

# Why Advertisers Use News Radio



**Reaching  
the  
Right  
Customer**



# NEWS RADIO DEMOGRAPHICS

## REACHING THE RIGHT CUSTOMER

### What kind of person listens to News Radio?

- They are usually 35 or older – stable decision makers
- The audience breakdown is 57% Men, 43% Women
- The listener typically earns about \$50-90k per year (or more)
- The listener most likely has a car that is valued between \$30-50k (and probably buys a new or pre-owned high-end vehicle every 2-4 years)
- He or she travels on a vacation and spends around \$10k per year
- Has a 2<sup>nd</sup> property or investment home, so he or she buys more furniture/home goods
- Eats out at least once a week at a high-end restaurant
- Is more likely to have a child or two in high school or college
- Watches News on TV more often than non-news listeners
- Spends at least 3 hours in his or her vehicle per week
- Is more likely to own a small or medium business or is the manager of one

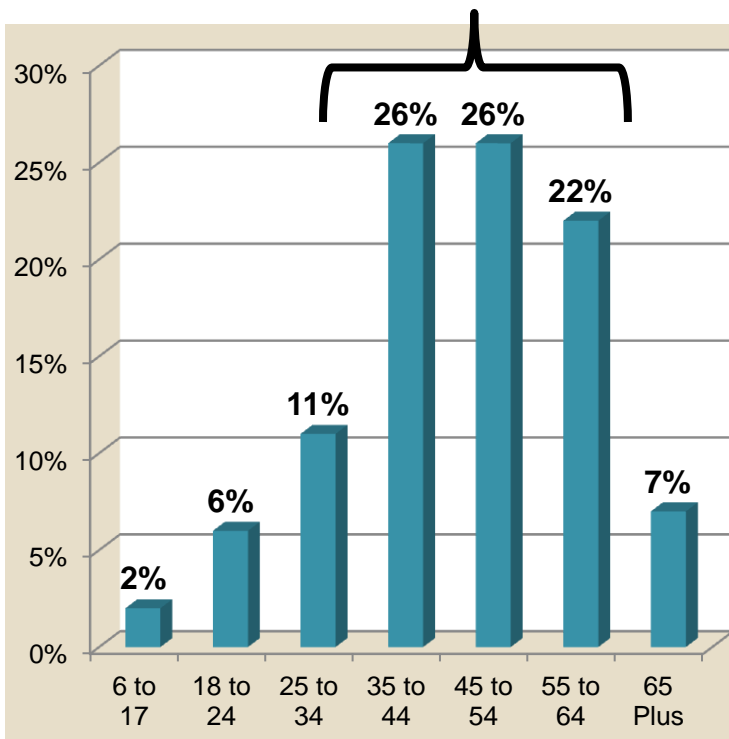
### Why do Advertisers love News Radio Listeners?

- They reach listeners who have more disposable income
- They buy more expensive things (cars, technology, watercraft)
- They are brand loyal (they keep coming back)
- They are actively listening to the radio – hence they don't tune out when they hear an ad
- They are influential in their circle of life– hence they can create referrals
- They are more likely to research before they buy – so they are smart shoppers
- They use more financial services (they protect their assets)
- They are living longer and will be customers longer

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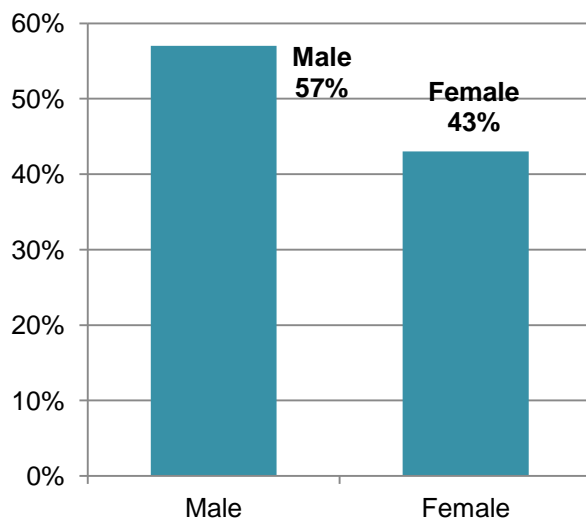
## REACHING THE RIGHT CUSTOMER

### Listener Demographics by Age



The primary age group of people who listen (35-64) represents 85%, that's 8 out of 10 Adult listeners

### Listener Demographics by Sex



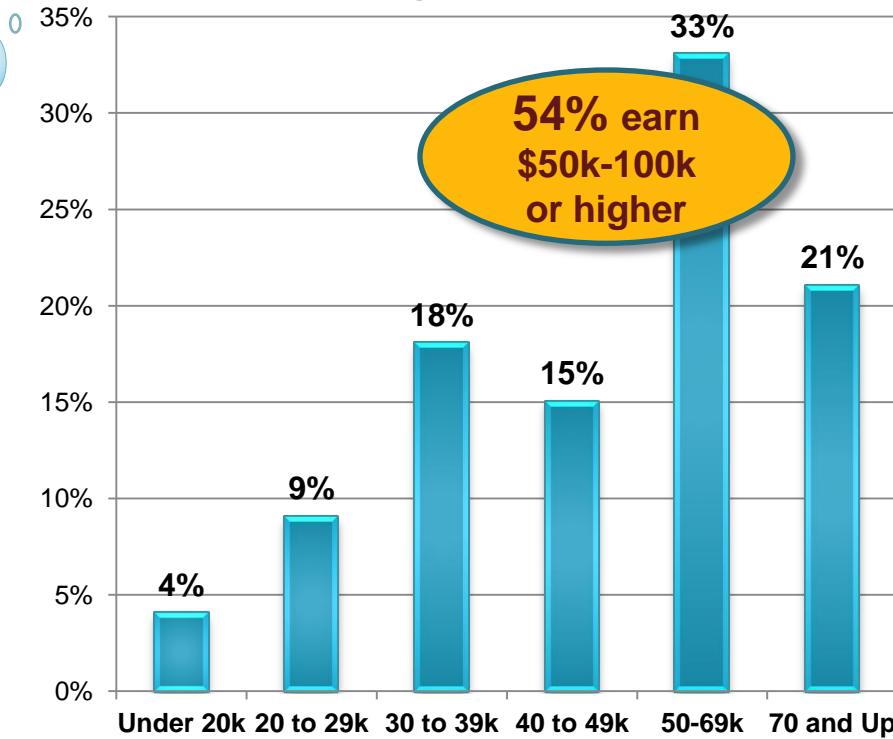
Men make up a slightly higher percentage of listenership, but 43% of women regularly consume News Radio

Source: 2011 Talkers Research Project

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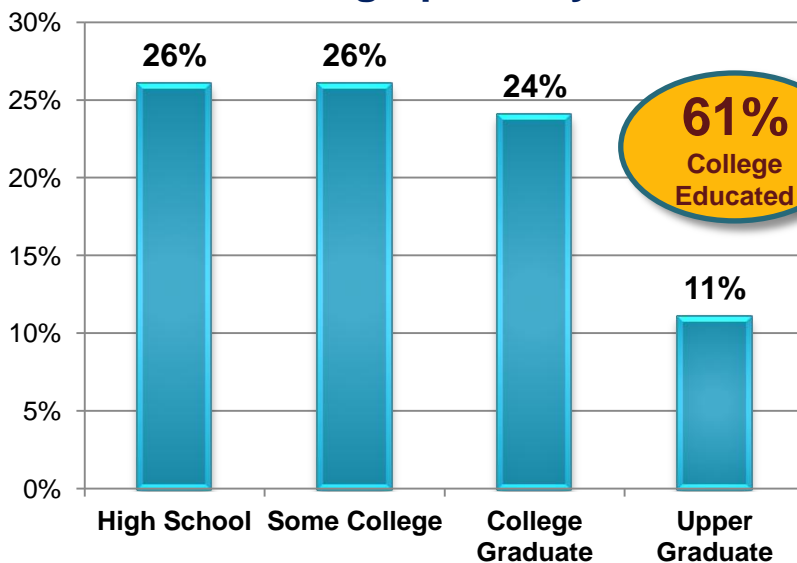
## REACHING THE RIGHT CUSTOMER

### Listener Demographics **Income Level**



News Radio typically reaches listeners with moderate to higher income levels,

### Listener Demographics by **Education Level**

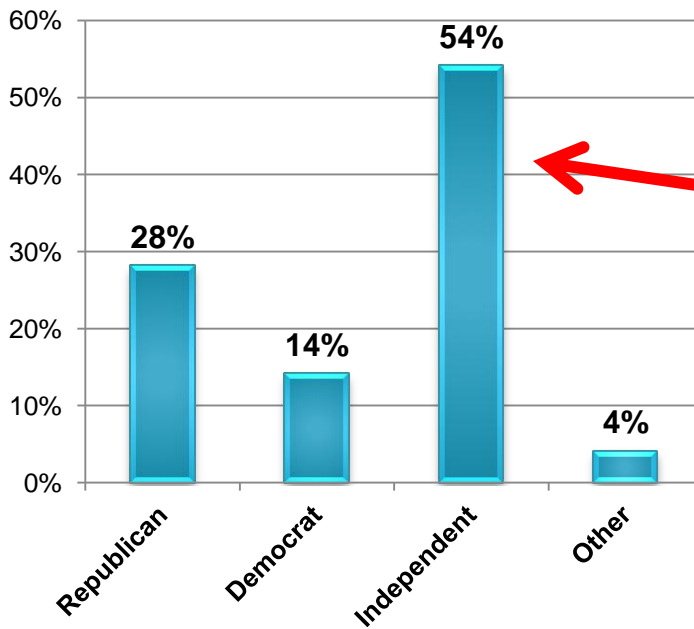


News Radio typically reaches listeners with higher education levels

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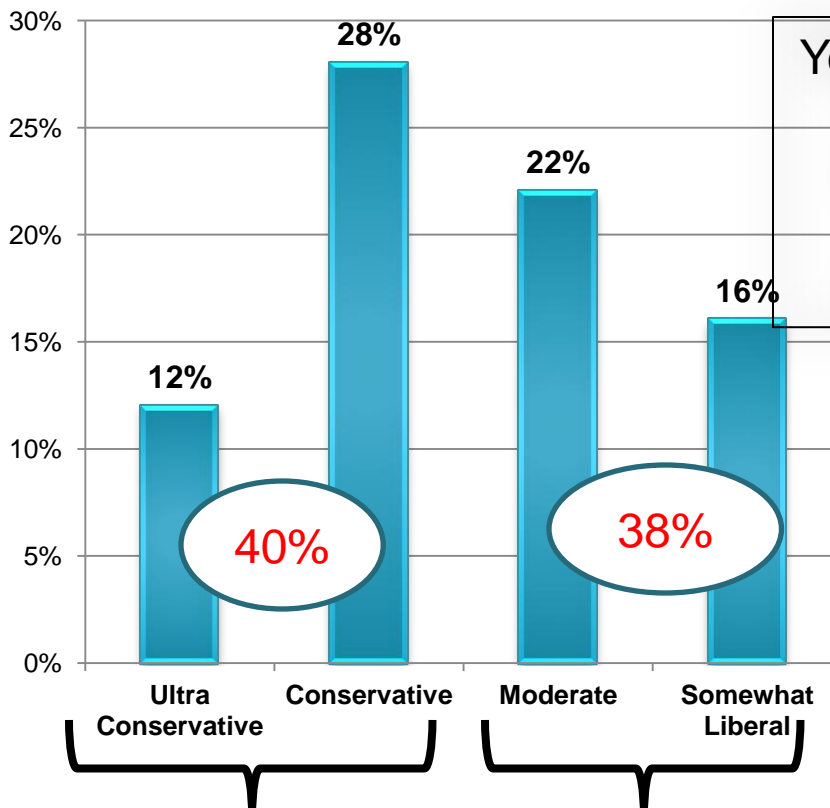
## REACHING THE RIGHT CUSTOMER

### Listener Demographics by Political Party



News Radio appeals to "independents"

### Listener Demographics by Social Philosophy

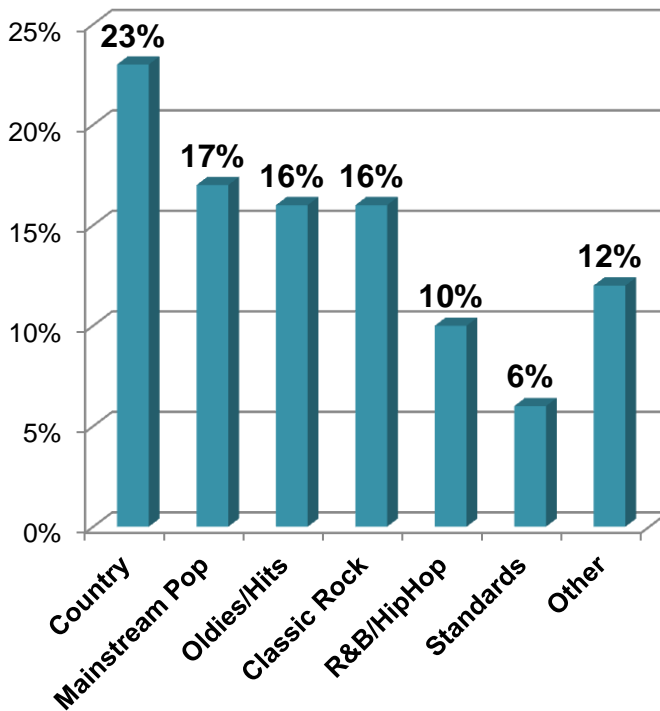


Your customers are almost evenly split by social philosophy

# NEWS RADIO DEMOGRAPHICS

## REACHING THE RIGHT CUSTOMER

### Listener Demographics by Musical Tastes



News Radio  
Listeners come  
from other  
formats

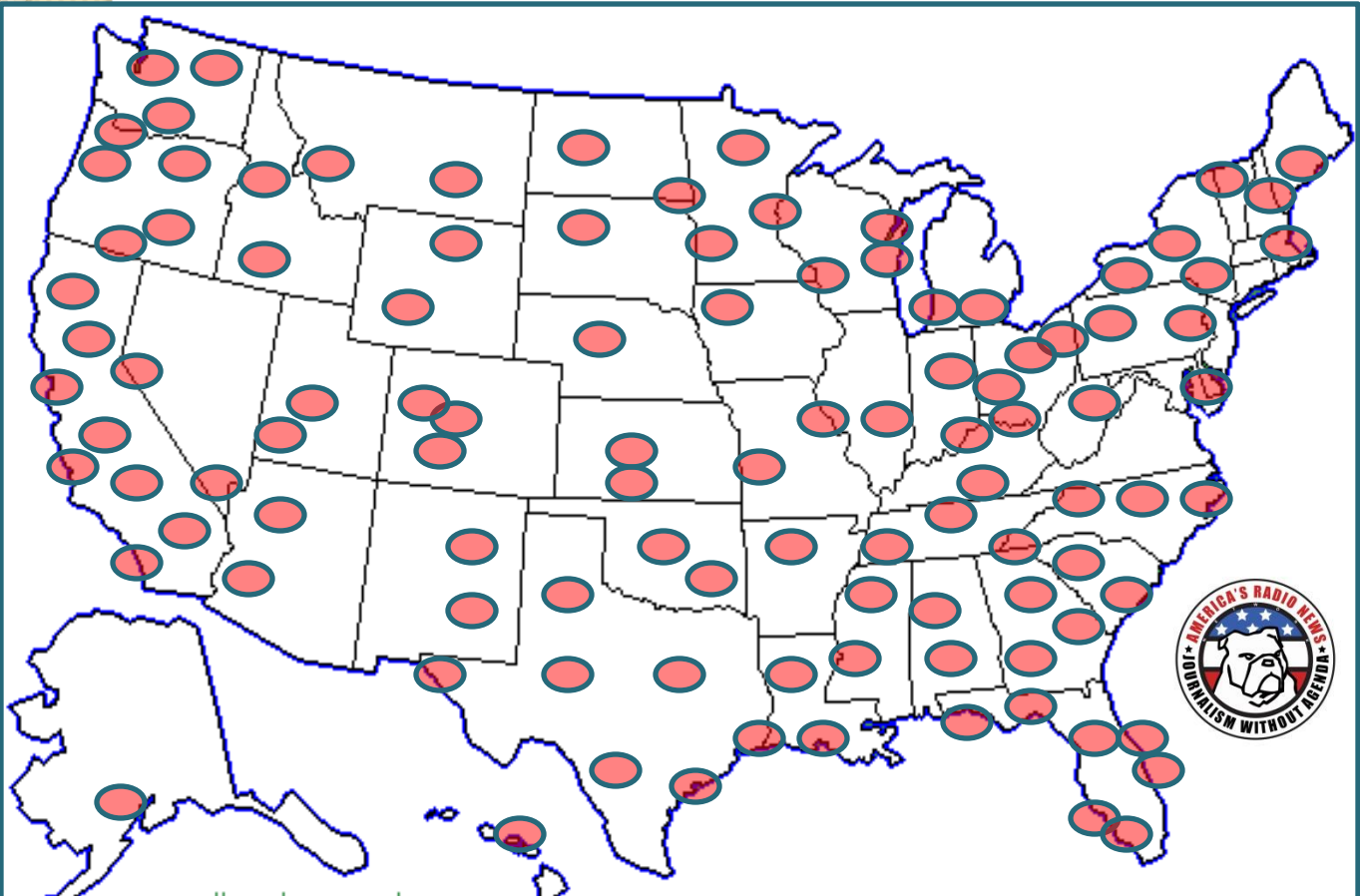
47% percent of people who listen also  
get their news from Mobile and/or the  
Internet

The FCC reports adults consume  
between 2-3 hours per day (up from  
8.1% in 1980 to 11.7% percent in 2010)

# NEWS RADIO DEMOGRAPHICS

## REACHING THE RIGHT CUSTOMER

News Radio is one of the fastest  
Growing formats in America



Now heard in over **165** U.S. Radio Markets

**News Radio** Reaches 65%  
of America's 300 Largest Cities



## Industry Experts Say All-News Will Grow Revenue

### **"News stations continue to be leaders" in radio revenue, says BIA/Kelsey.**

April 11, 2012 – Radio-Info.com

Dr. Mark Fratrick, surveying final results from 2011 and the prospects for 2012, says "News stations, in particular, continue to be leaders in many markets." See the next story for some early validation on that point, from New York. Fratrick says all-newsers are "creating comprehensive over-the-air and digital portfolios of ad products and formats to drive deeper advertiser engagement and prove their value in the ad buying mix."

Overall, BIA/Kelsey reports that radio's over-the-air revenues finished 2011 at \$14.1 billion, up just 0.4%. Online contributed another \$439 million, up 15.1%.

For the current year, BIA/Kelsey projects online to hit \$505 million, rising to \$767 million by 2016. Fratrick says "Although radio's revenue ascent has been slow since its bottoming in 2009, the industry always picks up steam in an election year and is continuing to prove itself as a valuable local advertising medium, particularly as the integration between over-the-air and online improves." He's been talking about radio needing to find growth in digital for years now. The revenue estimates are from BIA/Kelsey's latest edition of Investing in Radio.