

The Top 10 Facts About Radio

- 10) 93% of Americans tune into radio every week
- 9) Americans listen to radio for an average of 19 hours a week
- 8) 63% of shoppers age 25-54 are listening to the radio sixty minutes prior to making a shopping purchase
- 7) US Households average 5.6 radio receivers, listening occurs 47% in-car, 34% at-home, 18% at-work
- 6) 80% of adults listen to radio for 5 hours each weekend
- 5) Radio vs. other media
 - - Audience: Radio audience levels (see #1 reason below) are increasing while newspaper and TV are decreasing. (Fact: American adults reading daily newspaper has dropped from 58.6% in 1998 to 48% in 2007)
 - - Percentage of customers reached weekly: 93% radio, 75% web, 48% newspaper & yellow pages
 - - Time Spent by consumers daily: 126 minutes radio, 85 minutes web, 29 minutes newspaper
 - - Value: No production costs for radio (vs. cost of production for print and TV); radio offers low cost per thousand
- 4) Americans are passionate about radio with 92% saying "radio plays an important part in American life"
- 3) 63% of Americans discover new music via the radio (vs. 26% via "friends," 17% via retail, 18% via music television)
- 2) 33 million Americans listen to online audio entertainment (the majority of this listenership is to the simulcast audio feed of their local radio station)
- 1) Radio is growing!!!!!!!
 - - From March 2007 to March 2008, radio listenership up 3 million
 - - Radio listenership up every year since 2004 as follows:
 - - 229 million listeners in 2004
 - - 230 million listeners in 2005
 - - 231 million listeners in 2006
 - - 232 million listeners in 2007
 - - 235 million listeners in 2008

Source: National Association of Broadcasters