

The Media Audit

NEWS RELEASE

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New Report Ranks Radio Formats

Houston – (09/27/04) -- A new report from The Media Audit ranks radio formats in 81 metropolitan markets by average household income, total household income and total adult audiences in three age brackets.

The report was prepared for distribution at the annual meeting of the National Association of Broadcasters Radio Show in San Diego, October 6-8.

“Formats are the most critical element in success or failure in radio,” says Bob Jordan, president of International Demographics, Inc., a 33-year-old market research firm that produces The Media Audit.

“A radio station’s format is its content,” says Jordan, “It is what draws and shapes its audience. The age and gender demographics that any given radio format reaches are fairly well known. What is not so well known is the monetary evaluation of the audiences reached by the different formats, which is why we produced this report based on the household income of the audiences they reach. For instance, Hot-Talk ranks number one in average household income (\$82,045) but only has a collective adult (18 plus) audience of 297,760 in the 81 markets measured by The Media Audit. Folk music ranks second with an average household income of \$79,356 but has a collective audience of just 37,287 adults. Both formats have good average income numbers, but the audience levels are limited. However, in selected markets, the audience reached may be significant.

News-Talk Vs Hot-Talk

In contrast, News-Talk tops the total adult audience rankings and total household income rankings with more than 19 million listeners in the 81 markets with a collective household income of \$1.3 trillion dollars. That's trillion with a T. The total income of Hot-Talk, by comparison, is only \$24.4 billion.

“The report makes it clear that advertising buying decisions can't be made on the basis of formats alone,” says Jordan. “Numbers change with each age group and other consumer characteristics. Among 18-34 year olds the All News format has the highest average household income, \$79,330 but a collective adult audience of just 1.4 million. In the same age group, Contemporary Hit Radio with an average income of only \$59,366 reaches 10.6 million adults that collectively constitute a market of \$626.8 million for the format.

The Media Audit Radio Format report was developed for distribution at the NAB Radio Show in San Diego. Copies will be available at The Media Audit exhibit booth.

The Data Source

The Media Audit, a syndicated media ratings service currently covering more than 80 metropolitan markets, provides qualitative data for media websites as well as for traditional media.

Traditional media – print, broadcast and outdoor – have used The Media Audit data in sales, marketing and management for more than 33 years. In 1998, the survey started providing data on local media websites. The surveys now contain more than 400 fields of qualitative information in addition to quantitative measurements of local web audiences.

Note: If you would like to periodically receive market survey data from The Media Audit, please contact us by email (info@TheMediaAudit.com) and leave your name, title, company affiliation and email address.