

media

Study: Listeners respond to radio endorsements

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Smart radio buyers have long suspected on-air endorsements from radio personalities can be more effective than traditional spots, and now there's new evidence to support that, albeit from a very biased source.

A study from Clear Channel Media and Entertainment, conducted with the University of Southern California, found that when comparing radio personalities to those in other media, about 60 percent of listeners said radio hosts are like a friend whose opinions they trust.

The study also found that listeners are more likely to equate a radio personality's recommendation to that of a friend than they would with sponsored Facebook or Twitter posts or TV commercials.

Clear Channel also cites a few real-world examples. In one of them, T-Mobile used radio personalities for a full-day takeover in 18 Clear Channel markets, resulting in a 100 percent increase in ad recall and a 33 percent jump in purchase intent.

Similarly, syndicated Clear Channel host Delilah promoted the Chase Blueprint service recently, leading to a 26 percent increase in awareness.

The survey portion of the study also found that more than 60 percent of listeners say they're likely to talk about things on-air hosts have said, often using social media networks.

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