

THE STATE OF THE MARKET

NYMIRAD

NEW YORK MARKET RADIO

Q2 2017



INTRODUCTION

NYMRAD commissioned The State of the Market Quarterly Guidance Report to help businesses, advertisers, and the Radio industry stay up to date with the New York economy and current Radio research. The Q2 edition covers the New York region from April to June 2017.

This report features a special focus on retail, food and beverage, and the telecommunications industry. It covers the following:

- New York's economy
- National Radio usage
- National Radio advertising
 - National Radio advertising and retail
 - National Radio advertising and telecommunications
 - National Radio advertising and food and beverage
- Radio and New York Metro
 - Retail and New York Metro
 - Telecommunications and New York Metro
 - Food and beverage and New York Metro

NEW YORK'S ECONOMY

The economy in New York City continues to progress. This job market is thriving, which is an indication of promising advertising budgets. From June 2016 to June 2017, the unemployment rate decreased by 0.9%. The private sector added 99,800 jobs in the city, a growth of 2.6%, over the same time period.¹

The categories experiencing the greatest growth in the last 12 months were education and health services (+44,000), professional and business services (+31,700), leisure and hospitality (+20,000), natural resources, mining and construction (+5,700) and financial activities (+5,400).²

Industries that saw high growth from June 2016 to June 2017 include promoters of performing arts, sports and similar events (19.3%), scientific research and development services (11.4%), management, scientific, and technical consulting services (9.4%), and amusement, gambling, and recreation industries (9.4%).³

¹ "Labor Statistics for the New York City Area." June 2017. <https://www.labor.ny.gov/stats/nyc/index.shtm>

² "Labor Statistics for the New York City Area." June 2017. <https://www.labor.ny.gov/stats/nyc/index.shtm>

³ "Labor Statistics for the New York City Area." June 2017. <https://www.labor.ny.gov/stats/nyc/index.shtm>

Other industries that saw high growth are the performing arts, sports and similar events (19.3%), home health care services (11.6%), scientific research and development services (11.4%), and management, scientific, and technical consulting services (9.4%).⁴



How does this impact Radio advertising?

This is a closer look at the retail, telecommunications, and food and beverage industry. The following includes openings or expansions in the New York City region, which may provide opportunities for advertisers. It is also critical for their competitors to remain aware of these market entrants, and the need to ramp up local advertising.

RETAIL

- The third physical Amazon bookstore is opening in Manhattan – the online retail giant is renting a 7,354-square foot space on Spring Street in SoHo. This follows two openings earlier this year at Time Warner Center and Herald Square.⁵ Amazon will thus act as a direct competitor to Barnes & Noble and other traditional bookstores.
- Harry's, the online men's grooming retailer, is expanding in New York City. Empire State Development is extending \$1.5 million in Excelsior Jobs Program tax credits for Harry's to move its headquarters to New York and hire at least 188 people by 2022.⁶ As stated in the Q1 2017 report, consumers who are exposed to Radio advertising are three times more likely to follow up with online research of a product and purchase online.⁷

TELECOMMUNICATIONS

- Due to the rapidly changing climate of technology and built-in obsolescence, the telecommunications industry is constantly evolving and growing. This has led to the highest percentage growth in New York City in the last year (29.7%).⁸
- The telecommunications and broadcasting industries are vital to New York State's economy; their combined contribution to the state's GDP is \$44 billion.⁹
- The telecommunications industry employs 4,500 people throughout the state of New Jersey.¹⁰
- New Jersey telecommunications companies are becoming global leaders in innovation and rising to meet the demand for enhanced 5G and the expansion of the Internet of Things.¹¹

⁴ "Labor Statistics for the New York City Area." June 2017. <https://www.labor.ny.gov/stats/nyc/index.shtm>

⁵ "New York City Region, Expansion and Contractions." July 2017. <https://www.labor.ny.gov/stats/nyc/nycec.shtm>

⁶ "New York City Region, Expansion and Contractions." July 2017. <https://www.labor.ny.gov/stats/nyc/nycec.shtm>

⁷ "Channels that U.S. internet users are most (and least) likely to disengage with," Tactician Media. March 2017.

⁸ "Labor Statistics for the New York City Area." June 2017. <https://www.labor.ny.gov/stats/nyc/index.shtm>

⁹ "Responding to Climate Change in New York State: Telecommunications." NYSERDA. November 2011. <https://www.nyserda.ny.gov/climaid>

¹⁰ "Telecommunications Firms Creating Technologies to Meet User Demands." New Jersey Business. June 2019.

https://njbmagazine.com/monthly_articles/telecommunications-firms-creating-technologies-meet-user-demands/

- It is not surprising that cellular companies are heavily focusing their advertising budgets in the New York region. Sprint recently organized a humorous marketing ploy by creating a pop-up store next to a Verizon store that doubled the price on all household goods called "Twice the Price". The store is in Queens and is trying to prove that they are more competitively priced than Verizon.¹²
- Altice USA purchased Cablevision, a local telecom and cable provider, last year. Currently, the company is looking to move its headquarters to Queen's tallest building, 1 Court Square in Long Island City.¹³ Since the company plans to go public, it would not be surprising that this brand, new to the New York market, would be looking to advertise heavily.

FOOD AND BEVERAGE

- The restaurant and food industry remains a major source of income for the New York City region and offers several opportunities to support the industry with local marketing initiatives.
- Food and beverage stores grew almost 1.2% from June 2016 to June 2017. In the last year, 1,000 jobs were added to increase the number of people employed in the food and beverage industry to 81,400.¹⁴
- Food services and drinking stores grew by 4% in the last year, employing over 319,700 people in New York City. Restaurants and other eating places grew by almost 4%, employing 278,000. The full-service restaurant industry grew 4.1%, employing 177,400 people.¹⁵
- The food and beverage industry in New Jersey generated \$126.79 billion according to the Census Bureau's most recent release; an increase of \$21.42 billion in 5 years.¹⁶
- Farms and food businesses employ 440,885 people in the state of New Jersey.¹⁷
- The food hall trend is booming in New York City, with a new hall coming to Midtown East (no date has been released yet for the opening of the Lexington Avenue location).¹⁸ Other food halls that have opened in the five boroughs in

11 "Telecommunications Firms Creating Technologies to Meet User Demands." New Jersey Business. June 2019.

https://njbmagazine.com/monthly_articles/telecommunications-firms-creating-technologies-meet-user-demands/

12 "Sprint mocks Verizon with 'Twice the Price' Store." Crain's New York. July 2017.

http://www.craigslist.com/article/20170721/RETAIL_APPAREL/170729981/sprint-mocks-verizon-with-twice-the-price-store

13 "Altice USA to Move Headquarters to Queens, Negotiating Lease at 1 Court Square." Crain's USA. June 2017.

http://www.craigslist.com/article/20170615/REAL_ESTATE/170619931/altice-usa-negotiating-to-move-headquarters-to-1-court-square

14 "Labor Statistics for the New York City Area." June 2017. <https://www.labor.ny.gov/stats/nyc/index.shtml>

15 "Labor Statistics for the New York City Area." June 2017. <https://www.labor.ny.gov/stats/nyc/index.shtml>

16 "A Glimpse into New Jersey's Massive and Thriving Food Industry." New Jersey Business. March 2017.

https://njbmagazine.com/monthly_articles/glimpse-new-jerseys-massive-thriving-food-industry/

17 "A Glimpse into New Jersey's Massive and Thriving Food Industry." New Jersey Business. March 2017.

https://njbmagazine.com/monthly_articles/glimpse-new-jerseys-massive-thriving-food-industry/

18 "A New Upscale Food Hall is Coming to Midtown." Crain's New York. April 2017.

<http://www.craigslist.com/article/20170428/BLOGS03/170429872/urbanspace-is-opening-a-food-hall-at-570-lexington-avenue-in-midtown>

the last year include City Acres, North End Food Hall, North Street Market, and Empire Outlets.

- Zinburger Wine & Burger Bar opens its sixth New Jersey location in Jersey City in August.¹⁹ As this restaurant expands, local radio advertising may be a vital way to generate more traffic.

OTHER INDUSTRIES

As the economy flourishes, many companies are expanding in New York City. As advertisers, it is important to take note of these vital expansions.

- AutomotiveMastermind, a tech firm that helps car dealerships target their sales and marketing efforts to potential customers, is quadrupling its office space in a move from lower Manhattan to Midtown. The company founder said the new space will allow it to almost triple its workforce in the city from 70 to 200.²⁰
- CityMD sold a majority stake in its urgent-care chain to private-equity firm Warburg Pincus as it seeks to accelerate its expansion.²¹
- York Studios started construction on a \$100 million movie studio in Soundview, Bronx. The 350,000-square-foot space is projected to employ more than 400 professionals in the industry and provide hundreds of construction jobs.²²
- The hotel and hospitality industry continues to grow. Two new hotels are coming to Brooklyn: The Hello Living Company and Rabsky Group have released plans to build.²³
- J.P. Morgan Chase & Co. will expand their Midtown Manhattan office space. They have signed a 15-year lease for almost 300,000 square feet at 5 Manhattan West, and will more than triple the space for their digital teams. They intend to eventually employ somewhere between 2,000 to 2,500 people in this space.²⁴



How does this impact Radio advertising?

This general economic growth is beneficial for the Radio industry, since economic growth inevitably leads to increased consumer confidence. It is imperative that companies advertise both new job positions as well as their products/services to be part of the consumer's consideration set when their spending power increases in the improved economic environment.

¹⁹ "Zinburger Wine & Burger Bar Opens Sixth New Jersey Location With Jersey City Grand Opening on August 1". Restaurant Magazine. July 2017. <http://www.restaurantmagazine.com/zinburger-wine-burger-bar-opens-sixth-new-jersey-location-with-jersey-city-grand-opening-on-august-1/>

²⁰ "New York City Region, Expansion and Contractions." July 2017, <https://www.labor.ny.gov/stats/nyc/nycec.shtm>

²¹ "New York City Region, Expansion and Contractions." July 2017, <https://www.labor.ny.gov/stats/nyc/nycec.shtm>

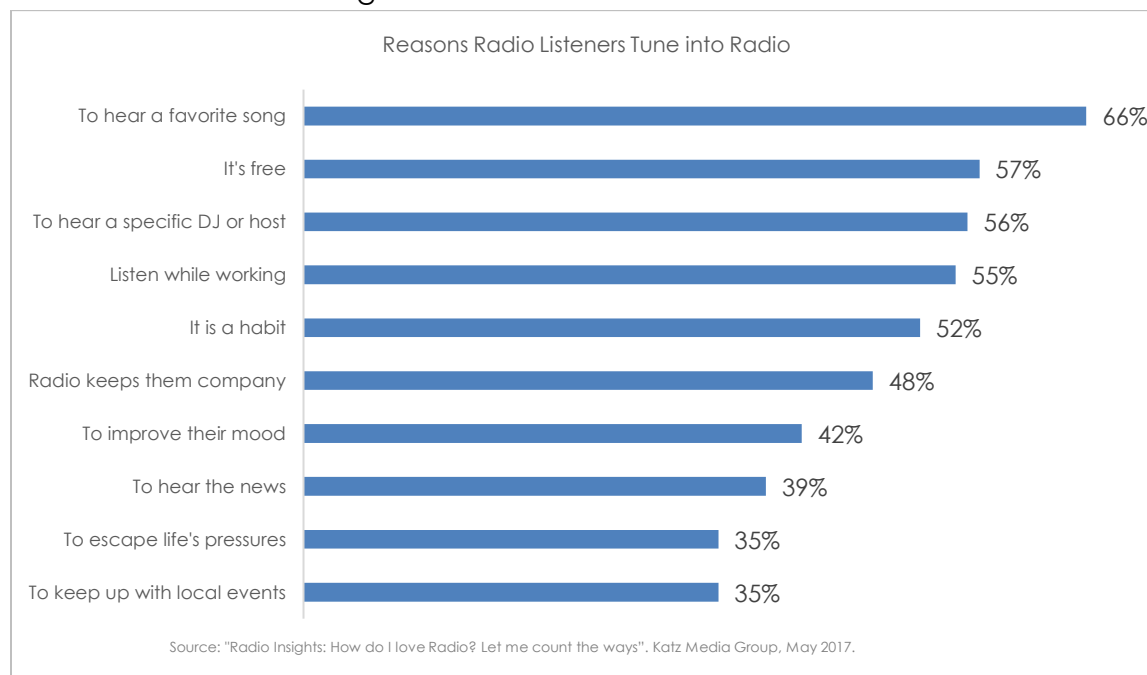
²² "New York City Region, Expansion and Contractions." July 2017, <https://www.labor.ny.gov/stats/nyc/nycec.shtm>

²³ "New York City Region, Expansion and Contractions." July 2017, <https://www.labor.ny.gov/stats/nyc/nycec.shtm>

²⁴ "New York City Region, Expansion and Contractions." July 2017, <https://www.labor.ny.gov/stats/nyc/nycec.shtm>

NATIONAL RADIO USAGE

Radio still has the largest reach of any other platform; Radio reaches 93% of Americans weekly.²⁵ Radio reaches 79% more people than Spotify and 66% more than Pandora every week. The reasons that people tune into Radio are various; the top reason being to hear their favorite song.



Radio has more credibility than other mediums of advertising. The vast majority of people (90%) believe that local Radio is free of fake news, while only a quarter feel the same trust in Facebook.²⁶

One reason why trust in Radio may be so high is that 78% percent of Radio listeners say that they trust Radio personalities like friends.²⁷ They are not merely listeners to these Radio personalities: 87% of listeners say that they know intimate details about the personalities' lives.²⁸ On average, Radio listeners say they have been listening to their favorite Radio station for 9 years. Forty-three percent of Radio listeners have been listening to the same station for 5 to 15 years, and 19% have been tuning in for 16 years

²⁵ "State of the media – Audio today 2017." Nielsen, June 2017. <http://www.nielsen.com/us/en/insights/reports/2017/state-of-the-media-audio-today-2017.html>

²⁶ "Radio Insights: The voice of local media fans." Katz Media Group, Q1 2017. <http://www.katzradiogroup.com/research/Dropoff/Insights/Radio.pdf>

²⁷ "Everyone's listening. The TV upfront: History, 2017 issues, and what it means." Westwood One, May 2017.

<http://westwoodone.com/BLOG/ArtMID/8027/ArticleID/132/The-TV-Upfront-History-2017-Issues-And-What-It-Means-For-Radio>

²⁸ "Radio Insights: The Voice of Local Media Fans." Katz Media Group, Q2 2017.

http://www.katzradiogroup.com/research/Dropoff/Insights/2017_0724_Our%20Media_%20Radio_Newsletter_2Q%202017.pdf

or longer.²⁹ With such high loyalty, it is unsurprising that 78% say they would try a product, restaurant, or TV show if recommended by their favorite Radio personality.³⁰



How does this impact Radio advertising?

Advertisers should take advantage of the listener-Radio personality relationship and advertise on Radio using the DJ or Radio personality as the voice to advertise the product/service.

Radio has fewer minutes of commercials than television,³¹ which benefits advertisers because it provides more opportunity to stand out. On average, Radio has 3.1 fewer minutes of advertising than television per hour. Television has 36% more commercial time than Radio.³²

Ordinarily, during election years, the number of listeners of news/talk Radio skyrockets in the lead-up to the election in November. Typically, the quarter following the election sees a return to regular share of listenership. This year, however, is an exception to the rule. The news/talk format has continued to grow. Commercial stations have continued to hold a larger market share of Radio audience.³³

Of those that use smart speakers, such as Amazon Echo's Alexa or Google Home, 38% use it for listening to music on AM/FM Radio, 32% listen to news/talk on Radio, and 22% use it to listen to sports on the Radio.³⁴

Most of Generation Z (95%) listen to Radio each month. From Smartphones to in-car listening, Radio is innately mobile and thus resonates with Gen Z.³⁵

NATIONAL RADIO ADVERTISING

For every dollar spent on Radio advertising, brands saw on average return of \$21 on their ad spend.³⁶ Recent ad campaigns that have allocated 20% of a digital budget to

29 Radio Insights: The Voice of Local Media Fans." Katz Media Group, Q2 2017.

http://www.katzradiogroup.com/research/Dropoff/Insights/2017_0724_Our%20Media_%20Radio_Newsletter_2Q%202017.pdf

30 "Radio Insights: The Voice of Local Media Fans." Katz Media Group, Q1 2017.

<http://www.katzradiogroup.com/research/Dropoff/Insights/Radio.pdf>

31 "Everyone's Listening. The TV Upfront: History, 2017 Issues, and What it Means". Westwood One, May 2017.

<http://westwoodone.com/BLOG/ArtMID/8027/ArticleID/132/The-TV-Upfront-History-2017-Issues-And-What-It-Means-For-Radio>

32 "Everyone's Listening. The TV Upfront: History, 2017 Issues, and What it Means." Westwood One, May 2017.

<http://westwoodone.com/BLOG/ArtMID/8027/ArticleID/132/The-TV-Upfront-History-2017-Issues-And-What-It-Means-For-Radio>

33 "Diving deeper into PPM's News/Talk surge." Nielsen, March 2017. <http://www.nielsen.com/us/en/insights/news/2017/diving-deeper-into-ppms-news-talk-surge.html>

34 "Edison Research and NPR Release Smart Audio Report." Radio World, June 2017.

35 "Using Radio to Tune Into Gen Z." Media Village. April 2017. <https://www.mediavillage.com/article/Using-Radio-to-Tune-In-to-Gen-Z/>

36 "Everyone's listening. As search costs increase, AM/FM Radio is a smart way to grow customers." Westwood One, June 2017.

<http://westwoodone.com/BLOG/ArtMID/8027/ArticleID/138/As-Search-Costs-Increase-AMFM-Radio-Is-A-Smart-Way-to-Grow-Customers>

AM/FM Radio saw an increase in campaign reach and brand impact of 29%.³⁷ The reallocation of advertising budgets to Radio makes sense, since the cost of paid search is surging while its ROI is decreasing.

Furthermore, ad blockers have become a concern for marketers and advertisers for obvious reasons; Revenue cannot be generated when ads are not visible. Radio listeners also view Radio ads more positively than online ads.³⁸ Heavy Radio listeners, (those that listen to the Radio more than 15 hours per week) are 24% more likely to have an ad blocker installed on their browser.³⁹



How does this impact Radio advertising?

The cost of advertising on Radio is stable and drives powerful ROI as well as growth among customers.⁴⁰ As brands reconsider their digital advertising budgets, it is important to keep Radio in mind. Radio can combat the use of ad blockers and oversaturation because listeners cannot avoid ads on the Radio.

NATIONAL RADIO ADVERTISING & RETAIL

Retail stores earned \$23.21 in sales for each dollar spent on Radio advertising. Department stores and mass merchandisers received \$17.00 and \$16.37 respectively for every dollar spent on Radio advertising.⁴¹

AM/FM Radio also grows retail customers. For example, Amazon's Radio ads had the highest sales conversion of all advertising efforts.⁴²

Though retail giants seem to be closing their brick and mortar stores, this does not mean that retail sales are declining. By 2021, retail sales are expected to grow by over \$600 billion.⁴³

At the end of this quarter, the Home Depot, Lowe's, and JC Penney were among the top ten most-played retail Radio commercials in major markets.⁴⁴

37 "Everyone's listening. As search costs increase, AM/FM Radio is a smart way to grow customers." Westwood One, June 2017.

<http://westwoodone.com/BLOG/ArtMID/8027/ArticleID/138/As-Search-Costs-Increase-AMFM-Radio-Is-A-Smart-Way-to-Grow-Customers>

38 "Study: AM/FM can reach big Radio fans that ad block." Inside Radio, June 2017. http://www.insideradio.com/study-am-fm-can-reach-big-Radio-fans-that-block/article_a0fc3654-5c8d-11e7-9109-ebd0b71ed19b.html

39 "Study: AM/FM can reach big Radio fans that ad block." Inside Radio, June 2017. http://www.insideradio.com/study-am-fm-can-reach-big-Radio-fans-that-block/article_a0fc3654-5c8d-11e7-9109-ebd0b71ed19b.html

40 "Everyone's listening. As search costs increase, AM/FM Radio is a smart way to grow customers." Westwood One, June 2017.

<http://westwoodone.com/BLOG/ArtMID/8027/ArticleID/138/As-Search-Costs-Increase-AMFM-Radio-Is-A-Smart-Way-to-Grow-Customers>

41 "Radio – streaming – podcast – measurement." Nielsen. 2017. <http://www.nielsen.com/us/en/solutions/capabilities/audio.html>

42 "Everyone's listening. The TV upfront: History, 2017 issues, and what it means". Westwood One, May 2017.

<http://westwoodone.com/BLOG/ArtMID/8027/ArticleID/132/The-TV-Upfront-History-2017-Issues-And-What-It-Means-For-Radio>

43 "Total Retail Sales in North America, by Country, 2017-2021." eMarketer. June 2017. [accessed via Twitter].

44 "Media Monitors Research Spot Ten Results." Media Monitors. June 2017. <http://www.mediamonitors.com/company/news/2017-06-26>

NATIONAL RADIO ADVERTISING & TELECOMMUNICATIONS

US consumers look at their devices a total of 9 billion times a day – an increase of 13% over this quarter last year. Smartphone sales continue to increase by 10% year on year. Smartwatches and fitness bands have seen extraordinary growth.⁴⁵ Smartwatch adoption doubled in 2015 and tripled in 2016; roughly 12% of the mobile consumer market owns a smartwatch in the US.⁴⁶ Even though screen time is at an all-time high, website traffic has declined by 0.4% over the past 3 years and the average time spent on websites has gone down by 22 seconds.⁴⁷



How does this impact Radio advertising?

With this constant use of devices, screen time has become excessive, which means screen fatigue is also at an all-time high. On-screen advertising is oversaturated and therefore, now is a better time than any to go back to traditional media and reinforce digital marketing efforts with Radio advertising to achieve a more meaningful reach and make a lasting effect.

NATIONAL RADIO ADVERTISING AND FOOD AND BEVERAGE

Food and beverage companies can reap the benefits of Radio. Radio often impacts the consumer within a two hour timeframe before shopping at the grocery store. This way, brands can be at the forefront of the consumer's mind when shopping.⁴⁸

At the end of June 2017, McDonalds, Burger King, and Wendy's accounted for the Top 10 most played food and beverage Radio commercials in major markets.⁴⁹

RADIO AND NEW YORK METRO ADVERTISING

New York Metro continues to have the highest number of Radio listeners in the country with 16.3 million listeners. Moreover, the audience continues to be the most ethnically diverse group of listeners: 24% of listeners are Hispanic, and 16% are Black.⁵⁰ The number of total Radio listeners in New York is up 2.42% between March and April 2017.⁵¹

45 "2017 Telecommunications Industry Outlook." Deloitte, 2017. <https://www2.deloitte.com/content/dam/Deloitte/us/Documents/technology-media-telecommunications/us-tmt-2017-telecommunications-industry-outlook.pdf>

46 "2017 Telecommunications Industry Outlook." Deloitte, 2017. <https://www2.deloitte.com/content/dam/Deloitte/us/Documents/technology-media-telecommunications/us-tmt-2017-telecommunications-industry-outlook.pdf>

47 "Digital Advertising Report" (Slide 5). Adobe Insights, 2017. <https://www.slideshare.net/adobe/digital-advertising-report-2017>

48 "Print and Broadcast aren't Dead: Why Food Companies Still Invest in Traditional Media." Food Dive. March 2017.

<http://www.fooddive.com/news/food-companies-marketing-tv-print-radio/437831/>

49 "Media Monitors Research Spot Ten Results." Media Monitors. June 2017. <http://www.mediamonitors.com/company/news/2017-06-26>

50 "Radio Market Survey Population, Rankings & Information. Nielsen. Spring 2017.

http://www.nielsen.com/content/dam/corporate/us/en/docs/nielsen-audio/market_populations_and_rankings_2017.pdf

51 "Change in the Average Number of Radio Listeners in Selected Cities in the United States between March and April 2017." Statista.

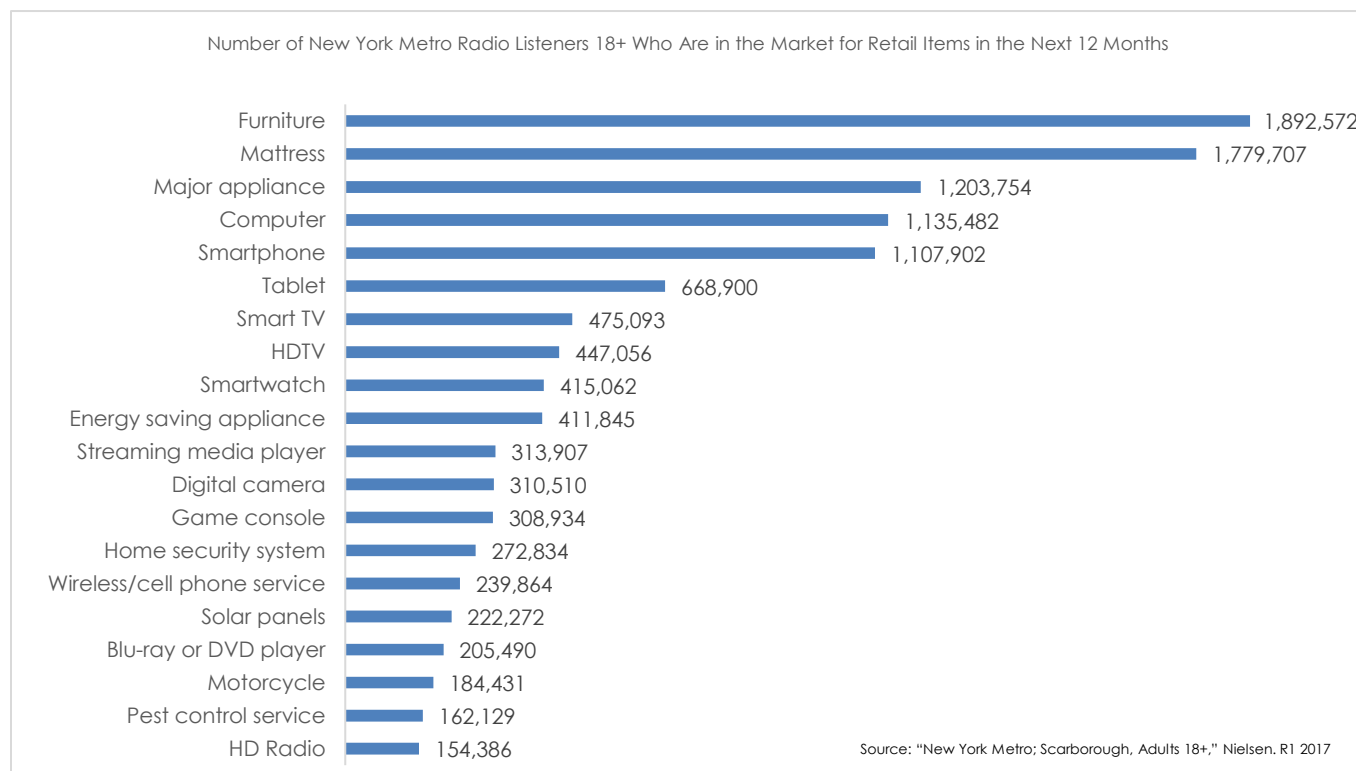
<https://www.statista.com/statistics/378745/change-radio-average-number-listeners-selected-cities-usa/>

It is estimated that Radio ad spend in New York State will be \$1.1 billion in 2017. The overall state ad spend will be \$13.7 billion.⁵²

RETAIL AND NEW YORK METRO

New York Radio listeners over 18 years of age are active in the retail space. A large majority of them have shopped in a shopping mall and in a department store or 'Big Box' retailer within the past three months. Sixty-six percent shopped in a mall in the last month, and 61% have shopped in a department store in the last 30 days.⁵³

New York Radio listeners also have big purchasing plans for the next 12 months; therefore, now is the perfect time to target them. See the chart below to learn how many New York Radio listeners plan to purchase a big or small retail item in the next 12 months.

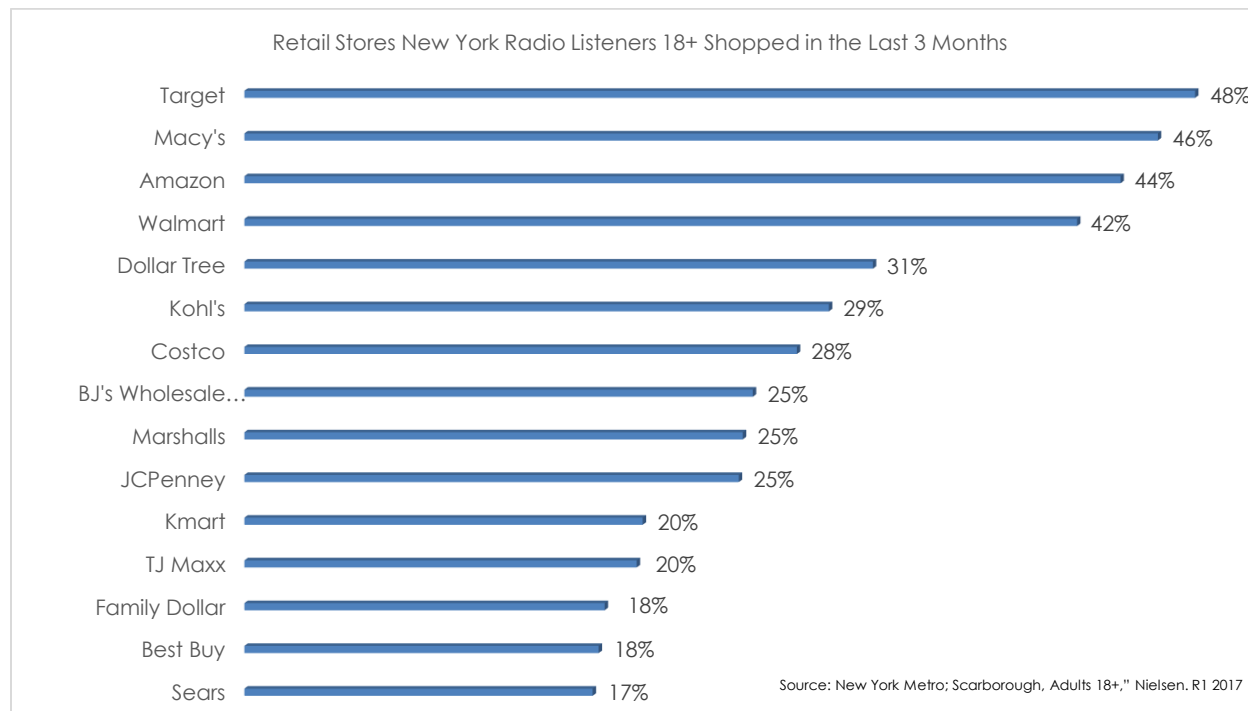


Eighty-three percent of New York Radio listeners have shopped at a clothing store in the last 3 months. Shoe stores were close behind in popularity, with 76% of the New York Radio listeners frequenting them. Following these two popular retail stores are home accessory stores (56%), bookstores (53%), office supply stores (43%), sporting goods stores (41%), music/video stores (38%), game and toy stores (30%), pet supply stores

⁵² "NY State Ad Spend Expected to Reach \$13.7 Billion in 2017." BIA/Kelsey, June 2017. <http://blog.biakelsey.com/index.php/2017/06/27/ny-state-ad-spend-expected-to-reach-13-7-billion-in-2017/>

⁵³ "New York Metro; Scarborough, Adults 18+," Nielsen. R1 201.7

(26%), day cleaners (19%), jewelry stores (13%), florists (8%) and day spas (5%).⁵⁴ Clothing stores are popular among New York Radio listeners, and the most popular retail store among New York Radio listeners is Target (48%) followed by Macy's (46%), Amazon (44%) and then Walmart (42%).



In the retail space, New York Radio listeners spend the most on family clothing (\$8 billion), followed by women's clothing stores (\$6.3 billion) and then jewelry stores (\$3.7 billion).⁵⁵ They also spend \$13.2 billion on home furnishings and general merchandise in department stores, and \$4.9 billion with art dealers annually.⁵⁶

TELECOMMUNICATIONS AND NEW YORK METRO

Eighty-seven percent of New York Radio listeners currently use a cellphone. Twenty-three percent of those listen to the Radio on their cell phones.⁵⁷ The most popular cell phone brand among them is the Apple iPhone – 42% use an iOS based device and 38% use an Android device.⁵⁸ The most popular cell phone carrier is Verizon wireless (34%) followed by T-Mobile (18%) and AT&T (15%).

⁵⁴ "New York Metro; Scarborough, Adults 18+," Nielsen. R1 2017.

⁵⁵ "Retail Spending Power Jan 2017 – July 2017, Radio Listeners 18+, Mon-Sun 6a-12a." Nielsen Audio, New York Metro.

⁵⁶ "Retail Spending Power Jan 2017 – July 2017, Radio Listeners 18+, Mon-Sun 6a-12a." Nielsen Audio, New York Metro.

⁵⁷ "New York Metro; Scarborough, Adults 18+," Nielsen. R1 2017.

⁵⁸ "New York Metro; Scarborough, Adults 18+," Nielsen. R1 2017.

The most popular cell phone function for Radio listeners in the New York Metro area is texting (80%) followed by accessing the internet (78%), using search engines (59%), and using social networks (54%). Other features that people use are maps/GPS (50%), weather (48%), finding a business address or phone number (39%), banking (35%), watching video clips (33%), listening to online music services (32%), restaurant information (30%) and shopping (28%). Seventy-four percent of New York Radio listeners own a tablet or eReader.⁵⁹ Forty-four percent spend over \$100 a month on their wireless service bills.

FOOD AND BEVERAGE AND NEW YORK METRO

The majority of New York Radio listeners over 18 years of age dined at a restaurant over the last month. They spend \$1.4 billion in full-service restaurants monthly and almost \$17 billion annually.⁶⁰ Fifty-nine percent of New York Radio listeners have been to a sit-down restaurant between 1 and 5 times, 9% have been 6 to 9 times, and 7% have been more than 10 times in the last month.⁶¹ In sit-down restaurants, New York Radio listeners most commonly spend between \$20-\$50 (49%); 22% of this population spends less than \$20, 16% spend between \$50 and \$100, and 6% spend \$100+.⁶²

Of those who listen to New York Radio, 54% dined in quick-serve restaurants 1 to 5 times, 14% ate at a quick-serve establishment 6 to 9 times, and 13% did so 10 or more times in the last month.⁶³ The most popular quick-serve restaurants among New York Radio listeners are by far McDonalds (32%) and Dunkin' Donuts (32%), followed by Burger King (20%), Wendy's (18%), and Starbucks (18%). Other popular quick-serve restaurants are Subway, Chipotle, Panera Bread, Popeyes, Taco Bell, KFC, Domino's, Pizza Hut, White Castle, Boston Market, Five Guys Burgers and Fries, and Chick-fil-a, all with fewer than 15% of New York Radio listeners visiting them within the last month.⁶⁴ Quick-serve restaurants are more often frequented by New York Radio listeners for dinner (52%) than lunch (47%).⁶⁵

⁵⁹ New York Metro; Scarborough, Adults 18+." Nielsen. R1 2017.

⁶⁰ "Retail Spending Power Jan 2017 – July 2017, Radio Listeners 18+, Mon-Sun 6a-12a." Nielsen Audio, New York Metro.

⁶¹ "New York Metro; Scarborough, Adults 18+." Nielsen. R1 2017.

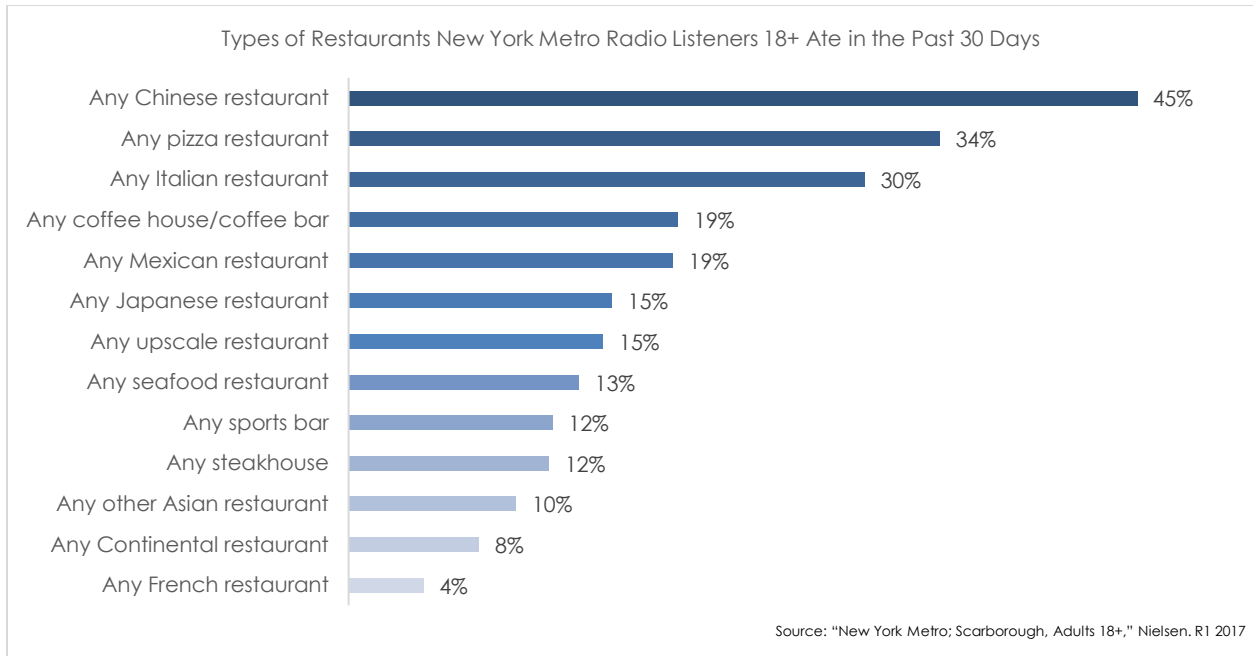
⁶² "New York Metro; Scarborough, Adults 18+." Nielsen. R1 2017.

⁶³ "New York Metro; Scarborough, Adults 18+." Nielsen. R1 2017.

⁶⁴ "New York Metro; Scarborough, Adults 18+." Nielsen. R1 2017.

⁶⁵ "New York Metro; Scarborough, Adults 18+." Nielsen. R1 2017.

New York Radio listeners enjoy all types of restaurants.



New York Radio listeners spend \$1.4 billion in drinking establishments every year.⁶⁶ They consume wine (21%) most often as an alcoholic beverage; followed by beer (17%) and liquor (8%).⁶⁷ Annually, New York Radio listeners spend \$4.1 billion at beer, wine and liquor stores.⁶⁸

Other food outlets where New York Radio listeners are spending are limited-service restaurants (\$8.3 billion), convenience stores (\$1.7 billion), fruit and vegetable markets (\$757 million), meat markets (\$756 million), and fish and seafood markets (\$380 million).⁶⁹

⁶⁶ "Retail Spending Power Jan 2017 – July 2017, Radio Listeners 18+, Mon-Sun 6a-12a." Nielsen Audio, New York Metro.

⁶⁷ "New York Metro; Scarborough, Adults 18." Nielsen. R1 2017.

⁶⁸ "Retail Spending Power Jan 2017 – July 2017, Radio Listeners 18+, Mon-Sun 6a-12a." Nielsen Audio, New York Metro.

⁶⁹ "Retail Spending Power Jan 2017 – July 2017, Radio Listeners 18+, Mon-Sun 6a-12a." Nielsen Audio, New York Metro.

Helpful Links:

- http://www.insideradio.com/study-am-fm-can-reach-big-Radio-fans-that-block/article_a0fc3654-5c8d-11e7-9109-ebd0b71ed19b.html
- <http://www.nielsen.com/content/dam/corporate/us/en/reports-downloads/2017-reports/audio-today-report-june-2017.pdf>
- <http://www.nielsen.com/us/en/insights/news/2017/summer-is-near-and-Radio-habits-are-changing.html>
- <http://westwoodone.com/BLOG/ArtMID/8027/ArticleID/132/The-TV-Upfront-History-2017-Issues-And-What-It-Means-For-Radio>
- <http://westwoodone.com/BLOG/ArtMID/8027/ArticleID/138/As-Search-Costs-Increase-AMFM-Radio-Is-A-Smart-Way-to-Grow-Customers>
- <http://www.katzradiogroup.com/research/Dropoff/Insights/Radio.pdf>
- http://www.katzradiogroup.com/research/Dropoff/Insights/2017_0724_Our%20Media%20Radio%20Newsletter%202Q%202017.pdf

NYMRAD commissions [Provoke Insights](#), a market research and strategy firm, to conduct a meta-data analysis to understand the Radio advertising landscape. If a particular industry that you would like additional insight on is not listed, please contact Debbie Beagan at DB@NYMRAD.org