



# MISPERCEPTION IS ANYONE LISTENING?

With so many new and exciting options, AM/FM radio remains the top audio source and reaches more people every week than any other medium. Audio is in the midst of a renaissance. New digital audio platforms like podcasts, on-demand and streaming services and new and emerging technology in cars and mobile devices are driving a revolution in audio.



# RADIO WORKS

## RADIO: VIBRANT AND THRIVING

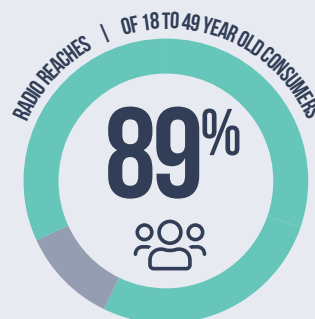
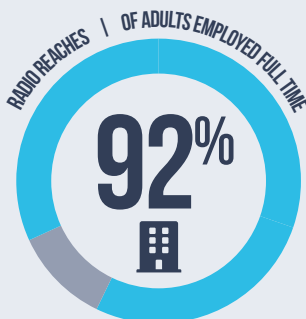
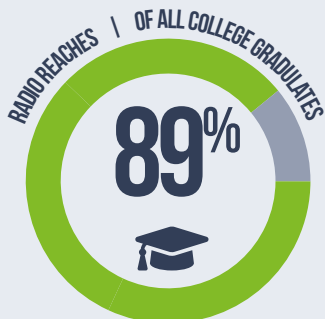
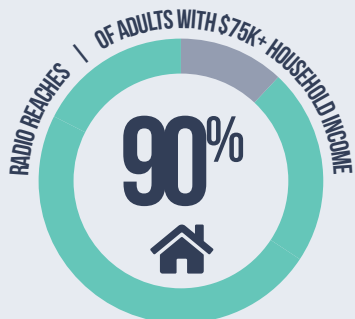
With so many new and exciting options, AM/FM radio remains the top audio source and reaches more people every week than any other medium. Audio is in the midst of a renaissance. New digital audio platforms like podcasts, on-demand and streaming services and new and emerging technology in cars and mobile devices are driving a revolution in audio.



# 228 MILLION PEOPLE

### AMERICA'S #1 REACH MEDIUM

Radio is **America's #1 reach medium**, connecting more adults 18 and older than social media or TV via smartphones, tablets, PCs or apps and delivering a vast amount of content wherever and whenever listeners wants it – on-air, online and on-demand. Regardless of advances in technology, radio remains the top source for music discovery and the most used audio source in car.



**192MM**<sup>2</sup>  
the number of people who listen online each month

**155MM**<sup>2</sup>  
the number of people who have ever listened to a podcast

# 15,000

**Local Everywhere**  
with over 15,000 local radio stations, radio touches every corner of the nation.

**NIelsen TOTAL AUDIENCE REPORT / RADAR 146**  
Multiple estimates  
[www.nielsen.com/us/en/solutions/capabilities/audio.html](http://www.nielsen.com/us/en/solutions/capabilities/audio.html)

**THE INFINITE DIAL 2020**  
Edison Research/Triton Digital  
<http://www.rab.com/whyradio/wrnew/wr-research/pdf/Infinite%20Dial%202020.pdf>

**TOTAL NUMBER OF AM/FM STATIONS**  
FCC 2019  
<https://www.fcc.gov/media/broadcast-station-totals>

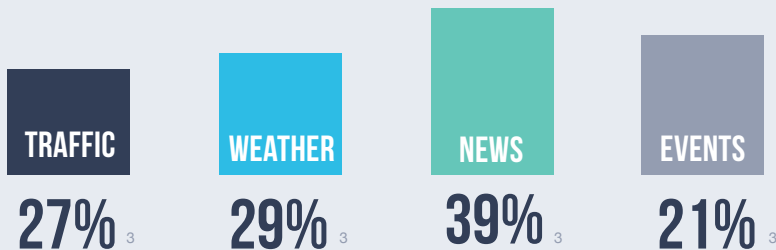
**WHAT TO KNOW MORE?**  
Visit [www.rab.com/whyradio](http://www.rab.com/whyradio) for the complete story on how radio can help build brands, engage customers and drive sales.

# RADIO WORKS

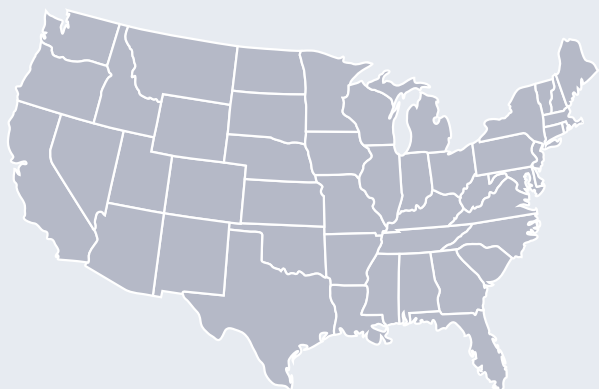
## RADIO: LOCAL AND ENGAGING

Radio informs listeners of NEWS, traffic, weather, events – about what’s going on locally.

With over 15,000 local stations across the country, radio continues to entertain, inform and serve the local communities. Radio personalities drive the emotional and personal connection that listeners have with their stations. And during times of disaster and need, radio serves as the lifeline for local communities.



According to Jacobs Media Techsurvey 2020, 87% of adults attribute radio's local feel as its key advantage.

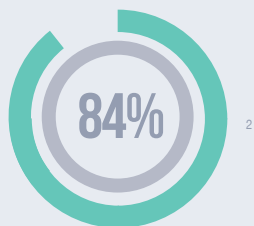


# 15,000

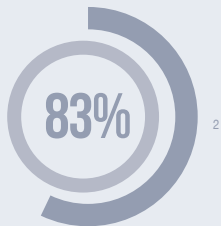
**Local Everywhere**  
with over 15,000 local radio stations, radio touches every corner of the nation.<sup>1</sup>

# 228 MM

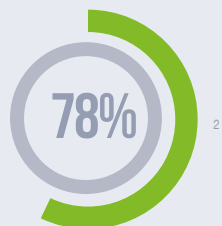
**Listen Everywhere**  
radio reaches consumers everywhere, at home, at work and in the car.<sup>4</sup>



**WOULD FOLLOW THEIR FAVORITE PERSONALITY IF THEY WENT TO ANOTHER RADIO STATION**



**VALUE AND TRUST RADIO PERSONALITY'S OPINIONS**



**SPEAK TO FRIENDS ABOUT WHAT THEY HEAR FROM THEIR FAVORITE RADIO PERSONALITIES**



**FOLLOW THEIR FAVORITE RADIO PERSONALITY ON SOCIAL MEDIA**



# 77%<sup>2</sup>

of listeners would try a brand recommended by their favorite radio personality

## RADIO IS PERSONAL RADIO CONNECTS

Listeners have a unique connection with their radio station because of their favorite radio personality. They engage with the radio station personalities on air, online and across social media. As social media influencers, radio personalities speak to the local events and occurrences of listener's daily life.