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## AND THE WINNER IS ... LOCAL CONTESTS!

Paragon Media Strategies recently surveyed 400 radio listeners (54% male / 46% female) to determine listeners' opinions about national radio contests. This study tracks listeners' feeling about radio contests from last year. Respondents were broken into three categories:

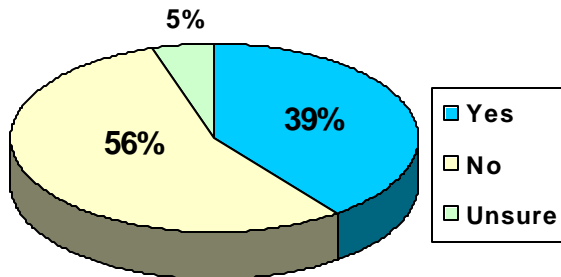
**Players:** Sometime actively participate in radio contests by calling in or registering to play. **(16% of total respondents)**

**Listeners:** Listen to the contest and sometimes mentally play along, but never call in or register to play. **(55% of total respondents)**

**Avoiders:** Tune out radio contests when they come on the radio station they are listening to. **(23% of total respondents)**

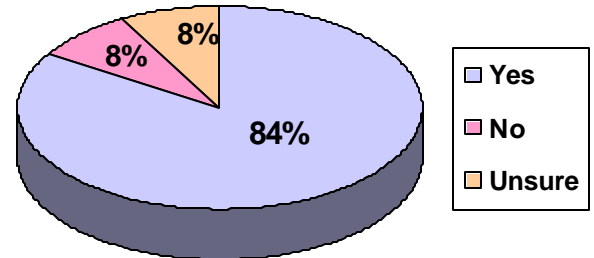
### National Radio Contest Awareness

Are you aware of radio stations airing national contests?



### Should Radio Station Inform That Contest Is National?

Do you think that participating radio stations should tell their listeners that the contest is national and winners can come from other cities in the country?

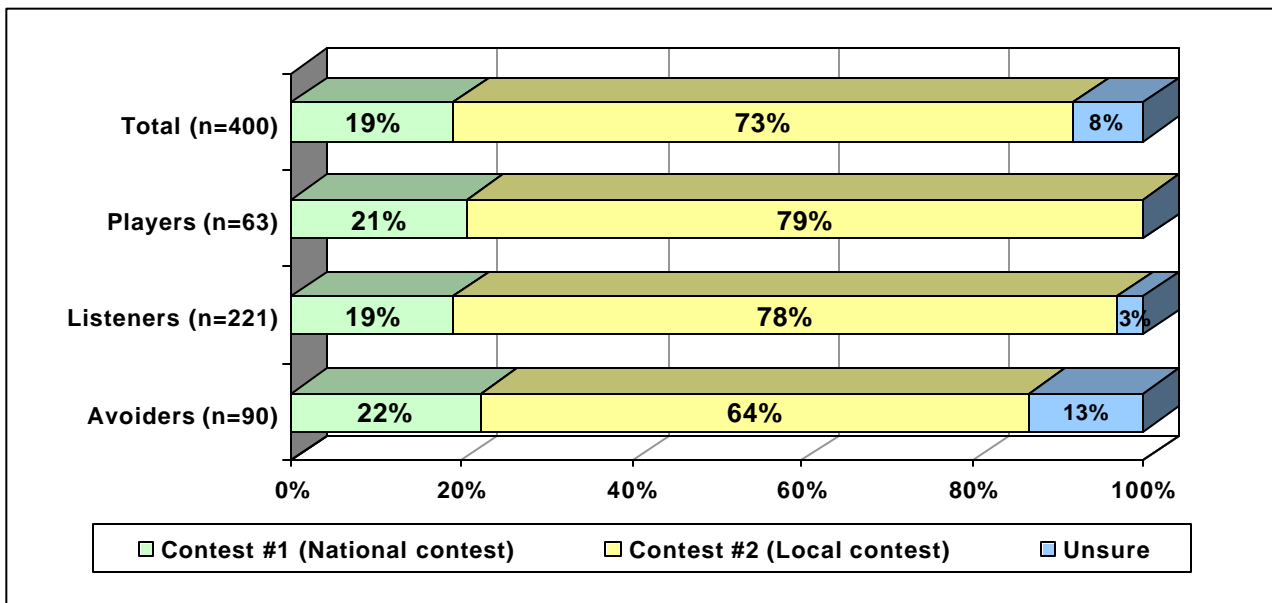


Respondents were given the following two options and asked to choose the ONE they would prefer if they were to participate in a radio contest.

**Option #1:** A national radio contest airing on several radio station around the country where you have more chances to win a large prize such as \$10,000 given away daily, a new car or a dream vacation and winner can be from anywhere in the US.

**Option #2:** A local contest where you have only one chance to win a smaller prize such as \$1000 given away weekly or having the radio station pay all your bills for one month and the winner would be from your local area

The overwhelming majority prefers to participate in local radio contests versus national contests even though the prizes are smaller.



Included in the full report online: Tracking from 1991 and 2002.

Results provided represent top-line data only. For more in depth results of these tables and other questions included in this poll please visit our website: [paragonmediastrategies.com](http://paragonmediastrategies.com)