



# MISPERCEPTION LISTENERS DON'T CONNECT WITH DJs

Listeners have a personal connection with radio's influencers. Listeners have a unique and personal connection with their favorite radio station because of their favorite radio personality. Radio station personalities/DJs are the original social media influencers. Listeners engage with radio station personalities on-air, online, at events and across social media.



## LISTENERS HAVE A PERSONAL CONNECTION WITH RADIO'S INFLUENCERS.

Listeners have a unique and personal connection with their favorite radio station because of their favorite radio personality. Radio station personalities/DJs are the original social media influencers. Listeners engage with radio station personalities on-air, online, at events and across social media.



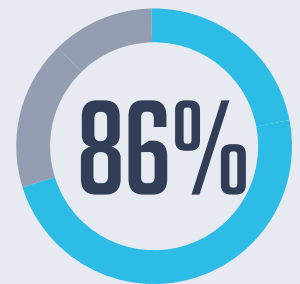
### 9 OUT OF 10 LISTENERS

engage with their local radio stations – via text, calls, meeting a DJ or other means.

(Source: Katz Media Group, Our Media, 2018)

### 86% OF RADIO PERSONALITY'S/STATION/PROGRAM WEBSITE VISITORS ARE RADIO LISTENERS.

(Source: GfK MRI Doublebase, 2019)



### 87%

87% of radio listeners know any personal detail about their favorite on-air radio personalities/DJs.

(Source: Katz Media Group, Our Media, 2019)



### 75%

75% of radio listeners know about the marital status of their favorite on-air radio personalities/DJs.

(Source: Katz Media Group, Our Media, 2019)



### 59% OF RADIO LISTENERS TUNE IN BECAUSE OF THE RADIO DJS OR RADIO HOSTS ON-AIR.

(Source: Jacobs Media, Techsurvey 2020)



The foundation of the strong emotional connection consumers have with their radio stations is driven by their favorite radio station personalities on their favorite radio station.



### 87%

87% say that broadcast radio personalities make them laugh.

(Source: Vision Critical/MARU, November 2017)

# RADIO WORKS

## RADIO PERSONALITIES ARE IMPORTANT TO LISTENERS.

84%

84% would follow their favorite radio personality to a new station

(Source: Katz Media Group, Our Media, 2019)



83%

83% of listeners value and trust their favorite personality's opinions

(Source: Vision Critical/MARU, November 2017)



59%

59% believe their daily routine would be different without them.

(Source: Vision Critical/MARU, November 2017)



81% OF LISTENERS CONSIDER DJS A FRIEND, FAMILY MEMBER OR ACQUAINTANCE

(Source: Katz Media Group, Our Media, 2019)



46% trust radio station personalities – they are opinion leaders

(Source: Vision Critical/MARU, November 2017)

## WHEN A RADIO ON-AIR PERSONALITY ENDORSES A BRAND IT WORKS! ✓



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)

55%

55% of radio listeners trust a product or service more when endorsed by their favorite radio personality.

(Source: Radio Advertising Bureau and Presslaff Interactive, F.C.T. Report, 2014)



49%

49% of listeners stated that DJ recommendations increase perceived value of brands, products and services.

(Source: USC, Annenberg School for Communication & Journalism, 2014)