



# Making The Case for Radio Using Research

(It's a GREAT Case!)



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Cincinnati, OH

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# Purpose of Study

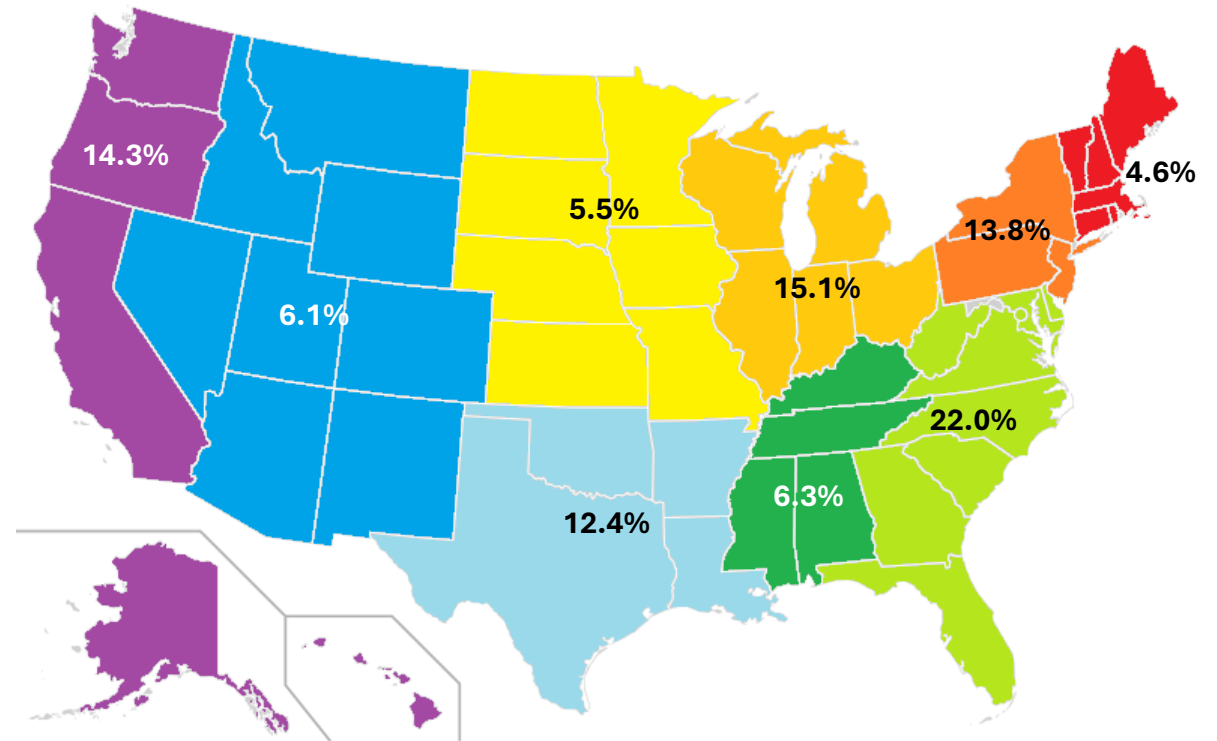
- ⚙️ To generate the evidence that radio should be the key component of many ad buys
  - ⚙️ Unique, useful, actionable information for a potential client
- ⚙️ To present facts about radio:  
YOUR audience & THEIR customers
- ⚙️ To drive results for clients using the best messaging & medium to reach them



# Methodology: Two Studies

## 1 National

- ⚙️ 1,614 **demographically & geographically** balanced sample
- ⚙️ Age 18-64
- ⚙️ Conducted July 4-9, 2024



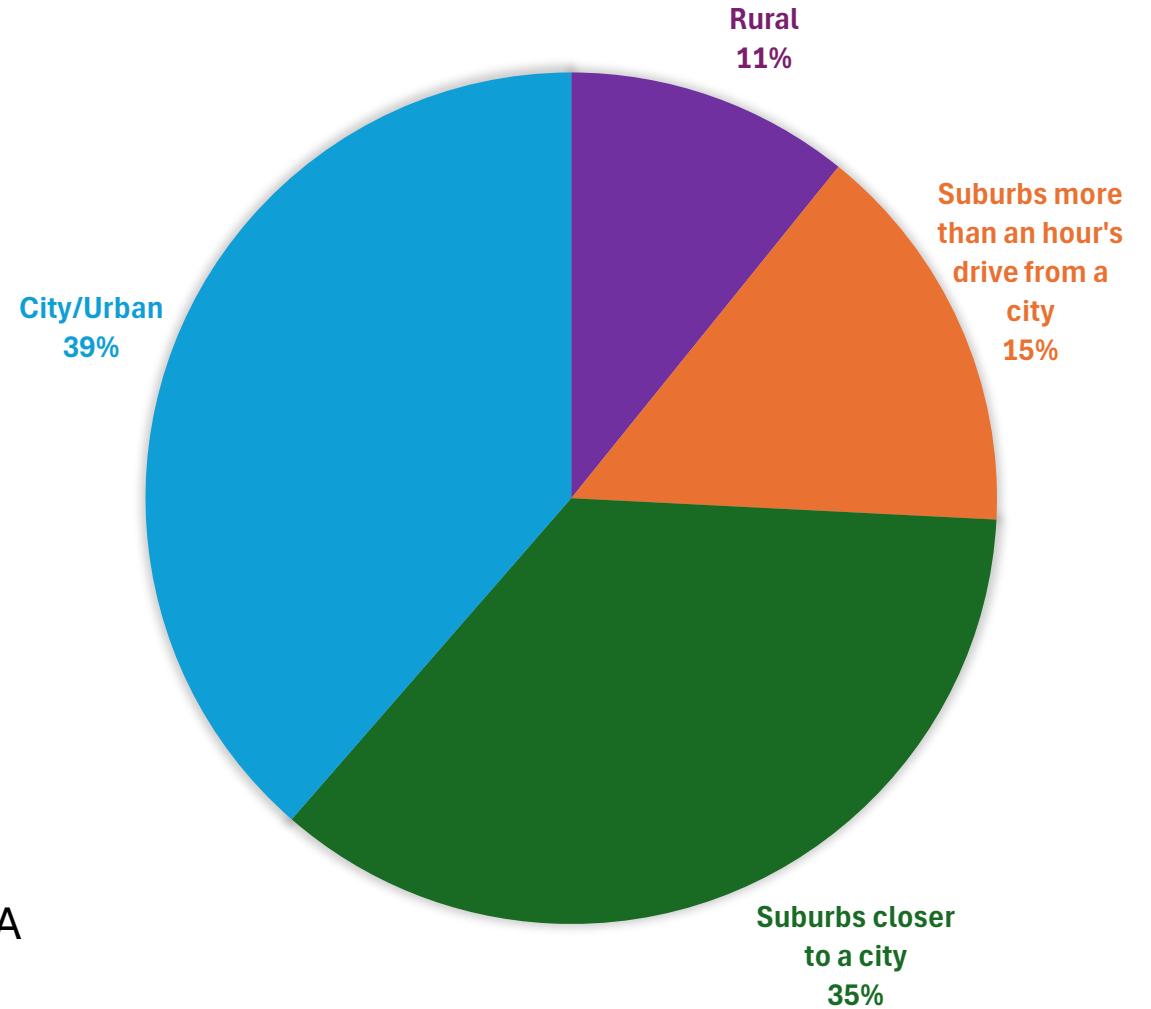
# Methodology: Two Studies

## 2 Local Market

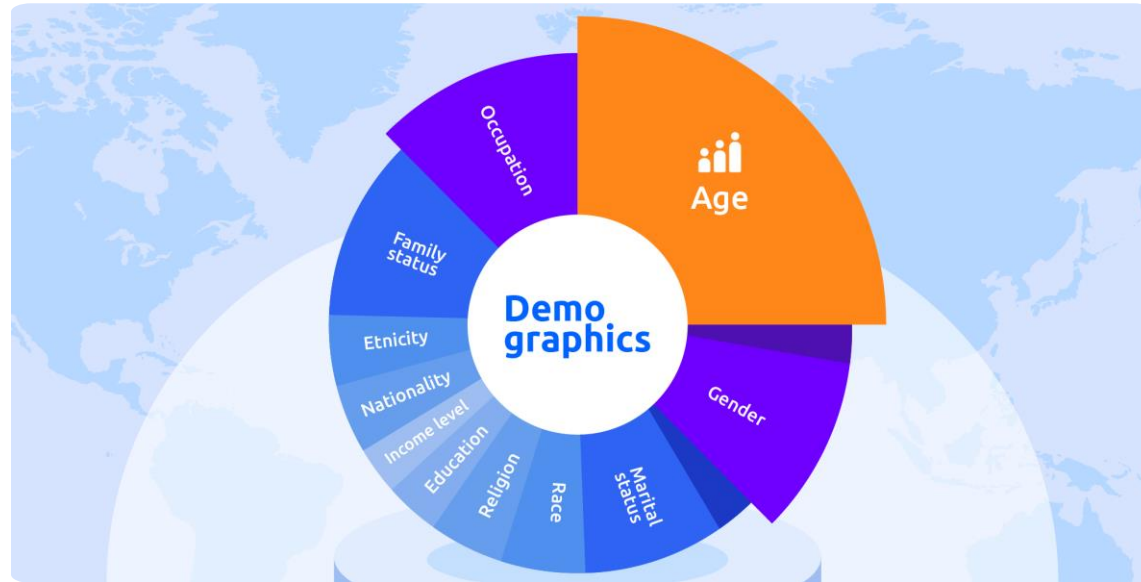
### Dallas/Ft. Worth

- ⚙️ 529 respondents in our demographically balanced sample
- ⚙️ Persons 18-64
- ⚙️ Conducted August 4-8, 2024
- ⚙️ Chosen because the MSA includes a variety of geographic/psychographic cohorts
  - Urban (2 very different big cities)
  - Wealthy suburbs
  - Significant rural population in the MSA

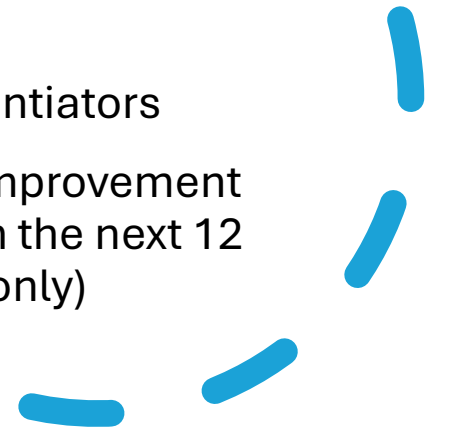
DALLAS GEOGRAPHY SAMPLE



# National Survey Included:



- ✿ Demographics (age, gender, ethnicity, income, education, children, politics)
- ✿ Geography
- ✿ Decision making capacity in key industries
- ✿ Purchase research & motivations
- ✿ Challenges to buying
- ✿ New product discovery methods
- ✿ Media usage & influences
- ✿ Personality/Lifestyle differentiators
- ✿ Likelihood to need Home Improvement and/or Financial Services in the next 12 months (Decision-makers only)



# Categories Chosen

- ⚙ Categories were chosen after consultation with the agenda committee
- ⚙ Decision Makers\* were asked the likelihood that they would need services within the next 12 months for:
  - ⚙ Home Improvement
  - ⚙ (Consumer) Financial Services

\* Make the decision in each category at least 75% of the time

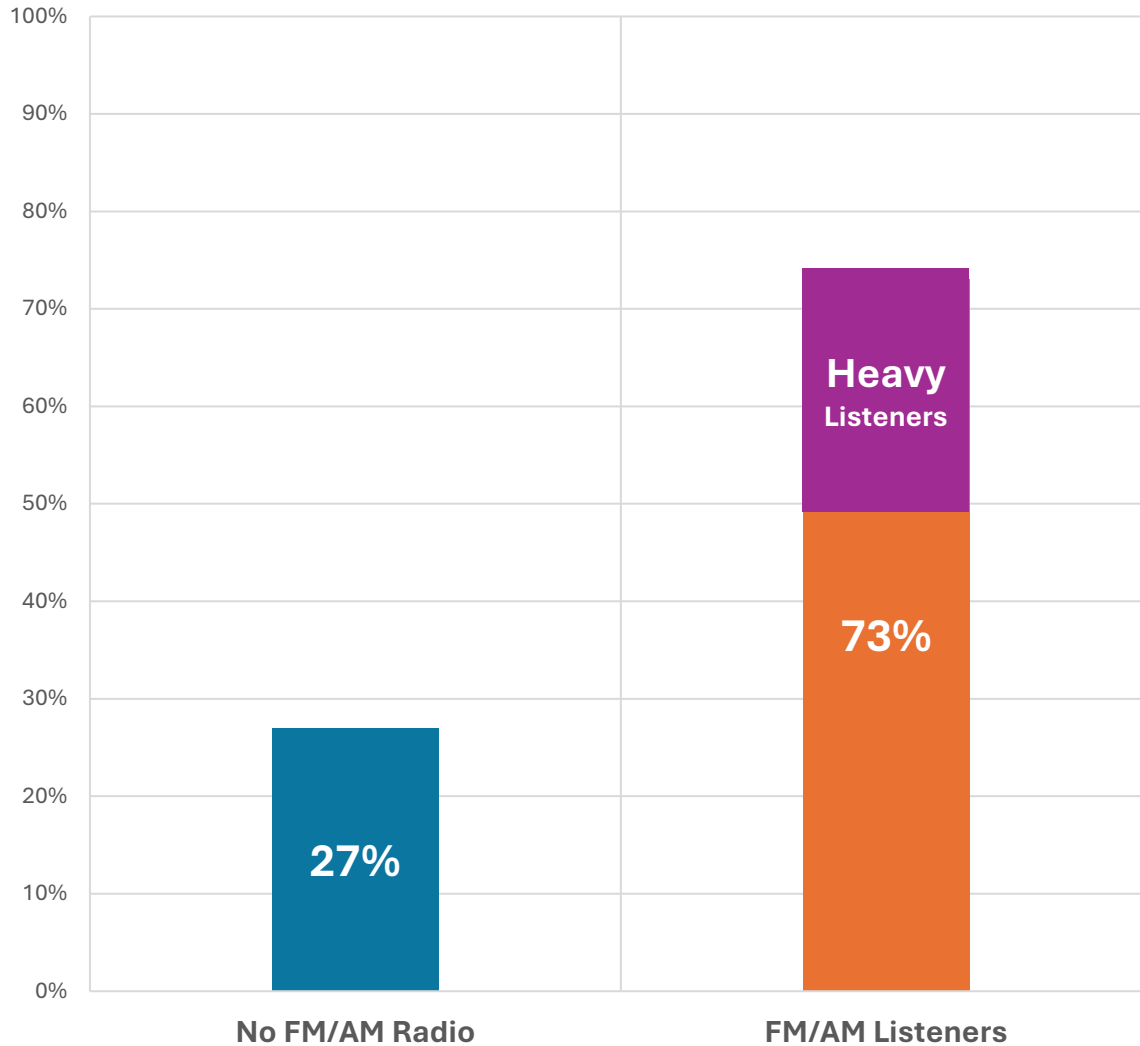


# Dallas Survey Added:

- ⚙️ Specific format information
  - ⚙️ Mainstream Formats chosen
- ⚙️ Specific station information
- ⚙️ Specific business information in the sub-categories most often cited for likelihood of purchase
  - ⚙️ 6 categories (one national brand + specific local brands)
    - ⚙️ Plumbing contractors
    - ⚙️ Pest control companies
    - ⚙️ Lawn & Garden Centers
    - ⚙️ Home Security Companies
    - ⚙️ Credit Unions
    - ⚙️ Commercial Banks



FM/AM Listenership



# Radio Usage

To create indexes among all constituencies, this survey included:

- ⚙ Listeners
- ⚙ Heavy Listeners (23% of the total sample)
- ⚙ Non-Listeners







# Indexes

- ⚙️ We measure radio listeners against non-listeners using an **index against a norm of 100** to compare how they perform relative to an average or standard.
- **Index > 100:** Indicates listeners perform better/ are more engaged than average.
  - **Index < 100:** Indicates listeners perform worse/ are less engaged than average.

*Example: An index of 120 means the group is 20% above the norm; an index of 80 means the group is 20% below the norm.*





# Demographic Differences

## Gender

- ⚙ Heavy FM/AM users are **more likely to be MEN, with a higher index score of 122** compared to non-FM/AM users (84).

## Age Group

- ⚙ Heavy FM/AM users have **higher representation in the 35-44** age group, with significant representation across multiple age brackets, indicating a more mature audience.

## Home Ownership

- ⚙ Heavy FM/AM users are **more likely to own homes (56%)** compared to non-FM/AM users (32%). This suggests a higher likelihood of engaging in home improvement activities.



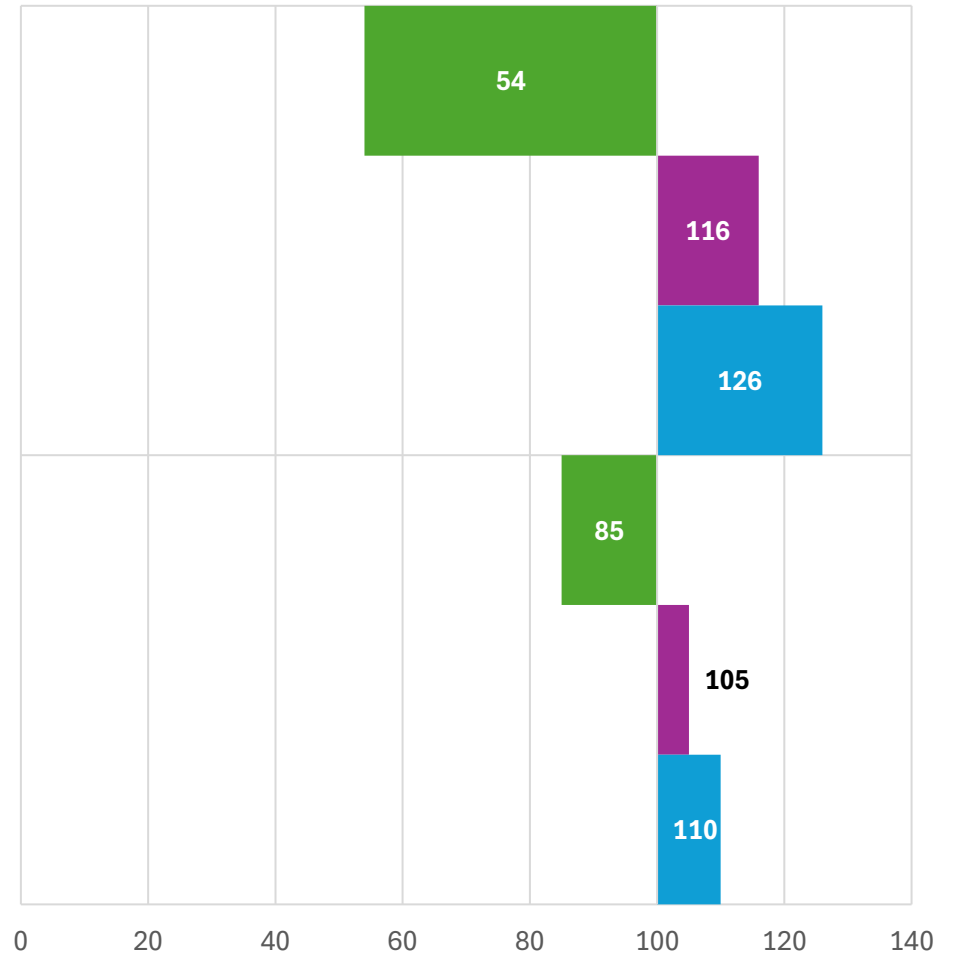
# Income & Education Differences

⚙️ **Radio listeners are more highly educated and make more money than those who do not listen to the radio.**



## Income & Education

Income Over \$100K



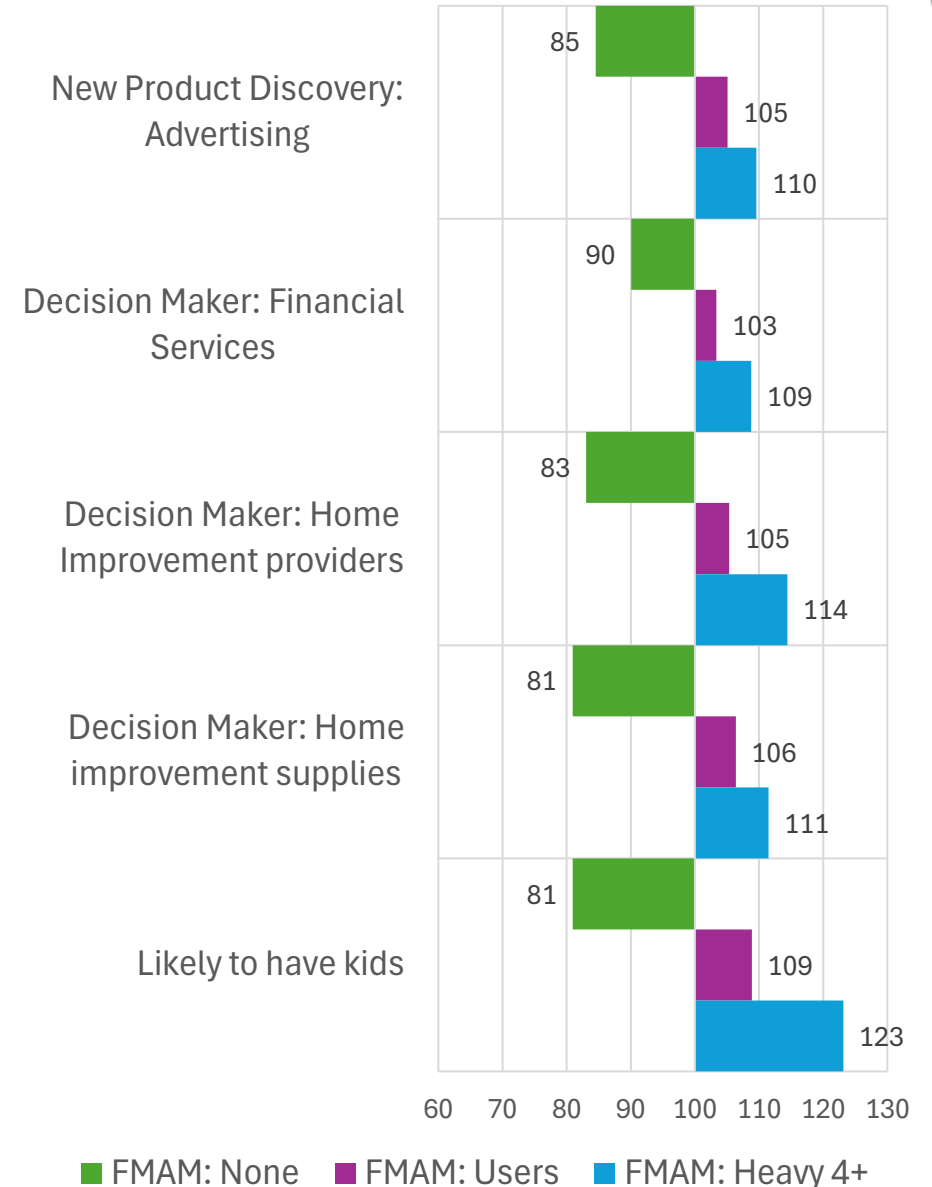
College or Higher

■ FMAM: None   ■ FMAM: Users   ■ FMAM: Heavy 4+



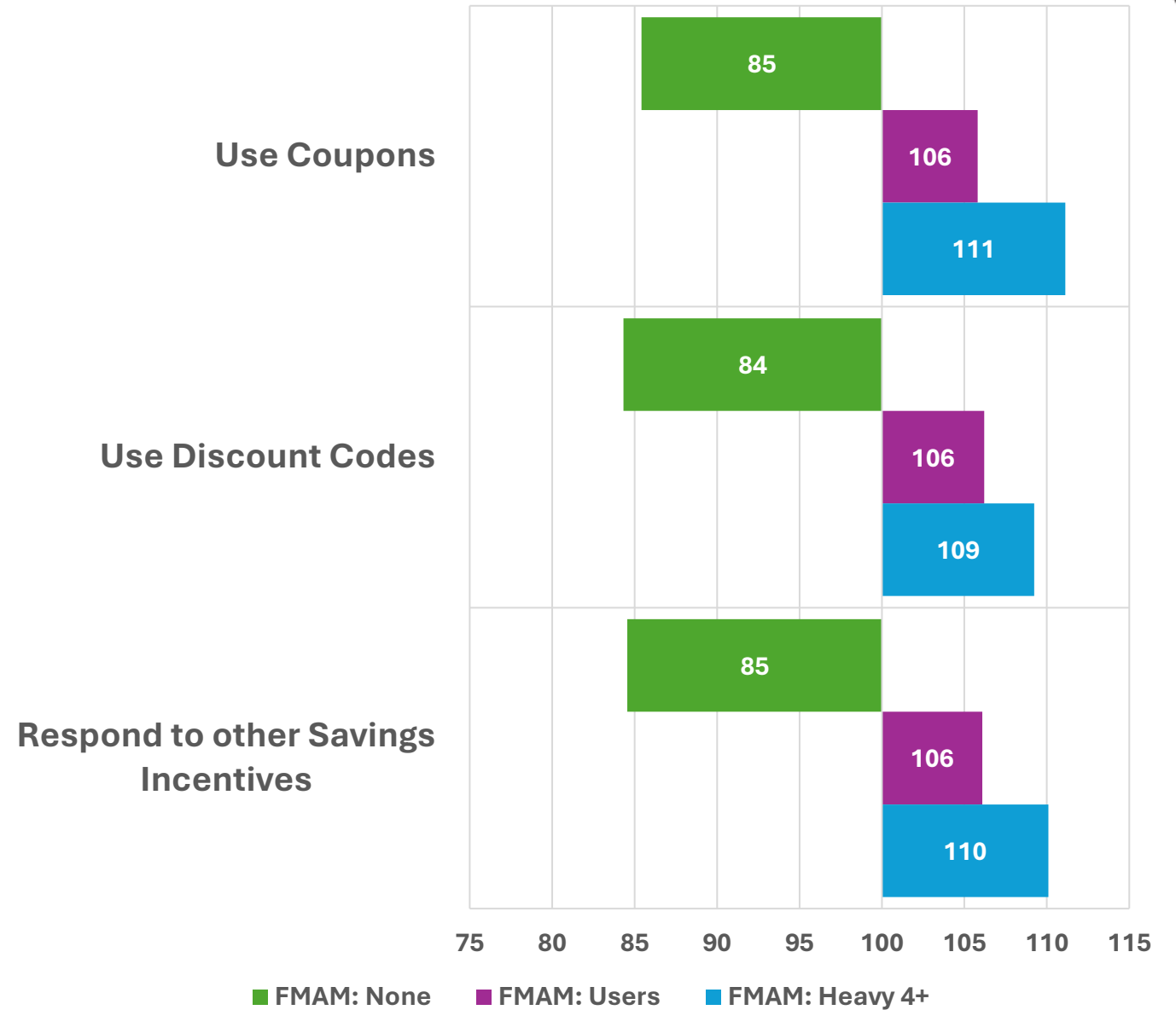
# Radio Listeners Over-Index Across the Board

- ⚙️ They are more likely to use advertising as a pathway to new product discovery
- ⚙️ They're decision-makers
- ⚙️ They have families





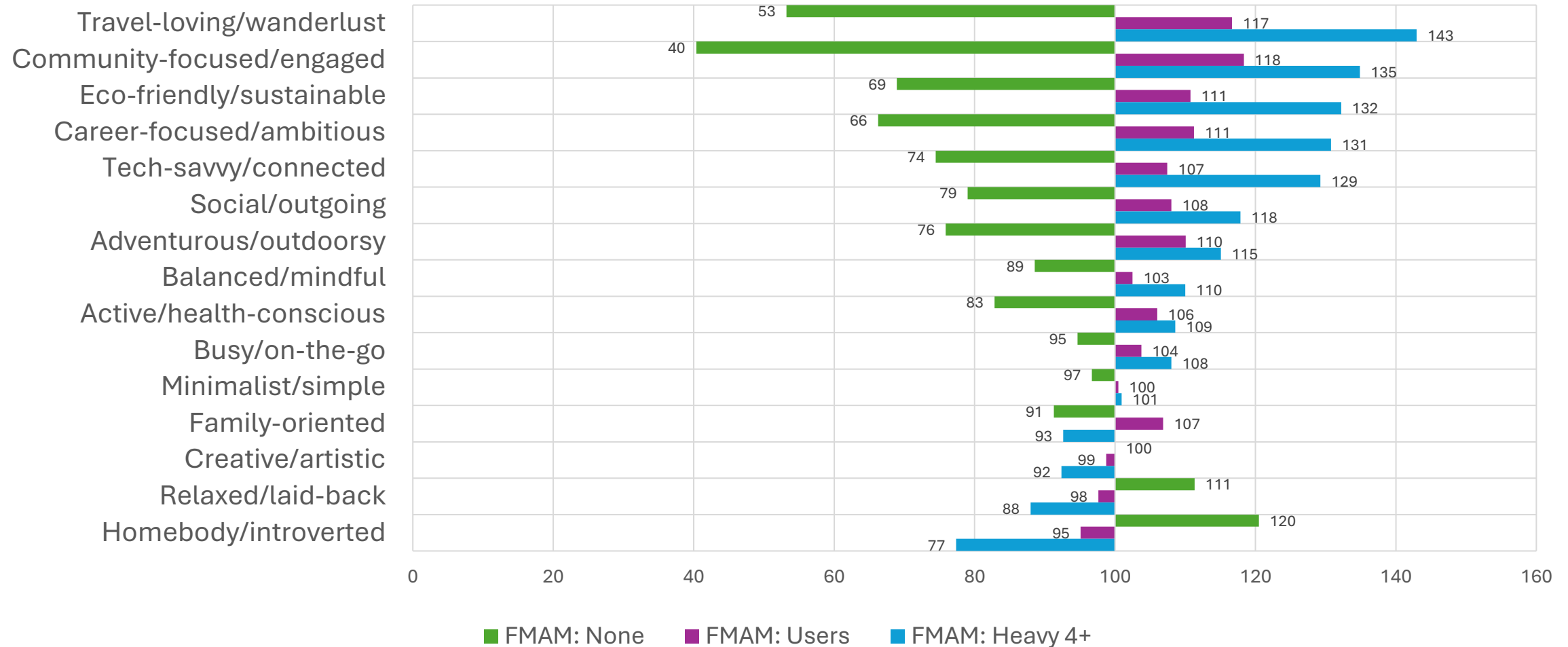
# Radio Listeners More Likely to Respond To Buying Incentives





# Radio Listeners Are More Active & Connected

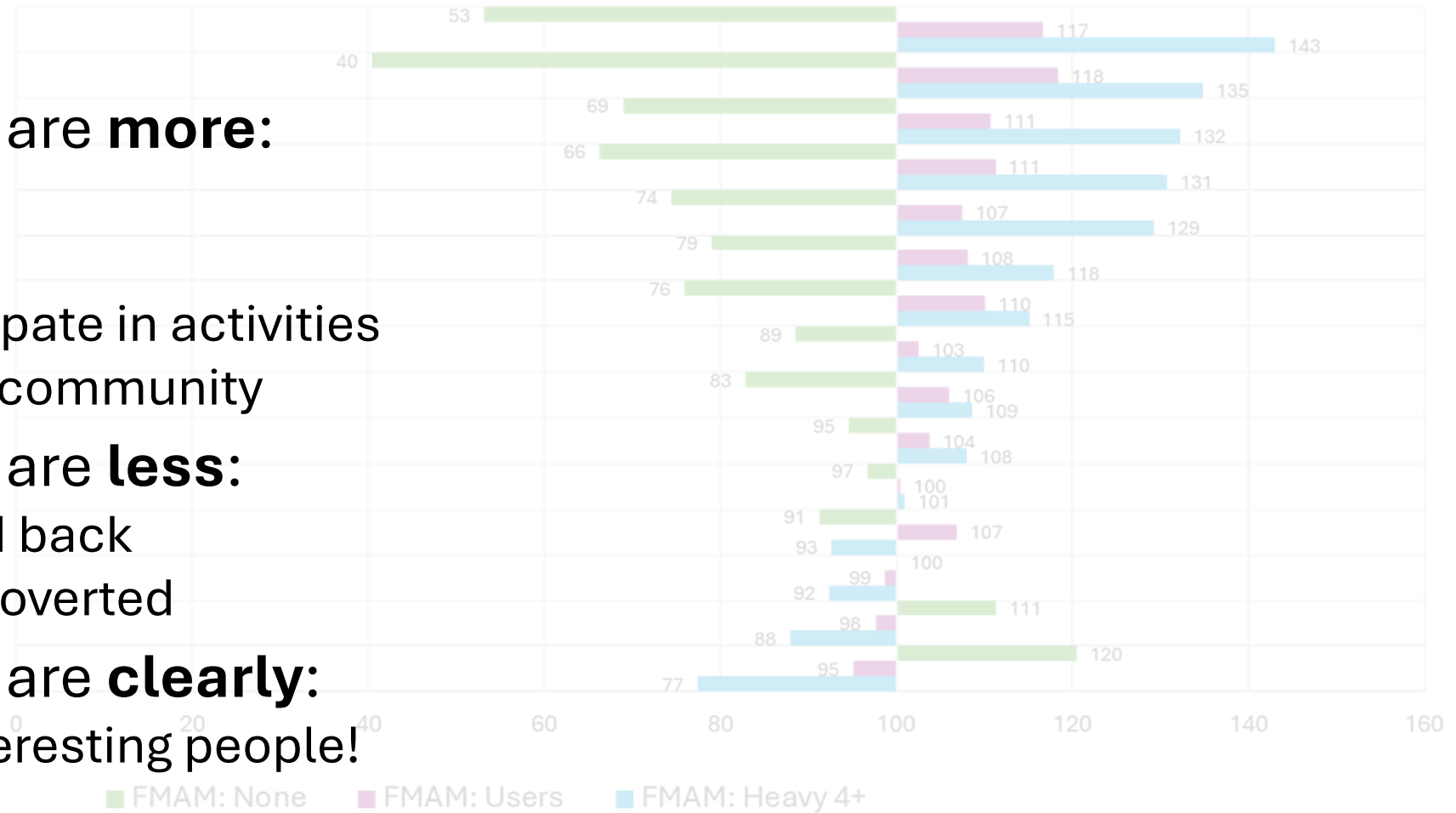
Listener Personality Indexes





# Radio Listeners Are More Active & Connected

- ⚙️ Radio Listeners are **more**:
  - ⚙️ Engaged
  - ⚙️ Active
  - ⚙️ Likely to participate in activities
  - ⚙️ Involved in the community
- ⚙️ Radio Listeners are **less**:
  - ⚙️ Likely to be laid back
  - ⚙️ Likely to be introverted
- ⚙️ Radio Listeners are **clearly**:
  - ⚙️ Much more interesting people!



A man with short dark hair, wearing a light blue button-down shirt, is sitting in the driver's seat of a car. He is smiling and looking towards the right side of the frame. His hands are on the steering wheel. The car's interior, including the dashboard and rearview mirror, is visible. The background shows a blurred view of a house and some greenery.

# Behavioral & Lifestyle Differences

## Home Improvement:

- ⚙ Heavy FM/AM users show a **strong interest in home improvement categories**, including outdoor construction, routine indoor maintenance, and design/remodeling. They are significantly more engaged in these areas than non-FM/AM users.

## Financial Categories:

- ⚙ Heavy FM/AM users also have a **higher interest in banking, investments, and insurance**, making them more likely to respond to financial services advertising.

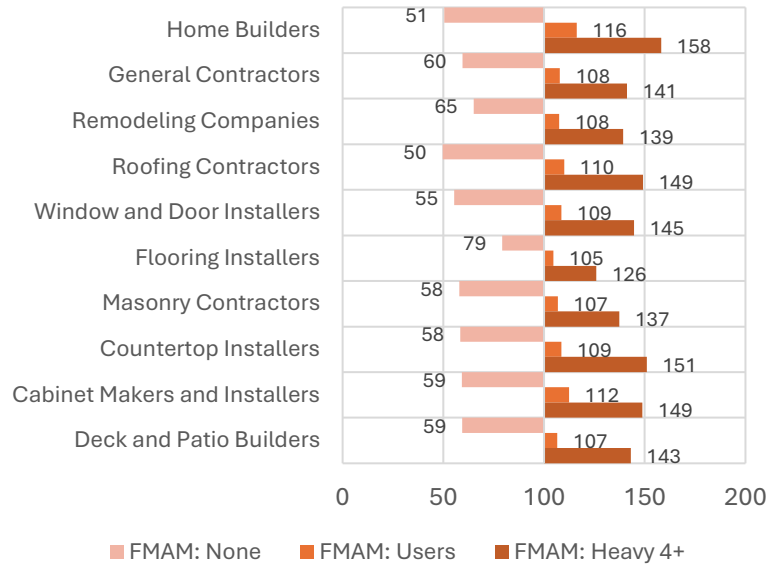




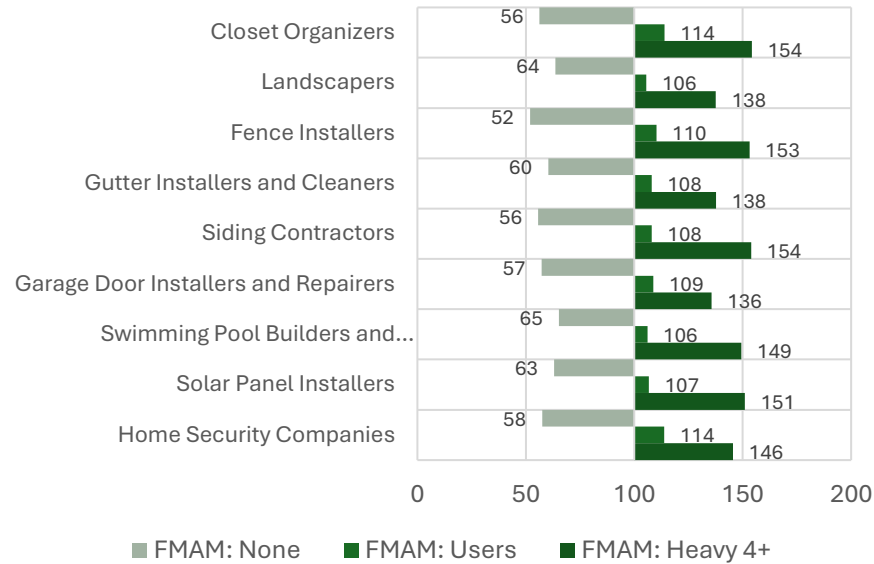
# Building & Home Improvement Categories



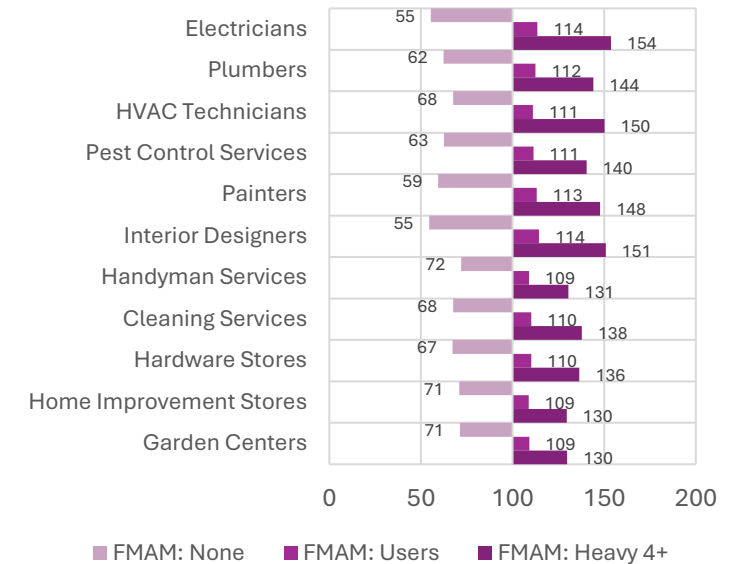
## Building & Home Improvement



## Maintenance & Improvement

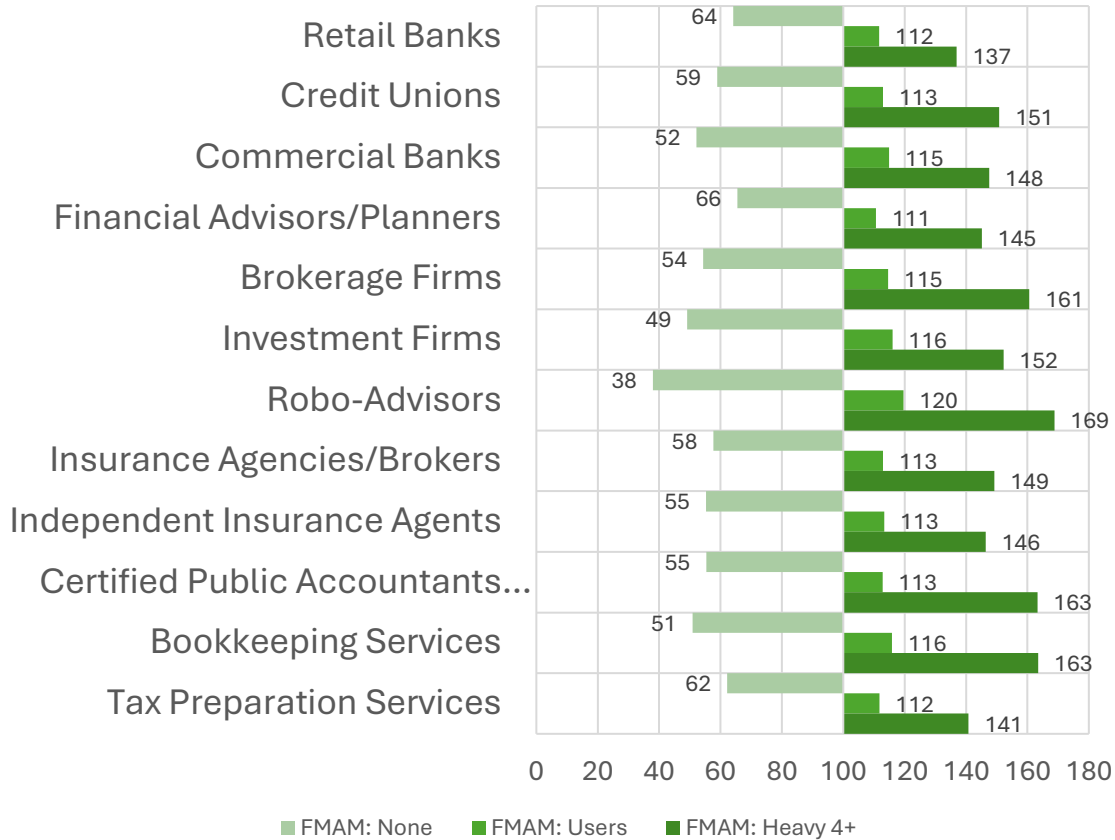


## Day to Day Maintenance

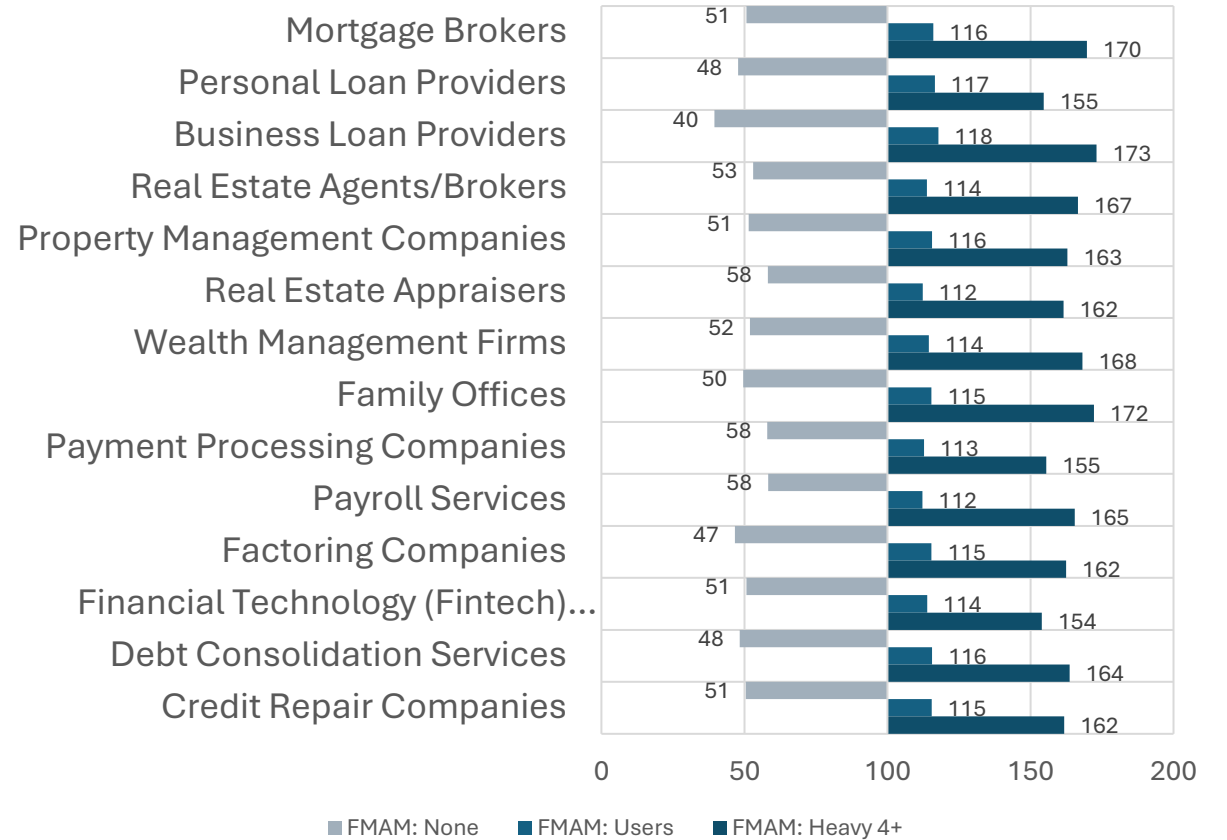


# Financial Services Categories

## Banking & Business Services

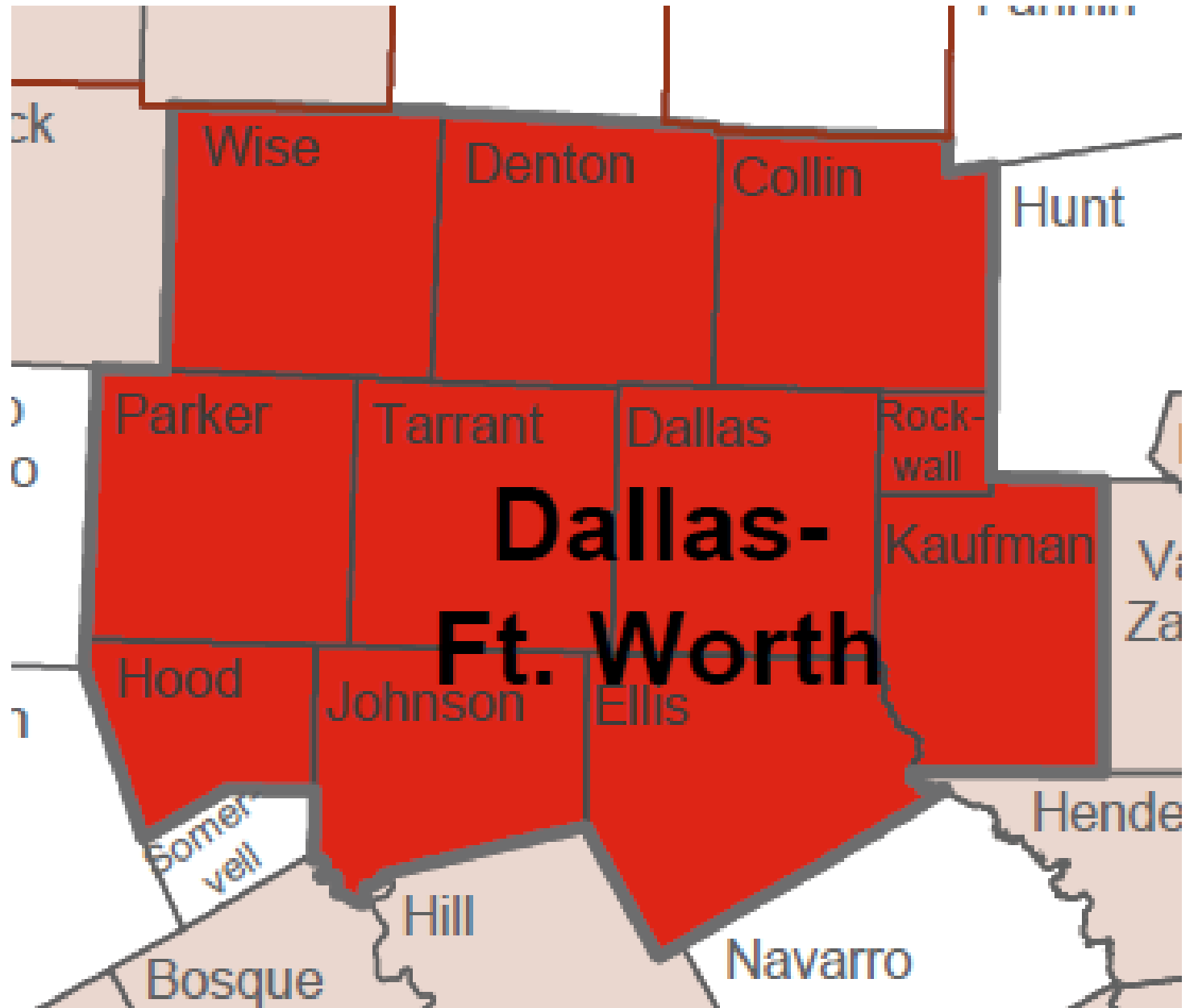


## Real Estate & Debt



Dallas Brands

# Specific Case Studies



# Sample Home Improvement & Financial Businesses

- ⚙ In Dallas, we chose the sub-categories where we determined the opportunity was greatest. For each business-type, we chose:
  - ⚙ One National Company
  - ⚙ Local Companies selected based on Yelp/Google reviews



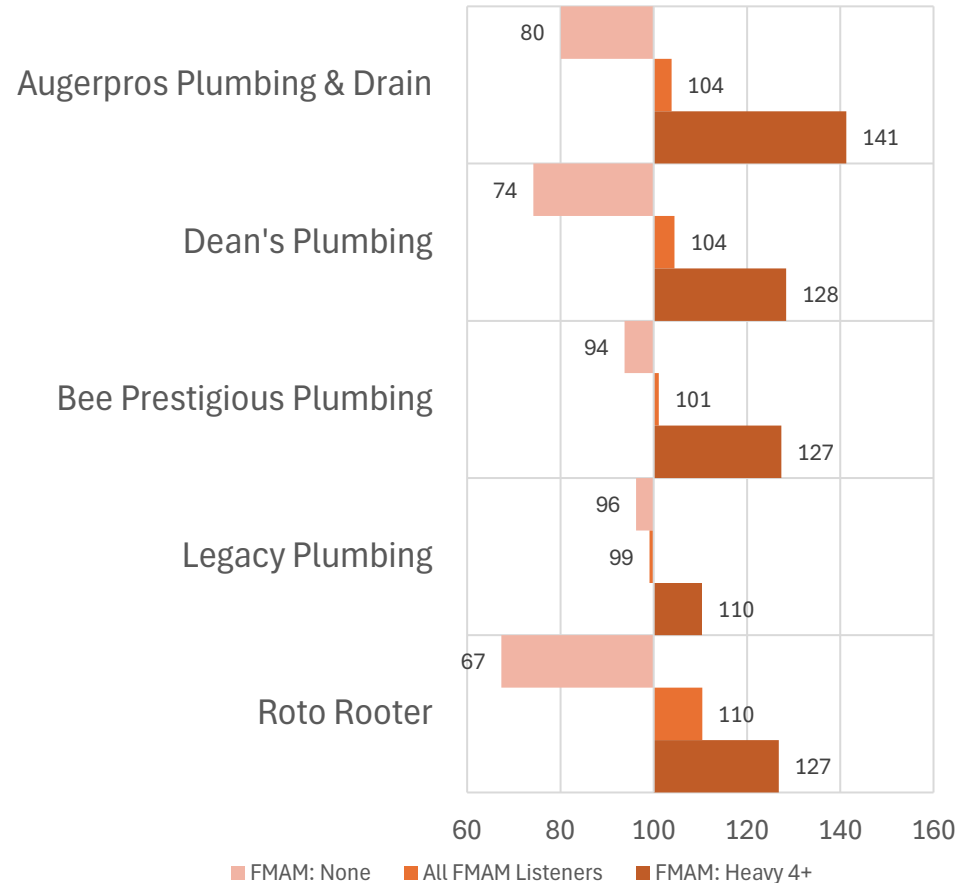
# Local Data

Where Radio Over-Performs:  
The Lowest Hanging Fruit



# Plumbing Companies: Best Targets by the Numbers

## Plumbers



AC Index: 125



AC Index: 152



Top 40 Index: 145

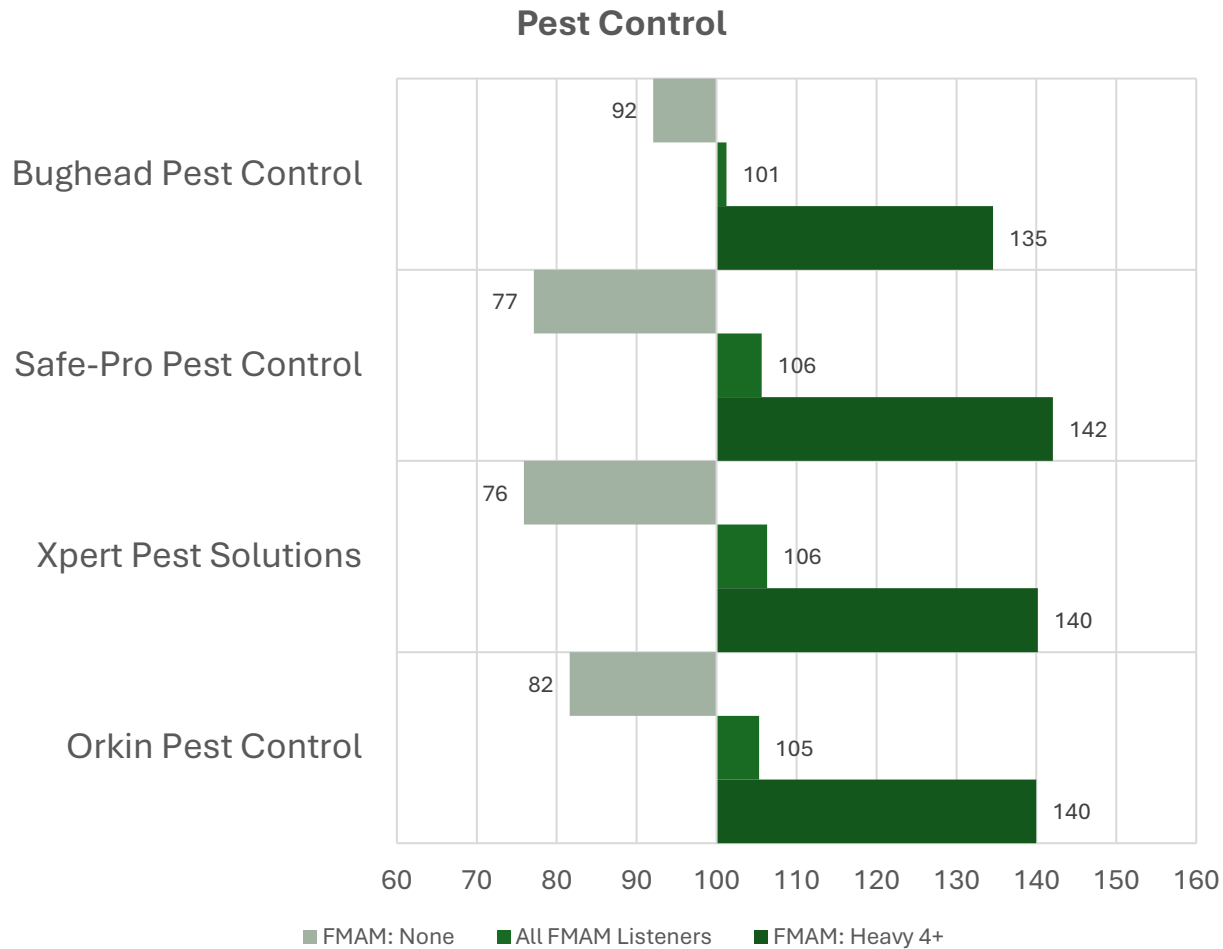


Classic Hits Index: 221



Classic Rock Index: 125

# Pest Control Companies: Best Targets by the Numbers



**Political Talk Index: 173**



**Political Talk Index: 151**



**Political Talk Index: 170**

**News: 150**



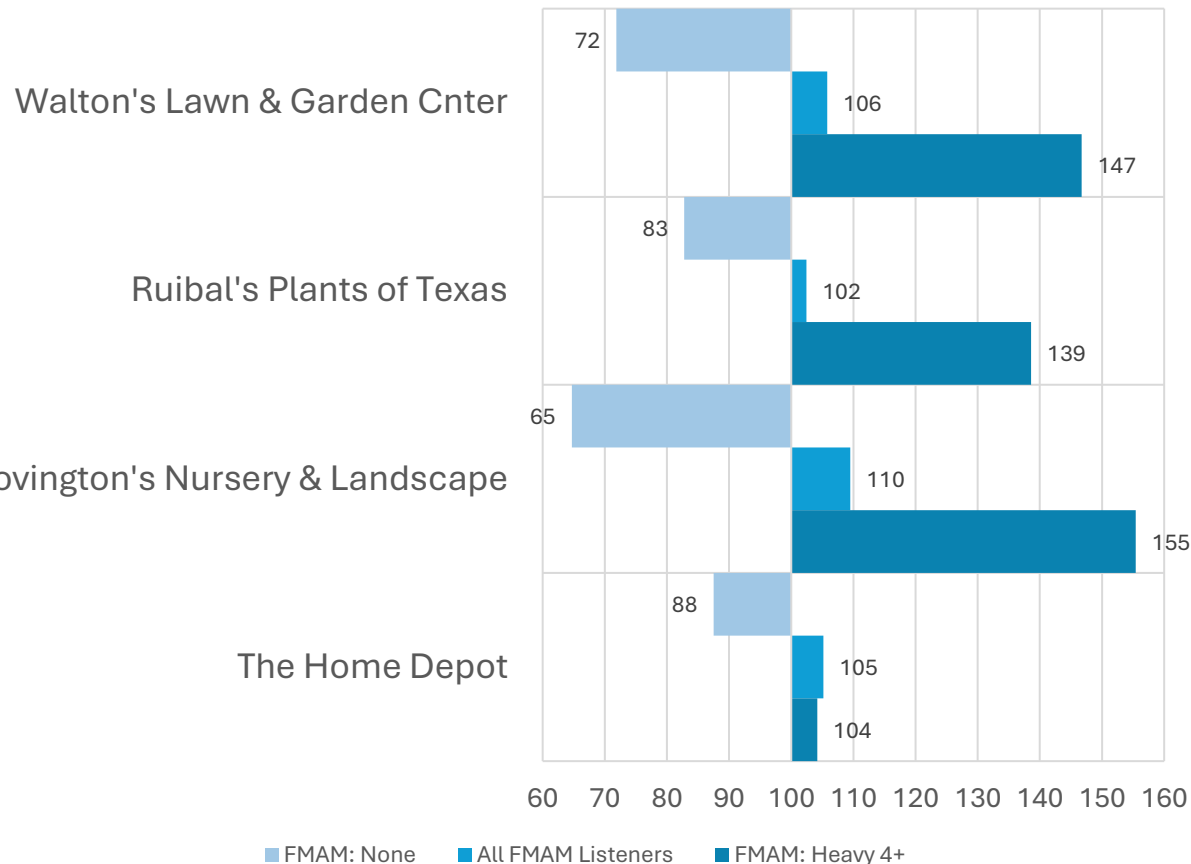
**Top 40: 128**

**Hot AC: 125**



# Garden Centers: Best Targets by the Numbers

Garden Centers



**Sports Index: 188**

**R&B Index: 148**



**Political Talk Index: 174**

**Sports Index: 152**



**Political Talk Index: 155**

**Top 40 Index: 139**

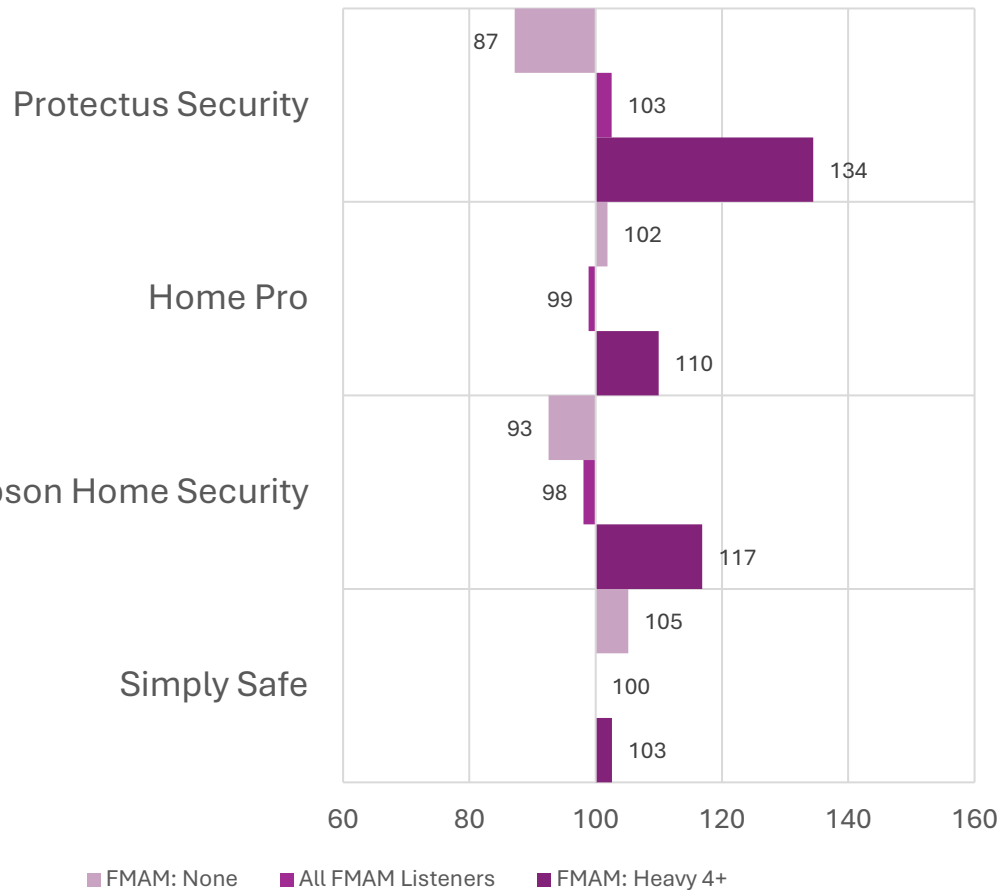


**Sports Index: 129**

**Classic Hits Index: 126**

# Home Security: Best Targets by the Numbers

## Home Security



**Top 40 Index: 141**



**Top 40 Index: 126**

**R&B Index: 125**



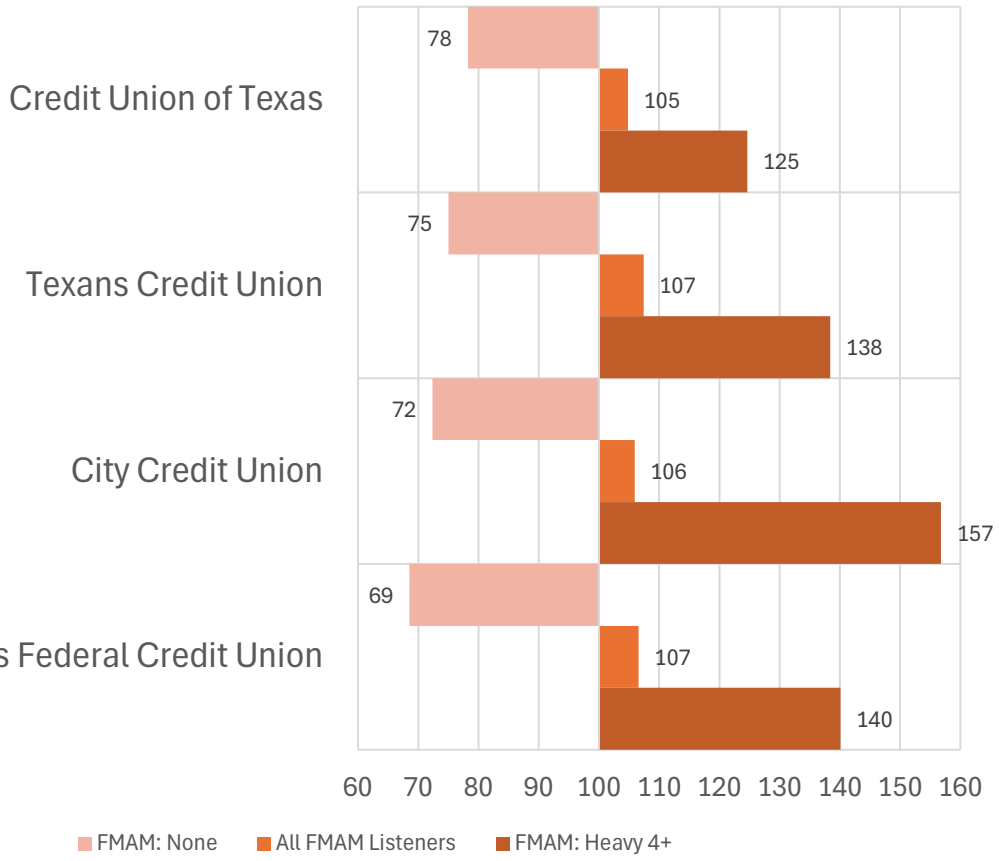
**Classic Rock Index: 141**



**Political Talk Index: 131**

# Credit Unions: Best Targets by the Numbers

## Credit Unions



**R&B Index: 135**  
**Country Index: 128**



**R&B Index: 148**  
**80s/90s Index: 130**



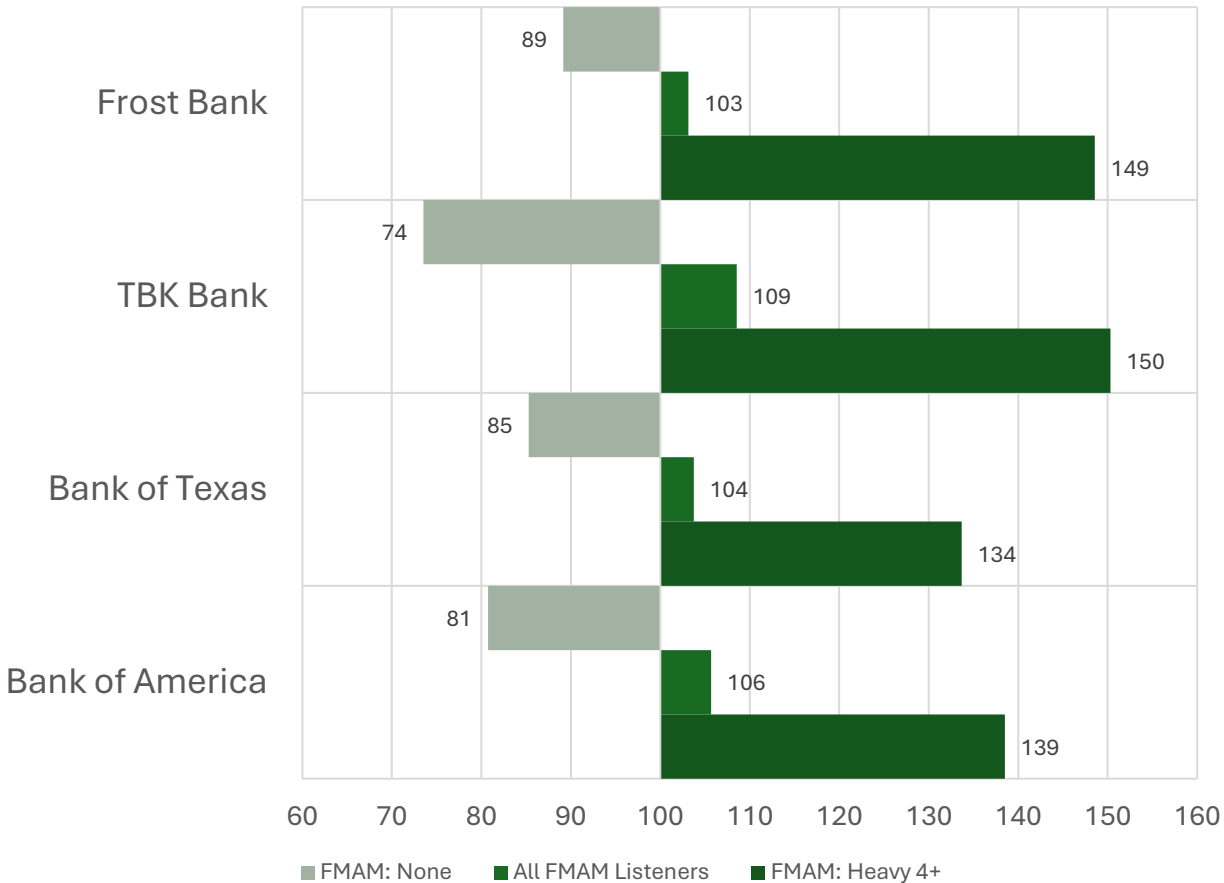
**Political Talk Index: 158**  
**80s/90s Index: 138**



**Political Talk Index: 151**  
**80s/90s Index: 134**

# Retail Banks: Best Targets by the Numbers

Retail Banks



**Hip Hop Index: 149**  
**Top 40 Index: 146**



**R&B Index: 174**  
**Top 40 Index: 158**



**Top 40 Index: 155**  
**R&B Index: 148**



**R&B Index: 138**  
**Hip Hop Index: 133**



Final Thoughts ...

**Strong  
Engagement  
Among Radio  
Listeners:**

**Higher  
Engagement in  
Key Categories**

**Higher Index  
Scores**





# Demographic and Behavioral Differences:

## **Gender and Age:**

Heavy FM/AM users are more likely to be men and fall within the 35-44 age range.

## **Home Ownership:**

FM/AM users are more likely to be home owners.



## **Media Usage and Decision-Making:**

- **Radio Listeners are Decision-Makers:**
- **High Media Consumption with FM/AM more likely to be engaged and to be decision-makers**



## **Response to Incentives and Promotions:**

- **Radio Listeners are Highly Responsive to Advertising & Incentives**

## **Personality and Lifestyle Alignment:**

- **Radio Listeners are Active, Engaged, and Community-Oriented**





# Recommendations for Targeting: Home Improvement Companies

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## ⚙️ Target Audience:

- ⚙️ Homeowners
- ⚙️ 35-44

## ⚙️ Advertising Strategy:

- ⚙️ Quality
- ⚙️ Long-term value added
- ⚙️ Use promos & discounts



## Recommendations for Targeting: Financial Services Companies

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### ⚙️ **Target Audience:**

- ⚙️ Financially savvy decision-makers

### ⚙️ **Advertising Strategy:**

- ⚙️ Promote security, trust & expertise



# In Conclusion

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By aligning advertising strategies with the behaviors and preferences of heavy FM/AM users, companies in the home improvement and financial services sectors can maximize the effectiveness by using radio!

A close-up photograph of a person's hand adjusting a car radio knob. The hand is wearing a dark grey long-sleeved shirt. The background is blurred, showing the interior of a car. The text is overlaid on the image in white, bold, sans-serif font.

In other words:  
**The People Most Likely to  
Buy are Listening to the  
RADIO!**

# Achieve Your Goals NuVoodoo's Sales Insights

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Reasonable Pricing – \$5,000 can get the job done

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Designed to provide ROI

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Local Samples based on Market Size

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Local Companies

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Fast Turnaround- Research Now – Data as you want it

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All to Generate Sales Results

QUESTIONS

# THANK YOU

- 
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