

Listeners Report Paying Close Attention to Live Traffic Reports and Their Sponsors



Traffic Reports Capture Listeners' Attention Despite Distractions and Other Media Usage

SOMERVILLE, N.J., March 30 /PRNewswire/ -- A recent study conducted by Edison Media Research found that almost three-quarters of radio traffic listeners pay more attention to commercials read live by the announcer of a traffic or news report than they do to pre-recorded commercials. The Edison Metro Traffic Study also concluded that 78% of those commuters requiring traffic information for suburban roadways gained this traffic information from their regular local traffic stations.

Additionally, the study found that traffic reports demonstrated an ability to pull people away from CD players, MP3 players and Satellite Radio. One in four respondents indicated that they listened to something other than radio in their cars, but then switched back to AM/FM radio specifically to hear traffic reports. Those with exceptionally long commutes (greater than 60 minutes each way) reported an even greater propensity to switch to AM/FM radio for traffic reports, as nearly half of those listeners indicated they listen to CDs or MP3s, but switch to hear traffic.

More than 90% of radio traffic listeners pay close attention to traffic reports. "Clearly, traffic reports are extremely 'sticky' content for radio listeners," noted Tom Webster, Vice President of Edison Media Research. "Listeners know where to find localized traffic reports, especially in suburban areas, and rely on them to help them navigate their increasingly longer commutes."

The Edison Metro Traffic Study was conducted by random telephone sampling February 9 - 22, 2006 of Adults 25 - 54 evenly distributed throughout the non-metro counties in 10 of the top 20 DMAs. Respondents were required to have at least a part-time job, work primarily outside of the home, and spend at least 30 minutes commuting one-way to their workplace via a personal vehicle. This study was conducted on behalf of Westwood One by Edison Media Research.

SOURCE Edison Media Research

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