



RADIO INSIGHTS

THANKSGIVING HOLIDAY LISTENING

LET'S ALL BE THANKFUL

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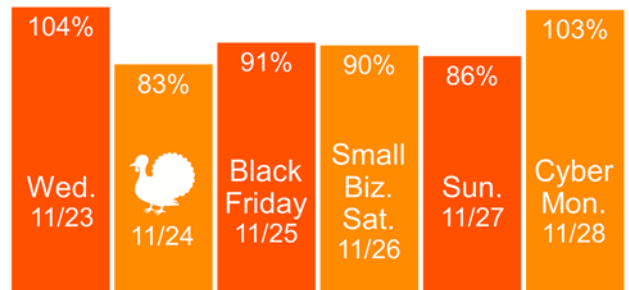
FRIENDS, FAMILY, FOOD AND SHOPPING

Thanksgiving is a time to reflect on the many things we have that we're thankful for. It's a day we spend surrounded with friends, family, a bounty of food and football. It's also one of the most traveled holidays of the year – an estimated 48.7 million Americans traveled more than 50 miles over Thanksgiving last year, and 9 out of 10 did so in cars. On top of all that, it's the unofficial start of the Holiday shopping season, with 154 million consumers shopping during Thanksgiving weekend. Consumers are ready and willing to open their wallets that weekend, and Radio is right there – on the road, at home, online, *everywhere* – with them.

AM/FM RADIO IS KEY TO REACHING HOLIDAY TRAVELERS & SHOPPERS

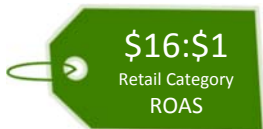
We know that no medium is immune to changes in usage over holiday weekends – especially Thanksgiving weekend when people are off work, out of state, inside watching football, or out shopping. Radio does see variation in daily listening, but still maintains strong audience levels throughout the holiday weekend. **Radio reaches more than 8 out of 10 of the typical audience on these atypical days – and 9 out of 10 on the important shopping days of Black Friday, Small Business Saturday and Cyber Monday.**

Looking back at 2016, the extended holiday weekend started off strong on Wednesday the 23rd, reaching **+4%** more listeners than the average day. Radio retained **83%** of its average audience on Thanksgiving Day, then rose to **91%** on Black Friday and **90%** on Small Business Saturday. Radio reached **86%** of its audience on Sunday and over-indexed again on Cyber Monday, reaching **+3%** more listeners than average.



% of Average Daily Cume Reached

RADIO DELIVERS RESULTS FOR RETAILERS



Radio's mass reach and ability to deliver messaging close to the point of purchase, make it a natural choice for retailers wanting to communicate holiday weekend promotions. What makes it an even better choice is Radio's proven impact in driving sales. Across the retail category, advertisers see an average **\$16 return for every \$1** invested in AM/FM Radio.

The ability to consistently bring listeners together day after day and deliver measurable results for advertisers is plenty for the Broadcast Radio Industry to be thankful for this holiday season.

Sources: Nielsen Daily PPM Cume Trend 2016, P6+; AAA NewsRoom Nov/2016; National Retail Federation 2016/2017 Holiday Planning Playbook; Nielsen Studies 2014-2016 Dept. Stores/Mass Merch.

