

Radio Delivers



Fall 2011

241 Million Americans Listen 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:



Radio Reaches Millions of Ethnic Listeners

Each week radio reaches...

30 million
African Americans
That's





Consumers Spend Billions of Hours Listening to Radio

American consumers listen to radio for more than

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.

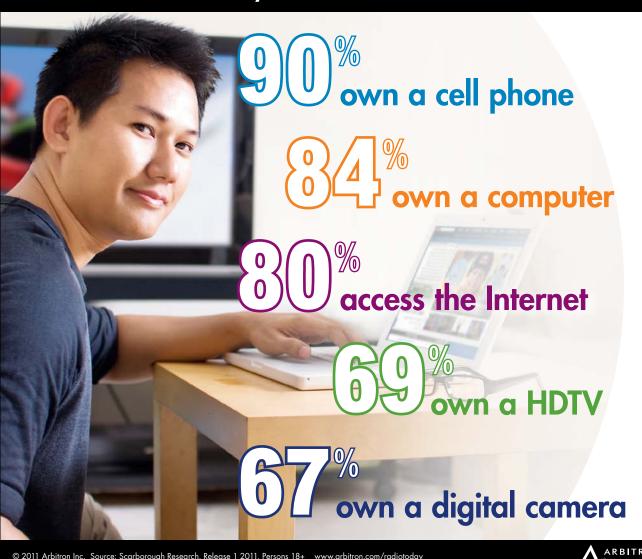
Consumers Tune to Radio During Prime Shopping Hours



Radio Is America's Daily Companion



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



Radio Reaches Consumers Right Before They Buy



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