nielsen

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OF THE CONSUMER™

# HOW NATIONWIDE WORKS

## RADIO NATIONWIDE

Radio Nationwide is the Nielsen national radio audience service. Issued twice each year, based on the company's Fall and Spring surveys, the service is the only source for local/regional market network ratings available in today's marketplace.

Radio Nationwide allows clients to monitor trends in national radio network programming more reliably. It also gives them a resource that helps them determine how various affiliates perform in different local markets. Data can be used to track a particular show's performance over time so that a seller of radio ad time is better poised to sell to networks and local affiliates. Using Radio Nationwide, radio buyers will be better equipped to minimize coverage overlap when assembling their buy.

Drawing on a sample size of more than 350,000 respondents, the Nielsen Radio Nationwide service shows clients who is listening to various network radio stations and syndicated radio programming. DMA® – Designated Market Area average quarter-hour persons and ratings are provided for each radio network included in the report. Standard demographic age breaks are available for Persons, Teens, Men, and Women.

The comprehensive and flexible database provided by Radio Nationwide gives advertisers the ability to understand not only who is listening to a network or a specific program across the country, but also on a market-by-market basis.

Nationwide is a valuable tool that enables advertisers to monitor market trends more efficiently, target advertising plans more effectively, and negotiate better buys.

For more than 20 years, Nationwide has allowed advertisers and agencies to evaluate who is tuning to national radio networks and syndicated programs. The audience estimates are broken out for the total U.S. as well as by the Top 25, 50, 75, and 100 DMA®s. National versus local market comparisons can also be developed with this single-source database.

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