

# BARNES *Reports*

## **U.S. Radio Stations Industry** (NAICS 515112)

- Market Reports
- Industry Trends
- Demographic Data

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# **RADIO STATIONS INDUSTRY (NAICS 515112)**

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# RADIO STATIONS INDUSTRY (NAICS 515112)

## USERS' GUIDE

The Barnes Reports are the leading publications on U.S. industries and estimates and forecasts on sales and employment demographics. As a way of making the most of this information, we have included a few suggestions and tips to aid you in processing and using this information.

Managers, planners, and market researchers use this information for a variety of activities:

- Sizing markets and segments – You can estimate the size of the regional markets you sell in and your company's market penetration into that market. You can do the same with the market segments in which you participate.
- Sales territory potential – You can estimate your market penetration and also the market potential in any regional area or market segment.
- Sales forecasting – With the estimates on the size of the industry, market researchers supporting a sales force can then estimate and forecast the future size of the industry.
- Advertising strategies – You can use this information for forecasting and estimating sales potential and target advertising campaigns.
- Competitive analysis – You will use the information to locate your possible competitors (if it is not already known), to estimate their size, growth and strengths and weaknesses and to see what market segments in which they participate.

We recognize that many managers today are asked to provide detailed analysis of their markets, sales territories, distribution channels, and product placements. We have organized these reports in a logical format making your market analysis and research tasks easy to accomplish.

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# **RADIO STATIONS INDUSTRY (NAICS 515112)**

## **INDUSTRY DEFINITION AND RELATED INDUSTRIES**

**NAICS 515112: Radio Stations.** This industry comprises establishments primarily engaged in broadcasting aural programs by radio to the public. Programming may originate in their own studio, from an affiliated network, or from external sources.

### **Related Industries**

- Radio Networks
- Cable Networks
- Television Broadcasting Stations
- Sound Record Studios

### **U.S. Census Categories**

NAICS 515112 – Radio Stations is 92% comparable to  
SIC 4832 – Radio Stations

### **Sub-Industries**

- Radio broadcasting stations
- Radio broadcasting stations, music format
- Radio broadcasting stations, except music format
- Educational
- News
- Religious
- Sports
- Talk
- Ethnic programming