Why do a radio feature release?
Reach millions of listeners nationwide
Radio Reaches 225 Million Americans Each Week Age 12+

- Radio reaches 93% of Americans

Source: Radio Advertising Bureau (2012)
Radio reaches 92% of Millennials
Listeners retained 74% of what they listened to on the radio
Radio initiates 32% of listeners to do an online search based on something they heard.

Top Product Categories researched online:
- Electronics 53%
- Apparel 41%
- Appliances 32%
Radio has an influence in consumer shopping

• Every week, Radio reaches 89% of Americans who shop for consumer goods.
• Top Product Categories purchased in the past year:
  • Apparel 90%
  • Sporting Goods 90%
  • Household Items/Furniture 89%
Radio reaches 89% of Americans who use a Professional Service
Radio reaches 90% of Americans whose household plans to buy or lease a new automobile in the next year.
Radio reaches 90% of Americans whose household has a home mortgage
Radio reaches 91% of Americans whose household plans to buy a new technology product in the next year

Top Technology Products:
• MP3 Player 93%
• iPad 92%
• Video game system 92%
Radio reaches 88% of Americans whose household contributed to an organization/cause

Top Organization Categories:
- Arts/Cultural 90%
- Environmental 89%
- Political 88%
Radio continues to grow

- As of 2012 there are 10,802 commercial radio stations, an increase of 36 from 2011
Connect to online radio listeners through social networks

- Online radio accounts for 36% of the country’s social networking audience

![Top Radio Formats for Connecting with Online Radio Listeners]

<table>
<thead>
<tr>
<th>Radio Format Profiles (M-S, 6am – Mid Cume)</th>
<th>% of Online Radio Listeners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pop Contemporary Hit</td>
<td>36%</td>
</tr>
<tr>
<td>Adult Contemporary</td>
<td>30%</td>
</tr>
<tr>
<td>Country</td>
<td>28%</td>
</tr>
<tr>
<td>News/Talk/Information</td>
<td>27%</td>
</tr>
<tr>
<td>Hot AC</td>
<td>24%</td>
</tr>
</tbody>
</table>

Online Radio Listeners are 49% more likely than all U.S. adults to listen to the Pop Contemporary Hit radio format

SOURCE: Scarborough USA+ Release 1 2012
Free Demo

• We offer proposals at no cost or obligation
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• 800-222-5551