

Targeting Market by Market to Drive Call Volume

- Radio increases TV's reach
 - In a TV-only campaign, 10% of the budget was shifted to radio.¹
 - Increased reach by +41%.¹
 - Reach increased 57% to 80% with the same budget with the 10% radio allocation.¹
 - Nielsen's analysis of a major wireless company's campaign showed increased reach, particularly with younger demos.⁵
 - The TV ads reached about 58% of P18-34. Radio reached an additional 20%, producing an +35 increase in overall audience reach.⁵
- Radio reaches light TV viewers
 - Light and non-TV viewers are hard to reach.⁴
 - 44% of Americans represent only 10% of total TV commercial impressions.⁴
 - The solution lies in radio, as it reaches 92% of light TV viewers making its addition to TV-only plans effective.⁴
- Radio influences behavior and response
 - A study of over 131.9K restaurant radio ads generated a 5% increase among new users online.²
 - The ads delivered an average of 3.9 new online visits per airing.²
 - In an auto study, radio increased brand perception by 70% versus unexposed radio listeners.³
 - 78% said the dealership had a great selection of cars.³
 - 72% said the auto company offers competitive pricing.³
 - 72% said that they have a higher likelihood to recommend the dealership.³
 - 70% said they trust that dealership.³
 - 67% said they offer attractive financing terms.³
 - 47% said that they favor the dealership more.³
- Radio's appeal is that it's local
 - Radio informs listeners on traffic, weather and events.⁶
 - 87% of listeners agree/strongly agree that radio's primary advantage is its local feel.⁶
 - 35% of listeners listen to local radio to be updated on emergencies.⁶
 - 37% listen to be informed on what's going on locally.⁶
 - 39% listen to stay updated on news.⁶
- Radio connects emotionally, creating a receptive environment
 - 83% value and trust their favorite radio personality's opinions.⁷
 - 81% of listeners consider DJ's a friend, family member or acquaintance.⁷
 - 52% of listeners feel a connection with radio.⁶
 - 46% say the radio keeps them company.⁶
 - 38% of listeners listen to get in a better mood.⁶
 - 32% of listeners listen to the radio to escape pressures of everyday life.⁶

Source: 1) Westwood One, National Nielsen Media Impact August 2019 campaign; 2) NumericOwl, RAB, Restaurants Jan 2020-Dec 2020; 3) Nielsen, SBCA, The Value of SoCal Radio to the Auto Industry,

2019; 4) Westwood One, Nielsen, AM/FM Radio Makes Your TV Better 2018; 5) Nielsen PPM Custom Analysis, July 1-28, 2019 / P6+ unique audience exposed to a major wireless campaign on TV & Radio; 6) Jacobs Media, Tech Survey 2021; 7) Katz Radio Group, Our Media, 2019