

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

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

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

Free Demo

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