Subject: How Popular is Radio?
Posted by Corded on Fri, 03 Dec 2010 19:16:48 GMT
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Is there any place where we can get numbers on how many radio listeners there are in a region? I feel like it's less and less popular these days, and yet I heard one station recently stating that advertising on radio reached more people than TV advertisements.

Subject: Re: How Popular is Radio?
Posted by Anonymous on Sun, 12 Dec 2010 22:20:49 GMT
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I would think you would have to contact the radio stations directly to get that kind of info. They should all have websites online with contact numbers.

Subject: Re: How Popular is Radio?
Posted by GoodVibrations on Sun, 27 Feb 2011 17:36:32 GMT
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I don't listen to radio much anymore. One of the reasons was stated by Adveser in another thread regarding the quality of sound. When you can hear so much more with a CD, or an MP3 player, it makes it harder to want to listen to the lesser quality on radio. Plus, I really don't want to listen to commercials. The radio stations can give all the statistics they want about how many people are listening and therefore advertising gets more audience, but how many switch stations when a commercial comes on, or turn down the radio to avoid the advertisement?

Subject: Re: How Popular is Radio?
Posted by SoundCheck on Mon, 28 Feb 2011 06:21:26 GMT
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I haven't actually listened to the radio for a long time now...I just don't find it necessary to do so anymore because I can have my dose of music from my personal playlist and I get my updates on news or recent happenings online or from TV...I don't know the statistics, but I guess more people are tuned in to TV than to radio, so TV advertisements produce better and faster results.

Subject: Re: How Popular is Radio?
Posted by woofer on Mon, 28 Feb 2011 19:44:30 GMT
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I have to admit that I don't listen to the radio as much these days, except in the car. I either listen to music while on my computer or turn my television to one of the hundreds of music stations I get with that.

Subject: Re: How Popular is Radio?
Posted by Reverb on Tue, 01 Mar 2011 23:08:28 GMT
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I still listen to the radio in my car. We have an old car, so we don't have a CD player or an MP3 player in it. We tried using a tape adapter for our radio, but it didn't work out.

Subject: Re: How Popular is Radio?
Posted by miss zoey on Tue, 05 Apr 2011 07:08:31 GMT
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Where I live, radios are still pretty popular, especially among cab drivers. They listen to the radio all the time, may it be for news or music. I really appreciate it too. I actually am a radio fan myself. I'd rather turn the radio on then play a CD. Unless they talk too much which is the biggest turn off for radio stations..