



# MISPERCEPTION SOCIAL MEDIA IS MORE EFFECTIVE THAN RADIO.

Driving conversation and engagement among listeners is one of radio's greatest strengths, and the personalities on radio stations are the original social media influencers. As the original social medium, radio informs and entertains.



## RADIO REACHES MORE ADULTS EVERY WEEK THAN SOCIAL NETWORKING ON DEVICES:

(Source: Nielsen Total Audience Report Q2 2018)

### SOCIAL NETWORKING ON:



**RADIO**  
227 MILLION



**COMPUTER**  
64.7 MILLION



**SMARTPHONE**  
178.8 MILLION



**TABLET**  
82.6 MILLION

Radio ads are effective at driving both offline and online behavior.



## RADIO ADS:



**Drive a 29% lift in search activity.**

(Source: RAB: Radio Drives Search, Sequent Partners, Media Monitors & In4mation Insights, 2017)



**Drive an average lift in store traffic of 22%.**

(Source: RAB: Radio Drives Store Traffic, TagStation 2018)



**Influence auto purchase closer to the moment of decision (with disclaimers).**

(Source: Cumulus Media & Veritonic Tier Two Automotive Study, 2018)



**Increase restaurant web search traffic by 3%.**

(Source: NumericOwl, Restaurants, January 2018 – October 2018)



# MILLIONS AND MILLIONS AND MILLIONS!

The number of fans that engage via text, tweets, posts, etc. with their favorite radio stations and personalities.

**16M**   
FOLLOWERS  
RYAN SEACREST


**1M**   
FOLLOWERS  
JIM ROME

**4M**   
FOLLOWERS  
DAVE RAMSEY

**2M**   
FOLLOWERS  
RUSH LIMBAUGH

**.5M**   
FOLLOWERS  
BOBBY BONES

**1M**   
FOLLOWERS  
POWER105.1/ NY

**7M**   
FOLLOWERS  
IHEARTRADIO

## RADIO STATION PERSONALITIES HAVE A UNIQUE CONNECTION WITH THEIR LISTENERS.


**86%** 86% of radio listeners know any personal detail about their favorite on-air radio personalities/DJs. (Source: Katz Media Group, Our Media community, Q3 2017)


**75%** 75% of radio listeners know about the marital status of their favorite on-air radio personalities/DJs. (Source: Katz Media Group, Our Media community, Q3 2017)


**51%** 51% see radio stations' personalities or DJs like a friend/family (Source: Vision Critical/MARU, November 2017)

**46%** 46% trust radio station personalities - they are opinion leaders (Source: Vision Critical/MARU, November 2017)

## AS SOCIAL MEDIA INFLUENCERS, RADIO STATION PERSONALITIES OFFER INCREASED VALUE FOR ADVERTISERS.

 **49%** of listeners stated that DJ recommendations increase perceived value of brands, products and services. (Source: USC, Annenberg School for Communication & Journalism, 2014)

 Radio drove an **18%** increase in total web traffic for a utility company and the DJ endorsement spots performed **21%** better than the campaign average. (Source: AnalyticOwl, 2018)

 **8 out of 10** panelists say they'd consider trying something that their favorite radio personality recommended. (Source: Katz Radio Group, Our Media Survey, 2017)