	2:56	3:56
Men	12-17	7:32	1:38	2:58
Men	18+	15:10	3:02	4:01
Men	18-24	11:44	2:32	3:35
Men	18-34	12:24	2:37	3:30
Men	18-49	13:56	2:51	3:42
Men	25-54	15:11	3:12	3:51
Men	55+	16:25	3:13	4:26
Men	35-64	16:50	3:16	4:14
Men	65+	15:02	3:01	4:16
Women	12+	12:44	2:35	3:42
Women	12-17	8:34	1:46	3:13
Women	18+	13:07	2:39	3:44
Women	18-24	11:06	2:18	3:27
Women	18-34	11:13	2:18	3:19
Women	18-49	12:10	2:27	3:25
Women	25-54	12:56	2:35	3:30
Women	55+	14:00	2:52	4:09
Women	35-64	14:00	2:46	3:48
Women	65+	13:39	2:53	4:13

Source: RADAR<sup>®</sup> 131, December 2016 © Copyright Nielsen Audio Monday-Sunday, Monday-Friday, Saturday/Sunday 24-Hour TSL Estimates, All Radio)

#### Share of Media Consumption

Medium	Avg. Minutes Per Day	% of Total Media Time
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: 75.2% of Adults 18+ listen to Radio in their vehicles on a typical weekday.

#### Radio Listening by Location

Demo	Age	Location	On a Typical Weekday	On a Typical Weekend
Adults	18+	Listen at Home	25.9%	29.9%
Adults	18+	Listen in Car	75.2%	69.0%
Adults	18+	Listen at Work, Other Places	14.3%	6.8%
Men	18+	Listen at Home	23.9%	28.3%
Men	18+	Listen in Car	76.2%	69.3%
Men	18+	Listen at Work, Other Places	17.3%	8.6%
Women	18+	Listen at Home	27.9%	31.5%
Women	18+	Listen in Car	74.3%	68.8%
Women	18+	Listen at Work, Other Places	11.4%	5.2%
Adults	18+ / \$75,000+ HH Income	Listen at Home	20.8%	26.2%
Adults	18+ / \$75,000+ HH Income	Listen in Car	84.2%	76.9%
Adults	18+ / \$75,000+ HH Income	Listen at Work, Other Places	15.7%	6.4%
Adults	18+ College Graduate or More	Listen at Home	23.2%	27.9%
Adults	18+ College Graduate or More	Listen in Car	83.2%	75.0%
Adults	18+ College Graduate or More	Listen at Work, Other Places	11.3%	4.5%
Adults	18+ Prof./Mgr./Self-Employed	Listen at Home	20.3%	26.8%
Adults	18+ Prof./Mgr./Self-Employed	Listen in Car	81.9%	73.8%
Adults	18+ Prof./Mgr./Self-Employed	Listen at Work, Other Places	19.8%	8.9%

Source: GfK MRI Doublebase 2016 - Radio Listening Location - (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.

Read: On a typical weekday, 76.2% of adult males tune in to Radio in their vehicles.

Adults Listen to Radio in the Car ...			
	Adults 18+	Men 18+	Women 18+
On Typical Weekday	75.0%	76.2.0%	74.3%
On Typical Weekend	69%	69.3%	68.8%

Source: GfK MRI 2016 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	84.2%	83.2%	81.9%
On Typical Weekend	76.9%	75.1%	73.8%

Source: GfK MRI 2016 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 136 million persons age 12 or older in the U.S.

#### **% Who Have Listened to Online Radio in the Last Week**

<u>January 2016</u>	<u>57%</u>
<u>January 2015</u>	<u>44%</u>
<u>January 2014</u>	<u>36%</u>
<u>January 2013</u>	<u>33%</u>
<u>January 2012</u>	<u>29%</u>
<u>January 2011</u>	<u>22%</u>
<u>January 2010</u>	<u>17%</u>
<u>January 2009</u>	<u>17%</u>
<u>January 2008</u>	<u>13%</u>
<u>January 2007</u>	<u>12%</u>
<u>January 2006</u>	<u>12%</u>
<u>January 2005</u>	<u>8%</u>
<u>January 2004</u>	<u>8%</u>
<u>January 2003</u>	<u>8%</u>
<u>January 2002</u>	<u>6%</u>
<u>January 2001</u>	<u>2%</u>

*The Infinite Dial 2001-2016 - 2014-2016 = 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

Every quarter, Nielsen releases an in-depth analysis of media usage across age groups by Americans. Within each report, radio reaches over 90% of adults every week and among Adults 18-34, radio has the highest reach when compared to other media.

Based upon Nielsen's Comparable Metrics Report, released quarterly, over 90% of adults across age groups listens to radio every week.

#### Weekly Reach by Medium

Demo	Radio	TV	TV-Connected Devices	PC	Smartphone	Tablet
Adults 18+	93%	87%	43%	50%	80%	37%
Adults 18-34	92%	77%	52%	44%	89%	40%
Adults 35-49	95%	89%	51%	57%	93%	55%
Adults 50+	92%	93%	32%	50%	67%	25%

Nielsen, Comparable Metrics Report, Q2 2016

## 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.

Read: Radio reaches 30.4% of adults that read any Sunday newspaper.

#### Radio Reaches Newspaper Readers and Non-Readers

Reads any daily newspaper	22.6%
Reads any on newspaper	18.8%
Reads any Sunday newspapers	30.4%
Non-newspaper readers	61.2%
<i>GfK MRI Doublebase 2016 - AM/FM Radio Listeners</i>	

## 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 55.1% of all persons 18 and older.

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

	Persons	Men	Women
12+	55.2%	55.8%	54.7%
12-17	53.5%	51.3%	55.8%
18+	55.4%	56.2%	54.6%
18-24	61.4%	58.9%	64.1%
18-34	60.9%	59.3%	62.5%
18-49	60.7%	60.1%	61.3%
25-54	60.3%	60.5%	60.2%
55+	46.3%	48.7%	44.3%
35-64	58.0%	59.1%	56.8%
65+	40.4%	42.6%	38.9%

Source: RADAR® 131, December 2016 © Copyright Nielsen Audio (Monday-Sunday 7PM-Midnight Cume Estimates, All Radio)

#### Radio Reaches TV Viewers

Adults 18+ who watch any broadcast TV, 81% listen to AM/FM radio.

Adults 18+ who watch any broadcast TV, 76% listen to AM/FM radio in-car during the week.

Adults 18+ who watch any broadcast TV, 70% listen to AM/FM radio in-car on the weekend.

Source: GfK MRI 2016 Doublebase Watching Any Broadcast TV

## WHY RADIO FACT SHEET

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

Read: 31.2% 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)	33.9%
Rhythmic	31.2%
Contemporary (CHR/Top 40)	28.7%
Urban (All Genres)	24.6%
Alternative	27.0%
Hot AC (Subset of Adult Contemporary)	19.3%
Rock	17.9%
Mexican/Tejano/Ranchera (Subset of Hispanic)	16.0%
Adult Contemporary	14.4%
Country	14.1%
Tropical (Subset of Hispanic)	14.1%
Urban AC (Subset of Urban)	12.2%
Hispanic (All Genres)	12.2%
Classic Rock	11.2%
Spanish AC (Subset of Hispanic)	11.0%
Adult Hits	10.6%
Religion/Christian	9.6%
Oldies	9.3%
Ethnic	9.1%
Classic Hits	8.8%
Soft AC/Lite Rock	8.1%
Gospel	7.7%
AAA (Subset of Alternative)	7.5%
Public/Non-Commercial	6.0%
Jazz	5.8%
Classical	5.6%
All Sports	4.5%
All News	4.0%
News/Talk	3.2%
All Talk	2.7%
Easy Listening	2.4%
Adult Standards	1.1%

Source: GfK MRI 2016 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
Ethnic	26.2%
Adult Hits	23.9%
Hot AC (Subset of Adult Contemporary)	23.9%
Rock	23.5%
Contemporary (CHR/Top 40)	23.0%
Spanish AC (Subset of Hispanic)	22.3%
Hispanic (All Genres)	22.1%
Adult Contemporary	21.9%
Alternative	21.8%
All Sports	21.8%
Religion/Christian	21.7%
Soft AC/Lite Rock	21.3%
Tropical (Subset of Hispanic)	21.3%
Mexican/Tejano/Ranchera (Subset of Hispanic)	20.9%
AAA (Subset of Alternative)	20.7%
Variety/Other	20.4%
Rhythmic	19.7%
Classic Rock	19.3%
All Talk	18.5%
Public/Non-Commercial	18.4%
Urban AC (Subset of Urban)	18.0%
Country	17.4%
Urban (All Genres)	17.1%
Urban Contemporary (Subset of Urban)	16.9%
Gospel	15.7%
News/Talk	15.2%
Classic Hits	14.6%
All News	14.3.0%
Classical	12.9%
Jazz	11.3%
Oldies	11.1%
Easy Listening	9.5%
Adult Standards	7.1%

Source: GfK MRI 2016 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	28.3%
Adult Hits	28.2%
Classic Hits	25.8%
AAA (Subset of Alternative)	23.5%
All Sports	22.7%
Tropical (Subset of Hispanic)	22.5%
Urban AC (Subset of Urban)	22.4%
All News	22.2%
Religion/Christian	21.8%
Oldies	21.7%
Soft AC/Lite Rock	21.2%
Adult Contemporary	20.9%
News/Talk	20.8%
Gospel	20.8%
All Talk	20.7%
Hispanic (All Genres)	20.7%
Spanish AC (Subset of Hispanic)	20.6%
Mexican/Tejano/Ranchera (Subset of Hispanic)	20.3%
Rock	20.2%
Ethnic	20.0%
Jazz	19.8%
Hot AC (Subset of Adult Contemporary)	19.6%
Public/Non-Commercial	19.5%
Country	19.3%
Variety/Other	18.1%
Alternative	17.7%
Classical	17.5%
Urban (All Genres)	15.2%
Contemporary (CHR/Top 40)	14.4%
Adult Standards	12.2%
Rhythmic	11.8%
Easy Listening	10.1%
Urban Contemporary (Subset of Urban)	8.7%

Source: GfK MRI 2016 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
All News	25.9%
Classic Hits	25.5%
All Talk	24.5%
Ethnic	24.2%
Jazz	24.1%
Oldies	23.6%
News/Talk	23.2%
Gospel	22.5%
AAA (Subset of Alternative)	21.2%
Adult Standards	21.1%
Classical	20.8%
Variety/Other	19.6%
Public/Non-Commercial	19.5%
Classic Rock	19.2%
Soft AC/Lite Rock	18.8%
Religion/Christian	18.5%
Urban AC (Subset of Urban)	18.0%
All Sports	17.2%
Easy Listening	17.0%
Spanish AC (Subset of Hispanic)	16.1%
Adult Hits	15.7%
Country	15.1%
Adult Contemporary	14.5%
Hispanic (All Genres)	12.1%
Urban (All Genres)	11.6%
Alternative	10.9%
Hot AC (Subset of Adult Contemporary)	10.9%
Tropical (Subset of Hispanic)	10.8%
Rock	9.9%
Mexican/TejanoRanchera (subset of Hispanic format)	8.7%
Contemporary (CHR/Top 40)	5.7%
Urban Contemporary (Subset of Urban)	5.1%
Rhythmic	4.7%

Source: GfK MRI 2016 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	56.8%
Easy Listening	56.0%
Classical	31.5%
Jazz	28.8%
All News	27.8%
News/Talk	26.9%
Gospel	23.6%
All Talk	21.5%
Oldies	20.6%
Public/Non-Commercial	19.9%
Variety/Other	16.5%
All Sports	14.8%
Religion Christian	14.0%
Country	13.9%
Soft AC/Lite Rock	13.6%
Classic Hits	13.0%
Hispanic (All Genres)	11.5%
Spanish AC (Subset of Hispanic)	11.2%
Tropical (Subset of Hispanic)	11.0%
Ethnic	10.8%
Urban AC (Subset of Urban)	8.9%
Adult Contemporary	7.7%
Mexican/Tejano/Ranchera (Subset of Hispanic)	7.8%
AAA (Subset of Alternative)	7.5%
Urban (All Genres)	6.2%
Classic Rock	5.5%
Adult Hits	4.7%
Alternative	4.6%
Hot AC (Subset of Adult Contemporary)	3.9%
Urban Contemporary (Subset of Urban)	2.7%
Rock	2.6%
Rhythmic	2.4%
Contemporary (CHR/Top 40)	2.2%

Source: GfK MRI 2016 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)	7.5%	19.7%	20.7%	23.5%	21.2%	7.5%
Adult Contemporary	14.4%	20.6%	21.9%	20.9%	14.5%	7.7%
Adult Hits	10.6%	16.9%	23.9%	28.2%	15.7%	4.7%
Adult Standards	1.1%	1.8%	7.1%	12.2%	21.1%	56.8%
All News	4.0%	7.3%	13.0%	22.2%	25.9%	27.8%
All Sports	4.5%	19.0%	21.8%	22.7%	17.2%	14.8%
All Talk	2.7%	12.2%	18.5%	20.7%	24.5%	21.5%
Alternative	18.0%	27.0%	21.8%	17.7%	10.9%	4.6%
CHR/Top 40	26.0%	28.7%	23.0%	14.4%	5.7%	2.2%
Classic Hits	8.8%	12.3%	14.6%	25.8%	25.48	13.0%
Classic Rock	11.2%	16.5%	19.3%	28.3%	19.2%	5.5%
Classical	5.6%	11.8%	12.9%	17.5%	20.8%	31.5%
Country	14.1%	20.2%	17.4%	19.3%	15.1%	13.9%
Easy Listening	2.4%	5.1%	9.5%	10.1%	17.0%	56.0%
Ethnic	9.1%	9.7%	26.2%	20.2%	24.2%	10.8%
Gospel	7.7%	9.8%	15.7%	20.8%	22.5%	23.6%
Hispanic (All Genres)	12.5%	21.1%	22.1%	20.7%	12.1%	11.5%
Hot AC (Subset of Adult Contemporary)	19.3%	22.5%	23.9%	19.6%	10.9%	3.9%
Jazz	5.8%	10.3%	11.3%	19.8%	24.1%	28.8%
Mexican/Tejano/Ranchera (subset of Hispanic)	16.0%	26.5%	20.9%	20.3%	8.7%	7.6%
News/Talk	3.2%	10.7%	15.2%	20.8%	23.2%	26.9%
Oldies	9.3%	13.7%	11.1%	21.7%	23.6%	20.6%
Public/Non-Commercial	6.0%	16.7%	18.4%	19.5%	19.5%	19.9%
Religion/Christian	9.6%	14.4%	21.7%	21.8%	18.5%	14.0%
Rhythmic	31.2%	30.2%	19.7%	11.8%	4.7%	2.4%
Rock	17.9%	25.9%	23.5%	20.2%	9.9%	2.6%
Soft AC/Lite Rock	8.1%	17.0%	21.3%	21.2%	18.8%	13.6%
Spanish AC (subset of Hispanic)	11.0%	18.8%	22.3%	20.6%	16.1%	11.2%
Tropical (subset of Hispanic)	14.1%	20.4%	21.3%	22.5%	10.8%	11.0%
Urban	24.6%	25.3%	17.1%	15.2%	11.6%	6.2%
Urban AC (Subset of Urban)	12.2%	20.5%	18.0%	22.4%	18.0%	8.9%
Urban Contemporary (Subset of Urban)	33.9%	32.7%	16.9%	8.7%	5.1%	2.7%
Variety/Other	8.9%	16.4%	20.4%	18.1%	19.6%	16.5%

Source: GfK MRI, 2016 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 203 commercial stations are licensed under construction permits for future broadcast; 032 commercial stations are currently dark/off the air. Over 2,300 HD Radio stations are using HD Radio Technology, and there are over 1,550 HD2/HD3/HD4 multicast channels on the air. Number of commercial streamed AM/FM Radio stations: 7,898; 3,775 non-commercial report streaming. NextRadio reports nearly 3.2 million app downloads of FM radio on smartphones.

Rank	Format	# Commercial Stations
1	Country	2,126
2	News/Talk	1,343
3	Classic Hits	920
4	Spanish	866
5	Sports	768
6	Adult Contemporary	601
7	Contemporary (CHR Top 40)	584
8	Classic Rock	498
9	Hot AC	465
10	Religion (Teaching, Variety)	318
11	Oldies	316
12	Rock	299
13	Black Gospel	212
13	Adult Standards	191
14	Contemporary Christian	176
15	Ethnic	167
16	Urban AC	163
17	Adult Standards	162
18	R&B	150
19	Southern Gospel	138
20	Alternative Rock	114
21	Soft Adult Contemporary	109
22	Modern Rock	107
23	R&B/Adult/Oldies	72
24	Variety	56
25	Jazz	24
26	Rhythmic AC	21
27	Easy Listening	19
28	Gospel	15
29	Classical	13
30	Modern AC	9
31	Pre-Teen	1
32	Other/Format Not Available	53

Source: Inside Radio/M Street Corp., December 2016 (No Canadian or Mexican Stations are included). HD Radio stats from iBiquity/HD Digital, December 2016. TagStation/NextRadio, November 2016.

## 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.

YEAR	# COMMERCIAL RADIO STATIONS	YEAR	# COMMERCIAL RADIO STATIONS
2016	11,358		
2015	10,927	1986	8,807
2013	10,867	1984	8,216
2014	10,887	1985	8,593
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; Inside Radio/M Street Corp., 2016 (No Canadian or Mexican Stations are included)

## 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	2015 Total \$	2015 Network \$	2014 Nat'l Spot \$
1	Comcast Corp.	127.6	6.9	120.7
2	Deutsche Telekom AG (T-Mobile)	108.4	4.3	104.2
3	Berkshire Hathaway, Inc. (GEICO, Dairy Queen, etc.)	63.2	21.5	41.6
4	AT&T, Inc.	60.8	3.7	57.2
5	Home Depot, Inc.	60.5	53.0	7.4
6	Softbank Corp. (Sprint)	59.5	18.7	40.9
7	Fiat Chrysler Automobiles NV	52.0	2.3	49.7
8	Verizon Communications, Inc.	48.1	0.4	47.7
9	O'Reilly Auto Parts, Inc.	33.1	19.5	13.6
10	Macy's, Inc.	32.2	21.7	10.5
11	Mattress Firm Holding Corp.	26.6	26.6	
12	21st Century Fox, Inc.	26.3	2.1	24.3
13	Walt Disney Co.	26.2	1.3	24.8
14	U.S. Government	26.0	12.6	13.4
15	Walgreens Boots Alliance, Inc.	24.8	24.3	0.5
16	AB Acquisition LLC (Albertsons, Acme, etc.)	23.4	23.4	
17	Coca-Cola Co.	22.8	3.6	19.1
18	Ford Motor Co.	22.8	16.6	6.2
19	LifeLock, Inc.	21.5	14.2	7.3
20	American Family Mutual Insurance Co.	20.4	0.1	20.3
21	Advance Auto Parts, Inc.	18.4	13.9	4.6
22	Wal-Mart Stores, Inc.	18.2	8.5	9.7
23	Yum Brands, Inc.	17.1	13.0	4.0
24	Wendy's Co.	17.0	10.9	6.1
25	Allstate Corp.	16.8	1.2	15.6
26	AutoZone, Inc.	15.9	15.6	0.3
27	Cox Enterprises, Inc.	15.5	5.3	10.2
28	Genuine Parts Co.	15.2	14.9	0.3
29	State Farm Mutual Auto Insurance Co.	14.9	12.3	2.6
30	Genuine Parts Co.	12.8	12.6	0.2
31	Honda Motor Co. LTD Dealer Association	13.9	13.9	
32	American Movil SA (TracFone)	13.0	2.9	10.1
33	Select Comfort Corp.	13.0	1.4	11.6
34	Kohl's Corp.	12.5	9.1	3.3
35	American Express Co.	12.2	5.1	7.1
36	Progressive Corp.	11.9	11.8	0.1
37	Samsung Group	11.7	4.8	6.9
38	PepsiCo, Inc.	11.6	4.9	6.7
39	Discover Financial Services	11.0	8.1	3.0
40	Ideal Image, Inc.	10.9	10.9	

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 2016. 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	2015 Total \$	2015 Network \$	2015 Nat'l Spot \$
1	T-Mobile Wireless	85.8	85.8	
2	Comcast	84.4	84.4	
3	Home Depot Home Center	60.5	53.0	7.4
4	GEICO	57.7	21.5	36.2
5	Sprint Wireless	48.3	11.8	36.5
6	Verizon Wireless	36.2	0.4	35.9
7	O'Reilly Auto Parts	33.1	19.5	13.6
8	AT&T Wireless	32.7	0.8	31.9
9	Macy's	32.0	21.7	10.4
10	Mattress Firm Store	25.0	25.0	
11	Walgreens Drug Stores	24.8	24.3	0.5
12	LifeLock Identity Theft Service	21.5	14.2	7.3
13	Universal Pictures	20.6	1.7	18.9
14	American Family Insurance	20.0	.01	20.0
15	Wendy's	17.0	10.9	6.1
16	Advance Auto Parts Store	17.0	12.4	4.6
17	Cricket Communications Wireless	16.9	.01	16.7
18	Safeway Food Store	16.5	16.5	
19	Jeep Vehicles	16.1	16.1	
20	AutoZone Parts Store	15.9	15.9	
21	Taco Bell	15.6	11.7	3.9
22	Allstate Insurance	15.5	1.2	14.3
23	State Farm Insurance	14.7	12.3	2.5
24	Quicken Loans	14.6	14.2	0.5
25	20th Century Fox Pictures	14.5	1.3	13.2
27	MetroPCS Wireless	13.6	4.2	9.4
26	ABC-TV	13.9	0.3	13.6
28	Honda - Full Line	13.2	13.2	
29	Kohl's	12.5	9.1	3.3
30	TracFone Wireless	12.4	2.8	9.6
31	Sleep Number Store	12.3	0.6	11.6
32	American Express	12.2	5.1	7.1
33	NAPA Auto Parts Store	12.2	12.2	
34	RAM Pickup	12.1	12.1	
35	Progressive Insurance	11.9	11.8	0.1
36	Ford	11.8	8.9	2.9
37	Dodge - Full Line	11.1	11.1	
38	Target	10.8	10.8	
39	Navy Federal Credit Union	10.7	0.9	9.8
40	Verizon	10.4	10.4	

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 2016. 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	2015 Total \$	2015 Network \$	2015 Nat'l Spot \$
1	Retail	483.4	220.4	263.0
2	Communications	409.5	38.1	371.4
3	Financial	197.3	67.7	129.6
4	Insurance & Real Estate	197.0	65.6	131.5
5	Miscellaneous Services & Amusements	191.2	50.7	140.5
6	Media & Advertising	183.4	32.9	150.5
7	Automotive, Automotive Accessories & Equipment	179.7	51.0	128.7
8	Restaurants	144.6	44.7	99.9
9	Government, Politics & Organizations	91.2	17.5	73.7
10	Public Transportation, Hotels & Resorts	65.9	13.2	52.7
11	Department Stores	63.1	41.4	21.7
12	Automotive Dealers & Services	47.3	17.7	29.7
13	Schools, Camps, Seminars	46.1	7.4	38.6
14	Beverages	44.1	9.8	34.3
15	Dairy, Produce, Meat & Bakery Goods	33.0	10.4	22.5
16	Gasoline, Lubricants (Transmission) & Fuels	30.2	9.2	21.0
17	Discount Department & Variety Stores	30.1	4.4	25.7
18	Horticulture & Farming	28.0	9.0	19.0
19	Building Materials, Equipment & Fixtures	25.5	18.7	6.8
20	Medicines & Proprietary Remedies	22.7	13.6	9.1
21	Business & Technology Not Elsewhere Classified	22.7	10.5	12.2
22	Computers, Software, Internet Not Elsewhere Classified	22.1	13.3	8.8
23	Direct Response Companies	21.6	18.3	3.3
24	Food & Beverages: Combined Copy & Not Elsewhere Classified	20.5	3.0	17.5
25	Shopping Centers & Catalog Showrooms	20.1	5.6	14.5
26	Games, Toys & Hobbycraft	15.4	8.1	7.3
27	Beer & Wine	13.1	6.7	6.5
28	Audio & Video Equipment & Supplies	9.9	4.2	5.7
29	Pharmaceutical Houses	9.5	3.9	5.6
30	Manufacturing: Materials & Equipment/Freight/ Industrial Development	8.9	3.8	5.2
31	Eye Glasses, Medical Equipment & Supplies	8.6	8.0	0.6
32	Household Furnishings & Accessories	8.2	7.7	0.5
33	Drugs, Toiletries & Fitness Not Elsewhere Classified	7.4	2.8	4.6
35	Fitness & Diet Programs & Spas	6.6	0.1	6.5
34	Confectionery & Snacks	6.9	3.3	3.5
36	Cosmetics & Beauty Aids	5.6	2.9	2.6
37	Prepared Foods	4.7	0.5	4.2
38	Toiletries, Hygienic Goods & Skin Care - Men	4.3	3.9	0.4
39	Pets, Pet Foods & Supplies	4.2	1.5	2.8
40	Liquor	4.2	0.8	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 2016, Kantar Media Ad\$ponder 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 90% of Adults 18+ who have shopped at a Hardware/paint/lawn & garden 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%	94%
Household shopped any furniture/mattress store - past year	91%	91%	93%
Household shopped any home accessory store - past year	90%	91%	93%
Household shopped any hardware/paint/ lawn & garden store - past year	90%	91%	92%
Household shopped any consumer electronics store - past year	91%	92%	93%
Household shopped any major appliances store - past year	90%	92%	92%
Shopped/visted any shopping mall - past 3 months	90%	92%	92%
Shopped any major department store - past 3 months	89%	91%	2%
Shopped any clothing store - past 3 months	90%	92%	92%
Shopped any bookstore - past 3 months	90%	92%	92%
Shopped any bridal shop - past 3 months	91%	92%	92%
Shopped any jewelry store - past 3 months	91%	93%	94%
Shopped any music/video store - past 3 months	92%	92%	93%
Shopped any office supply store - past 3 months	91%	92%	93%
Shopped any pet supply store - past 3 months	91%	92%	93%
Shopped any shoe/sneakers/other footwear store - past 3 months	91%	92%	93%
Shopped any sporting goods store - past 3 months	92%	93%	94%
Shopped any toy/game store - past 3 months	92%	93%	93%
Shopped/used services of any florist (excluding grocers) - past 3 months	90%	91%	94%
Shopped/used services of any day spa - past 3 months	93%	94%	95%
Shopped/used services of any dry cleaner - past 3 months	91%	92%	94%
Bought any athletic shoes - past year	92%	93%	94%
Bought athletic clothing (not shoes) - past year	93%	93%	94%
Bought any costume jewelry - past year	91%	92%	93%
Bought any fine jewelry - past year	92%	93%	95%
Bought any cosmetics or perfumes - past year	91%	93%	93%
Bought any skin care products - past year	90%	92%	93%
Bought any infant's clothing - past year	92%	92%	94%
Bought any children's clothing - past year	92%	93%	94%
Bought any men's business clothing - past year	92%	93%	94%
Bought any men's casual clothing - past year	91%	92%	93%
Bought any men's shoes - past year	91%	93%	94%
Bought any women's business clothing - past year	93%	94%	94%
Bought any women's casual clothing - past year	90%	92%	93%
Bought any women's shoes - past year	90%	92%	93%
Bought any sports equipment - past year	93%	93%	95%

Source: Scarborough USA+ 2016 Release 1 Total (February 2015 - April 2016)

## WHY RADIO FACT SHEET

### Radio Reaches Professional Services Consumers

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%	92%	95%
Household used a tax preparation service - past year	89%	92%	93%
Household used a financial planner - past year	90%	93%	93%
Household used a stockbroker - past year	89%	90%	92%
Household used online investing/stock-trading service - past year	92%	91%	91%
Household used a cash advance or title loan shop - past year	91%	88%	93%
Household used a check-cashing service - past year	88%	91%	92%
Household used a coin-cashing service (Coinstar, etc.) - past year	92%	91%	93%
Household used a wire transfer service - past year	91%	90%	94%
Household used a bankruptcy attorney - past year	92%	93%	94%
Household used a personal injury attorney - past year	92%	94%	92%
Household used other attorney service - past year	90%	92%	94%
Household used insurance agent at local office (not online) - past year	90%	91%	94%
Household used a real estate agent - past year	91%	93%	95%
Household used a travel agent - past year	91%	93%	94%
Household used a tutoring service - past year	94%	95%	97%
Household used funeral pre-planner - past year	82%	84%	91%

Source: Scarborough USA+ 2016 Release 1 (February 2015 - April 2016)



## WHY RADIO FACT SHEET

### Radio Reaches the Market for Vehicles, Automotive Products

Read: Every week, Radio reaches 96% of Hispanics whose household plans to buy or lease a new luxury vehicle (any size) 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	90%	90%	86%
Household plans to buy/lease a new midsize car - next 12 months	91%	94%	96%
Household plans to buy/lease a new full-size car - next 12 months	94%	95%	96%
Household plans to buy/lease a new luxury vehicle (any size) - next 12 months	93%	95%	96%
Household plans to buy/lease a new pickup truck - next 12 months	92%	92%	92%
Household plans to buy/lease a new SUV - next 12 months	92%	94%	94%
Household plans to buy/lease a new van or mini-van - next 12 months	92%	95%	95%
Household owns/leases any hybrid vehicle	91%	95%	95%
Household plans to pay under \$10,000 for new vehicle - next 12 months	91%	93%	94%
Household plans to pay \$10,000-\$14,999 for new vehicle - next 12 months	91%	90%	93%
Household plans to pay \$15,000-\$19,999 for new vehicle - next 12 months	88%	84%	92%
Household plans to pay \$20,000-\$24,999 for new vehicle - next 12 months	91%	95%	94%
Household plans to pay \$25,000-\$29,999 for new vehicle - next 12 months	92%	94%	93%
Household plans to pay \$30,000-\$34,999 for new vehicle - next 12 months	92%	98%	97%
Household plans to pay \$35,000-\$44,999 for new vehicle - next 12 months	93%	98%	97%
Household plans to pay \$45,000 or more for new vehicle - next 12 months	95%	96%	98%
Household plans to buy any used vehicle - next 12 months	92%	94%	93%
Household plans to lease any vehicle - next 12 months	94%	95%	95%
Household plans to buy motorcycle - next 12 months	92%	93%	92%
Household plans to buy ATV (all-terrain vehicle) - next 12 months	91%	88%	97%
Used any online site/app to gather info to shop for new/used vehicle - past year	92%	94%	93%
Used any auto dealership Web site/app to gather info to shop for new/used vehicle - past year	92%	94%	95%
Used any auto manufacturer Web site/app to gather info to shop for new/used vehicle - past year	92%	92%	93%
Household purchased anti-freeze/coolant - past 12 months	90%	91%	93%
Household purchased new car battery - past 12 months	90%	94%	93%
Household purchased service/repair on car radio/stereo - past 12 months	93%	94%	93%
Household purchased brake repair - past 12 months	91%	93%	93%
Household purchased new muffler - past 12 months	92%	93%	95%
Household purchased transmission repair - past 12 months	91%	93%	93%
Household purchased tune-up/spark plugs - past 12 months	91%	91%	93%
Household purchased service on shocks/struts - past 12 months	91%	92%	94%
Oil filter/oil change - past 12 months	90%	92%	93%
Household purchased new tires - past 12 months	91%	93%	93%
Auto glass replacement/repair - past 12 months	91%	90%	93%
Household purchased paint or body work - past 12 months	91%	93%	91%
Household used paid labor for any auto service/repair - past year	90%	92%	91%
Household used unpaid labor for any auto service/repair - past year	91%	90%	93%

Source: Scarborough USA+ 2016 Release 1 Total (February 2015 - April 2016)

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

Source: Scarborough USA+ 2016 Release 1 Total (February 2015 - April 2016)

## WHY RADIO FACT SHEET

### Radio Reaches Food Shoppers/Restaurant Patrons

Read: Every week, Radio reaches 92% of Hispanic 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	89%	92%	92%
Spent \$125-\$149 on groceries - past 7 days	90%	89%	92%
Spent \$150-\$199 on groceries - past 7 days	90%	91%	92%
Spent \$200+ on groceries - past 7 days	91%	93%	92%
Household buys most food at grocery stores/supermarkets	89%	91%	92%
Household buys most food at warehouse clubs/ membership clubs	91%	91%	93%
Household buys most food at discount superstores (Target, Walmart)	88%	90%	91%
Household bought most groceries at online grocery store	87%	88%	89%
Household bought most groceries at Hispanic grocery stores	90%	90%	91%
Regularly buy locally grown food	89%	91%	91%
Regularly buy organic food	91%	92%	92%
Ate out at any upscale restaurant - past month	91%	92%	94%
Ate out at sit-down restaurant - past month	90%	92%	92%
Ate out at fast-food restaurant - past month	90%	91%	92%
Ate out at any coffee house/coffee bar - past month	91%	89%	92%
Ate out at any Chinese/Asian restaurant - past month	91%	93%	93%
Ate out at any Italian restaurant - past month	91%	92%	92%
Ate out at any Mexican restaurant - past month	91%	92%	93%
Ate out at any pizza restaurant - past month	91%	92%	93%
Ate out at any seafood restaurant - past month	90%	92%	93%
Ate out at any steakhouse restaurant - past month	91%	93%	91%
Ate out at any sports bar - past month	92%	92%	93%

Source: Scarborough USA+ 2016 Release 1 Total (February 2015 - April 2016)

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

Source: Scarborough USA+ 2016 Release 1 Total (February 2015 - April 2016)

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

Radio's weekly reach among adults 18+ who ...	Total	African-American	Hispanic
<u>Drank any regular (not diet) soft drinks - past week</u>	90%	91%	92%
<u>Drank any diet soft drinks - past week</u>	89%	90%	92%
<u>Drank any Mexican imported soft drinks - past week</u>	93%	90%	95%
<u>Drank any sports drinks - past week</u>	92%	94%	93%
<u>Drank any energy drinks - past week</u>	92%	94%	94%
<u>Drank any bottled water - past week</u>	91%	92%	93%
<u>Drank any enhanced bottled water (Vitaminwater, etc.) - past week</u>	91%	93%	93%
<u>Drank any flavored bottled water - past week</u>	89%	92%	91%
<u>Drank any orange juice - past week</u>	90%	91%	92%
<u>Drank other fruit juice (not orange) - past week</u>	90%	92%	93%
<u>Drank any bottled/canned tea - past week</u>	91%	92%	92%
<u>Drank any hot specialty coffee - past week</u>	91%	92%	92%
<u>Drank any iced specialty coffee - past week</u>	94%	94%	94%

Source: Scarborough USA+ 2016 Release 1 Total (February 2015 - April 2016)

## WHY RADIO FACT SHEET

### Radio Reaches Home Improvement Consumers

Read: Every week, Radio reaches 91% of those who spent \$10,000 on home improvement 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%	94%	94%
Household made any improvements to home - past year	90%	91%	93%
Household spent under \$500 on any home improvement - past year	89%	92%	92%
Household spent \$500-\$4,900 on any home improvements - past year	90%	91%	94%
Household spent \$5,000 or more on any home improvements - past year	91%	92%	92%
Household painted exterior of a residence in the past year	89%	84%	91%
Household painted or wallpapered interior of residence - past year	92%	92%	93%
Household did any plumbing work - past year	90%	90%	93%
Household remodeled bathroom - past year	91%	91%	91%
Household remodeled kitchen - past year	92%	93%	93%
Household installed heating/air conditioning - past year	91%	91%	91%
Household plans to install solar panels - next 12 months	91%	88%	92%
Household replaced roof/major roof repair - past year	89%	89%	90%
Household installed siding - past year	91%	90%	95%
Household replaced windows - past year	91%	88%	92%
Household installed pool, hot tub, or spa - past year	94%	94%	95%
Household contracted for any landscaping - past year	92%	94%	93%

Source: Scarborough USA+ 2016 Release 1 Total (February 2015 - April 2016)

## WHY RADIO FACT SHEET

### Radio Reaches Electronics and Technology Consumers

Read: Every week, Radio reaches 94% of African-Americans whose household plans to buy an eReader (Kindle, Nook, Sony Reader, etc.) in the coming year

#### Radio Reaches Electronics and Technology Consumers

Radio's weekly reach among adults 18 and older whose ...	Total	African-American	Hispanic
<u>Household plans to buy tablet (iPad, Galaxy, Kindle Fire, etc.)</u>			
- next 12 months	91%	91%	91%
<u>Household plans to buy eReader (Kindle, Nook, Sony Reader, etc.)</u>			
- next 12 months	89%	89%	88%
<u>Household plans to buy a home computer (desktop or laptop)</u>			
- next 12 months	91%	89%	91%
<u>Household plans to buy a video game system -</u>			
next 12 months	90%	89%	91%
<u>Household plans to buy high-definition television set (HDTV) -</u>			
next 12 months	92%	91%	93%
<u>Household plans to buy Blu-ray/DVD player - next 12 months</u>			
	89%	90%	90%
<u>Household plans to buy a Smart TV (internet capable TV) -</u>			
next 12 months (TiVo, etc.) - next 12 months	93%	90%	95%
<u>Household plans to buy HD radio - next 12 months</u>			
	89%	91%	91%
<u>Household plans to subscribe to satellite TV -</u>			
next 12 months	91%	91%	92%
<u>Household plans to subscribe to satellite Radio (SiriusXM) -</u>			
next 12 months	91%	94%	96%
<u>Household plans to buy wireless/cellular service -</u>			
next 12 months	90%	85%	93%
<u>Household plans to buy a Smartphone (iPhone, Android, BlackBerry, etc.)</u>			
- next 12 months	91%	91%	91%
<u>Household plans to subscribe to VoIP (Vonage, Skype, MagicJack, etc.)</u>			
- next 12 months	90%	87%	97%
<u>Household plans to buy a digital camera - next 12 months</u>			
	91%	91%	94%
<u>Household plans to buy a home security system</u>			
- next 12 months	92%	92%	90%
<u>Household has an office in the home</u>			
	91%	92%	93%
<u>Household plans to buy an MP3 player (iPod, Sony, etc.)</u>			
- next 12 mos	90%	88%	94%

Source: Scarborough USA+ 2016 Release 1 Total (February 2015 - April 2016)

## 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	89%	91%	91%
Always vote in presidential elections	89%	91%	91%
Sometimes vote in presidential elections	89%	91%	92%
Always vote in statewide elections	89%	91%	90%
Sometimes vote in statewide elections	90%	92%	92%
Always vote in local elections	89%	91%	90%
Sometimes vote in local elections	90%	92%	92%
Democrat party affiliation	89%	91%	92%
Republican party affiliation	89%	91%	91%
Independent - no political party affiliation	89%	91%	91%
Independent voter - but lean Democrat	91%	91%	92%
Independent voter - but lean Republican	90%	92%	92%
None of above (do not identify as Democrat, Republican, Independent)	88%	88%	91%
Household contributed money to political organization - past year	89%	88%	91%
Regularly support politicians based on environmental positions	90%	90%	88%

Source: Scarborough USA+ 2016 Release 1 Total (February 2015 - April 2016)

## WHY RADIO FACT SHEET

### Radio Reaches Contributors to Causes/Organizations

Read: Every week, Radio reaches 92% 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 whose ...	Total	African-American	Hispanic
<u>Household contributed to arts/cultural organization - past year</u>	91%	93%	91%
<u>Household contributed to educational/academic organization - past year</u>	91%	92%	93%
<u>Household contributed to environmental organization on a regular basis year</u>	90%	91%	91%
<u>Household contributed to healthcare/medical organization - past year</u>	89%	92%	91%
<u>Household contributed to a military/veterans organization - past year</u>	88%	89%	90%
<u>Household contributed to political organization - past year</u>	89%	88%	88%
<u>Household contributed to religious organization - past year</u>	89%	90%	92%
<u>Household contributed to social care/welfare organization - past year</u>	90%	94%	93%
<u>Household contributed to other organization - past year</u>	89%	90%	91%

Source: Scarborough USA+ 2016 Release 1 Total (February 2015 - April 2016)



## 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 age 18 and older who ...	Total	African-American	Hispanic
Regularly donate money or time to environmental causes	90%	91%	91%
Regularly support politicians based on environmental positions	90%	90%	88%
Regularly buy locally grown food	89%	91%	91%
Regularly buy organic food	91%	92%	92%
Regularly drive less/use alternative transportation	88%	90%	91%
Household owns/leases a hybrid vehicle	91%	95%	95%
Buy eco-friendly household cleaning products	90%	91%	91%
Regularly pay more for eco-friendly products and services	91%	93%	92%
Have energy-efficient windows	89%	91%	92%
Regularly use energy-efficient light bulbs	89%	91%	92%
Regularly use less water at home	90%	91%	92%
Regularly use rechargeable batteries	90%	91%	92%
Regularly use cloth or other reusable shopping bags	90%	91%	92%
Participate in energy-saving practices through utility company	90%	92%	93%
Regularly recycle glass, plastic, or paper	90%	92%	92%
Regularly recycle electronics (batteries, cellphones, computers, etc.)	91%	93%	93%
Household plans to buy any energy-saving appliances - next 12 months	92%	92%	94%
Household plans to buy solar panels - next 12 months	91%	88%	92%

Scarborough USA+ 2016 Release 1 Total (February 2015 - April 2016)

## WHY RADIO FACT SHEET

### Radio Is on Target for Businesses and Employment Opportunities

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

#### Radio Reaches Business Owners and Workers

Radio's weekly reach among adults 18 and older who are ...	Total	African-American	Hispanic
Self-employed	93%	92%	94%
Small business owners	94%	95%	96%
Working Moms (women with 1 or more children, work full-time)	95%	96%	95%
Working retirees (Adults 65+ employed full- or part-time)	89%	85%	89%
Working at home (most of the time or always)	92%	93%	91%

Scarborough USA+ 2016 Release 1 (Total February 2015 - April 2016)

#### Radio Reaches Adults Planning for Their Futures

Radio's weekly reach among adults 18 and older who ...	Total	African-American	Hispanic
<u>Plan to go back to school for a degree or certification in next 12 months</u>	93%	93%	93%
<u>Attended adult/continuing education classes - past year</u>	92%	93%	92%
<u>Plan to look for new job in next 12 months</u>	92%	92%	92%
<u>Attended job fair/employment recruitment event - past year</u>	92%	94%	93%

Scarborough USA+ 2016 Release 1 Total (February 2015 - April 2016)

## 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:    Index A25-54    Index African-Americans 25-54    Index Hispanics 25-54

Advertising on radio provides me with useful info about new products and services.

(Agree strongly or somewhat)                      103%                      117%                      111%

Advertising on radio provides me with useful information about bargains.

(Agree strongly or somewhat)                      105%                      125%                      116%

Advertising on radio provides me with meaningful info about the product use of other consumers.

(Agree strongly or somewhat)                      105%                      135%                      118%

Advertising on radio is amusing.

(Agree strongly or somewhat)                      105%                      132%                      109%

##### Disagree

(strongly or somewhat) with statement:    Index A25-54    Index African-Americans 25-54    Index Hispanics 25-54

For me, advertising on radio appears at inconvenient moments.

(Disagree strongly or somewhat)                      101%                      113%                      105%

For me, advertising on radio has no credibility.

(Disagree strongly or somewhat)                      101%                      111%                      99%

Source: GfK MRI 2016

## **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.