



# Post-pandemic categories

# Background

As the economy returns to normal and America reemerges from the pandemic, many categories are expected to see a resurgence in consumer interest and purchase.

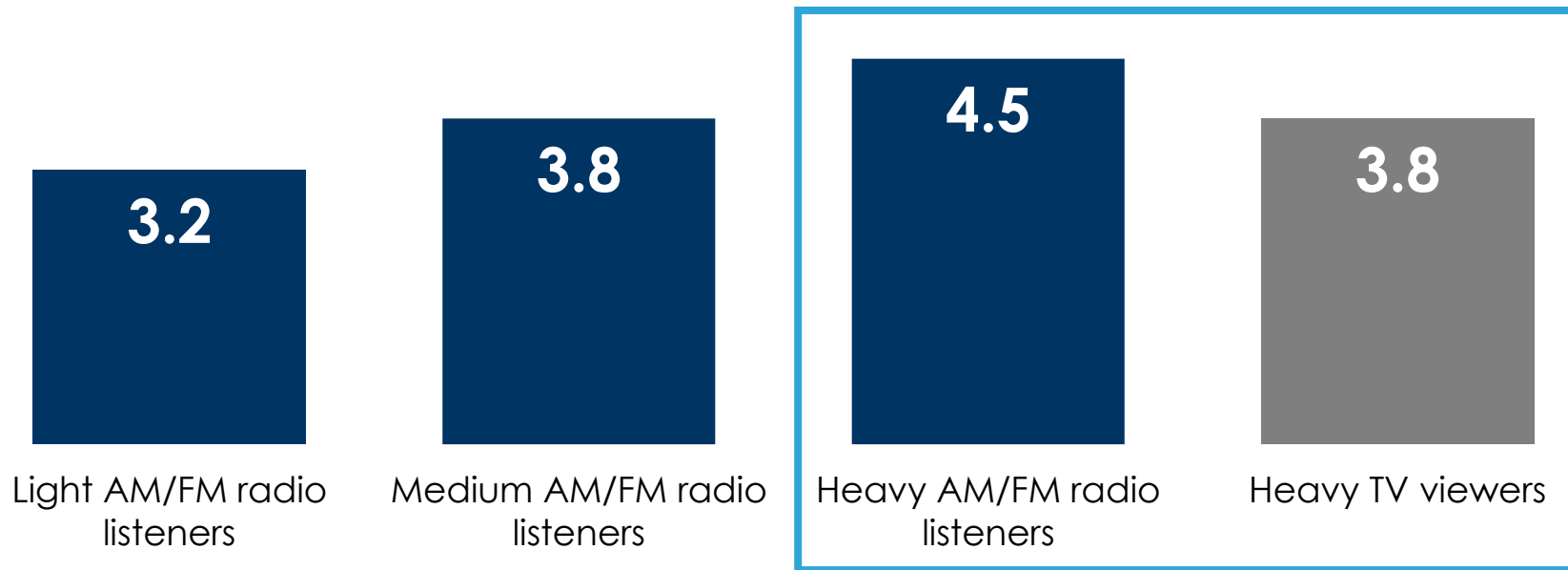
CUMULUS MEDIA | Westwood One analyzed 16 of these categories to uncover which media audience has the greatest purchase propensity.

The categories covered include video streaming platforms, concerts, sports betting, travel, airlines, hotels, gasoline, home improvement, pharmaceutical, recruitment, restaurants, home mortgages, financial firms, gyms/fitness centers, groceries, and auto.

# Video streaming platforms: AM/FM radio is the ideal platform to reach video streaming platform subscribers

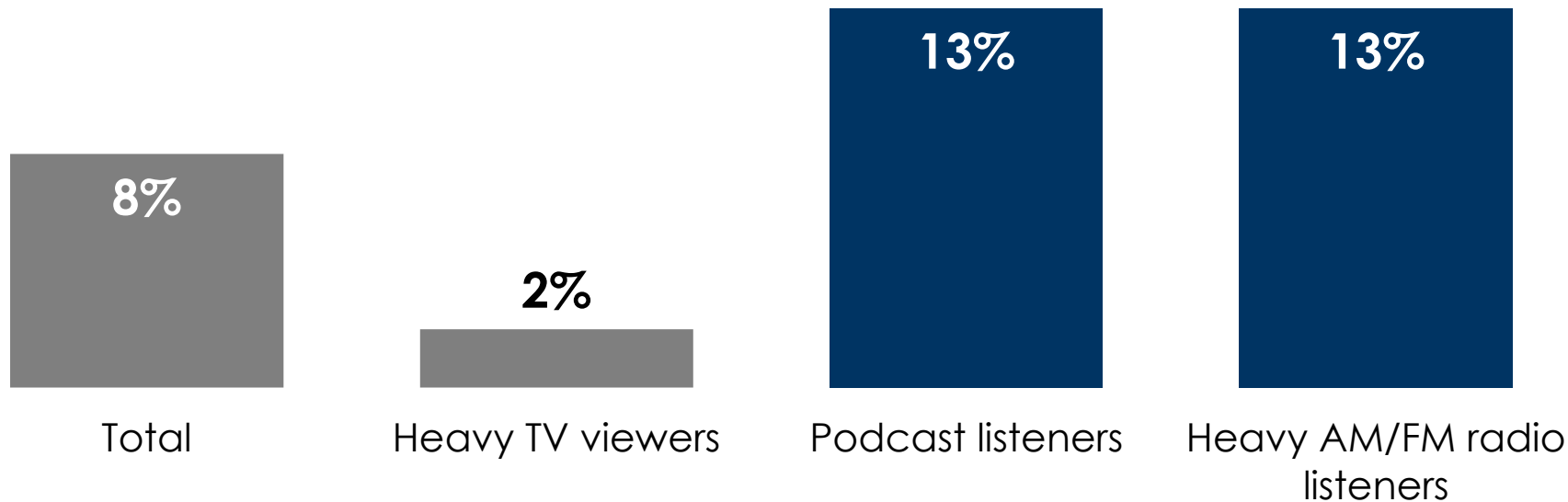
As time spent with AM/FM radio increases, the number of video streaming subscriptions grows

Average number of streaming video on demand service subscriptions



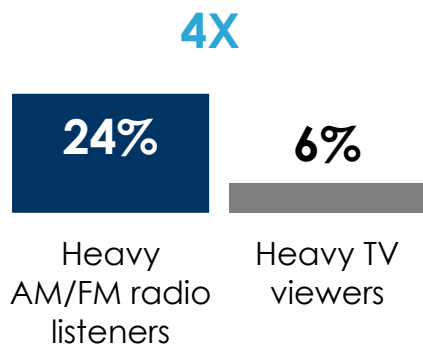
# Concerts: Heavy AM/FM radio listeners and podcast listeners are +63% more likely to attend a concert/performance versus the average consumer

% who intend to attend a live concert/performance/event in-person within a month after COVID-19 eases in their area

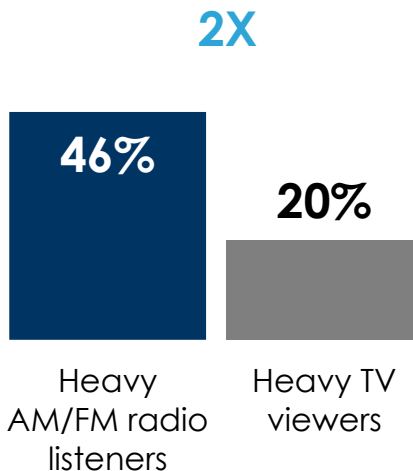


# Sports betting: Heavy AM/FM radio listeners are more engaged, interested, and likely to participate

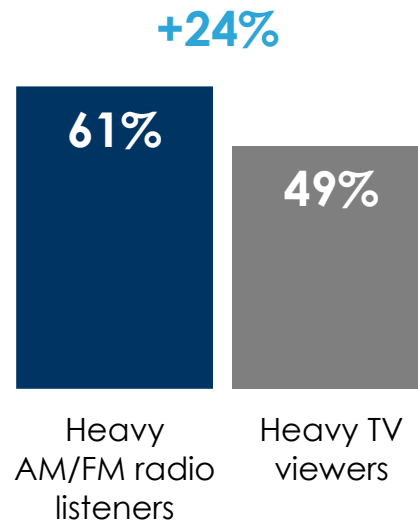
## Ever placed an online/app sports bet



## Somewhat/very interested

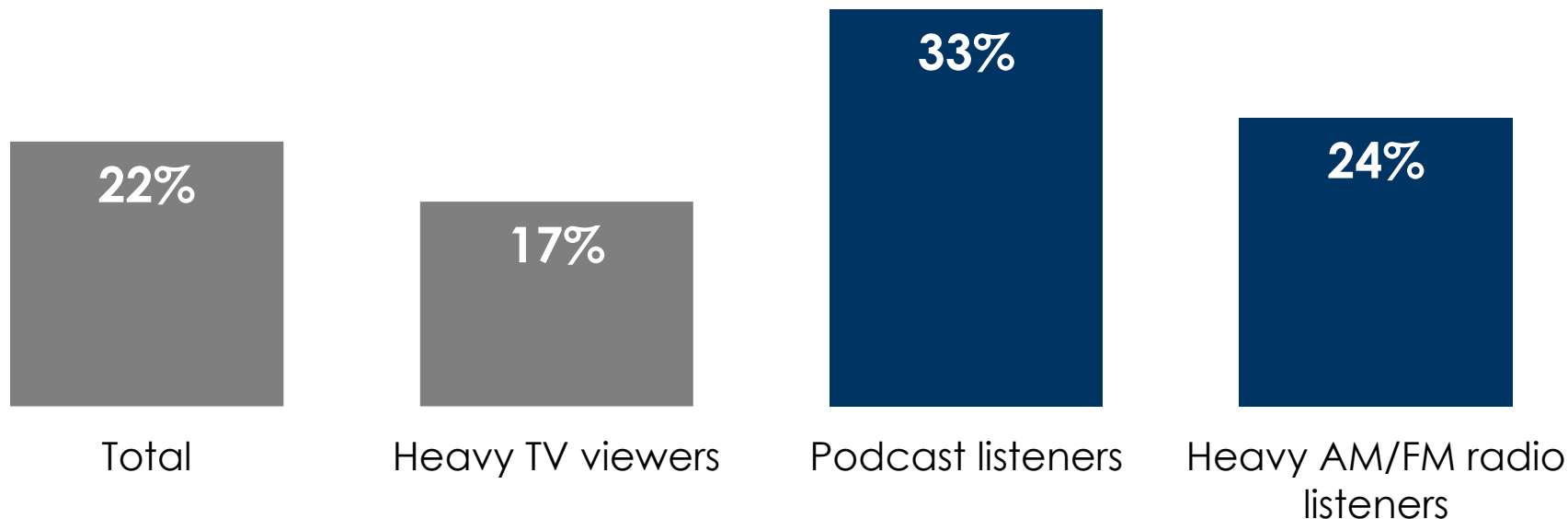


## Unaided awareness: Can name any sports betting brand



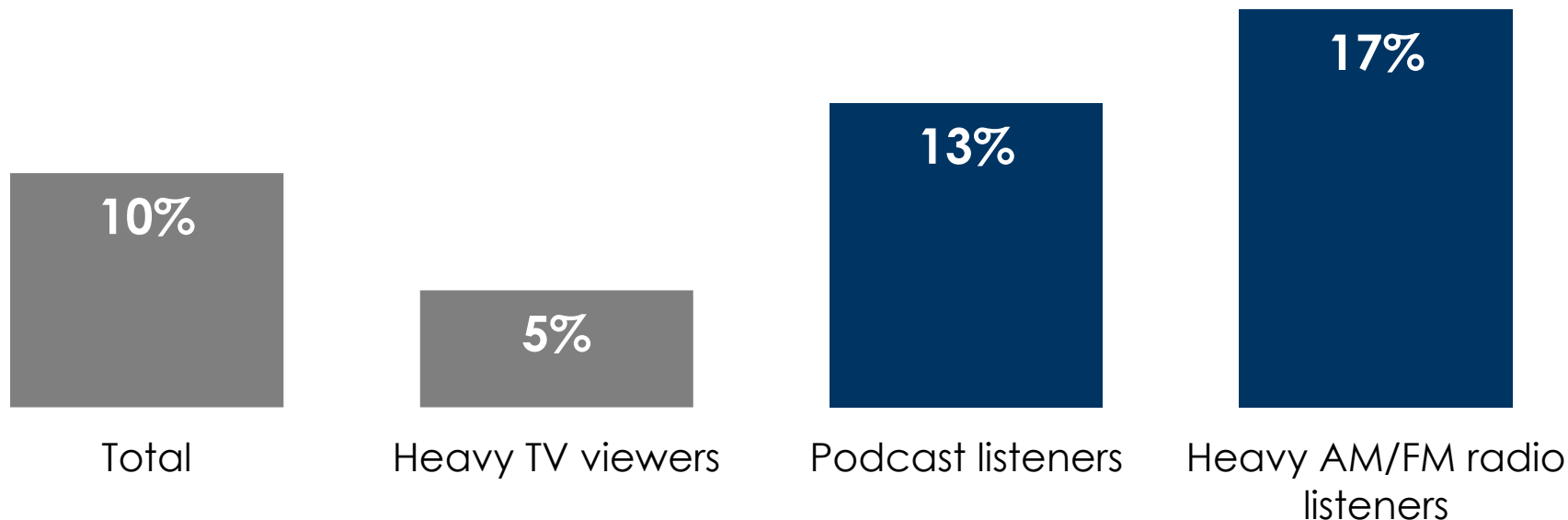
# Travel: Podcast listeners and heavy AM/FM radio listeners are more likely to plan/book a vacation versus the average consumer

% who intend to plan/book a vacation within a month after COVID-19 eases in their area



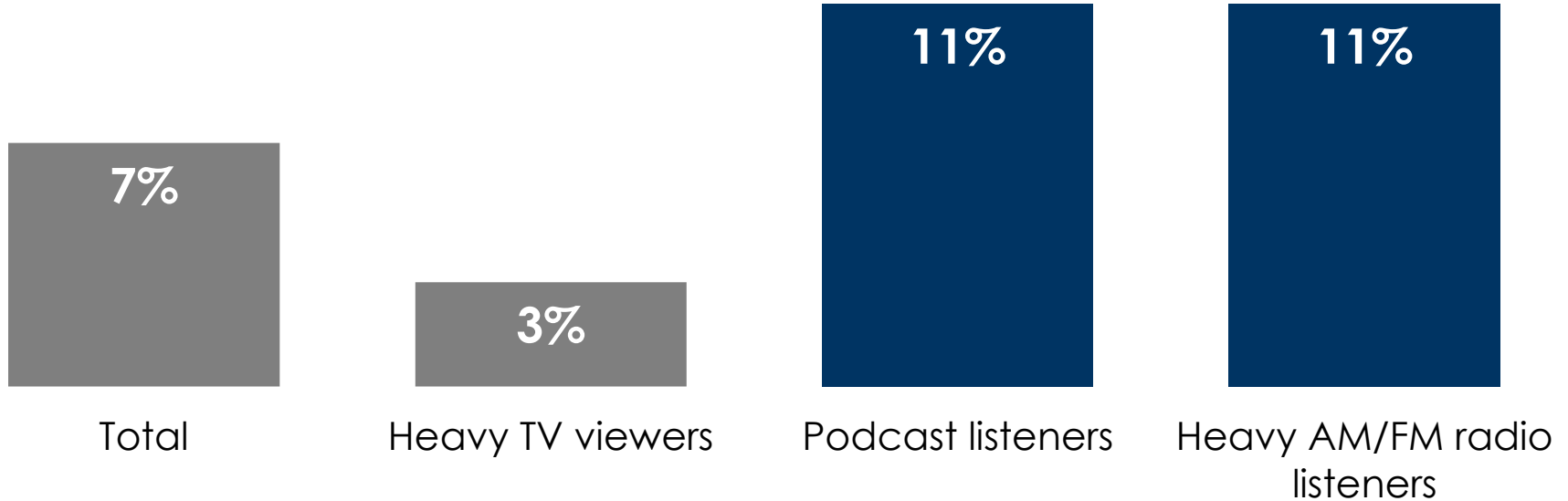
# Airlines: The heavy AM/FM radio audience and podcast listeners are more likely to travel via airplane

% who intend to travel via airplane within a month after COVID-19 eases in their area



# Hotels: Podcast listeners and heavy AM/FM radio listeners are +57% more likely to spend more on hotel reservations versus the average consumer

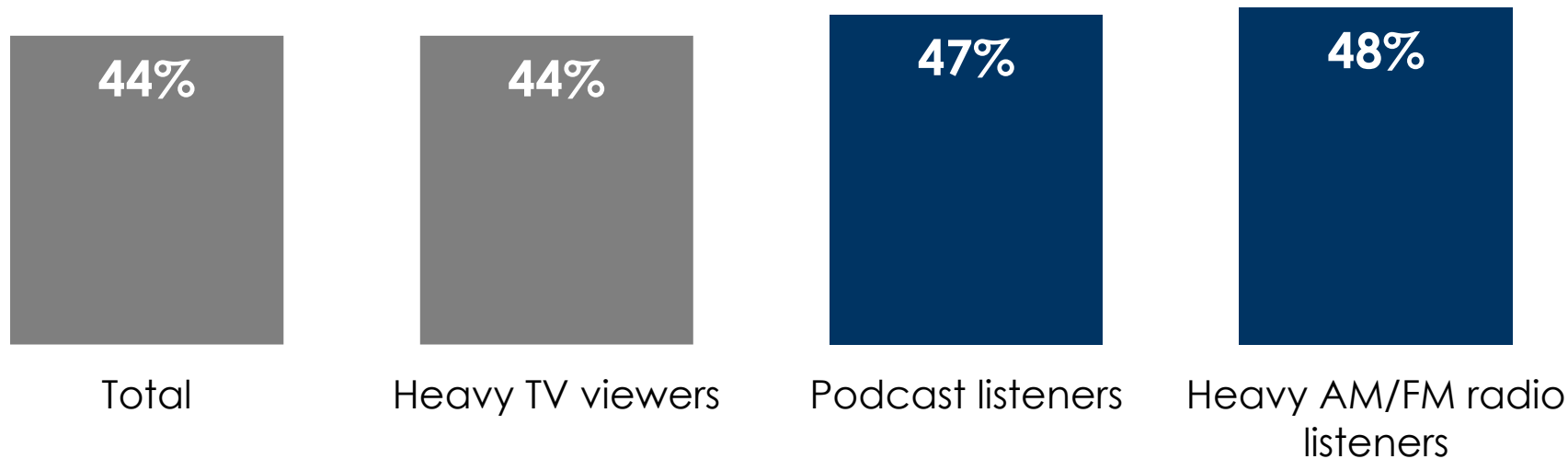
% who intend to spend more money than they are now on hotel reservations within a month after COVID-19 eases in their area





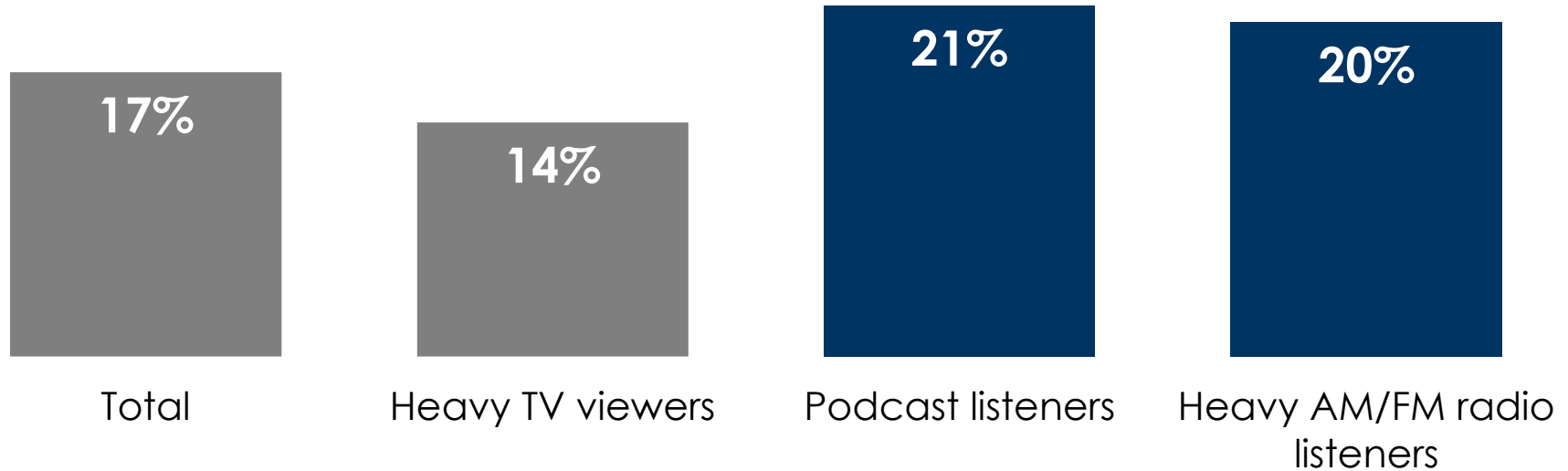
# Gasoline: Heavy AM/FM radio listeners and podcast listeners are more likely to spend more at gas stations versus the average consumer

% who intend to spend more money than they are now at a gas station within a month after COVID-19 eases in their area



# Home improvement: Heavy AM/FM radio listeners and podcast listeners are more likely to spend more at a hardware/home improvement store

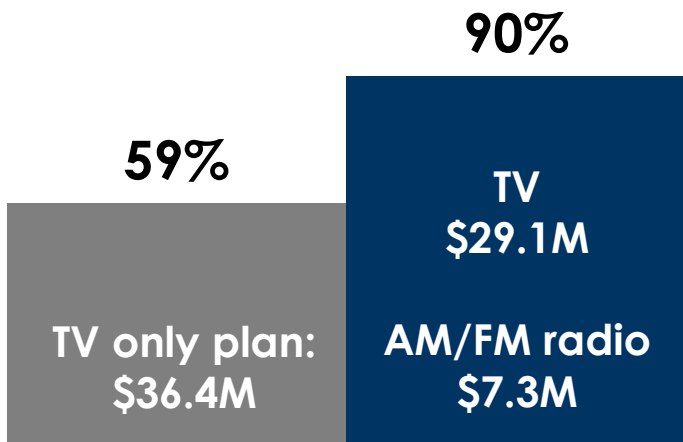
% who intend to spend more money than they are now at a hardware/home improvement store within a month after COVID-19 eases in their area



# Pharmaceutical: AM/FM radio generates significant incremental reach to TV campaigns and perform as well as TV ads for a fraction of the CPM

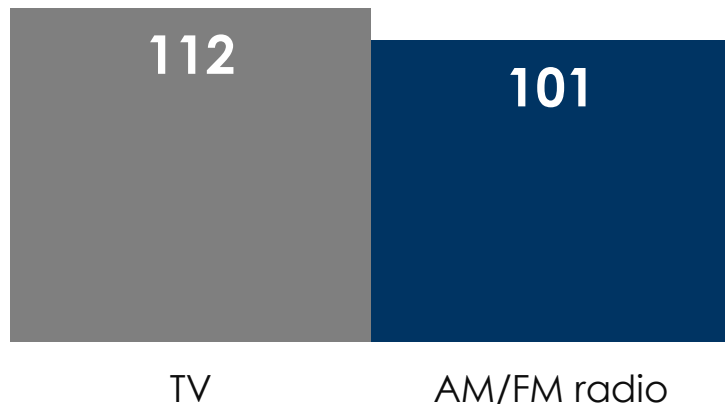
AM/FM radio adds +53% incremental reach to a TV campaign for a pharmaceutical brand

% reach among adults 25-54, Q1 2019  
pharmaceutical campaign



AM/FM radio pharmaceutical ads perform at 90% of the creative score of TV ads at one-fifth of the CPM

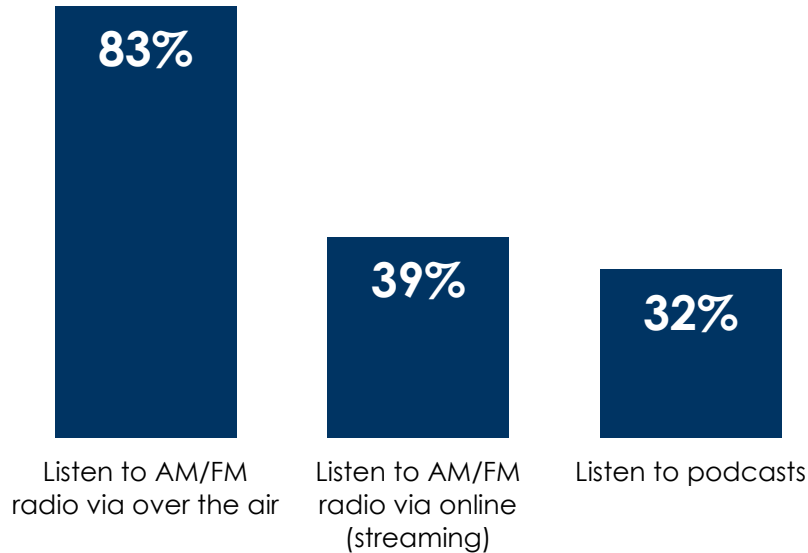
Average ABX index of 9 pharmaceutical ads:  
Audio tracks of the TV ads tested as audio ads  
compared to the score of the identical TV ad



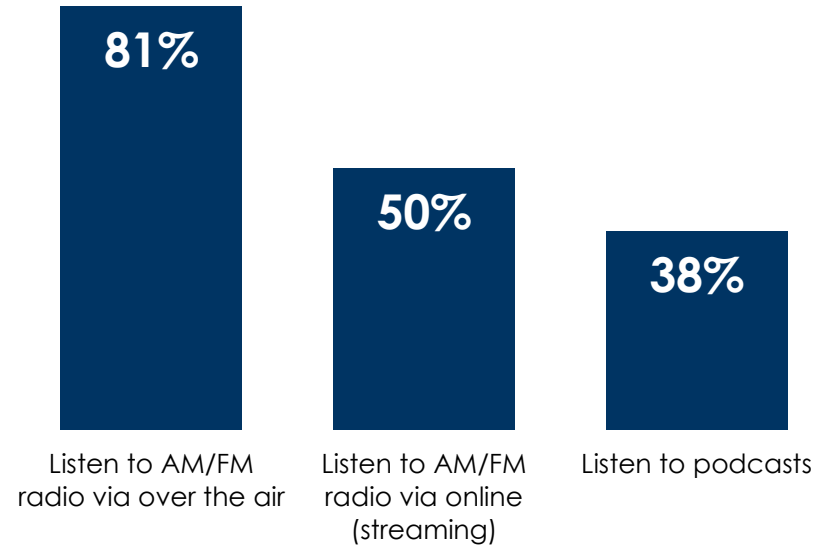
# Recruitment: 80% of job seekers are reached by AM/FM radio, 40%-50% by AM/FM radio streaming, and ~35% by podcasts

Q: Which of the following do you do regularly?

Among passive job seekers

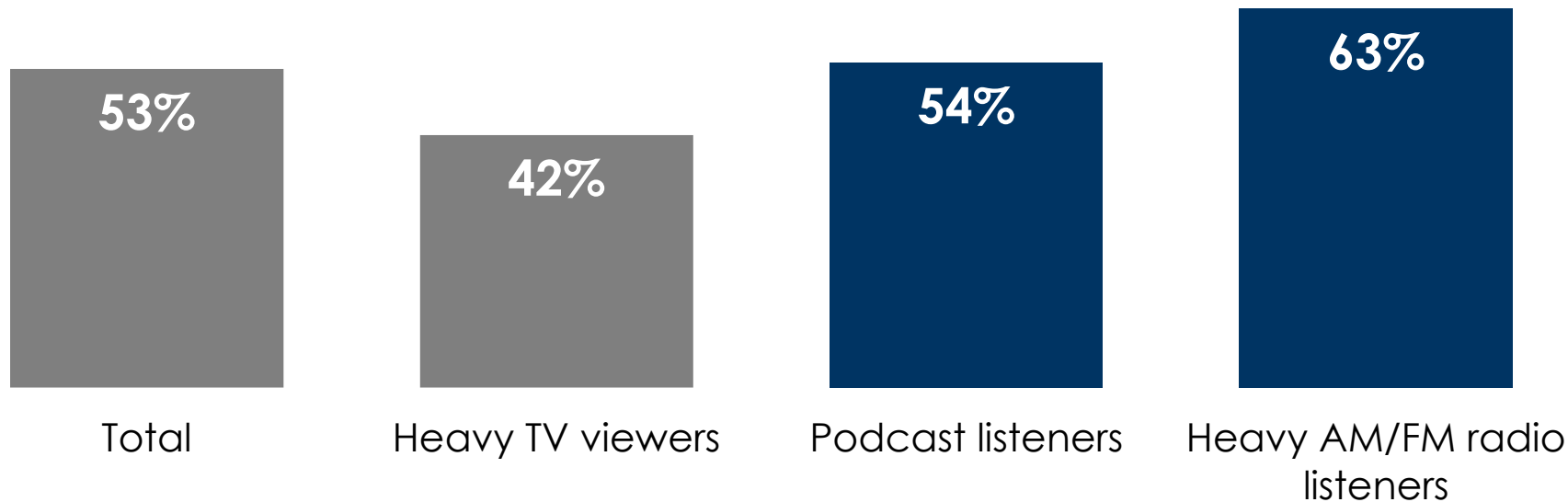


Among active job seekers



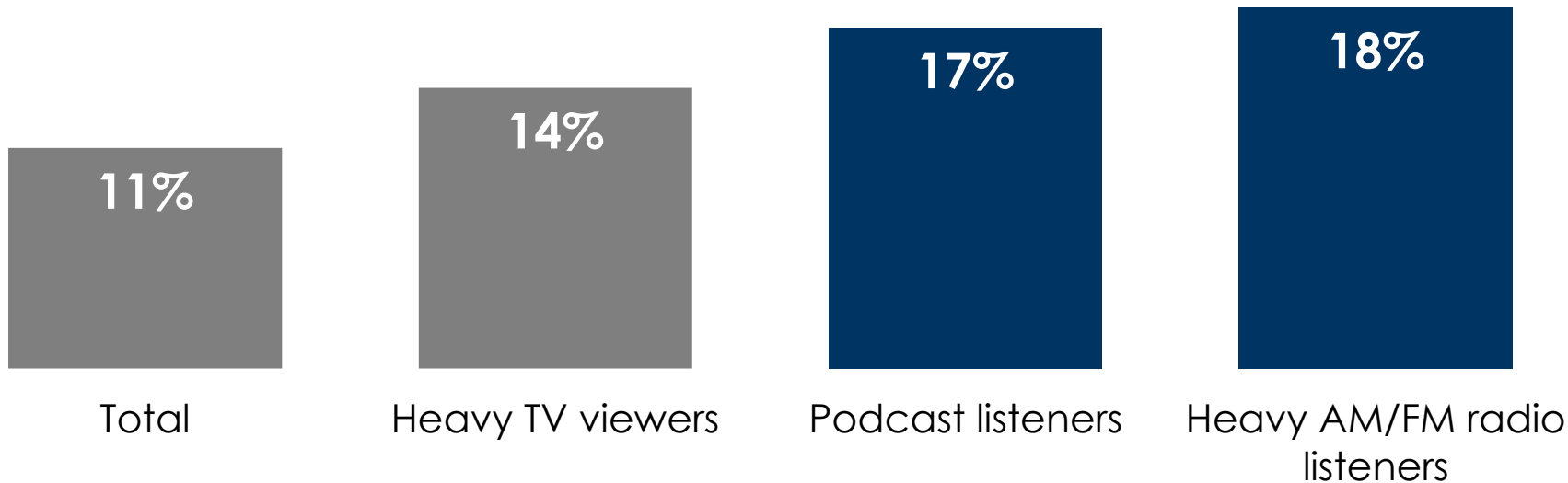
# Sit-down/quick serve restaurants: Heavy AM/FM radio listeners and podcast listeners are more likely to dine out

% who intend to dine out at restaurants (quick serve or sit-down) within a month after COVID-19 eases in their area



# Mortgages: Heavy AM/FM radio listeners and podcast listeners are more likely versus the average consumer to make a major home purchase

% who intend to buy a new house in the next 12 months

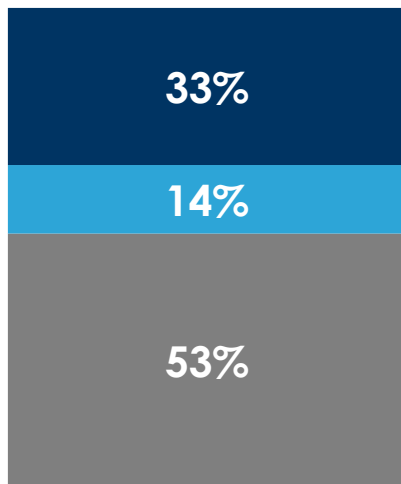


Source: Custom Nielsen study conducted March 2021 via an online survey, based on a weighted sample of 1009 among P18+

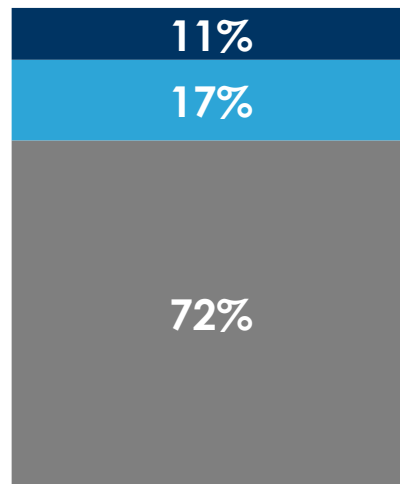
# Financial firms: AM/FM radio listeners are 3X more likely to be in market for an investment firm versus TV viewers

Q: How likely are you to be in the market for a new or additional financial services firm in the next 12 months?

■ Not at all likely or not very likely   ■ Neither likely nor unlikely   ■ Somewhat likely or very likely



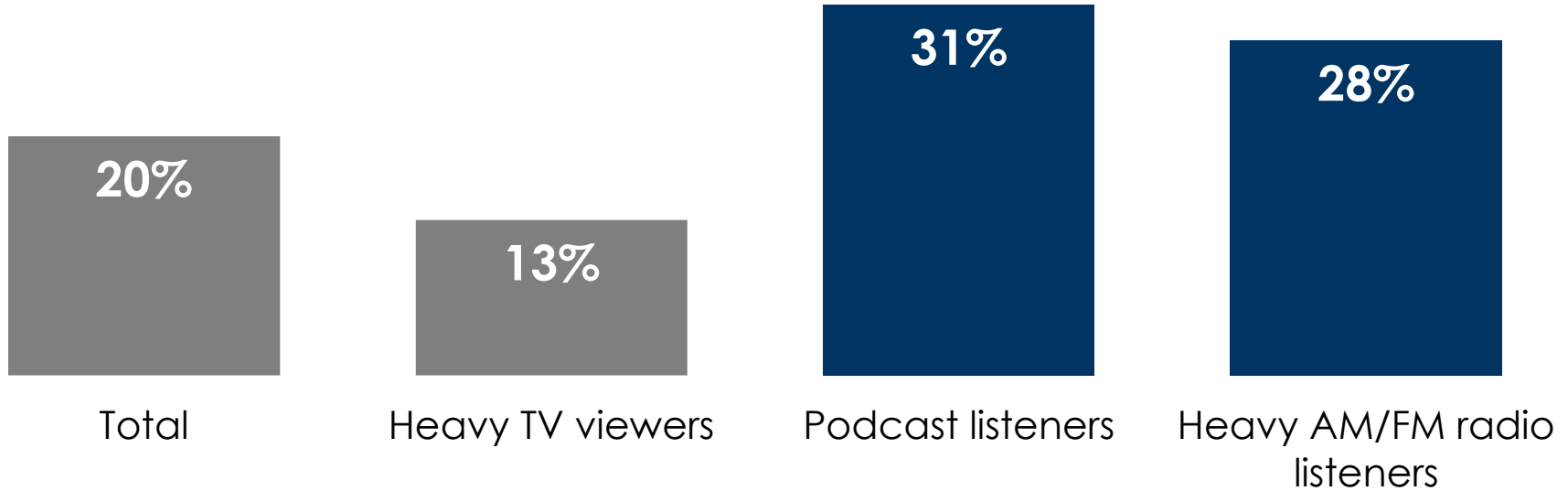
Heavy AM/FM radio listener



Heavy TV viewer

# Gym/fitness center: AM/FM radio listeners and podcast listeners are +40% to +55% more likely to go to a gym/fitness center versus the average consumer

% who intend to go to a gym/fitness center within a month after COVID-19 eases in their area

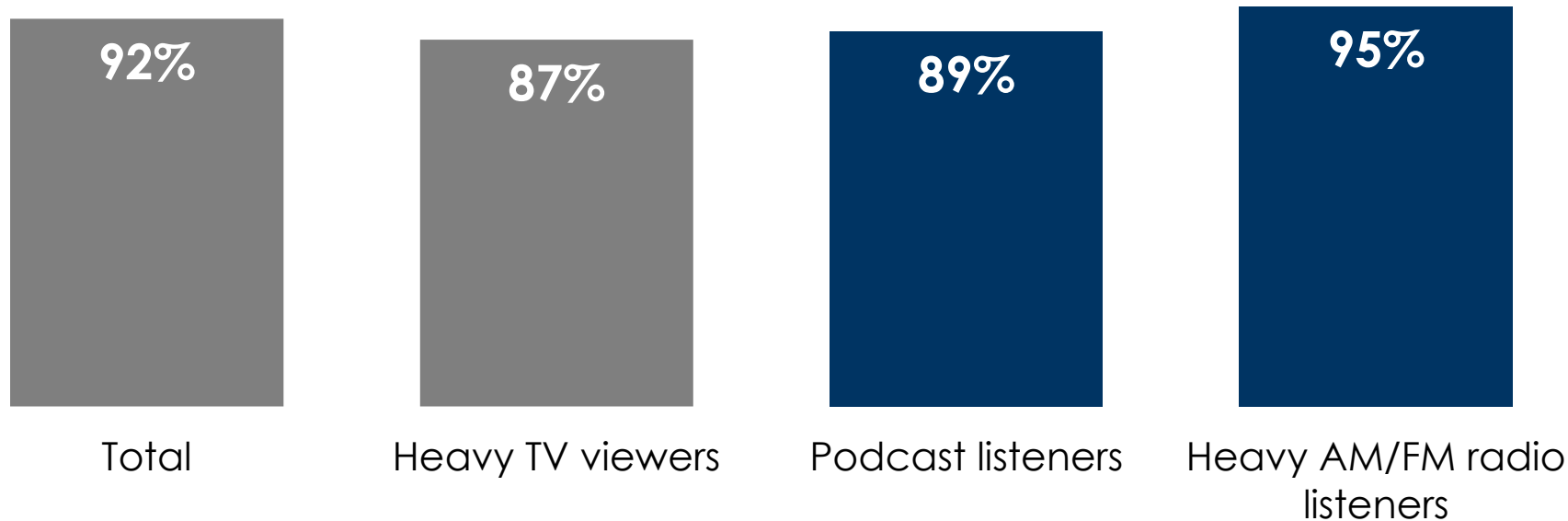


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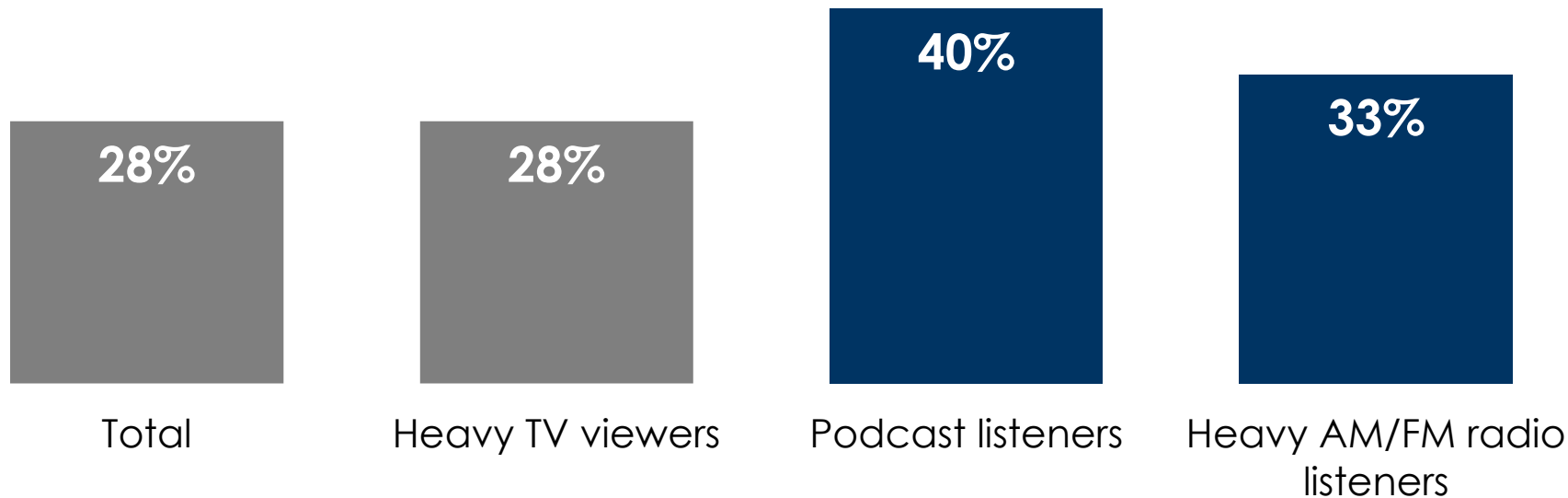
# Groceries: Heavy AM/FM radio listeners are +3% are more likely to shop for groceries at a store versus the average consumer

% who intend to shop for groceries at a store within a month after COVID-19 eases in their area



# Auto: Podcast listeners (+43%) and AM/FM radio listeners (+18%) are more likely to make an auto purchase in the next 12 months

% who intend to purchase or lease a new/used vehicle in the next 12 months





# Thank You

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