



# RADIO INSIGHTS

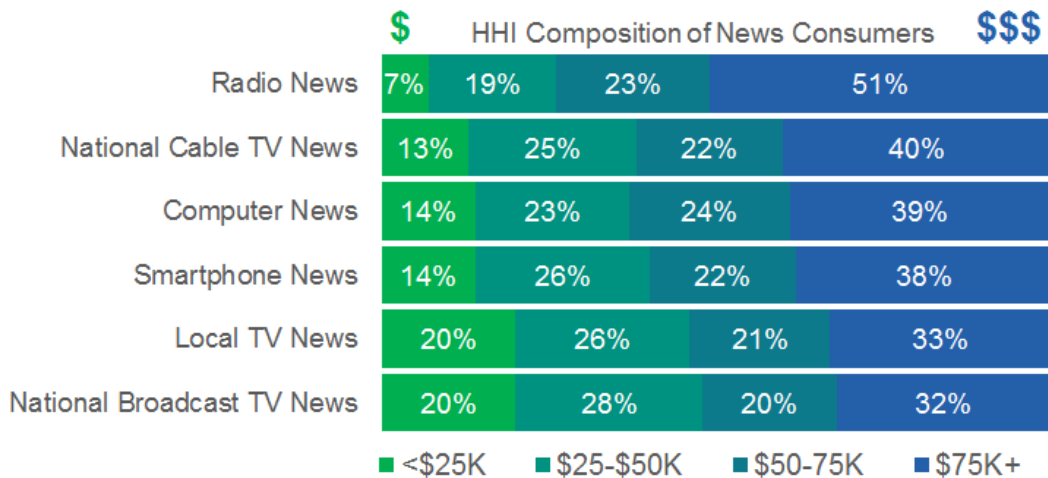
## RADIO NEWS' WEALTH OF UPSCALE LISTENERS

by Meredith Murphy | Manager, Marketing Strategist | Katz Media Group

Katz Radio Insights turns once again to the topic of affluent Americans. In previous newsletters, we looked at GfK MRI data to see how Radio fits into the affluent lifestyle. We illustrated that listeners of certain formats such as News, News/Talk, Talk, AAA and Sports all come in well above the U.S. average net worth, and ahead of prominent print and cable TV properties. This week, we turn to Nielsen's most recent Total Audience Report for further confirmation that Radio – in particular, Radio news – attracts affluent consumers.

### RADIO NEWS HAS THE HIGHEST CONCENTRATION OF WEALTHY CONSUMERS AMONG ELECTRONIC NEWS MEDIA

Of all the news media Nielsen measures, Radio news tops the list in household income composition. **51%** of the Radio news audience has a household income of over \$75,000. That is 11% higher than the National Cable TV news audience, and nearly 20% higher than viewers of National Broadcast TV news. On the opposite end of the income spectrum, only **7%** of Radio news listeners earn under \$25,000, while the other measured news media have double, or even triple the amount of lower income consumers.



Americans consumed over 11.5 Billion minutes of Radio news content a week in 2016. That translates to BILLIONS of prime opportunities for advertisers to reach Radio news' engaged, affluent audience.

### RADIO NEWS HAS THE ABILITY TO CONNECT UPSCALE BRANDS WITH UPSCALE CONSUMERS!

Source: The Nielsen Total Audience Report Q4 2016. PPM markets for Radio News, LPM markets for Local TV News

