

## 24 Things Brands Have Completely Wrong About Radio

1. Cumulus Media Westwood One wanted to examine frequently heard beliefs about consumer media habits. We turned to Nielsen, Edison Research and The Advertising Research Foundation to check the facts on these assumptions.

[2.](#) “AM/FM radio has very low reach”

[3.](#) Advertisers and agencies think AM/FM radio’s weekly reach is 62% Source: Advertiser Perceptions, May 2017, 316 advertisers and agencies Advertiser Perceptions study of 316 advertisers & agencies: “What % of Americans are reached weekly by AM/FM radio?”

[4.](#) Source: Perception: Advertiser Perceptions, May 2017, 316 advertisers and agencies Reality: Nielsen Comparable Metrics Report Q3 2016 93% of Americans are reached by AM/FM radio weekly % of persons 18+ reached weekly

[5.](#) “If you want mass reach with Millennials, go with television”

[6.](#) AM/FM radio is America’s #1 mass reach medium Source: Nielsen Comparable Metrics Report Q3 2016 % of persons 18-34 reached weekly

[7.](#) “Audience shares to Pandora/Spotify are nearly equal to AM/FM”

[8.](#) Source: Advertiser Perceptions, May 2017, 316 advertisers and agencies According to Advertiser Perceptions, advertisers and agencies think the share of audio time spent with AM/FM radio is nearly the same as streaming To advertisers, AM/FM radio and streaming are nearly equal

[9.](#) AM/FM radio is the centerpiece of audio Source: Edison Research, “Share of Ear,” Q1-Q4 2016. Persons 18+, SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music Percentages may not add up to 100 due to rounding Share of audio time spent among persons 18+ AM/FM share of time spent listening is 8x Pandora and 18x Spotify

[10.](#) Even among Millennials, AM/FM is the centerpiece of audio Source: Edison Research, “Share of Ear,” Q1-Q3 2016, Q4 2016. Persons 18-34. SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music Percentages may not add up to 100 due to rounding Share of audio time spent among persons 18-34

[11.](#) “In the world of the connected car, the number one thing people do is stream online radio on their smartphones”

[12.](#) Share of persons 18+ in-car audio time spent Source: Edison Research, “Share of Ear,” Q1-Q4 2016. Persons 18+, in-car. SiriusXM: Ad-supported: Spoken Word. Ad-free: Music Percentages may not add up to 100 due to rounding AM/FM radio dominates in-car audio

[13.](#) “No one under 35 listens to AM/FM radio anymore”

[14.](#) More Millennials listen to AM/FM than any other generation # of listeners reached each week Source: RADAR 132, March 2017, Mon-Sun 6A-12M

[15.](#) "6 out of 10 agencies/marketers believe radio listening is dropping" Source: Advertiser Perceptions study, April 2016, study of 305 agencies and marketers.

[16.](#) AM/FM radio listening is up Source: Radio - Nielsen Audio Jan-Dec 2016 vs. Jan-Dec 2015, % Change in year over year Average Quarter Hour persons, Monday-Friday 6am-7pm. Data is based on PPM markets. % change Jan-Dec 2016 vs. Jan-Dec 2015 Average quarter hour persons

[17.](#) "Today's optimal media plan: put all your money into mobile and social"

[18.](#) Source: Video Advertising Bureau "Millennials Decoded," July 2016. comScore MediaMetrix Key Measures (multiplatform), May 2016; P18-34. Nielsen R&F Time Period Report, Live + SD, Total Day. May 1-31, 2016; P18-34. "Average Audience" is based on the average minute, which is factored across the full month for websites and TV. TV Brands include linear TV and TV-related websites. Digital website measurement includes all visitor activity, not just video consumption. Radio: Nielsen Comparable Metrics Report Q1 2016 Persons 18-34 average minute audience (000) Television and radio have the greatest Millennial audience

[19.](#) Source: The Advertising Research Foundation Optimal Media Mix, "How Advertising Works: Ground Truth Experiment," March 2016 The Advertising Research Foundation's Optimal Media Mix Heavy up on traditional media for best Millennial impact

[20.](#) "Would love to consider audio; however, there's a total lack of ROI and sales lift evidence for radio"

[21.](#) Source: Nielsen 2014-2016. Payback per \$1 spent in radio Candy 3x Snacks 6x Breakfast Bar 2x Beer 4x Auto Aftermarket 21x Telecom 14x Mass Merchandiser 16x Home Improvement 9x Fast Food 3x Soft Drink 2x Department Store 17x Grocery 23x Retail 11x AM/FM radio has excellent ROI across multiple categories Sales generated per \$1 spent in radio How to read: For every \$1 an auto aftermarket retailer spent in radio, they saw \$21 in incremental sales.

[22.](#) Myth Fact AM/FM radio has very low reach At a 93% weekly reach, AM/FM radio is America's #1 mass reach medium If you want mass reach with Millennials, go with television At a 92% weekly reach, AM/FM radio is America's #1 mass reach medium among 18-34 Millennials Audience shares to Pandora/Spotify are nearly equal to AM/FM AM/FM audience shares are 8X larger than Pandora and 18X bigger than Spotify In the world of the connected car, the number one thing people do is stream online radio on their smartphones With a 71% share of in-car audio listening, AM/FM is the centerpiece of in-car audio AM/FM Radio: setting the record straight

[23.](#) Myth Fact No one under 35 listens to AM/FM radio anymore More Millennials listen to AM/FM radio weekly than any other generation 6 out of 10 agencies/marketers believe radio listening is dropping From 2015 to 2016 AM/FM radio listening has grown +7% among

persons 25-54 Today's optimal media plan: put all your money into social and mobile  
Optimal media mix: 71% traditional 29% digital for Millennials; 78%/22% for Adults 18+,  
according to The Advertising Research Foundation There's a total lack of ROI and sales lift  
evidence for radio Per Nielsen, radio generates excellent incremental sales for every dollar  
of AM/FM advertising across multiple categories AM/FM Radio: setting the record straight

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