

# Radio Works For Legal Services

September 2024

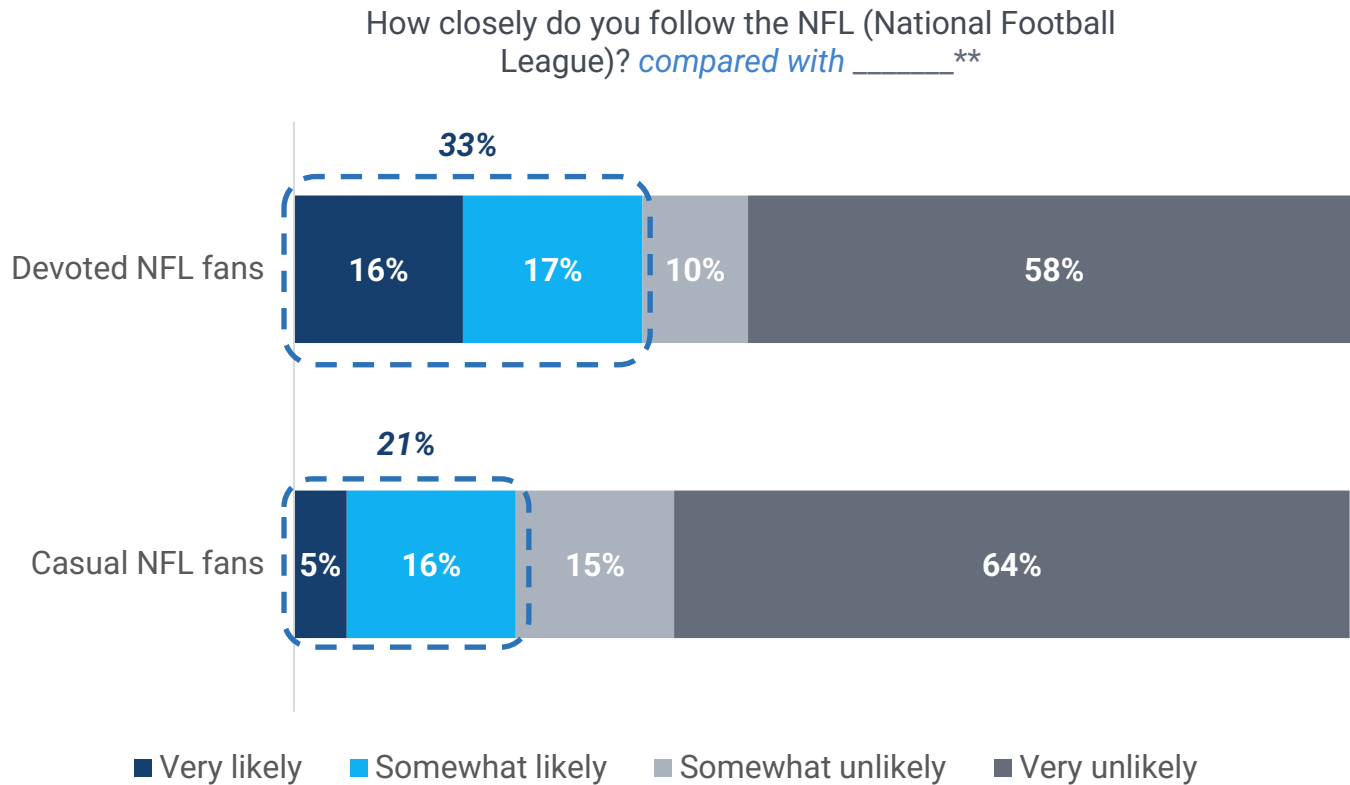
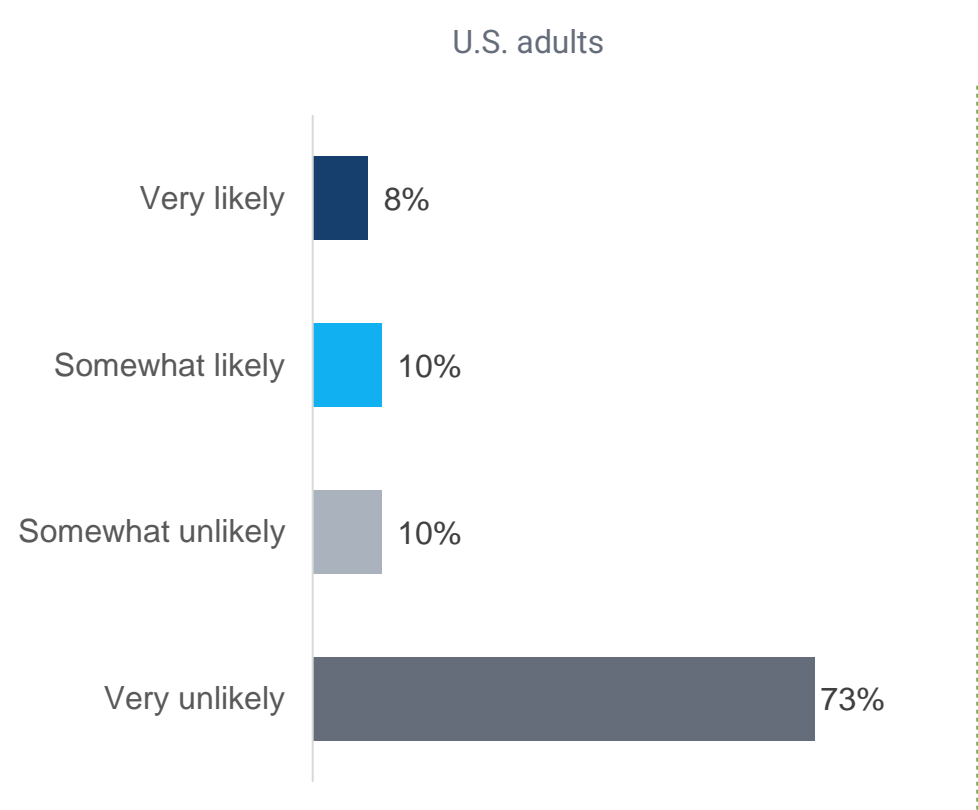




# Kicking Us Off...

Eighteen percent of U.S. adults—and 33% of those who follow the NFL ‘very closely’—say they are likely to subscribe to a new streaming service specifically to watch NFL games this season.

How likely are you to subscribe to a new streaming service specifically to watch NFL games this season?

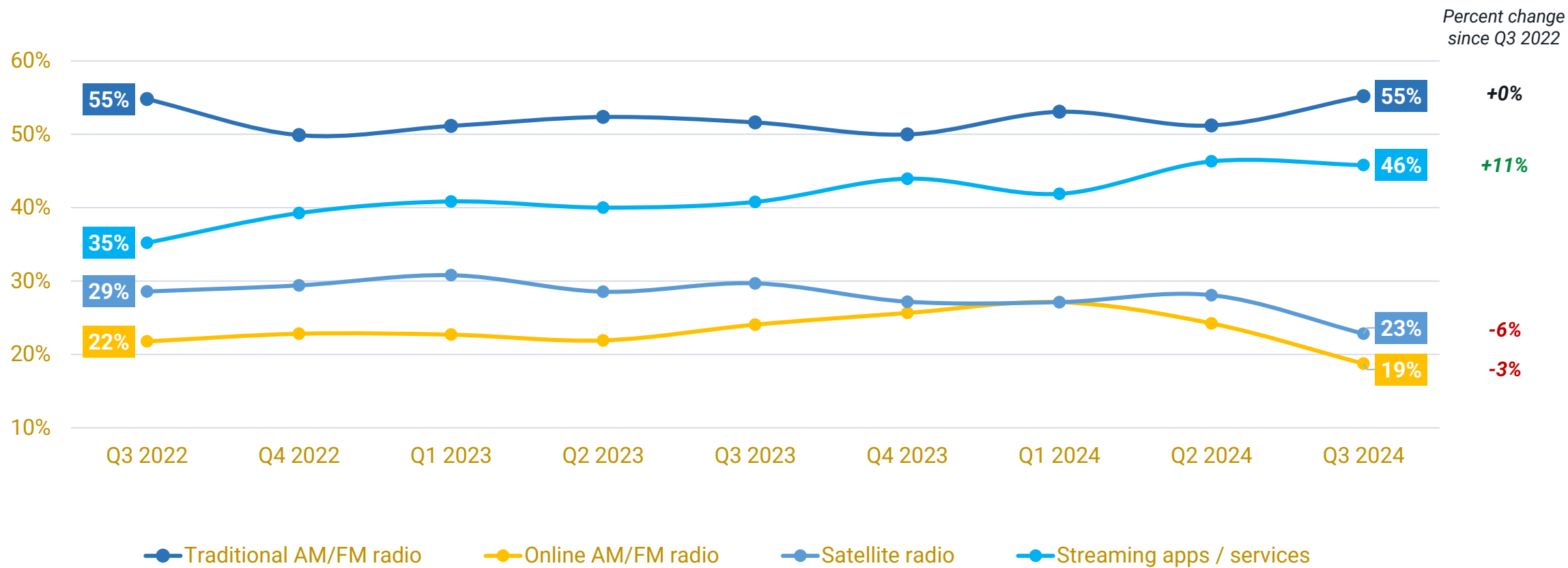


\*1,983 responses weighted by US Adults from 8/26/2024 to 8/29/2024



## While more Americans are using streaming apps and services, AM/FM radio is still the most common way to listen to audio programming.

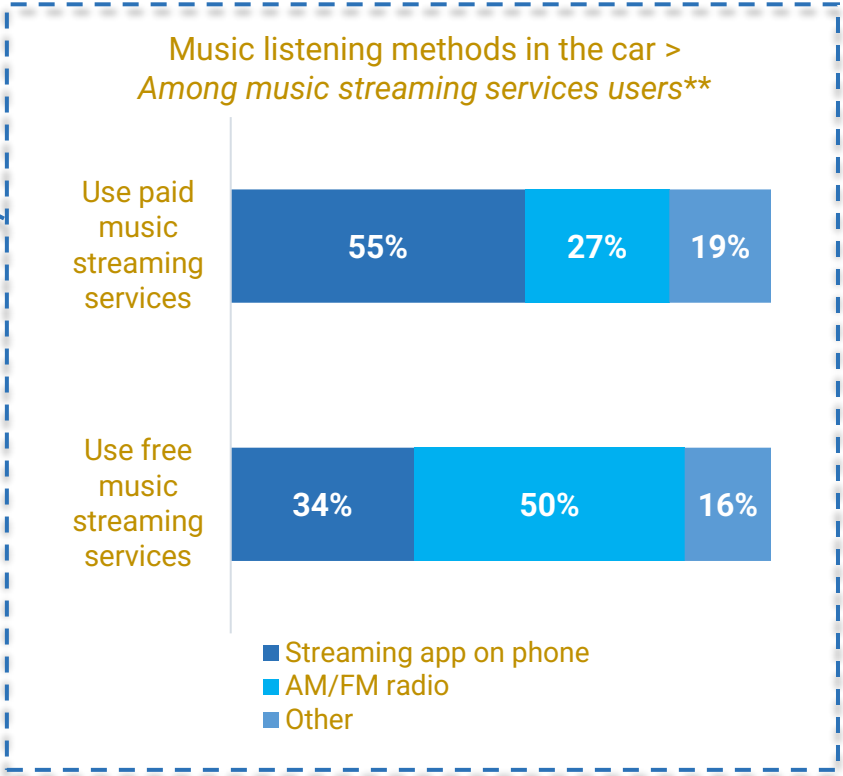
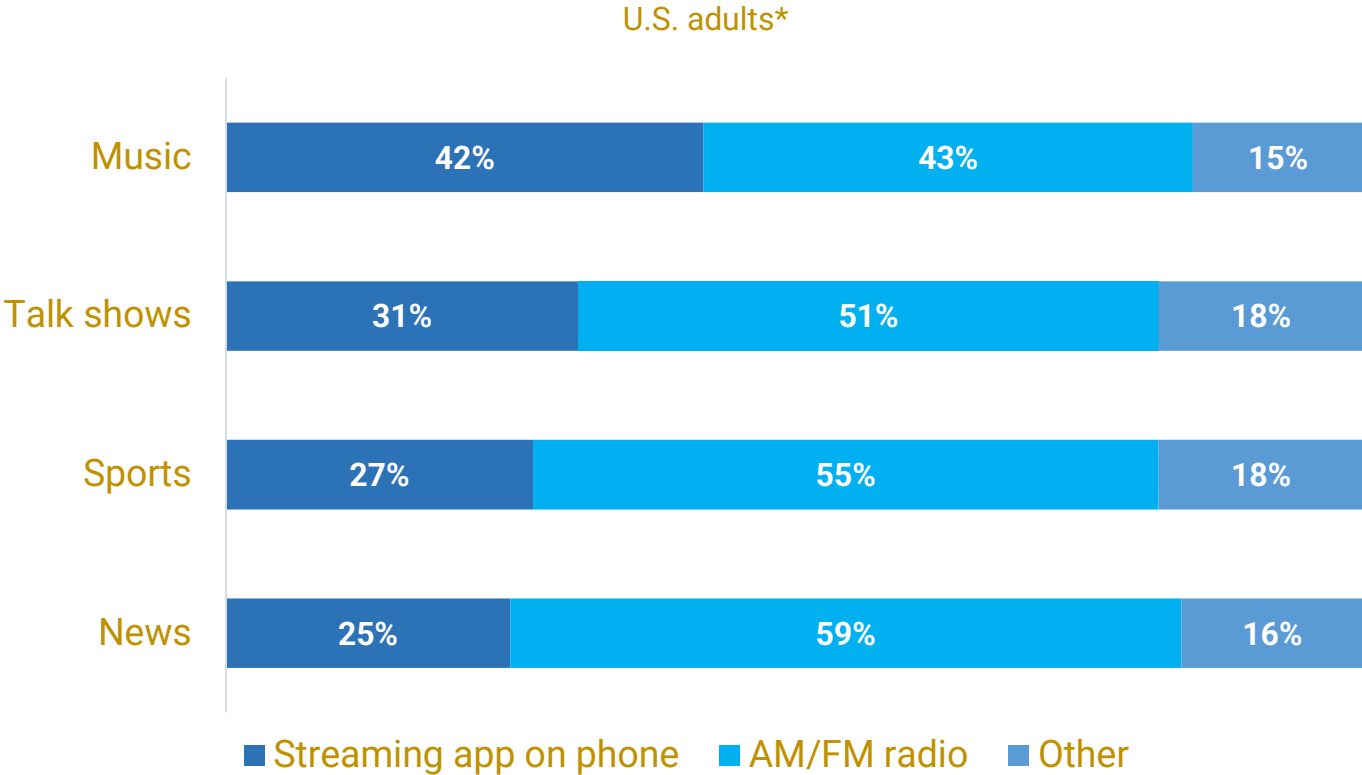
How do you listen to audio programming? Select all that apply.



129,330 responses weighted by US Adults from 8/22/2022 to 8/28/2024

A majority of respondents who listen to talk shows, sports, and news in the car use AM/FM radio rather than a streaming app. Consumers are about equally likely to listen to music on the radio or stream music from an app.

How do you usually listen to the following while in the car?

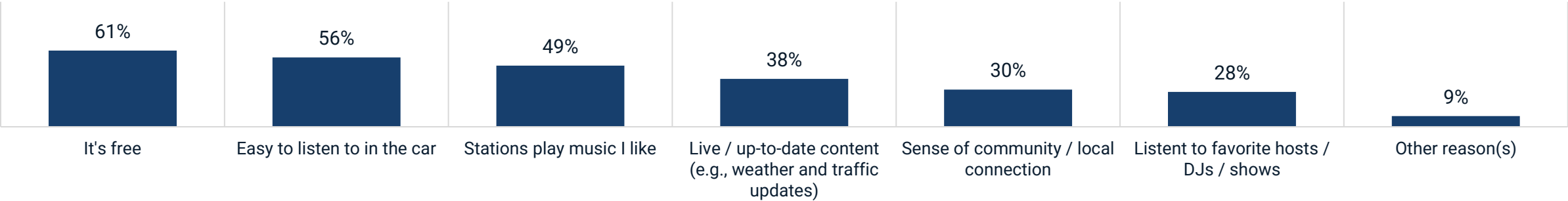


\*940 - 1,999 responses weighted by US Adults from 8/26/2024 to 8/28/2024; Excluding 'Don't listen / does not apply'



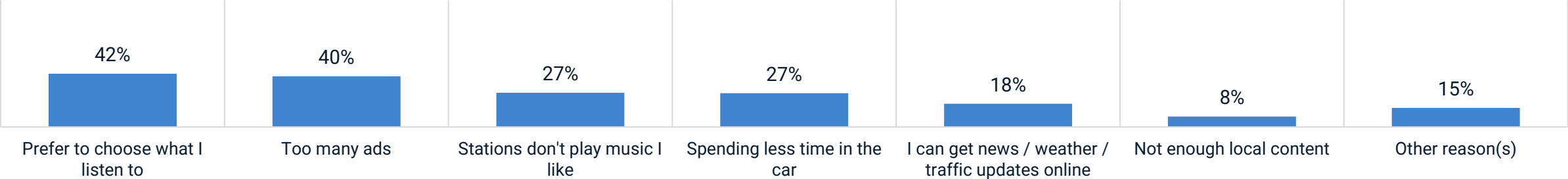
The most common reasons for listening to AM/FM radio are because it's free and easy to access in the car. Consumers who don't listen to the radio say they prefer to choose what they listen to and that radio stations air too many ads.

Which of the following are reasons why you listen to AM/FM radio? Select all that apply.\*



\*1,702 responses weighted by US Adults from 8/26/2024 to 8/28/2024; Excluding 'N/A – I don't listen to AM/FM radio'

Which of the following are reasons why you do NOT listen to AM/FM radio more often? Select all that apply.\*\*



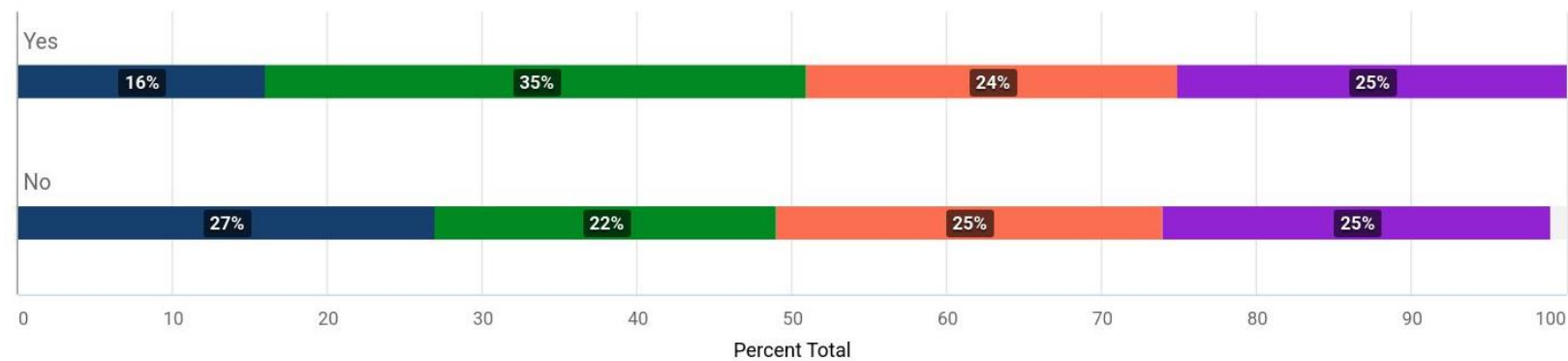
\*\*1,689 responses weighted by US Adults from 8/26/2024 to 8/28/2024; Excluding 'N/A – I frequently listen to AM/FM radio'



# The WFH era is making a significant impact on AM / FM radio listening, and furthering the divide in wealth and educational background.

*AM / FM radio still leads the way with those spending time in the car, but the new remote work protocols are changing the demographic makeup of commuters.*

Spending Less Time in Car vs. Preferred Work Env.



If given all options, which of the following would be your preferred work environment?

■ Full-time in the office   ■ Full-time at home   ■ Hybrid (mix of in office and at home)   ■ Does not apply / I do not work

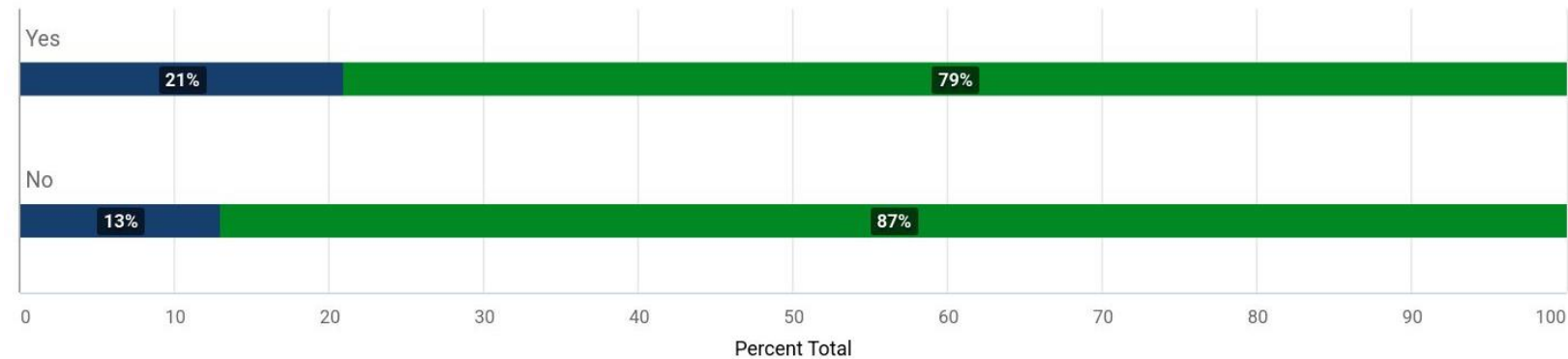
529 Responses. Significance:  $X^2_{(df=3)}=10.196$ ,  $p=0.017$ , High Strength of Association( $T=0.105$ )

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However, more than 20% of those consumers spending less time in the car are still on the radio: they're streaming it online at home.

*Traditional AM / FM radio is still king for reaching those in their commute, or those in work settings with music. Those exiting the commute may be exiting the traditional space, but they're still picking up a signal.*

Spending Less Time in Car vs. Online Radio Streaming



[CHECKBOX 4027] How do you listen to audio programming? (Select all that apply.) ANSWER: Online AM/FM radio (i.e. streaming via station website, iHeartRadio, etc.)

■ Yes      ■ No

475 Responses. Significance:  $\chi^2_{(df=1)}=4.779$ ,  $p=0.029$ , High Strength of Association( $T=0.100$ )

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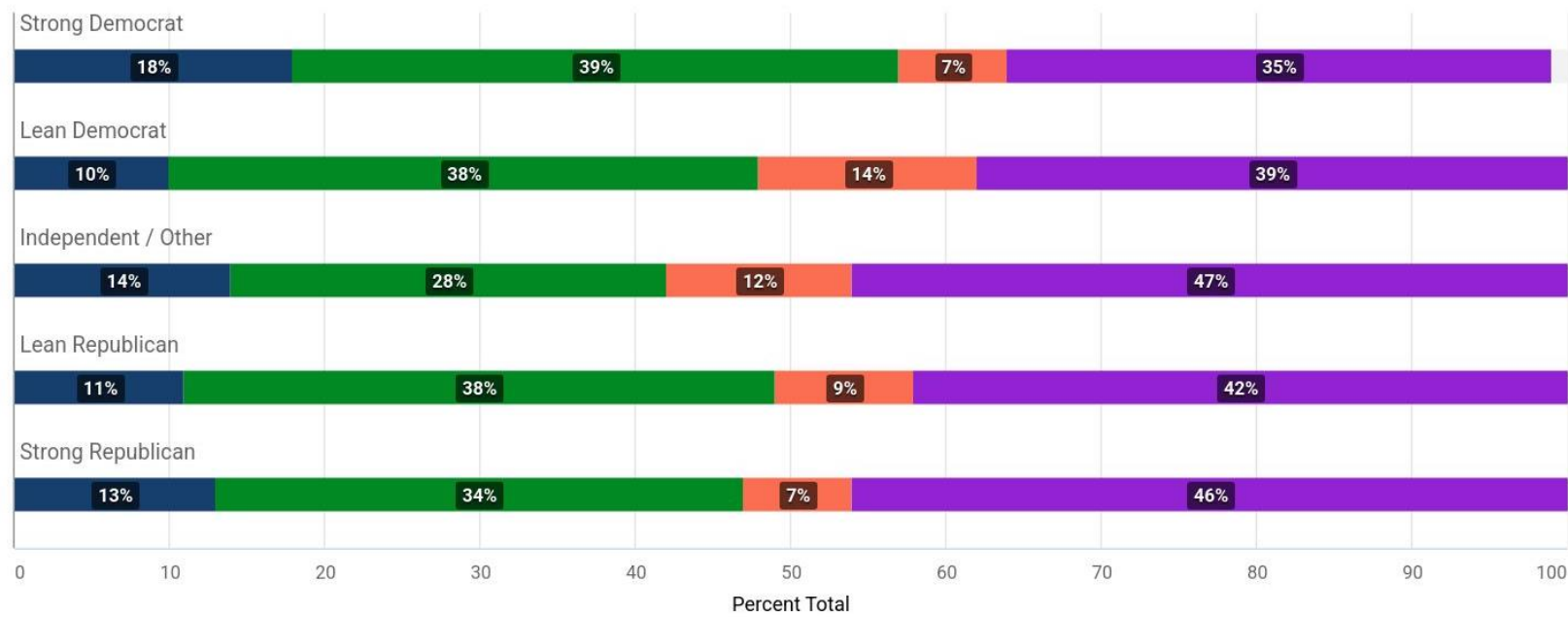




# Despite the massive differences in media consumption patterns and lifestyle, AM / FM radio listening is fairly consistent across all political ideologies.

*While specific political segments may gravitate towards platforms that reinforce their worldview, it has not led to an exodus from traditional platforms to streaming / social.*

News Listening vs. Political Affiliation



[Matrix 1654] How do you usually listen to the following while in the car? ROW: News

Streaming app on phone    AM/FM radio    Other    Don't listen / does not apply

1,779 Responses. Significance:  $X^2_{(df=12)}=40.899$ ,  $p=0.000$ , Medium Strength of Association( $T=0.081$ )

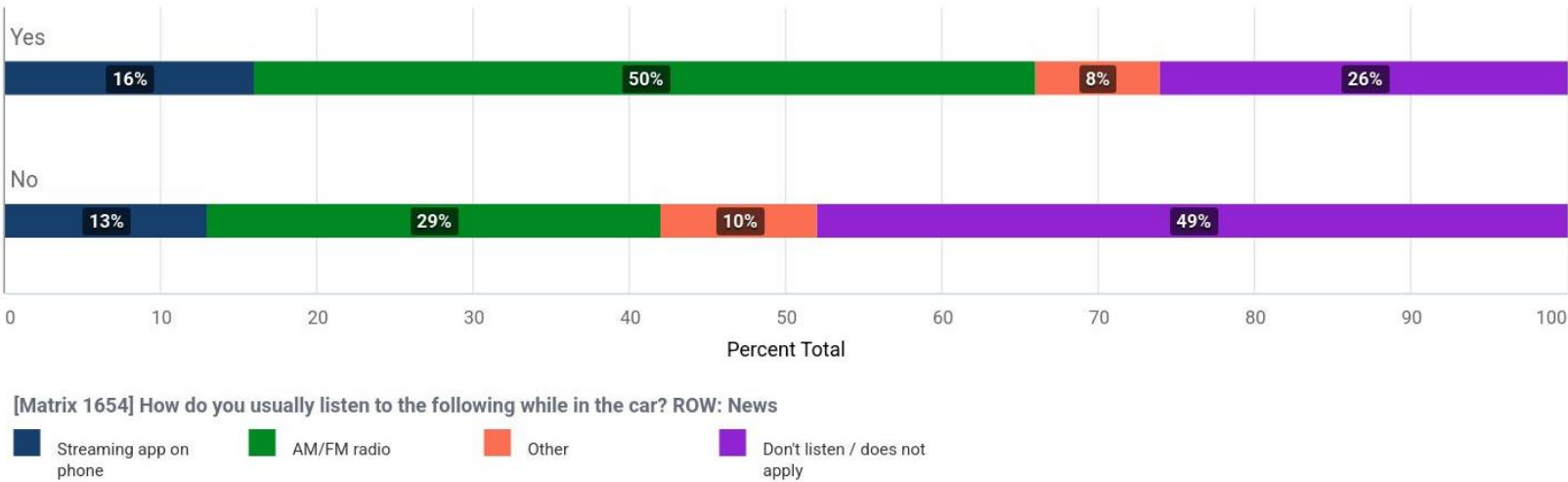
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Instead, what appears to be more indicative of engagement is a desire for a sense of local community.

*Radio is one of the few platforms that can earnestly lay claim to “local” in the modern media landscape. As more consumers look at their community for political and social action, traditional AM / FM radio can play a unique role.*

Sense of Local Community vs. News Listening



[Matrix 1654] How do you usually listen to the following while in the car? ROW: News

Streaming app on phone AM/FM radio Other Don't listen / does not apply

673 Responses. Significance:  $X^2_{(df=3)}=29.528$ ,  $p=0.000$ , High Strength of Association( $T=0.159$ )

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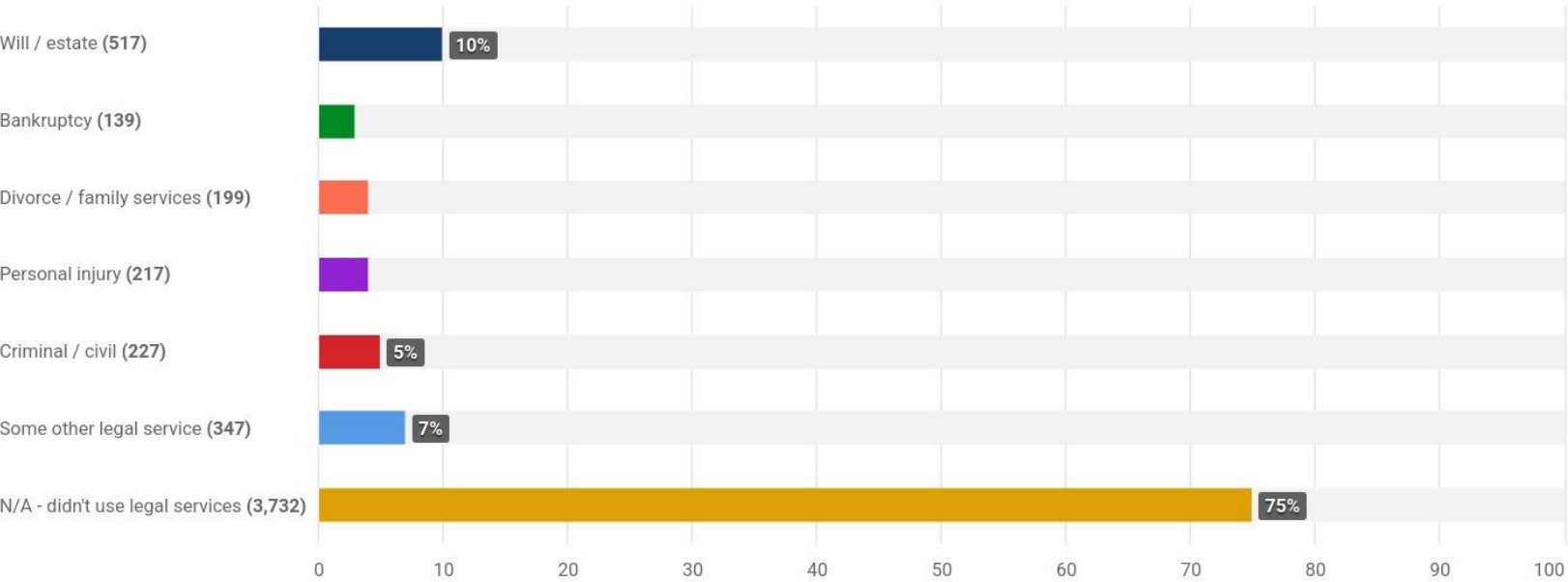




# Legal Services and Radio Messaging

# Will and estate are the most common legal services utilized by U.S. adults over the past 12 months.

Which of these legal services have you used in the past 12 months? Select all that apply



*Over 75% of those using will / estate services are parents or grandparents.*

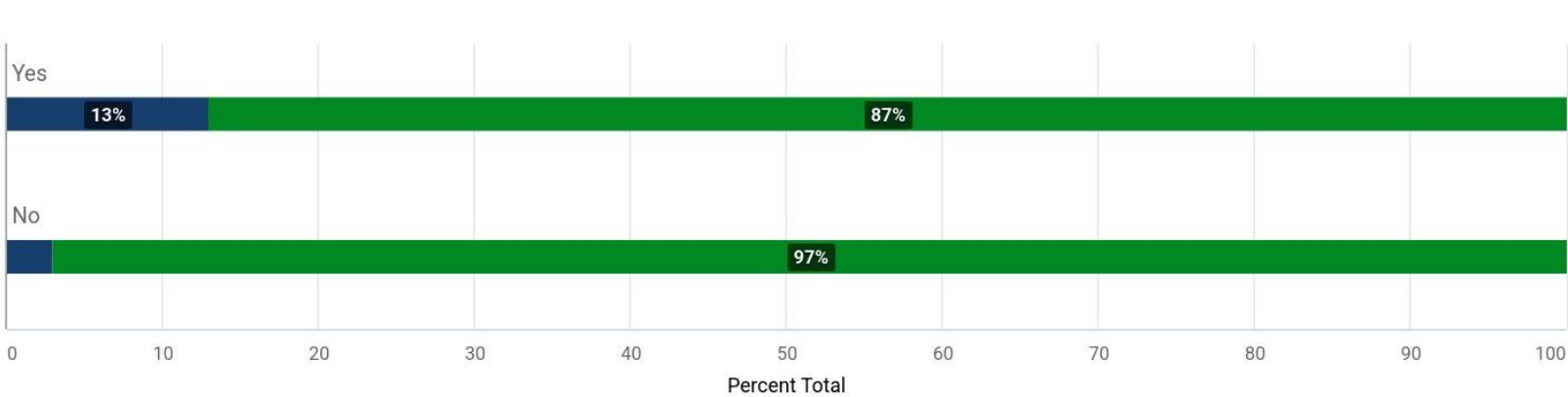
4,960 Responses from August 14, 2024 to September 6, 2024  
Percentages may not sum to 100 due to rounding.

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Sep 06, 2024 at 12:43:21 PM EDT



While age is the most obvious and expected predictor, entering family stage officially is the greatest trigger for consumers under 45.

Will / Estate Services vs. Having First Child Soon



Consumers who say they are about to have their first child are more than 5x as likely to say they have used will / estate services in the past year.

[CHECKBOX 1801] Which of the following situations are you currently experiencing or will likely experience in the next 30 days? (Please select all that apply.) ANSWER:  
Having my first child  
☐ Yes ☒ No

3,507 Responses. Significance:  $\chi^2_{(df=1)}=76.338$ ,  $p<0.001$ , High Strength of Association( $T=0.148$ )

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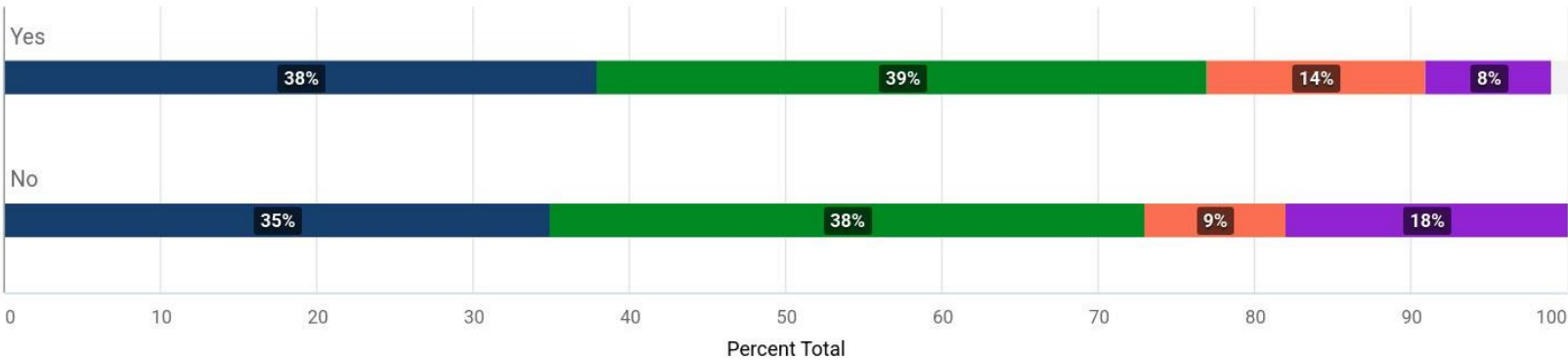


# Consumers using will / estate services over the past year are more likely to be radio listeners overall.

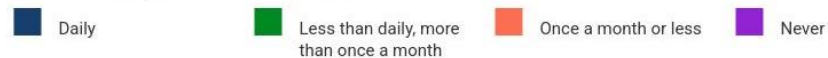
*The over-index is slight, but those utilizing the service are more likely to be available for messaging and targeting around legal services.*

## Will / Estate Services vs. Radio Listening

All Respondents weighted according to U.S. Adults



How often do you listen to the radio?



2,823 Responses. Significance:  $\chi^2_{(df=3)}=25.254$ ,  $p=0.000$ , Medium Strength of Association( $T=0.072$ )

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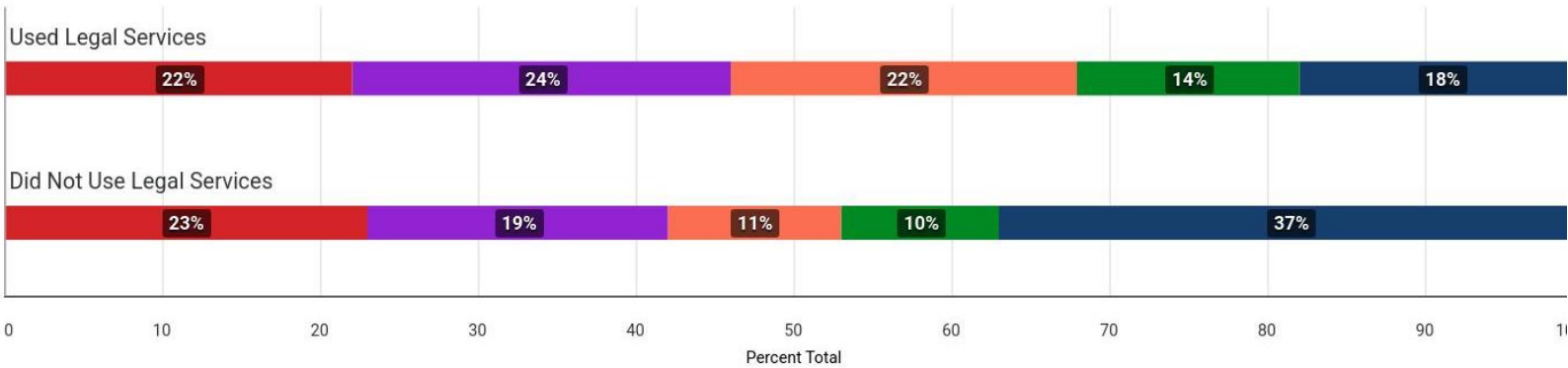


Those seeking legal services are not just listening to AM / FM radio, but are also spending significant portions of time with it compared to others.

Legal Services vs. Time Spent with Live Radio

*This is likely related to a combination of lifestyle factors, commute times, and general interest.*

All Respondents in my account weighted according to U.S. Adults



[MATRIX 1149] On average, how much time do you spend with the following each day? ROW: Radio (live, not streaming)

Less than 30 mins 31-60 mins 1-2 hrs 2+ hrs None

3,895 Responses. Significance:  $X^2_{(df=4)}=168.275$ ,  $p<0.001$ , High Strength of Association( $T=0.147$ )

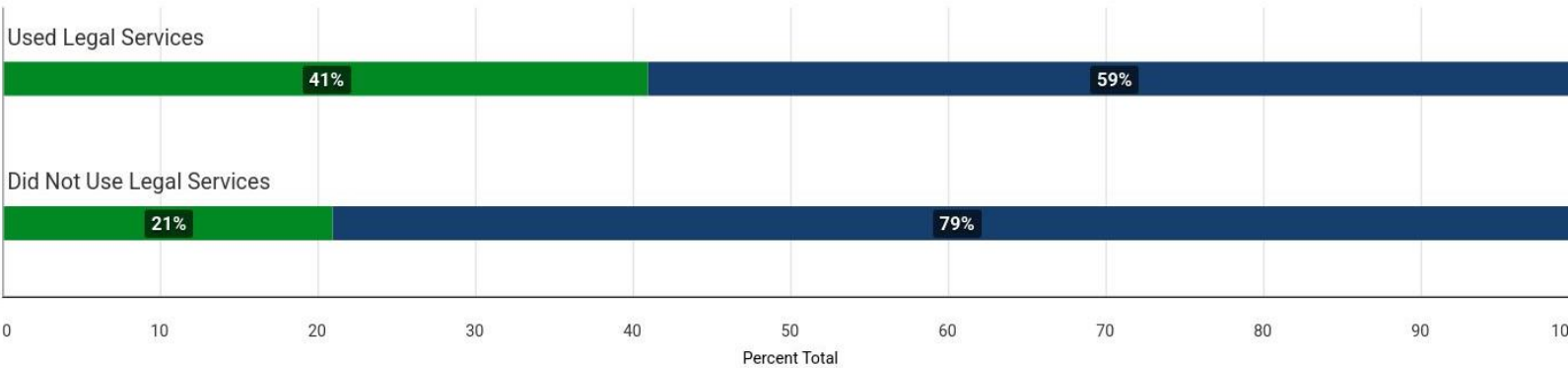
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Those who have used legal services in the past year are more likely to be radio listeners overall, but particularly during the day time from 11 am – 4 pm.

*Compared to morning or prime time listening, the difference in day part is most striking in the primary hours of the work day.*

Legal Services vs. Daytime Radio Listening

All Respondents in my account weighted according to U.S. Adults



[CHECKBOX 4016] What time of day do you typically listen to live radio (i.e., AM/FM) programming? (Select all that apply.) ANSWER: Daytime (11am - 4pm)

Yes No

3,130 Responses. Significance:  $X^2_{(df=1)}=127.040$ ,  $p<0.001$ , Very High Strength of Association( $T=0.201$ )

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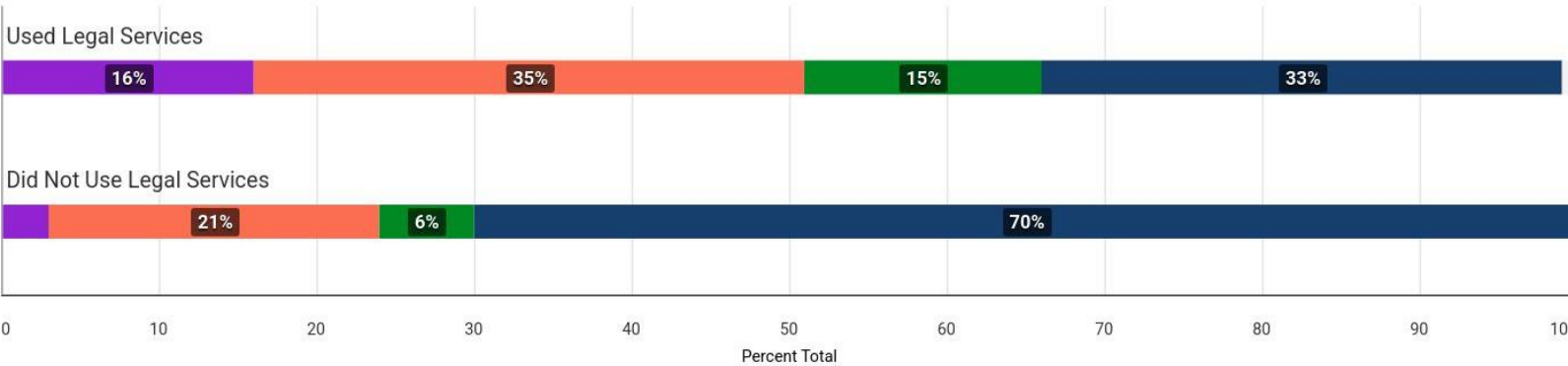


# Sports related content is key for reaching potential customers seeking legal services.

*Sports content is particularly popular with those who sought legal services generally, whether via AM / FM radio or streaming app (likely via podcast). This seems to be the richest avenue for reaching potential customers.*

## Legal Services vs. Sports Content Engagement in Car

All Respondents in my account weighted according to U.S. Adults



[Matrix 1654] How do you usually listen to the following while in the car? ROW: Sports

Streaming app on phone AM/FM radio Other Don't listen / does not apply

605 Responses. Significance:  $\chi^2_{(df=3)}=79.895$ ,  $p<0.001$ , Very High Strength of Association( $T=0.276$ )

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# Thank You!

## Questions?



# The CivicScience Intelligent Polling Platform and Methodology

We've pioneered a new method of "always-on" quantitative online research that can capture representative samples all day, every day.

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## OUR DATA SOURCING



We source our data through partnerships with hundreds of online and mobile content publishers. For them, the integration of our polls and quizzes improves on-site engagement time and provides audience detail unavailable elsewhere. We aggregate all the response data into our centralized platform.

## OUR COLLECTION PROCESS



Our quizzes and polls are non-intrusively embedded in a website's content experience and serve a short set of diverse questions designed to keep respondents engaged. If they choose, respondents can continue to answer a seemingly endless series of fun quizzes and engagement questions as well as custom and syndicated research questions.

## OUR RESPONDENTS



Our data is reliable and organic because our polls are 100% voluntary and respondents are kept anonymous, even to us. They enjoy voicing their opinions and seeing aggregate results presented back to them. Because we collect large response volumes on a national scale, we can deliver representative samples that can be segmented and analyzed in many ways.

## OUR ANALYTICS



As respondents answer our questions, we store all their answers over time in an anonymous profile. We then use proprietary advanced technology to analyze the data in aggregate and in near real time, cross-tabulating questions to find statistically meaningful correlations for clients to navigate.