243 Million Americans Listen to Radio Each Week

Radio continues to be vital to Americans as 92% of everyone in this country listens to radio each week.

Source: RADAR 116, March 2013, Mon-Sun 6AM-Mid, Persons 12+, Weekly Cume
Spring 2013 © 2013 Arbitron Inc. www.arbitron.com/radiotoday
Radio Reaches Millions of Americans in Every Key Buying Demo

Each week across America, radio reaches...

91% TEENS 12-17

92% ADULTS 18-34

94% ADULTS 18-49

95% ADULTS 25-54

94% ADULTS 35-64

Source: RADAR 116, March 2013, Mon-Sun 6AM-Mid, Weekly Cume Rating
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Radio Reaches Millions of Multicultural Listeners

Each week radio reaches...

92% of all African Americans*

95% of all Hispanics

* Black non-Hispanic

Source: RADAR 116, March 2013, Mon-Sun 6AM-Mid, Persons 12+, Weekly Cume Rating

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Radio Is a Daily Companion

Americans who tune in to radio listen for more than 2:30 each day.

Source: RADAR 116, March 2013, Mon-Sun 6AM-Mid, Persons 12+, Daily Time Spent Listening of Radio Listeners
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Radio Goes Along With the Ride

On average, Americans spend **25 minutes in the car** commuting one way from home to work.

76% drive alone.

To view commute times for your local market level, visit http://www.arbitron.com/study/commuter_infographics.htm

Source: 2007-2011 U.S. Census Bureau’s American Community Survey
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Car Buyers Are Listening to Radio

95% of adults planning to buy a vehicle listen to radio.

Source: Scarborough USA+, Release 2 2012, Persons 25-54
Spring 2013 © 2013 Arbitron Inc. www.arbitron.com/radiotoday
Radio Is the King of the Road

84% use AM/FM radio in their cars.

That’s 6 times greater than satellite radio and 7 times greater than streaming audio in the car.

* Drivers/riders over 18 listening to AM/FM radio stations online and/or listening to audio content available only on the Internet.

Source: Arbitron/Edison Research, Infinite Dial 2013
AM/FM Radio Is the Top Source to Learn About New Music

45% of Americans say it’s important to learn about new music and nearly 8 out of 10 choose radio to stay up to date with new music.

That’s significantly more than YouTube, music television channels, Facebook, Pandora®, iTunes®, and satellite radio.

Source: Arbitron/Edison Research, Infinite Dial 2013
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Radio Is Top Medium Before People Shop

1 out of 2 consumers listen to AM/FM radio during the half hour before they shop.

That’s 2x greater than those who saw a billboard ad and 4x greater than those who watched TV in the half hour before they shop.

When it comes to summer travel, radio can deliver the excitement. 92% of Americans who flew to their vacations listen to radio each week.

Source: Scarborough USA+, Release 2 2012, Persons 18+
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Month after month and year after year, radio continues to be vital to millions of Americans.