

Like Family And Friends



POWERFUL CONNECTION BETWEEN LISTENER AND PERSONALITY

Radio Personality

- Like a friend/family member or acquaintance - **81%**
- Value and trust their favorite personality's opinions - **83%**
- Would follow their favorite to a new station - **84%**

Source: Katz Media Group, Our Media Survey, 2019

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LISTENERS ARE PART OF A DJ'S INNER CIRCLE

What Listeners Know About Their Favorite DJ



Source: Katz Media Group, Our Media Survey, 2019

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