

# The Media Audit

## NEWS RELEASE

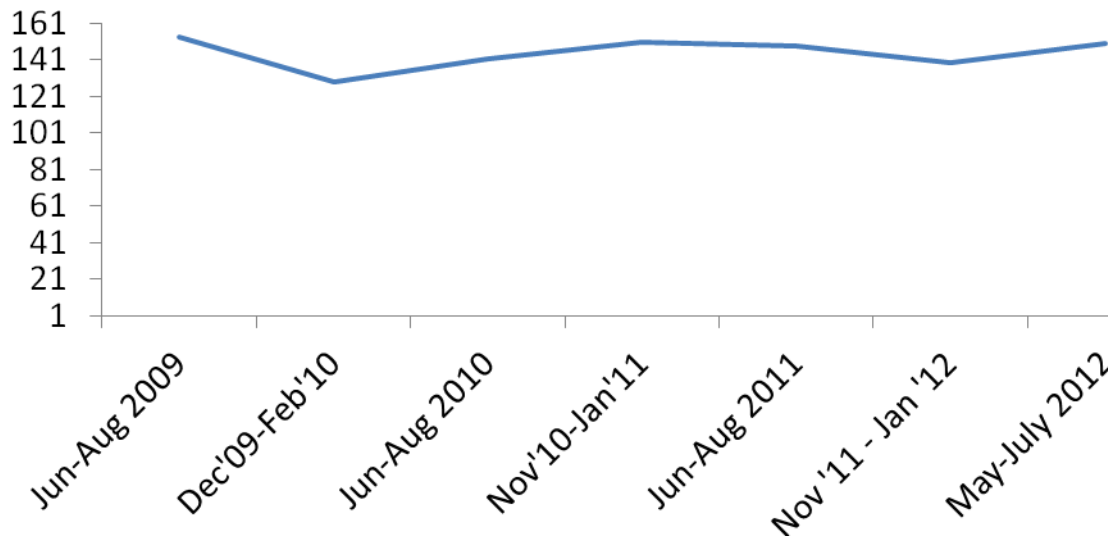
FOR IMMEDIATE RELEASE  
CONTACT: Robert Jordan or Phillip Beswick  
(713) 626-0333

The Media Audit  
10333 Richmond Avenue, Suite 200  
Houston, Texas 77042

### Radio Listening Continues Strong in New York City

(Houston October 25, 2012) New York adults spend an average of 2.5 hours a day listening to radio according to the just released summer survey from The Media Audit. Tracking listening to radio from the summer of 2009 it can be seen that listening has been relatively stable hovering around that 2.5 average.

Average Time Spent Listening to Radio during an Average Day



Commenting on the findings, The Media Audit President, Bob Jordan said “Radio is a mobile medium that is everywhere. Like all traditional media, it has competition but it also has many advantages. For example, if people are surfing the web, playing video games etc. they can easily have the radio on. This is tough to do with other media. Also think about it. Everywhere there is a computer or any connection to the internet, consumers can tune in to their favorite radio stations. So the ongoing strength in radio that we see in New York radio is not surprising.

Overall New York consumers spend about 22% of their media day with the radio. For more than 3 years, radio’s share of the New Yorkers media day has been consistent, hovering around the 22%.

<b>% of Time Spent with Various Media</b>							
	<u>Jun-Aug</u> <u>2009</u>	<u>Dec'09-</u> <u>Feb'10</u>	<u>Jun-Aug</u> <u>2010</u>	<u>Nov'10-</u> <u>Jan'11</u>	<u>Jun-Aug</u> <u>2011</u>	<u>Nov '11 -</u> <u>Jan '12</u>	<u>May-July</u> <u>2012</u>
<b>Radio</b>	21.7	18.6	21.4	22.4	21.7	21.4	22.2
<b>Television</b>	31.2	30.2	32.9	33.1	32.1	34.1	32.4
<b>Newspaper</b>	6.5	6.9	7.1	7.1	7.1	6.8	7.1
<b>Billboards</b>	6.1	5.6	6.3	6.3	6.8	6	6.5
<b>Internet (no</b>							
<b>Email)</b>	34.4	38.8	32.3	31.1	18.8	17.9	17.5
<b>Email</b>					13.5	13.8	14.4

“A New Yorker’s time is very important to them”, commented Bob Jordan. “The fact that they spend so much time with radio shows how important the medium is to them. The facts speak for themselves, advertisers are well advised to reach New Yorkers with radio.”

“Consider this” continued Jordan. “Radio gets about 7% of the ad pie but it delivers 22% of the consumers’ media day. There’s an opportunity for both the advertiser and for radio!”

The Media Audit’s New York studies are based on semi-annual telephone interviews of 1,700 randomly selected adults 18+.

The Media Audit is a 41 year old syndicated local market research company that surveys 100+ markets. The Media Audit is used by more than 1,000 media for selling the strengths of their medium to advertisers. More than 200 ad agencies subscribe to The Media Audit to help define their clients consumers and to help them in the planning and buying of their media. The Media Audit was the first local market research company to survey local media websites and today, it is considered the standard for local media website sales.

For more information contact:

Bob Jordan

713-626-0333 (o)

RJordan@TheMediaAudit.com