

RADIO DRIVES RECRUITMENT ADVERTISING



COVID-19 IMPACT ON EMPLOYMENT

- 22 million jobs were lost from February – April 2020
- Losses in March 2020 and April 2020 were the highest seen since the end of World War II
 - According to the U.S. Bureau of Labor Statistics, more than double the number of jobs were lost between these two months versus those lost from 2007-2009
- States with greater COVID-19 cases had higher job losses
- Employment recovered slightly from May through August 2020, but then slowed
- Businesses with 50 or less employees and those that required interaction experienced a more dramatic recovery

COVID-19 IMPACT ON EMPLOYMENT

As of May 2021

- Unemployment rate declined to 5.8%
 - Jobless rates for adult men (5.9%), adult women (5.4%), Blacks (9.1%), and Asians (5.5%) showed little change in May
- 6.6 million people who are unemployed are currently looking for a job - up by 1.6 million since February
- 7.9 million people reported that they weren't working because their employer closed or lost business due to COVID-19

COVID-19 IMPACT ON EMPLOYMENT

May 2021 employment (month):

- Leisure and hospitality increased by 292,000
 - Nearly two-thirds of the increase was in food services and drinking places (+186,000)
 - Amusements, gambling and recreation (+58,000) and in accommodation (+35,000)
- Increased in public and private education
 - Local government education up 53,000, state by 50,000 in state and by 41,000 in private education
- Health care and social assistance added 46,000 jobs
 - Health care continued uptick (+23,000) - a gain in ambulatory health care services (+22,000)
 - Social assistance added 23,000 jobs, mostly in child day care services (+18,000)
- Information up 29,000 over the month
 - Occurred in motion picture and sound recording industries (+14,000)

COVID-19 IMPACT ON EMPLOYMENT

May 2021 employment (month):

- Manufacturing up 23,000
 - Gain in motor vehicles and parts (+25,000) followed a loss in April (-38,000)
- Transportation and warehousing added 23,000 jobs
 - Increased in support activities for transportation (+10,000) and in air transportation (+9,000)
- Wholesale trade up 20,000, mostly in the durable goods component (+14,000)
- Construction employment down (-20,000), reflecting a job loss in nonresidential specialty trade contractors (-17,000)
- Professional and business services changed little (+35,000)
 - Accounting and bookkeeping services up (+14,000)
- Retail changed very little (-6,000)
 - Clothing and accessories stores added 11,000 jobs
 - Food and beverage stores decreased 26,000, following a decline of 47,000 in April

RADIO REACHES JOB SEEKERS

84%

Adults 18+

87%

Blacks 18+

86%

Hispanics 18+

% who plan on looking for a new job in the next 12 months

RADIO REACHES JOB/RECRUITMENT FAIR ATTENDEES

85%

Adults 18+

88%

Blacks 18+

88%

Hispanics 18+

% who attended a job fair/recruitment fair in the past 12 months

RADIO REACHES ONLINE/APP JOB SEEKERS

87%

Adults 18+

90%

Blacks 18+

89%

Hispanics 18+

% who used internet/apps for job/employment search past month

BACKGROUND DATA

Jan 2020 – Dec 2020

42,600 Radio Ads

Jan 2021 – Apr 2021

18,200 Radio Ads

Source: NumericOwl Recruitment

RADIO DROVE LIFT FOR RECRUITMENT WEB TRAFFIC IN 2020

Radio campaigns influence search and web activity – even higher during a pandemic

42,600 Thousand Radio Ads

JAN – DEC 2020

Increased visitor lift average	6%
New visitors from ads	22,400
Total new users	6.59 million

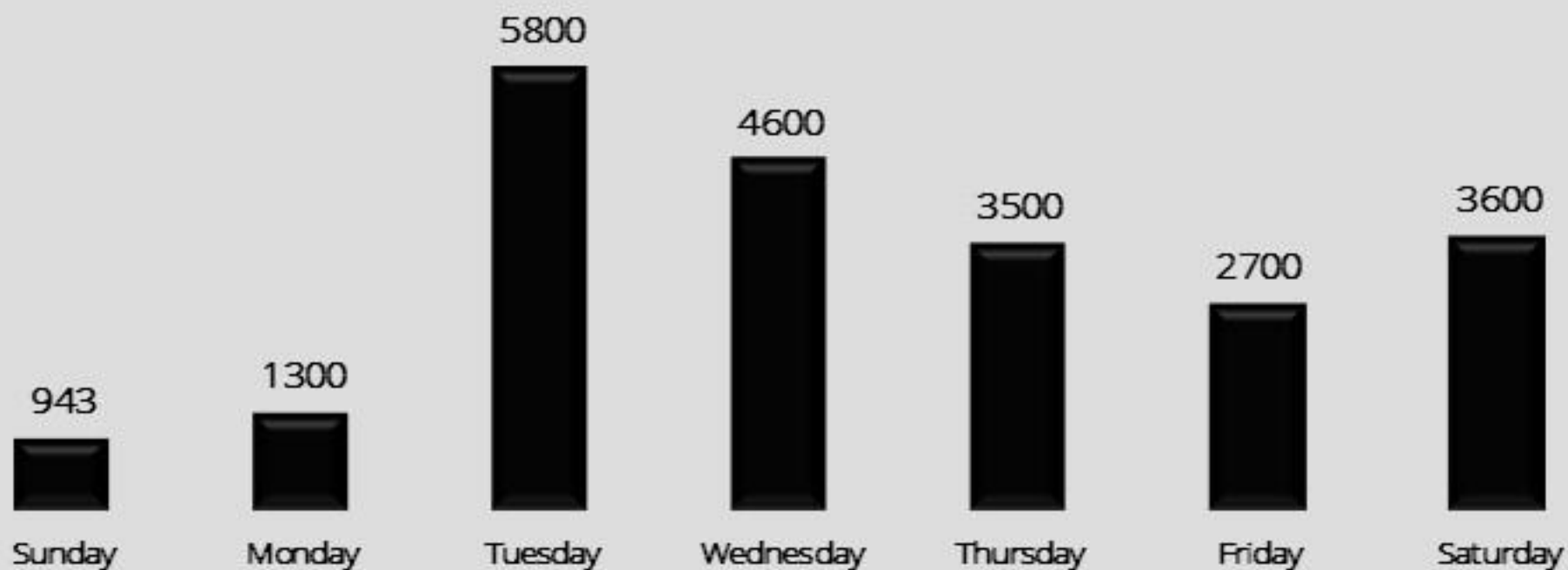
Source: NumericOwl Recruitment Jan 2020 - Dec 2020



AnalyticOwl

RAB RADIO
ADVERTISING
BUREAU

WEB TRAFFIC PEAKED ON TUESDAY



Source: NumericOwl Recruitment Jan 2020 - Dec 2020



AnalyticOwl

RAB RADIO
ADVERTISING
BUREAU

WEB ACTIVITY IN 2020 HIGHEST AT THE START OF THE DAY



Morning

(6 a.m. - 10 a.m.)
highest number
of new users



Midday

(10 a.m. - 3 p.m.)
82% of
Morning
new users



Afternoon

(3 p.m. - 7 p.m.)
same number
of new visits
per airing as
Midday



Evening

(7 p.m. - 12 a.m.)
71% of
Afternoon
new users



Overnight

(12 a.m. - 6 a.m.)
delivered
783
new *users*

Source: NumericOwl Recruitment Jan 2020 - Dec 2020



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RAB RADIO
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RADIO DRIVES LIFT FOR RECRUITMENT WEB TRAFFIC IN 2021

Radio campaigns influence search and web activity – even higher during a pandemic

18,200 Thousand Radio Ads

JAN – APR 2021

Increased visitor lift average	19%
New visitors from ads	44, 300
New visits per airing	2.4
Total new users	2.45 million

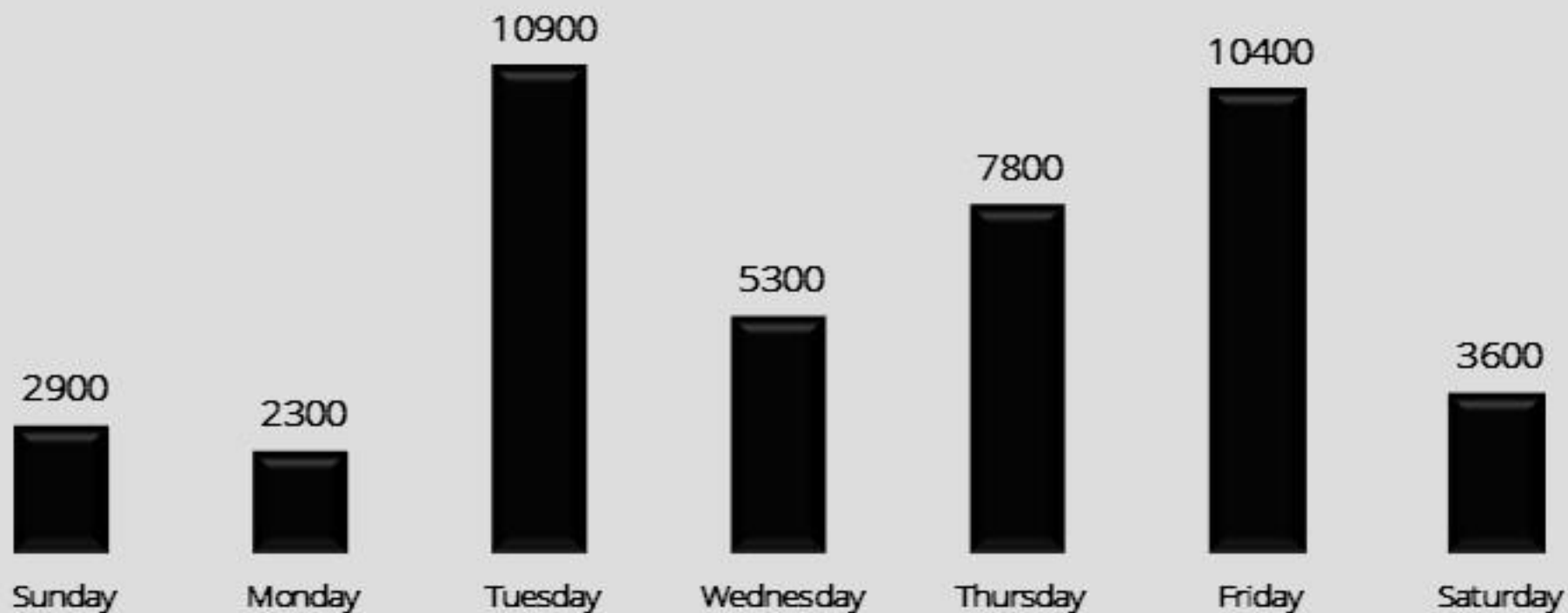
Source: NumericOwl Recruitment Jan 2020 – Apr 2021



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WEB TRAFFIC CONTINUED TO PEAK ON TUESDAYS IN 2021



Source: NumericOwl Recruitment Jan 2020 - Apr 2021



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WEB ACTIVITY DAYPART SHIFTS FOR JOB SEEKERS IN 2021



Midday

(10 a.m. - 3 p.m.)
highest number
of new users



Morning

(6 a.m. - 10 a.m.)
85% of
Midday
new users



Afternoon

(3 p.m. - 7 p.m.)
same number
of new visits
per airing as
Morning



Evening

(7 p.m. - 12 a.m.)
45% of
Midday
new users



Overnight

(12 a.m. - 6 a.m.)
delivered
comparable
new visits per
airing as
Evening

Source: NumericOwl Recruitment Jan 2020 - Apr 2021



AnalyticOwl

RAB RADIO
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RADIO WORKS FOR RECRUITMENT

Effective at driving online activity for employment opportunities

- Americans experienced unprecedented unemployment levels in 2020.
 - Some industries rebounded, but not at pre-pandemic levels
- Radio is an effective medium for reaching adults who are looking for employment or plan to change their current position
- Radio campaign impact seen across days and times with variances by year:
 - Tuesday experiences the highest lift in web traffic for recruitment
 - Lift in site traffic jumped from 6% in 2020 to 19% in four months of 2021
 - Mornings had the highest new site visitors in 2020 but there is a shift to Midday in 2021

