



Why Radio?

- 97% of adults who have attended/graduated from college are reached by radio each week.
- 4 out of 5 adults are reached by car radio each week.
- 2 out of 3 adults listen to radio during TV prime time.
- 80% of adults listen an average of 5 hours each weekend.
- Radio reaches 95.1% of all adults every week.
- 61% of adults have radios at work.
- 53% of professional/managerial men and 64% of full-time working women have radios at work.
- 95% of all automobiles have radio.
- 78% of adults are reached weekly by car radio alone.
- 98% of all households have radio.
- Each home averages 5.6 radios.
- 81% of people over the age of twelve are reached at home every week.
- Unlike other media, radio is a 24 hour-a-day medium. This means that there's a greater opportunity to reach and motivate consumers - with critical repetition - at numerous times during work and leisure hours. Consistency is important. Radio offers year round dependability.
- The closer a media impression can get to the cash register, the better its chance of actually influencing the purchase. A major study found that, among the four primary media, the elapsed time between exposure and the day's largest purchase is shortest with radio.

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