



Media Group Online, Inc.

Radio

Still Reaches Everywhere and Everyone

Despite the challenges to legacy media, radio remains first in ad-supported monthly reach of adults 18+ at 91%. As much as audio consumers also listen to digital streaming services and podcasts, AM/FM radio has an overwhelming share of persons 18+ at 69% compared to number two podcasts at 19%. Radio simply reaches everywhere and everyone.

Radio's Diverse Palette Is a Winner for Advertisers

The core audience of AM/FM radio is men 55-64 who spend 60% of all their audio content time listening to radio.

A 2023 study found radio is more effective for advertisers when they share their messages on multiple formats. The top three formats by their June 2023 share were News/Talk, Adult Contemporary and Country.

During the January-June 2023 period, the classic hits format was increasing as the news/talk format was decreasing in audience shares of persons 6+. Country had the largest increase.

Down on the Farm

Often overlooked as an important consumer group, agricultural workers are a **\$576 billion market**.

Not only does radio provide critical weather information during the agricultural working day but also is where approximately one-third of agricultural workers discover new products and services.

They are also big fans of AM/FM radio. **81%** listen to AM/FM radio, compared to **64%** streaming audio, **27%** podcasts and **16%** SiriusXM.

Attracting Hispanic-American Destination Travelers

Hispanic Americans love to travel. A Q3 2023 survey revealed **75%** of those who listen to Spanish-language radio travel and go on vacations.

"64% find radio ads for vacation destinations to be interesting" and "76% think it's smart for travel brands to advertise on radio."

These insights helped a travel destination advertiser increase interest in visiting the destination by 20% with a summer 2023 campaign on Spanish-language radio.

Radio Engages with Voters

As of mid-November 2023, political campaigns and PACs had already spent approximately \$43 million on radio, with \$4 million of that total spent on the 2024 presidential race.

Unsurprisingly, the News/Talk format received the most spending at \$934,000+ but the \$568,000 spent in the Hip Hop/R&B format indicates how important that audience will be for 2024 candidates.

71% of all registered voters are ad-supported AM/FM radio listeners with podcasts a distant second at 16%.

Radio Listeners Are Attentive Listeners

Listeners of over-the-air AM/FM radio stations are the least likely, at 35%, to avoid, skip and block the ads they never hear or less than half the time they're listening.

More young adults – Gen Zers and Millennials both at **65%** – than older adults said they listen to AM/FM radio because of the strong connection they have with on-air personalities.

70% of radio listeners responding to a 2023 survey said they have a favorite station and they have been listening for an average of 18 years.

The average age of Americans' vehicles is 12.5 years, an advantage for radio advertisers because **44%** of persons 18+ listen to AM/FM radio in a vehicle.

On the Road with Radio

78% of adults 18+ who are currently employed full-time or part-time primarily work outside the home.

73% of adults 18+ who drove or rode in a car during 2023 were using AM/FM radio as their primary audio source, compared to 53% who owned digital music and 38% podcasts.



For more valuable insights, join Media Group Online today!



Media Group Online, Inc.
www.mediagrouponlineinc.com

Sources: Inside Radio, Radio Ink, Inside Audio Marketing, Jacobs Media, Edison Research