**Radio Advertisers Federation**

**Radio Rules!**

The common assumption in the tech world is that old media platforms are dying a slow death. As smart devices become more and more ubiquitous, the need for more traditional platforms seems to only lessen with each passing year. At least that’s what many would have you believe. The use of radio as a method of reaching potential clients continues to be the route chosen by many successful businesspeople, as this report will surely have you conclude.

While there is no denying that the advertising field is a bit more crowded than it was in the past, it would be unwise to discount just how influential those older platforms remain. For example, radio, not smartphones or PCs, reaches more Americans each week than any other media platform, according to a recent Nielsen report charted by Statistical World.

**Radio Statistics**

Roughly 289 million adults in the United States listened to some form of radio at least once a week in the fourth quarter of 2021, the report said. That's good for 89% of the US adult population, and the figure is growing. TV had the second-farthest reach at 85%, followed by smartphones at 83%. The PC and tablet were well behind, at 50% and 37%, respectively.

But the enduring usage of the radio seems to suggest that the rise of on-demand streaming doesn’t have to mean the death of older audio technologies. Since the bulk of this radio usage is coming from people in cars, it also suggests the amount of time we continue to spend getting to or from our destinations!

We value our partnership with [Insight] and invite you to join us in exploring ways that radio can serve your business and expand **your** reach!

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Table 1-Weekly Reach of Media | | | | |
| Ratings | Source | Media | Households Reached (in millions) | Percentage of Total |
| Insight | 26 | PC | 94.2 | 11.75 |
| PPM | 30 | Radio | 289.3 | 36.1 |
| Nielsen | 82 | Smartphone | 142.3 | 17.76 |
| RA | 12 | Tablet | 78.1 | 9.75 |
| Hub | 87 | TV | 197.5 | 24.64 |
|  |  | **Total** | 801.4 |  |

**Table 1 : Household Reach of Media Sources**

| **Table 2-Weekly Hours (Average Watch or Listen Time)** | |
| --- | --- |
| **Source** | **Hours** |
| Radio | 25.7 |
| TV | 21.5 |
| Smartphone | 18.3 |
| PC | 10.7 |
| Tablet | 7.7 |

**Table 2: Average Weekly Hours**

|  |  |
| --- | --- |
| Ratings Source | URL |
| Hub | http://www.hubsentertainment.com |
| Nielsen | http://www.nielsonratings.com |
| PPM | http://www.ppm.com |
| RA | http://www.rainc.com |

Table 3: Major Rating Sources

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