

RADIO TODAY BY THE NUMBERS



Radio Delivers



Fall 2011

241 Million Americans Listen to Radio Each Week

That's **93%**

**of everyone
in this country
listening to
radio each
week.**

Radio continues to be vital to millions, which is why its audience has remained consistently high year in and year out.

Radio Reaches Millions of Consumers in Every Key Buying Demo

Each week across America, radio is heard by:

121 million
ADULTS 25-54

127 million
ADULTS 18-49

66 million
ADULTS 18-34

82 million
ADULTS 35-54



Radio Reaches Millions of Ethnic Listeners

Each week radio reaches...

30 million
African Americans

That's

93%



36 million
Hispanics

That's

95%




Consumers Spend Billions of Hours Listening to Radio

American consumers 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 the radio has endured year after year.

Consumers Tune to Radio During Prime Shopping Hours



Almost all radio listening happens when consumers are out and about and ready to shop, eat and be entertained.

You can reach

90%

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

Radio Is America's Daily Companion



71%

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

2 hours and
15 minutes

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

People Who Listen to a Lot of Radio Are Tech-Savvy Consumers



90% own a cell phone

84% own a computer

80% access the Internet

69% own a HDTV

67% own a digital camera

Radio Reaches Consumers Right Before They Buy

53%

of people who made a purchase within the past 24 hours **listened to radio 30 minutes before their last purchase**

Radio Delivers a Consistently Big and Valuable Audience

Radio reaches **241 million** consumers each week.

People spend **14.6 billion** hours listening to radio each month.

Radio reaches **90%** of consumers during prime shopping hours.

Consumers who listen to a lot of radio are **tech savvy**.



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

Source for consumer information: Scarborough Research, Release 1 2011, Persons 18+

Source for purchasing information: Arbitron/Edison Media/Scarborough Research, The Road Ahead, June 2011, Persons 18+

Source for radio listening data: RADAR 110, released September 2011, Persons 12+

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