

**EUGENE-SPRINGFIELD, OR**

# **LOCAL AUDIO TODAY**

**Spring 2019 / Fall 2018**



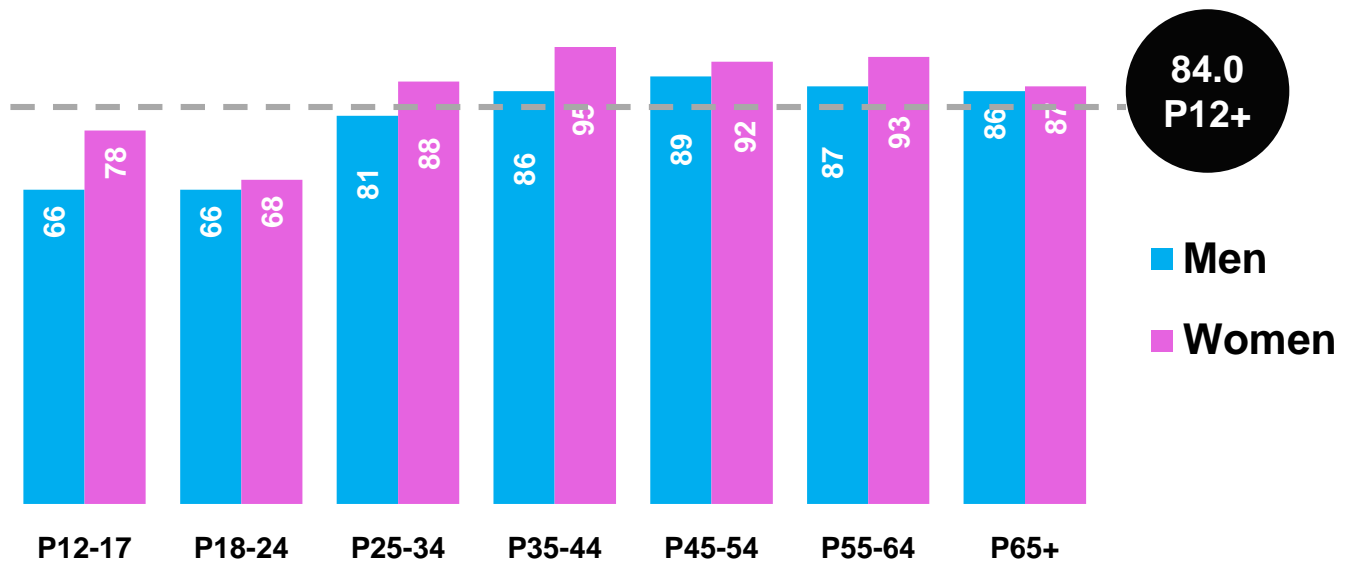
# 84% OF EUGENE-SPRINGFIELD, OR RESIDENTS LISTEN TO BROADCAST AM/FM RADIO EVERY WEEK

- NIELSEN AUDIO: EUGENE-SPRINGFIELD; SPRING 19/FALL 18; METRO; M-SU 6A-12M; P 12+

# RADIO'S REACH & COMPOSITION IN EUGENE-SPRINGFIELD, OR

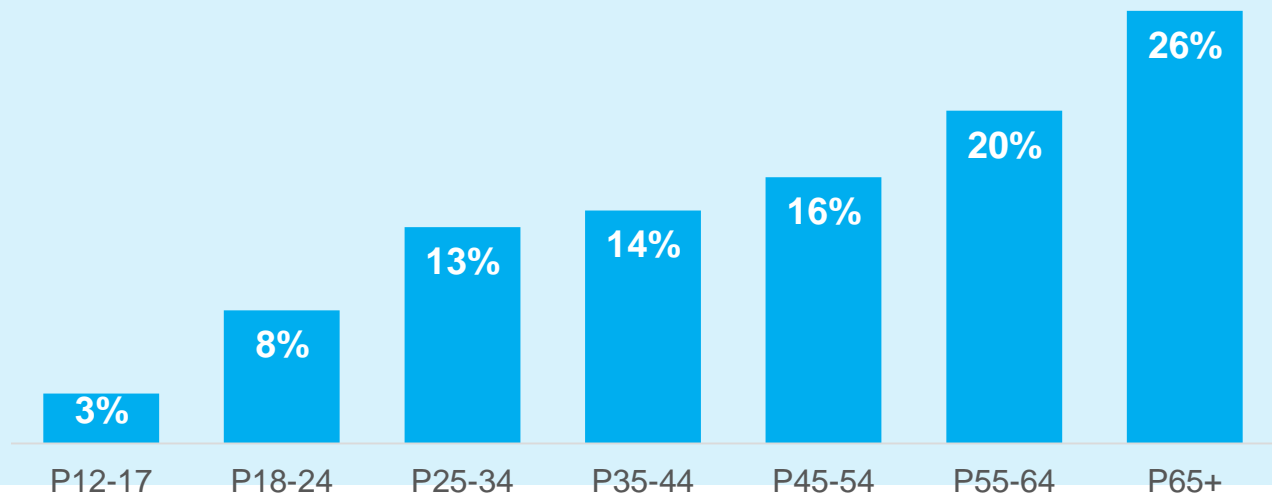
Radio Reaches 84% of all Demographics in Eugene-Springfield, OR

**WEEKLY CUME RATING  
LISTENERS 12+ (M-SU 6AM-MID)**



## Eugene-Springfield, OR AQH Composition by Age

The median age of the Eugene-Springfield, OR radio audience is 48.



Source: Nielsen Audio Data; Eugene-Springfield; Spring 19/Fall 18; Metro; M-Su 6a-12m; P12+

# QUICK FACTS ABOUT EUGENE-SPRINGFIELD, OR RADIO

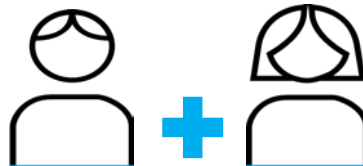
## EIGHTY-FOUR PERCENT OF EUGENE-SPRINGFIELD, OR CONSUMERS USE RADIO EACH WEEK

(P12+)



**280,500**

**P12+ EUGENE-SPRINGFIELD, OR CONSUMERS USE RADIO EACH WEEK**



**47%**

**53%**

**COMPOSITION OF Eugene-Springfield, OR RADIO USERS**



**84.0%**

**OF ALL EUGENE-SPRINGFIELD, OR CONSUMERS ARE REACHED WEEKLY BY RADIO**



**13:00 (HRS:MINS)**

**SPENT WITH RADIO EACH WEEK**



**M-F 3P-7P**

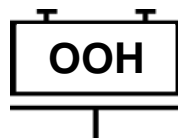
**THE TOP DAY PART IS PM DRIVE (M-F)**

### LISTENING LOCATION



**IN HOME**

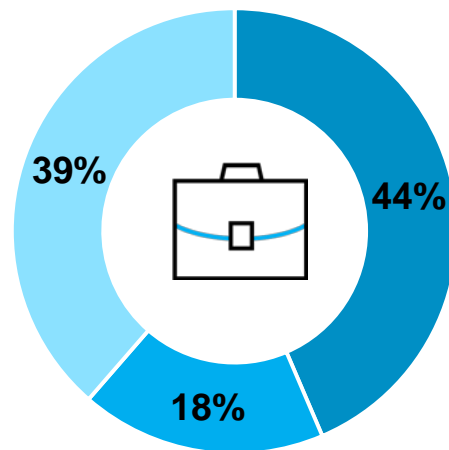
**38%**



**OUT OF HOME**

**62%**

### WORKING COMPOSITION



**Full-Time**

**Part-Time**

**Not Employed Full- or Part-Time (inc. retired, student, etc)**

Source: Nielsen Audio Eugene-Springfield Spring 19/Fall 18 Metro; M-Su 6a-12m; P 12+

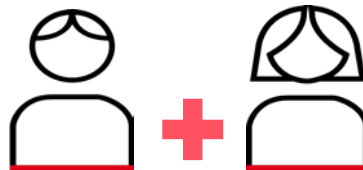
# QUICK FACTS ABOUT EUGENE-SPRINGFIELD, OR RADIO SEVENTY-SIX PERCENT OF EUGENE-SPRINGFIELD, OR CONSUMERS USE RADIO EACH WEEK

**(P18-34)**



**72,800**

**P18-34 EUGENE-SPRINGFIELD, OR CONSUMERS USE RADIO EACH WEEK**



**50%**

**50%**

**COMPOSITION OF Eugene-Springfield, OR RADIO USERS**



**76.4%**

**OF ALL EUGENE-SPRINGFIELD, OR CONSUMERS ARE REACHED WEEKLY BY RADIO**



**11:00 (HRS:MINS)**

**SPENT WITH RADIO EACH WEEK**



**M-F 3P-7P**

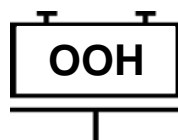
**THE TOP DAY PART IS PM DRIVE (M-F)**

## LISTENING LOCATION



**IN HOME**

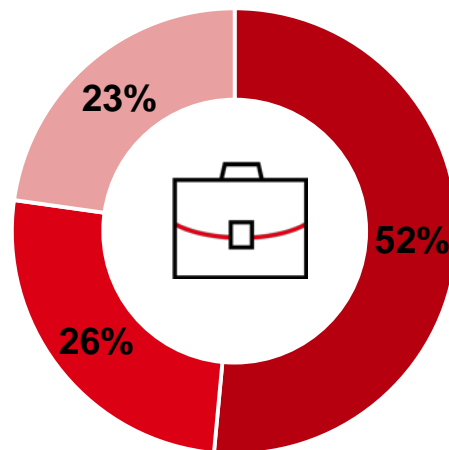
**24%**



**OUT OF HOME**

**76%**

## WORKING COMPOSITION



**Full-Time**



**Part-Time**



**Not Employed Full- or Part-Time (inc. retired, student, etc)**

Source: Nielsen Audio Eugene-Springfield Spring 19/Fall 18 Metro; M-Su 6a-12m; P 18-34

# QUICK FACTS ABOUT EUGENE-SPRINGFIELD, OR RADIO

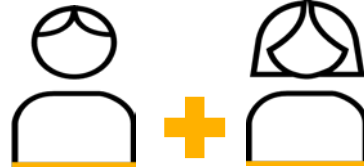
## EIGHTY-ONE PERCENT OF EUGENE-SPRINGFIELD, OR CONSUMERS USE RADIO EACH WEEK

(P18-49)



**132,100**

P18-49 EUGENE-SPRINGFIELD, OR CONSUMERS USE RADIO EACH WEEK



**49%**

**51%**

COMPOSITION OF Eugene-Springfield, OR RADIO USERS



**81.8%**

OF ALL EUGENE-SPRINGFIELD, OR CONSUMERS ARE REACHED WEEKLY BY RADIO



**12:00 (HRS:MINS)**

SPENT WITH RADIO EACH WEEK



**M-F 3P-7P**

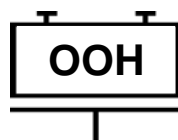
THE TOP DAY PART IS PM DRIVE (M-F)

### LISTENING LOCATION



IN HOME

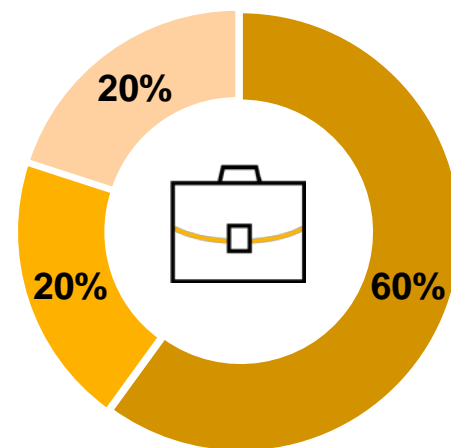
**26%**



OUT OF HOME

**74%**

### WORKING COMPOSITION



Full-Time



Part-Time



Not Employed Full- or Part-Time  
*(inc. retired, student, etc)*

Source: Nielsen Audio Eugene-Springfield Spring 19/Fall 18 Metro; M-Su 6a-12m; P 18-49

# QUICK FACTS ABOUT EUGENE-SPRINGFIELD, OR RADIO

## EIGHTY-EIGHT PERCENT OF EUGENE-SPRINGFIELD, OR CONSUMERS USE RADIO EACH WEEK

(P25-54)



123,500

P25-54 EUGENE-SPRINGFIELD, OR CONSUMERS USE RADIO EACH WEEK



49%

51%

COMPOSITION OF Eugene-Springfield, OR RADIO USERS



88.0%

OF ALL EUGENE-SPRINGFIELD, OR CONSUMERS ARE REACHED WEEKLY BY RADIO



12:45 (HRS:MINS)

SPENT WITH RADIO EACH WEEK



M-F 3P-7P

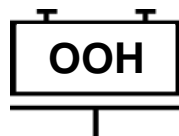
THE TOP DAY PART IS PM DRIVE (M-F)

### LISTENING LOCATION



IN HOME

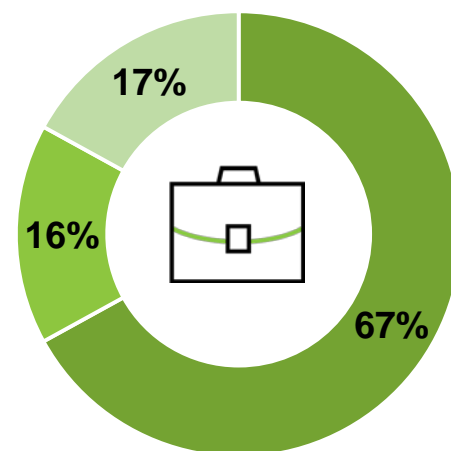
26%



OUT OF HOME

74%

### WORKING COMPOSITION



Full-Time
  Part-Time

Not Employed Full- or Part-Time (inc. retired, student, etc)

Source: Nielsen Audio Eugene-Springfield Spring 19/Fall 18 Metro; M-Su 6a-12m; P 25-54

# QUICK FACTS ABOUT EUGENE-SPRINGFIELD, OR RADIO

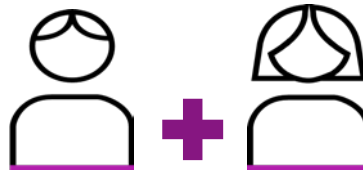
## NINETY PERCENT OF EUGENE-SPRINGFIELD, OR CONSUMERS USE RADIO EACH WEEK

(P35-64)



**124,800**

P35-64 EUGENE-SPRINGFIELD, OR CONSUMERS USE RADIO EACH WEEK



**47%**

**53%**

COMPOSITION OF Eugene-Springfield, OR RADIO USERS



**90.1%**

OF ALL EUGENE-SPRINGFIELD, OR CONSUMERS ARE REACHED WEEKLY BY RADIO



**14:30 (HRS:MINS)**

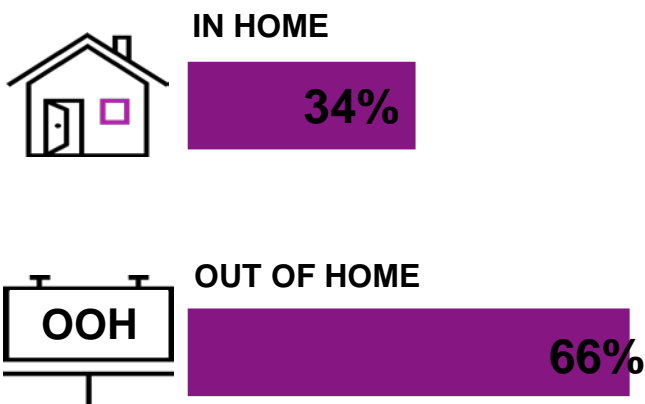
SPENT WITH RADIO EACH WEEK



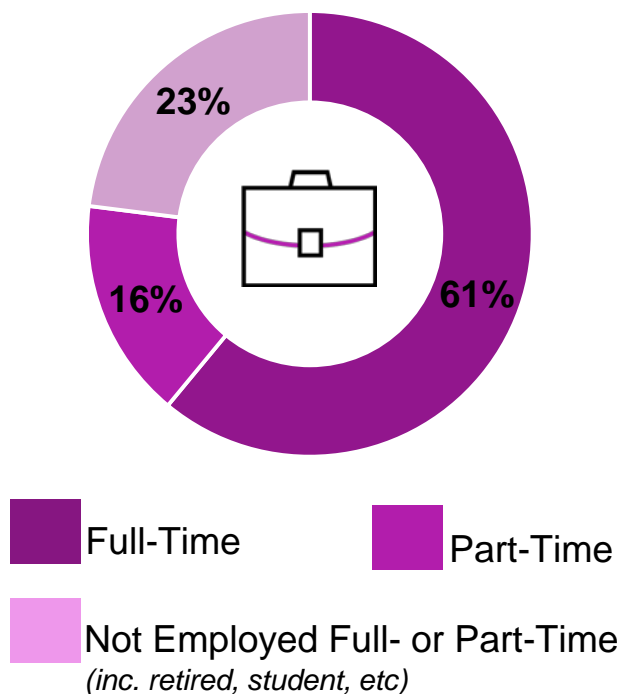
**M-F 3P-7P**

THE TOP DAY PART IS PM DRIVE (M-F)

### LISTENING LOCATION



### WORKING COMPOSITION



Source: Nielsen Audio Eugene-Springfield Spring 19/Fall 18 Metro; M-Su 6a-12m; P 35-64





# 77% OF EUGENE-SPRINGFIELD, OR LISTENERS P18-64 ARE IN THE WORKFORCE

- Source: Nielsen Audio Eugene-Springfield, OR Spring 19/Fall 18; Metro; M-Su 6a-12m P18-64

# EMPLOYED CONSUMERS ARE EUGENE-SPRINGFIELD'S MOST ENGAGED LISTENERS

77% of listeners P18-64 in Eugene-Springfield, OR are in the workforce



## WORKING STATUS

- Full-Time
- Part-Time
- Other

Figures = % of market AQH composition

Source: Nielsen Audio Eugene-Springfield Spring 19/Fall 18 Metro; M-Su 6a-12m; P 18-64; Average Composition

## Working Listeners Spend the Most Time with Radio

Weekly Time Spent with Radio by Employed Listeners

**MILLENNIALS**  
P18-34



**11:30**  
HR:MIN

**GENERATION X**  
P35-49



**13:30**  
HR:MIN

**BOOMERS**  
P50-64

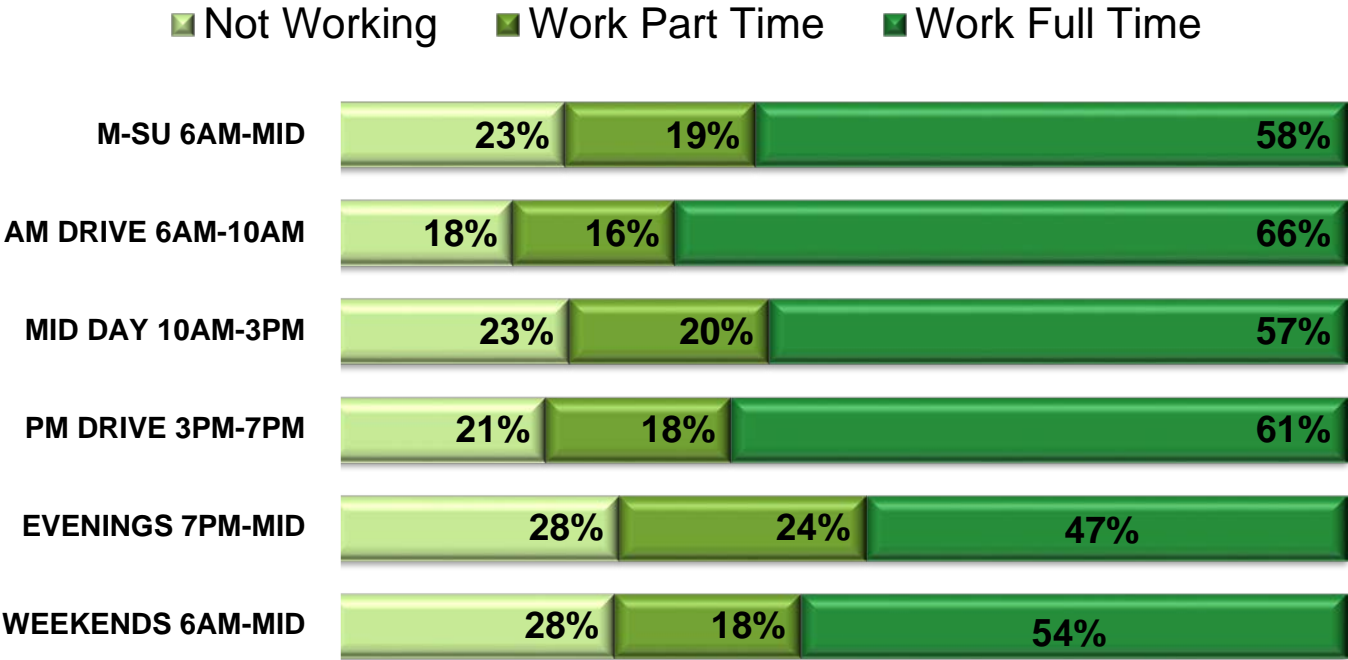


**17:00**  
HR:MIN

Source: Nielsen Audio Eugene-Springfield; Spring 19/Fall 18; Metro; M-Su 6a-12m; Weekly TSL

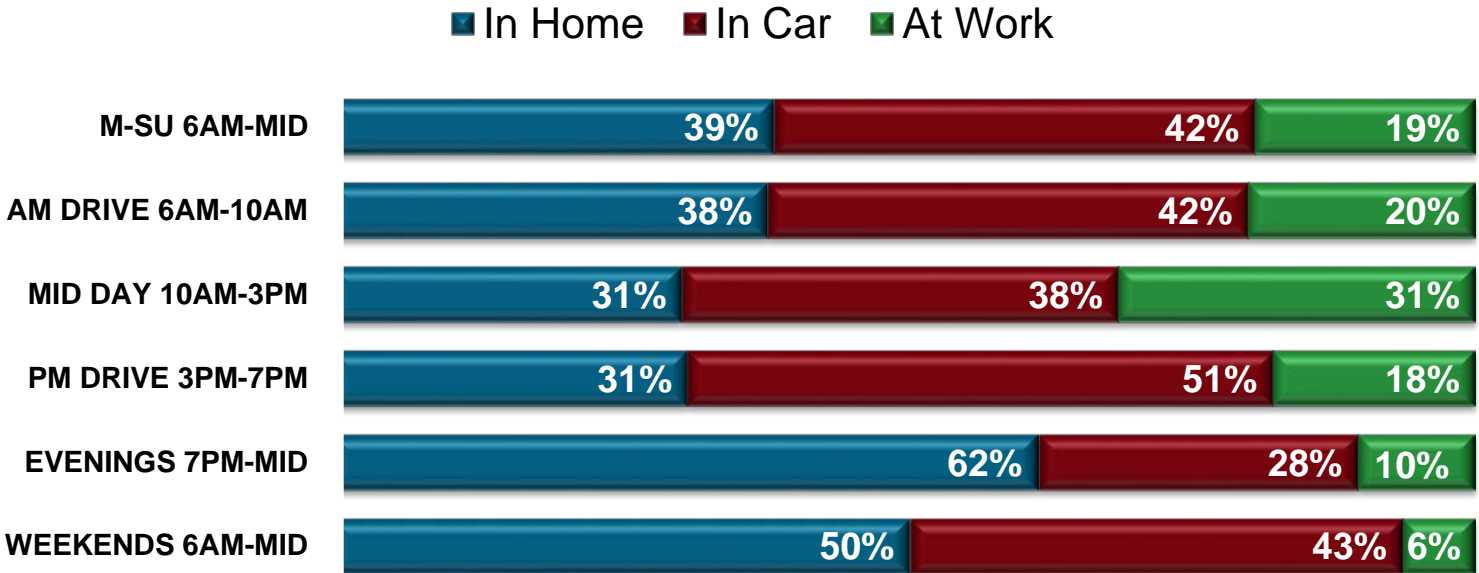
# MAJORITY OF RADIO USAGE IN EUGENE-SPRINGFIELD, OR COMES FROM THE EMPLOYED AUDIENCE, AWAY FROM HOME

## Working Status by Daypart



Source: Nielsen Audio Data Eugene-Springfield, OR Spring 19/Fall 18; AQH Composition P18-64

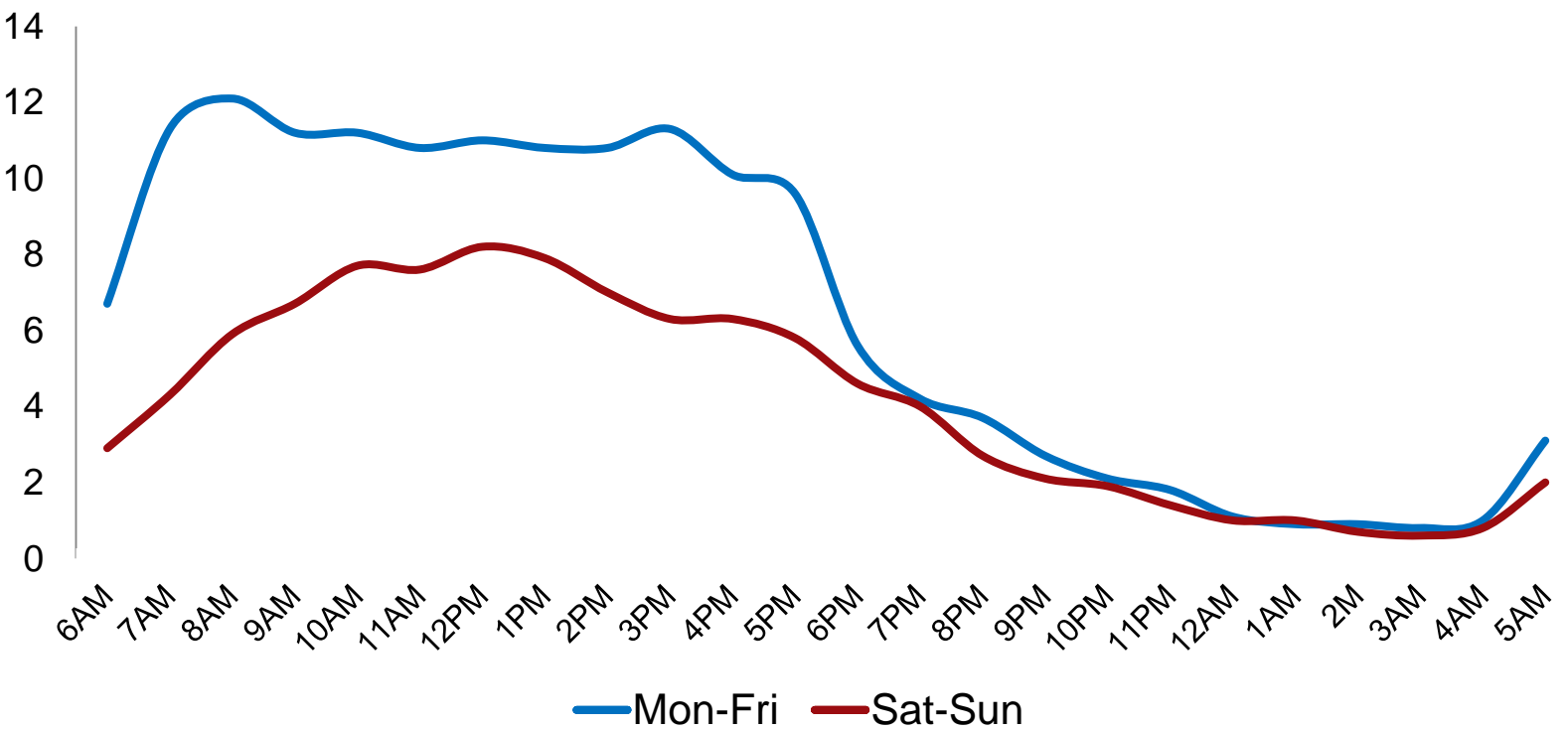
## Listening Location by Daypart



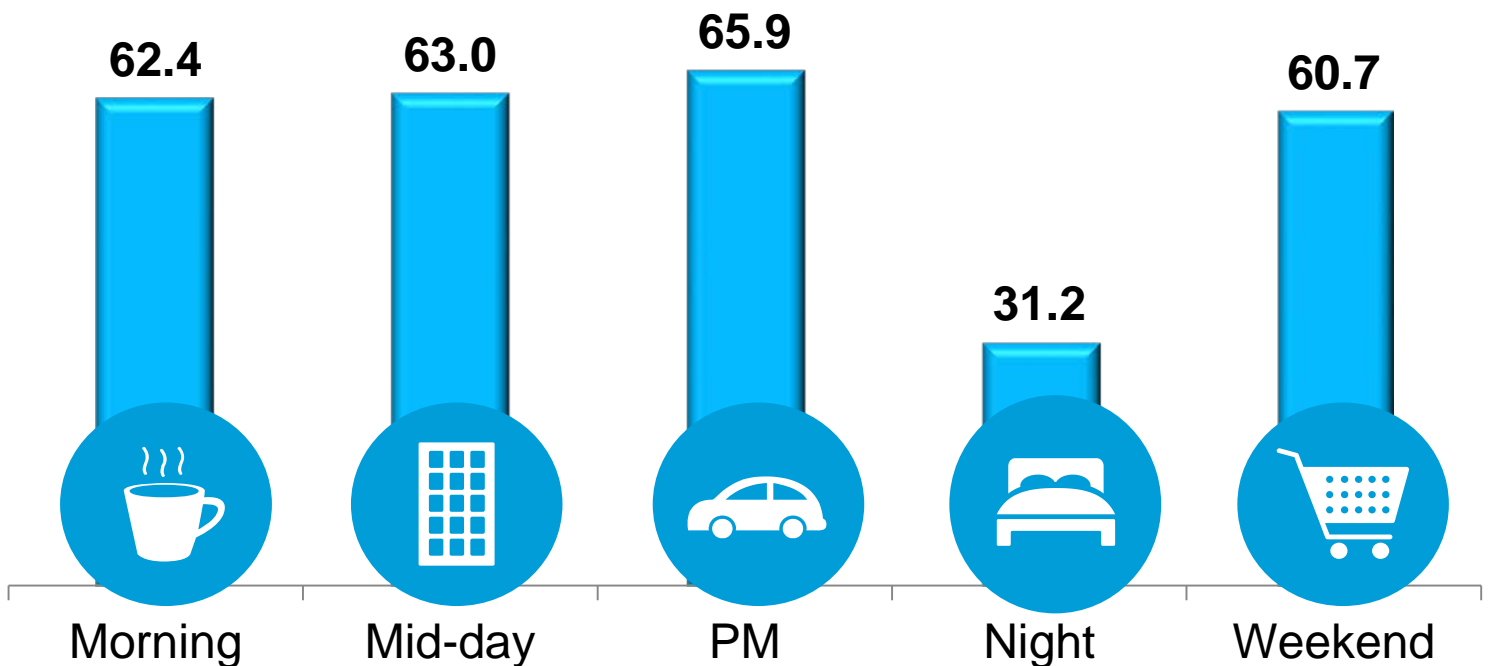
Source: Nielsen Audio Data Eugene-Springfield, OR Spring 19/Fall 18; AQH Composition P18-64

# EUGENE-SPRINGFIELD'S TOP HOURS & DAYPARTS

Market AQH Ratings by Hour



Source: Nielsen Audio Data, Eugene-Springfield, OR Spring 19/Fall 18; Metro; AQH Rating, P12+

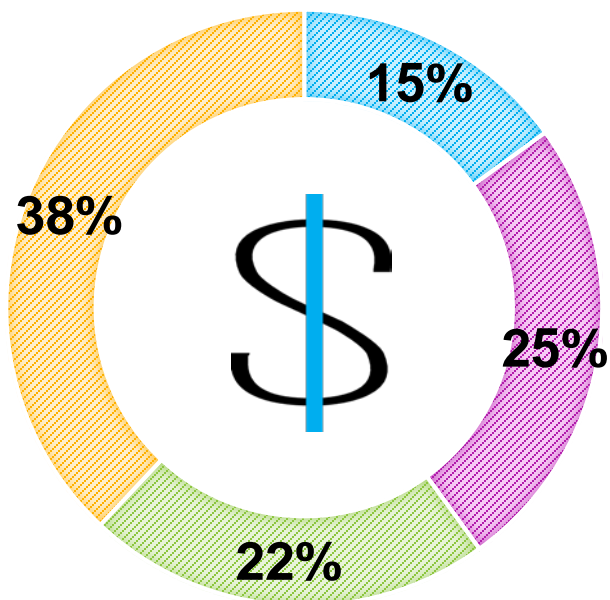


Source: Nielsen Audio Data Eugene-Springfield Spring 19/Fall 18; Metro; Cumulative Rating

# EUGENE-SPRINGFIELD, OR'S RADIO AUDIENCE PROFILE



## AQH Composition of Eugene-Springfield, OR Radio Listeners 12+



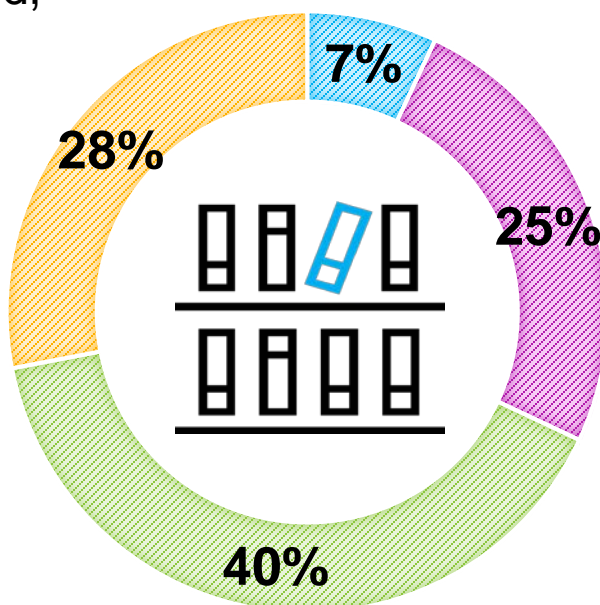
38% of the Eugene-Springfield, OR radio listening audience earns \$75K+ a year

Source: Nielsen Audio Data, Eugene-Springfield Spring 19/Fall 18 AQH Composition, P12+ Mon-Sun 6AM-12MID

- <\$25K
- \$25-\$50K
- \$50-\$75K
- >\$75K

68% of Eugene-Springfield, OR radio listeners have either Attended or Graduated College

Source: Nielsen Audio Data, Eugene-Springfield Spring 19/Fall 18; AQH Composition, P12+ Mon-Sun 6AM-12MID



- Less than 12th Grade
- High School Grad
- Some College
- College Grad

**MORE THAN 1 OUT OF EVERY 4 (29%) EUGENE-SPRINGFIELD RADIO LISTENERS IS AFFLUENT (COLLEGE GRADUATE AND EARNS \$75K+ ANNUALLY)**



**IN THE EUGENE-SPRINGFIELD, OR  
METRO, RADIO LISTENERS P18+ SPEND  
MORE THAN \$3.5 BILLION ANNUALLY IN  
TOTAL RETAIL AND FOOD SERVICE  
SALES**

- NIELSEN AUDIO EUGENE-SPRINGFIELD, OR Spring 19/Fall 18; METRO P18+ RETAIL  
SPENDING POWER

# Eugene-Springfield, OR Retail Spending Power

## Top 5 Spending Categories: Annually



Hospitals



Warehouse Clubs  
& Superstores



Wired & Wireless  
Tele-Communications



New Car  
Dealers



Offices of  
Physicians

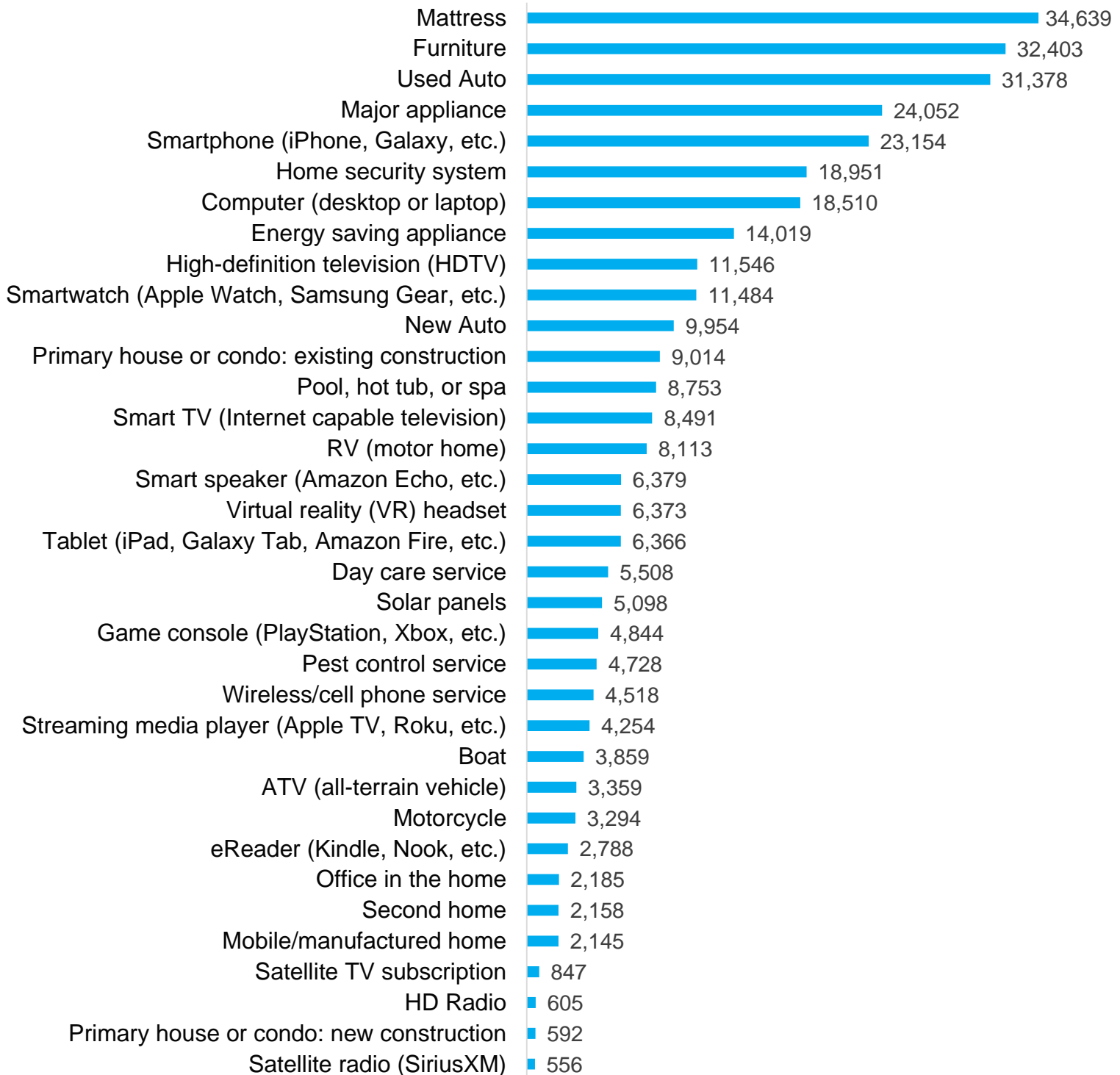
AGE RANGE	POPULATION	% OF 18+ POPULATION	SPENDING IN CATEGORY	% OF SALES
P18-24	28,800	7%	\$277,830,000	8%
P25-34	44,000	16%	\$584,297,000	16%
P35-44	40,600	15%	\$567,269,000	16%
P45-54	38,800	16%	\$633,068,000	18%
P55-64	45,400	18%	\$741,381,000	21%
P65+	64,900	28%	\$943,984,000	26%

Source: Nielsen Audio Eugene-Springfield, OR Spring 19/Fall 18; Metro, Retail Spending Power P18+

# Eugene-Springfield, OR Expenditures

Radio Listeners Plan to Buy the Following Items

## PLAN TO BUY (NEXT 12 MONTHS)



Source: Nielsen Mid-Tier Eugene-Springfield, OR Total (Spring 2019/Fall 2018) Total Adults 18+



# KEY TAKEAWAYS

## KEY TAKEAWAY #1

84% of Eugene-Springfield, OR residents 12+ listen to AM/FM broadcast radio.

## KEY TAKEAWAY #2

77% of Eugene-Springfield, OR residents P18-64 are in the workforce. Employed persons are more likely to listen to radio versus other media.

## KEY TAKEAWAY #3

Eugene-Springfield, OR Metro radio listeners P18+ spend more than \$3.5 billion annually in total retail and food service sales.

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**The Nielsen Company**  
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**[www.nielsen.com/audio](http://www.nielsen.com/audio)**

## ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers watch and buy. Nielsen's Watch segment provides media and advertising clients with Nielsen Total Audience measurement services for all devices on which content — video, audio and text — is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen also provides its clients with analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit [www.nielsen.com](http://www.nielsen.com).