

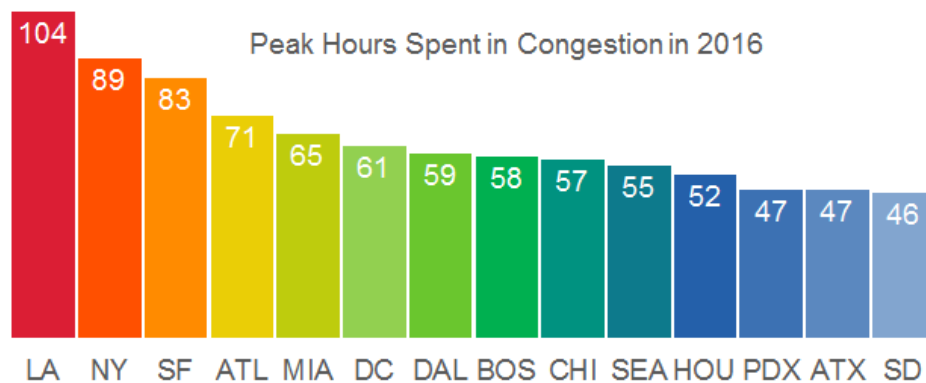
RADIO INSIGHTS

RADIO: REACHING A CAPTIVE AUDIENCE

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HOW DOES YOUR COMMUTE STACK UP?

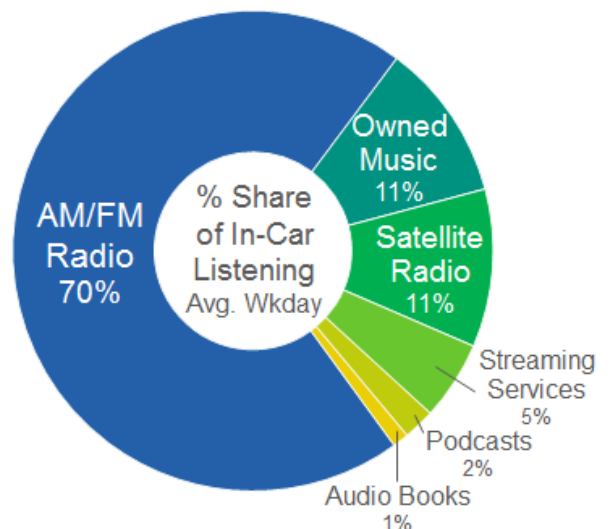
Traffic congestion tacks minutes onto your daily commute – and those minutes certainly add up! According to the INRIX 2016 Traffic Scorecard, Americans spent the equivalent of an *entire work week* (42 hours) in congestion traffic last year. Residents of major American cities, and top Radio Metros, fare even worse. In all, fourteen cities were found to clock in at over the U.S. average for congestion during peak (i.e. commuting) hours. Drivers in Los Angeles and New York actually experienced more than double the U.S. average congestion time during their daily travels.



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WHAT DOES THIS MEAN FOR RADIO?

INRIX reminds us that traffic does not just mean a standstill – it is “the flow of people and goods around the country.” And AM/FM Radio is poised for reaching people on the move better than any other medium. According to the most recent Jacobs TechSurvey, nearly every one of these commuters tunes into Radio in the car (93%). And if you consider all of the hours spent in congestion to be time where commuters are listening to audio, it works out to huge real estate for Radio. Seven out of every ten minutes (or 73 out of 104 hours in LA) spent listening to audio in a car is done to AM/FM Radio, ample opportunity for advertisers to reach millions of consumers on the go.



As INRIX points out, “Traffic is the sign of a healthy and burgeoning economy... More traffic means there are more people, more jobs and more prosperity.” Every brand that advertises on the Radio can capitalize on this potential and engage with this guaranteed audience of prime marketing prospects day in and day out.