

## Readers still consume legacy media

- Are people listening to radio over the air
- Are people watching live TV
- Are people still reading print media

## News consumers are great targets for local advertisers:

- Are people who read news affluent
- Are people who read news educated
- Are people who read news spending money on stuff
- Are people who read news infusing others

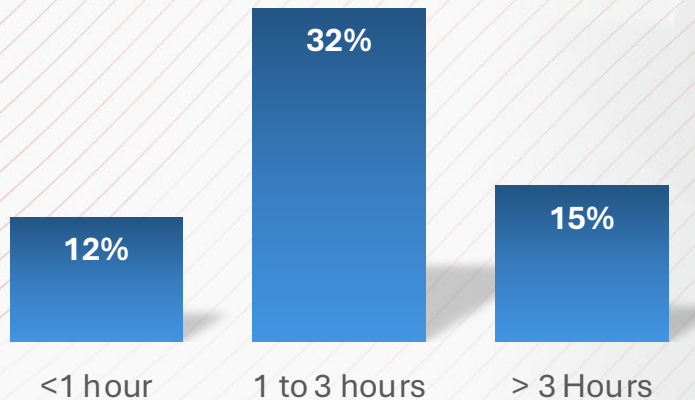


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- Nearly 60% of adults spend an average of 2 hours and 15 minutes a day listening to radio on the average day.
- The majority are listening 1 to 3 hours a day.

### % Adults 18+ Time Spent With Radio



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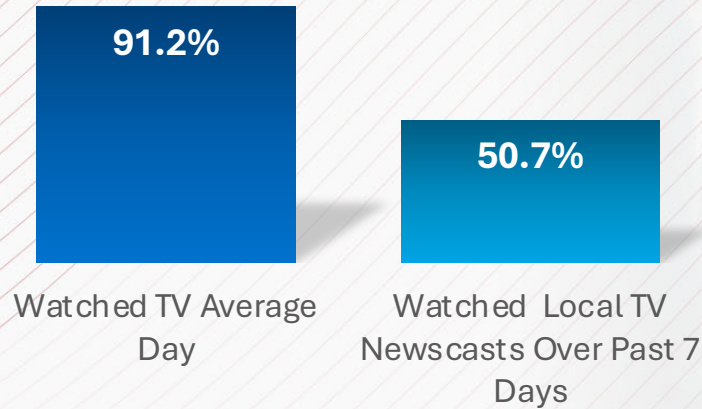




## Are people still watching TV?

- Over 90% of adults watch TV on the average day. They spend an average of 4 hours and 16 minutes a day.
- 50% of adults watch local TV newscasts.

### % Adults 18+ Watching TV



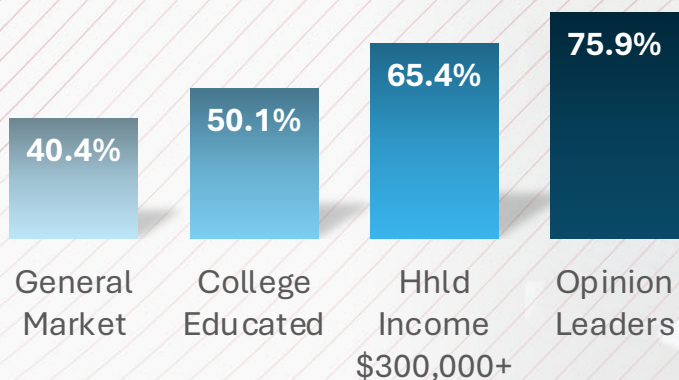
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## Are people still reading the newspaper?

- Over 40% of adults read the newspaper on the average day. They spend an average of 1 hour and 19 minutes a day with the paper.
- 50% of college educated adults read the newspaper on the average day.
- 65% of adults with \$300,000+ household income read the newspaper daily.
- 76% of opinion leaders read the newspaper on the average day.

### % Adults 18+ Reading Newspaper on Average Day



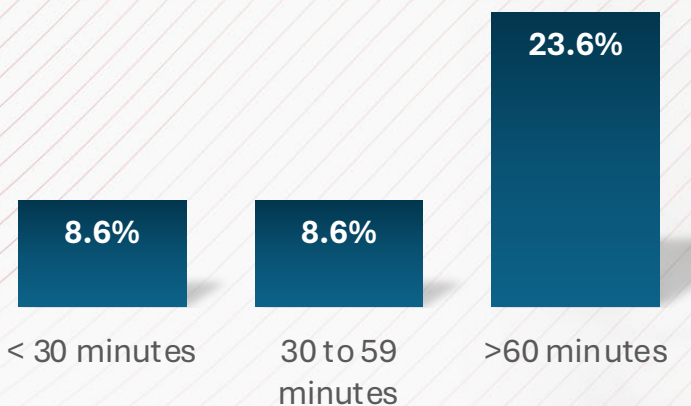
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- Nearly 25% of all adults spend more than an hour a day with their newspapers.
- Nearly 10% of all adults spend 30 to 60 minutes with their newspaper.
- Nearly 10% of all adults spend less than 30 minutes with their paper.

### % Adults 18+ Time Spent With Newspaper



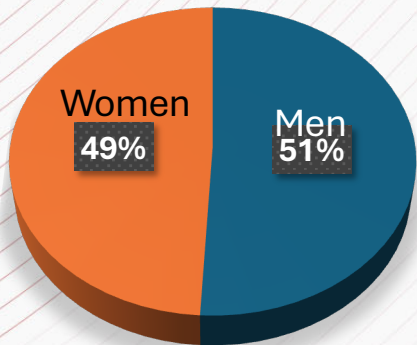
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## Demographics

- Listening is split almost equally between men and women.
- The primary consumer group of adults 25 to 64 tends to listen more to radio than the younger or older age groups

### Gender



### Age

Age	Percent of	
	Listeners	Index
18-24	9.8	77
25-34	17.7	101
35-44	19.1	112
45-54	20	109
55-64	16.9	104
65-74	9.8	95
75 PLUS	6.7	85



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# Are people still listening to radio over-the-air?



## Demographics - Ethnicity

- More Hispanics (64%) listen to radio during the average day and they listen 20 minutes longer (2 hours 36 minutes compared to 2 hours and 15 minutes for the general market.

## Adults 18+ Radio Listening by Ethnicity

	% of Category	Index
WHITE [NOT HISPANIC]	58.9%	101
BLACK [NOT HISPANIC]	51.2%	87
HISPANIC DESCENT	64.4%	<b>110</b>
ASIAN	55.8%	95
OTHER	48.2%	82
SPEAK SPANISH SPOKEN AT HOME	<b>69.2%</b>	<b>118</b>
SPEAK SPANISH AT WORK/AWAY FROM HOME	<b>72.1%</b>	<b>123</b>

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# E&P News consumers are great targets for advertisers?



From homes to hospital stays, from cars to cosmetic surgery, news consumers are great targets for advertisers

## Adults 18+ % of News Consumers

	Percent of Category	Index
<b>General Market</b>	63.9%	100
PLAN BUY OR LEASE--NEW CAR/VAN/TRUCK/SUV/CROSSOVER	85.5%	134
HOME IMPROVEMENT NEXT 12 MONTHS--REMODEL BATHROOM	76.1%	119
HOME ALARM/SECURITY SERVICES	81.7%	128
HOME IMPROVEMENT	76.0%	119
LASIK EYE SURGERY	83.8%	131
COSMETIC SURGERY OR PROCEDURE	76.2%	119
MAJOR HOUSEHOLD APPLIANCE	73.3%	115
BUY A HOME	70.0%	109
NEW FURNITURE	69.2%	108
HOSPITAL STAY & HAVE MEDICAL INS.	75.7%	118

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# E&P News consumers are great targets for advertisers?



**News consumers are better educated and discriminating with their time.**

	Adults 18+ News Consumers by Education	
	Percent of Category	Market Persons
GENERAL MARKET	63.90%	
SOME HIGH SCHOOL OR LESS	55.9%	87
HIGH SCHOOL GRADUATE	56.5%	88
SOME COLLEGE	61.4%	96
<b>COLLEGE GRADUATE [ONE DEGREE]</b>	<b>69.6%</b>	<b>109</b>
<b>ADVANCED COLLEGE DEGREE</b>	<b>74.7%</b>	<b>117</b>



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# E&P News consumers are great targets for advertisers?



News consumers skew to upper income and have the disposable dollars to spend on goods and services. Evidence of this can be seen in the automotive category where nearly 90% of news consumers expect to spend more than \$50,000 on their vehicle purchase.

## Adults 18+ News Consumers Expect to Pay For Vehicle

	Percent of Category	Market Persons
GENERAL MARKET	63.90%	
WILL PAY \$10,000 PLUS	80.1%	125
WILL PAY \$20,000 PLUS	82.7%	129
WILL PAY \$30,000 PLUS	85.2%	133
WILL PAY \$40,000 PLUS	88.0%	138
WILL PAY \$50,000 PLUS	89.0%	139

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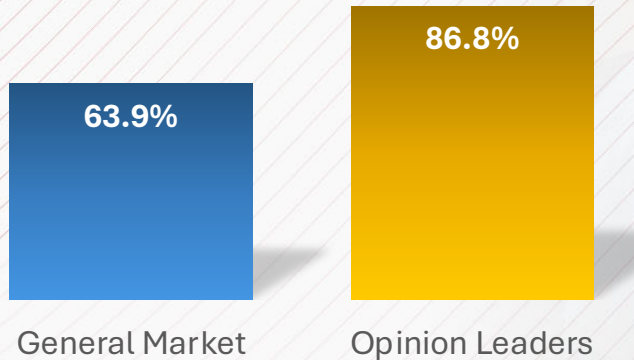




### The News Consumer Bonus

- There's bonus to news consumers as they make up 87% of opinion leaders compared to 64% of the general market.
- Opinion leaders are important to marketers as they influence the spending of other consumers on goods and services.

### Adults 18+ % of News Consumers



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