

WHY RADIO FACT SHEET

Radio's Year-Round Reach (5-Quarter Trend)

Radio is truly a medium for all seasons! While some media display sharp peaks and valleys in their ability to attract and hold audience attention, Radio's consistent levels of audience reach across all four quarters of the year are a definite plus! Whether your marketing goal is short-term impact or long-term share maintenance, Radio's very stable audience base represents an excellent platform for your brand's message.

Average Persons Using Radio						
Demo	Age	DEC '15	MAR '16	JUN '16	SEP '16	DEC '16
Persons	12+	90.8%	90.8%	90.8%	91.0%	91.0%
Persons	12-17	87.4%	87.4%	87.5%	87.7%	87.6%
Persons	18+	91.1%	91.1%	91.2%	91.3%	91.3%
Persons	18-24	89.0%	88.8%	88.8%	88.8%	88.8%
Persons	18-34	90.5%	90.5%	90.5%	90.5%	90.5%
Persons	18-49	91.9%	91.9%	92.0%	92.0%	92.0%
Persons	25-54	93.1%	93.1%	93.2%	93.3%	93.3%
Persons	55+	89.1%	89.1%	89.2%	89.4%	89.5%
Persons	35-64	93.5%	93.5%	93.6%	93.7%	93.8%
Persons	65+	85.9%	85.9%	86.0%	86.1%	86.3%
Men	12-17	84.9%	85.1%	85.5%	86.0%	86.1%
Men	18+	91.4%	91.3%	91.3%	91.4%	91.4%
Men	18-24	87.1%	87.1%	87.0%	87.0%	86.9%
Men	18-34	89.3%	89.2%	89.2%	89.2%	89.2%
Men	18-49	91.2%	91.1%	91.1%	91.3%	91.2%
Men	25-54	92.8%	92.7%	92.8%	92.9%	92.9%
Men	55+	90.8%	90.7%	90.8%	91.0%	91.0%
Men	35-64	93.8%	93.7%	93.7%	93.9%	94.0%
Men	65+	88.0%	88.0%	88.0%	88.2%	88.2%
Women	12-17	90.0%	89.8%	89.5%	89.5%	89.2%
Women	18+	90.9%	90.9%	91.0%	91.1%	91.2%
Women	18-24	90.7%	90.6%	90.8%	90.7%	90.7%
Women	18-34	91.8%	91.8%	91.9%	91.9%	92.0%
Women	18-49	92.7%	92.8%	92.8%	92.8%	92.9%
Women	25-54	93.6%	93.5%	93.6%	93.6%	93.7%
Women	55+	87.6%	87.6%	87.8%	88.0%	88.2%
Women	35-64	93.2%	93.3%	93.4%	93.5%	93.6%
Women	65+	84.2%	84.2%	84.4%	84.5%	84.8%

Source: RADAR® 127, 128, 129, 130, 131 - December 2015, March 2016, June 2016, September 2016, December 2016 (C) Copyright Nielsen Audio (Monday-Sunday 24-Hour Weekly Cume Estimates, All Radio)



Thank You for Choosing National Media Spots, Inc.

We Appreciate Your Business!

888-579-8088

www.nationalmediaspots.com

media@nationalmediaspots.com