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NEWS CLUES FOR RADIO

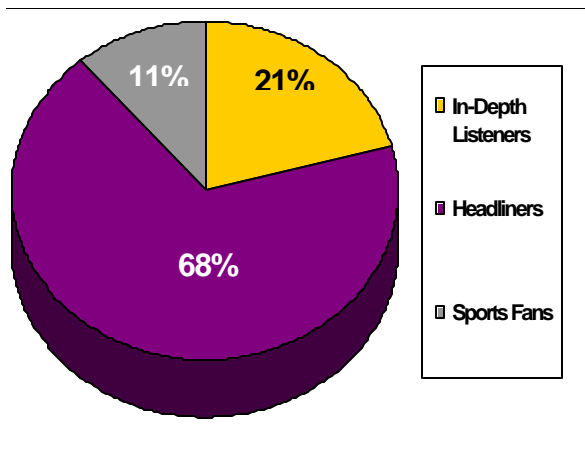
Paragon Media Strategies recently surveyed 440 radio news listeners (60% male / 40% female) to determine listeners' opinions about how they listen to the radio for news and information. Respondents were broken into three categories...

In-Depth Listeners: Mainly listen to radio for more in-depth news, not just headlines. (21%)

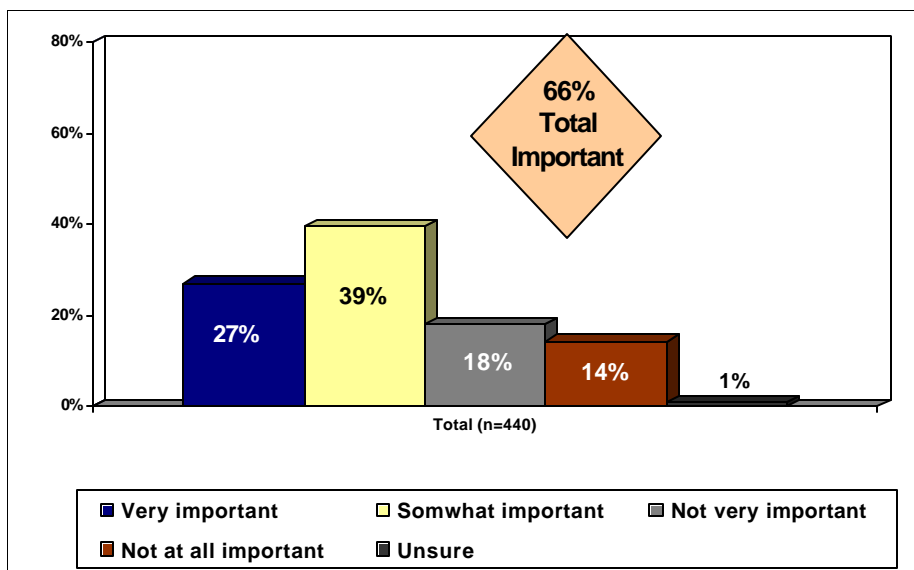
Headliners: Mainly listen to the radio for informative news such as weather, traffic or headlines. (68%)

Sports Fans: Mainly listen to the radio for sport news and information. (11%)

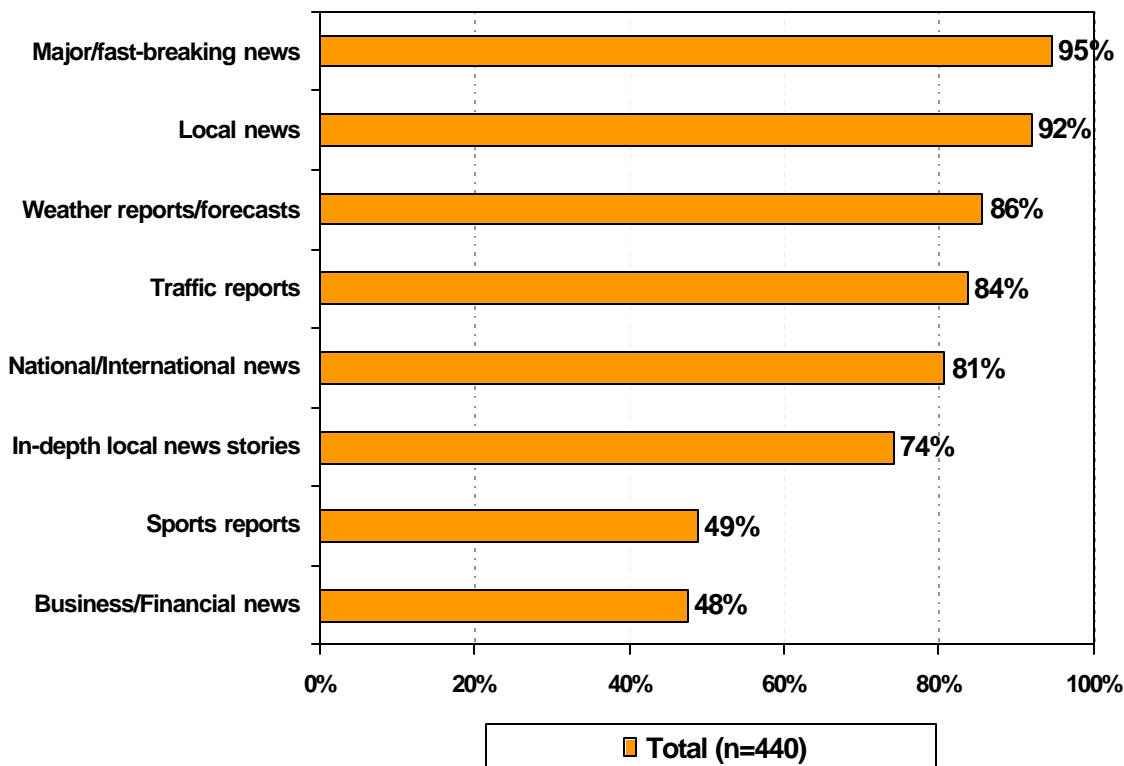
News & Information Preferences



Importance of News & Information in Choosing Favorite Station



Importance of News and Information Topics



Included in the full report online:

- ◆ All questions broken out by age, gender and listener type

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:

www.paragonmediastrategies.com