



RADIO INSIGHTS

FOURTH OF JULY HOLIDAY WEEKEND LISTENING WHERE THE RUBBER MEETS THE ROAD

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SUMMER WEEKEND GETAWAYS

Summer is full of three-day weekends, ripe for quick getaways to the beach or other travelling. Enterprise’s 2017 Weekend Getaway survey says 74% of us prefer our cars as the mode of transportation for weekend getaways this year; and according to AAA, 79% of family travelers are planning an “old-school road trip” for 2017 – so chances are you will be in good company on the road come Fourth of July weekend.

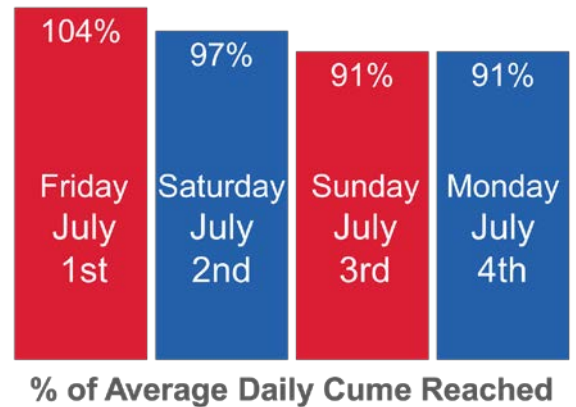
AM/FM RADIO IS KEY TO REACHING HOLIDAY WEEKENDERS

We already know that Radio is #1 in automobiles, the top media choice for reaching people on the road – but in-car does not tell the whole Radio story for holiday weekends. Looking at Fourth of July weekend by day, we see strong, albeit unusual listening patterns. That is because any day where people have off from school or work leads to changes in their schedules – from sleeping patterns to activities to media consumption-atypical days lead to atypical behavior. Although Radio is not immune to these changes, it is able to weather them and maintain strong daily tune-in levels over holiday weekends.

In comparison to Radio’s average daily audience in 2016, Friday July 1st indexed at **104**, reaching **+4%** more listeners than average. Radio retained **97%** of its average audience on Saturday July 2nd, and a consistent **91%** on both Sunday July 3rd and Monday July 4th. Overall, holiday listening is very near to average daily audience levels.

Radio enjoys strong listening during holiday weekends, **reaching 9 out of 10 of the typical audience on these atypical days** – a testament to just how mobile Radio really is – delivered through so many platforms in so many locations: in-dash, mobile, tablet, in-home ... it’s EVERYWHERE your audience is.

So whether you’re relaxing on the beach, grilling in your backyard, hitting those holiday sales at your local retailer or sitting in traffic on the interstate, know you’re not alone ... Radio is with you!



Sources: Nielsen Daily PPM Cume Trend 2016, P6+; FHWA/Federal Highway Administration Feb/2017 Briefing; Enterprise 2017 Weekend Getaway Survey; AAA NewsRoom Feb/2017

