

**WHY RADIO FACT SHEET**

**Radio's Daily Reach by Daypart**

Radio delivers in all dayparts, especially during the key shopping hours of 6AM-7PM. Take advantage of this great coverage to get your message out to large numbers of consumers each and every day.

Read: Each day from 3-7 p.m., Radio reaches 41% of persons 12 and older.

Radio's Daily Reach by Daypart						
	Age	6-10A	10A-3P	3-7P	7P-Mid	Mid-6A
Persons	12+	37.8%	40.0%	40.6%	20.3%	8.7%
Persons	12-17	30.4%	23.3%	32.2%	17.9%	4.2%
Persons	18+	38.5%	41.7%	41.4%	20.5%	9.1%
Persons	18-24	28.9%	35.1%	36.4%	23.5%	7.5%
Persons	18-34	33.2%	36.5%	39.6%	22.6%	8.0%
Persons	18-49	37.7%	39.2%	42.8%	22.6%	8.8%
Persons	25-54	41.2%	41.4%	45.4%	22.3%	9.7%
Persons	55+	38.2%	44.5%	37.6%	16.9%	8.8%
Persons	35-64	43.3%	44.3%	46.3%	21.5%	10.6%
Persons	65+	34.5%	43.2%	31.6%	14.5%	7.0%
Men	12+	38.6%	40.5%	41.2%	21.1%	10.3%
Men	12-17	28.6%	21.6%	29.9%	16.7%	3.9%
Men	18+	39.6%	42.5%	42.4%	21.5%	11.0%
Men	18-24	27.8%	33.3%	34.4%	22.8%	8.5%
Men	18-34	32.5%	35.3%	38.4%	22.5%	9.5%
Men	18-49	37.6%	38.8%	42.4%	22.9%	10.7%
Men	25-54	41.7%	41.7%	45.7%	23.1%	12.1%
Men	55+	41.1%	47.2%	40.6%	18.6%	10.5%
Men	35-64	44.9%	45.6%	47.7%	22.9%	13.2%
Men	65+	37.3%	46.1%	34.4%	15.8%	7.7%
Women	12+	37.0%	39.6%	39.9%	19.5%	7.0%
Women	12-17	32.2%	25.0%	34.6%	19.2%	4.5%
Women	18+	37.5%	41.0%	40.5%	19.5%	7.3%
Women	18-24	30.4%	37.0%	38.6%	24.3%	6.4%
Women	18-34	33.9%	37.7%	40.9%	22.8%	6.5%
Women	18-49	37.7%	39.7%	43.2%	22.2%	6.9%
Women	25-54	40.7%	41.2%	45.0%	21.5%	7.4%
Women	55+	35.8%	42.0%	35.1%	15.5%	7.4%
Women	35-64	41.8%	43.0%	44.9%	20.2%	8.1%
Women	65+	32.3%	40.8%	29.5%	13.5%	6.4%

Source: RADAR® 131, December 2016 © Copyright Nielsen Audio (Monday-Sunday 24-Hour Daily Cume Estimates, All Radio)



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