

Radio Insights

Our Media is an exclusive community of everyday people who love their local media and their hometowns. Managed by the Katz Media Group, Our Media has access to the thoughts and opinions of 1,600 members...and growing! The panel provides a forum to ask about media, brands, advertising and other topics. We believe Our Media is a powerful window into the heart of America. Katz will share insights with you around the power of local broadcast and the importance of real community. This newsletter provides highlights from research conducted through 2nd Quarter 2017.

HIGHLIGHTS

Radio: Travel Companion for Independence Day Fun

The July 4th holiday not only offers Americans the opportunity to celebrate their patriotism, but the chance to engage in all sorts of activities within their local communities and beyond.

What kind of fun did people have this Independence Day? Half of Our Media panelists (45%) attended a barbeque, cookout or picnic, while another 38% attended a fireworks show. Nearly a quarter of panelists (22%) made a splash this holiday with a trip to a beach, lake or pool.

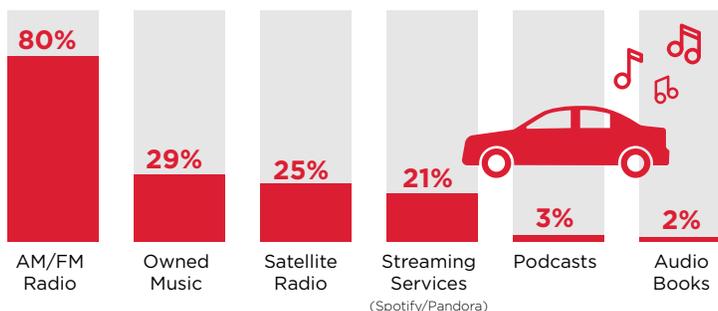
Activities Over the July 4th Holiday



Panelists spent time in the car over the holiday as well, as **9 out of 10 panelists used an automobile for their July 4th activities.**

To no surprise, AM/FM Radio was the top choice while panelists were on the road! 80% listened to it while traveling to and from July 4th activities. Meanwhile, owned music like MP3s and CDs was used by 29% of panelists.

Audio Used In-Car Over the July 4th Holiday



Part of the DJ's Inner Circle

Many Radio DJs have built up a loyal base of fans. To better understand the extent of this relationship, we asked Our Media panelists just how well they know their favorite on-air personalities.

As it turns out, fans are not merely listeners - they are part of the inner circle! 87% are intimate with personal details about the DJ's home life. For example, 75% know the DJ's marital status. Another 53% know what hobbies and interests these DJs pursue.

Successful Radio DJs have the ears, hearts and minds of their fans. Credit is due to brands that leverage these DJs to get their message out.

What Listeners Know About Their Favorite DJ



Listeners are in It for the Long Haul

According to the Our Media panel, listeners have been tuning into their favorite radio station for an average of 9 years. In fact, 28% have listened to their favorite for over a decade. Now that's what you call a long-term commitment!

How Long Radio Station Has Been a Listener's Favorite



Radio Stations Foster Two-Way Communication

Let's take some calls! Radio stations have always encouraged dialogue with their listeners. And these listeners love getting their voices heard over the airwaves, whether to give an opinion or to speak with a DJ. 3 in 4 Our Media panelists have dialed into a radio station.

Radio truly is a social medium!



74% of People Have Called Into a Radio Station