

RADIO TODAY BY THE NUMBERS



Radio Delivers



Spring 2012

241 Million American Adults Listen to Radio Each Week

That's **93%** of everyone in this country listening to radio each week. As the past four quarters demonstrate, radio listening remains strong and consistent.



Americans Spend Billions of Hours Listening to Radio

Arbitron reports Americans listen to radio for more than

14.6

**billion hours
each month**

With an ever-growing number of media choices, Americans' preference for and reliance on radio has endured year after year.

Radio Is America's Daily Companion

Nearly

70%

of Americans tune in
to radio each day
for an average of

**2 hours and
41 minutes**

Radio Reaches Millions of Multicultural Listeners

Each week radio reaches...

95%

of all Hispanics



93%

of all African Americans*



* Black non-Hispanic

Radio Reaches Millions of Americans in Every Key Buying Demo

Each week across America, radio is heard by...

93%

ADULTS 18-34

94%

ADULTS 18-49

95%

ADULTS 25-54

95%

ADULTS 35-64



Consumers Tune to Radio During Prime Shopping Hours

You can reach

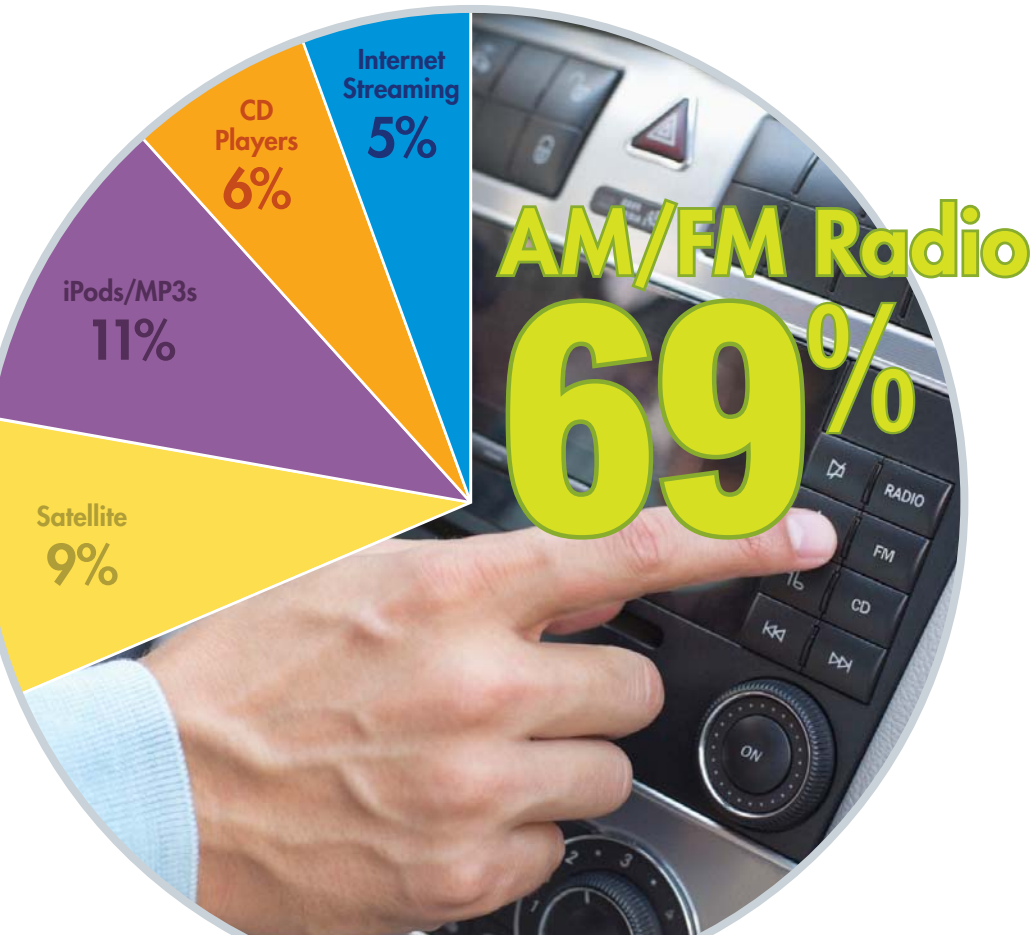
90%

of Americans on the radio
between 6AM and 7PM
during the work week.



Americans Spend Most of Their Audio Entertainment Time With Radio

Share of daily audio minutes



Radio Lifts Brand Advertising Results

Six studies showed radio advertising effectiveness across five key branding attributes

Average % lift
Exposed to
radio ad schedule
vs. not exposed

+13% Brand Awareness

+20% Purchase Consideration

+14% Purchase Intent

+37% Recommend Advertiser

+38% Brand Likeability

Fast Food Is Popular With American Radio Listeners

9 out of 10

radio listeners have visited a fast food restaurant in the

past month

Radio Is the Primary Medium for Fast Food Patrons During Lunchtime


Nearly **50%** of fast food patrons tune to radio during their lunch hour—nearly twice the next closest medium, TV.

Radio provides marketers a prime opportunity to reach their fast food customers each day.



56%
of fast food
restaurants'
business is between
11AM and 3PM.

Radio Delivers a Consistently Big and Valuable Audience



Radio continues to be vital to millions and its audience has remained **consistently high** month after month, quarter after quarter, and year after year.



For more details on how radio reaches American consumers, visit www.arbitron.com/radiotoday