

# Making the Business Case for Underwriting: Updated ROI Research

November 13, 2018

**GREATER  
PUBLIC**



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# 2015-2018 Sponsorship ROI Norms

Corey Lewis, Station Manager



## By the Numbers

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Data here is compiled from survey research undertaken by WBUR to better understand the ROI of sponsoring public radio.

- 9,000+ surveys completed since 2015 with adults ages 25-64
- Covering sponsorship ROI in 6 different quarters
- In 8 different metropolitan markets
- One-third of the surveys were completed with public radio station listeners in each market.
- Survey data balanced to reflect station audience and market

The normative database consists of...

- 7,166 total observations about a brand or company's reputation, consideration or purchase/usage
- 669 different brands or organizations covered in 20 categories

# What We Measure

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- Depending on the category, we ask about one, two, or all three of these.

## Reputation

*Which company offers the highest quality?*



## Consideration

*Which company would you consider purchasing or doing business with?*



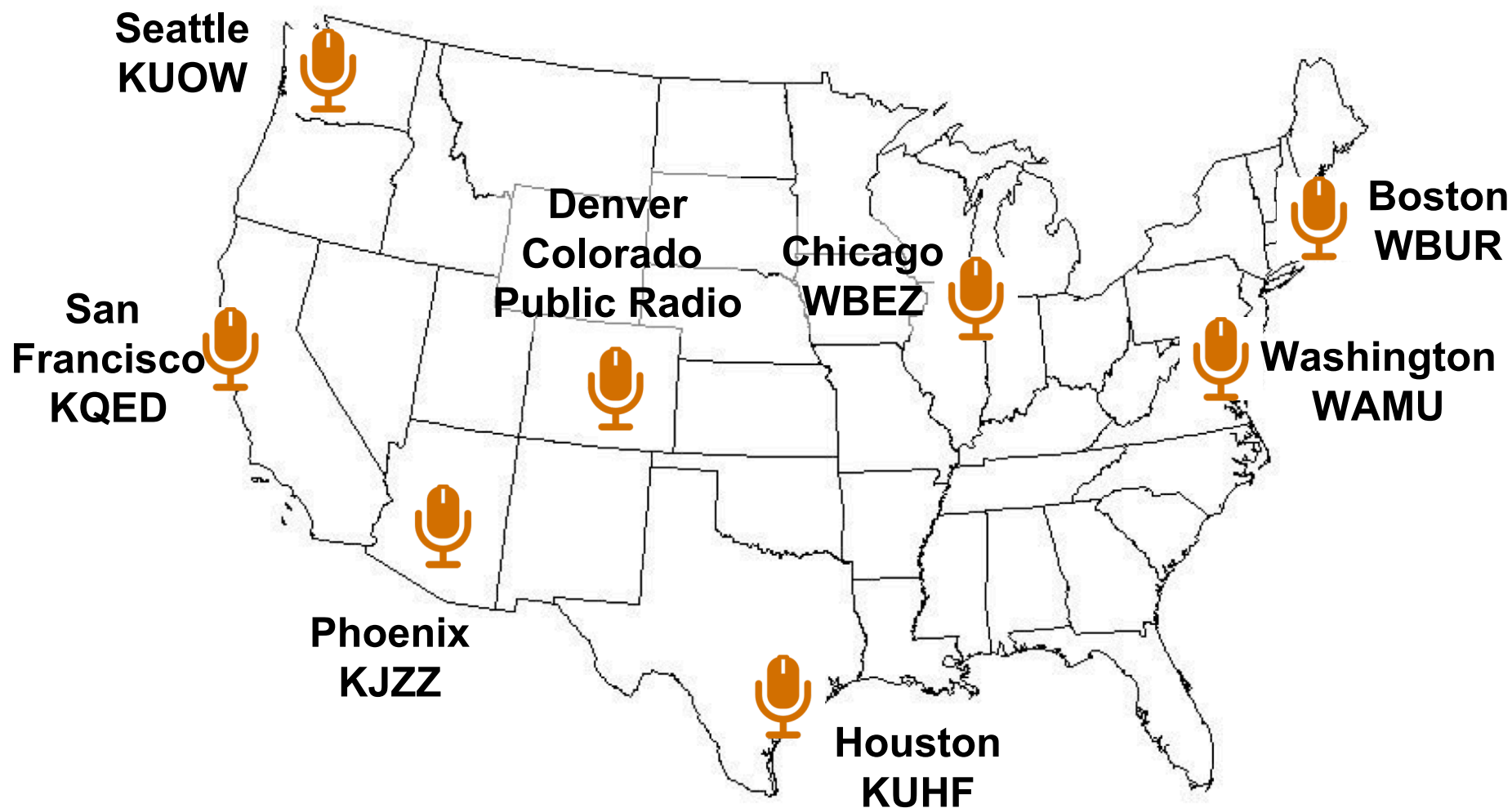
## Purchase or Use

*Which company do you currently use or purchase from?*



# Markets Covered

- The markets selected for the study are diverse in geography, demographics, and size/



*In each year, the demographic target is adults age 25-64 residing in each market, with quotas set to insure at least 1/3 of each sample listen to the Here and Now affiliate station.*

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## Sponsors vs. Non-Sponsors

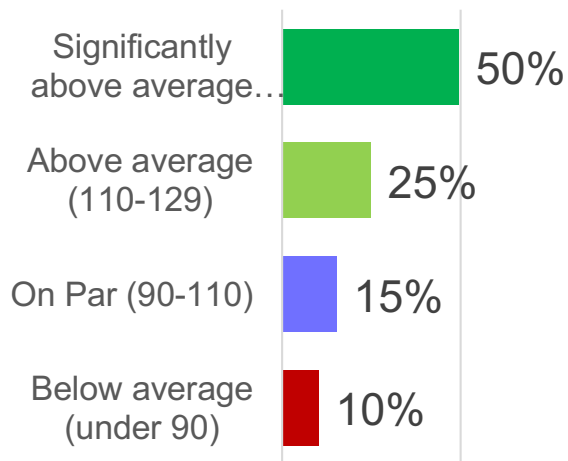


# Index Scores for Sponsors Among Our Listeners

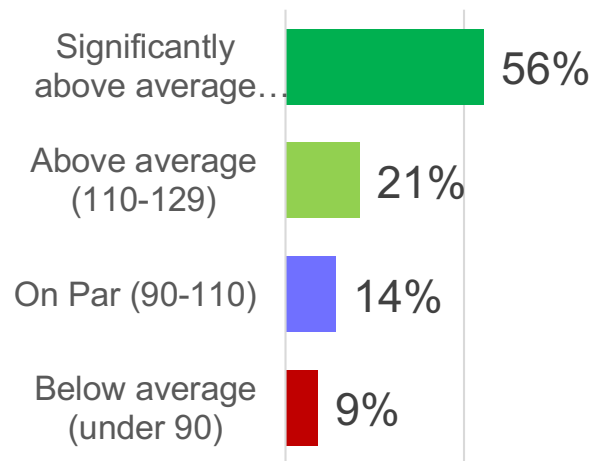
- Over the course of our research, we have found that about 75% of the time, public radio station listeners index above the wider DMA average for sponsoring companies.



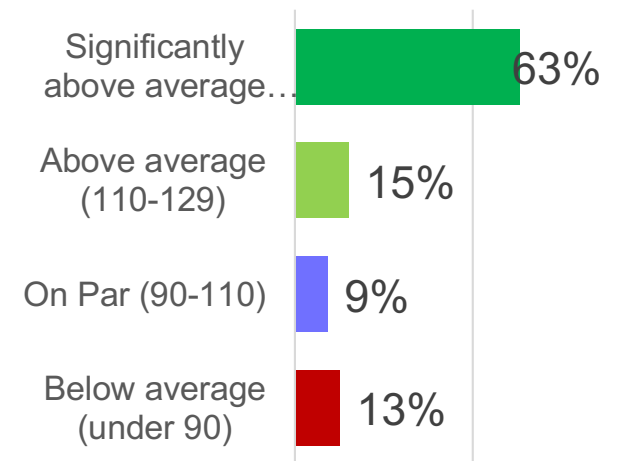
Reputation



Consideration



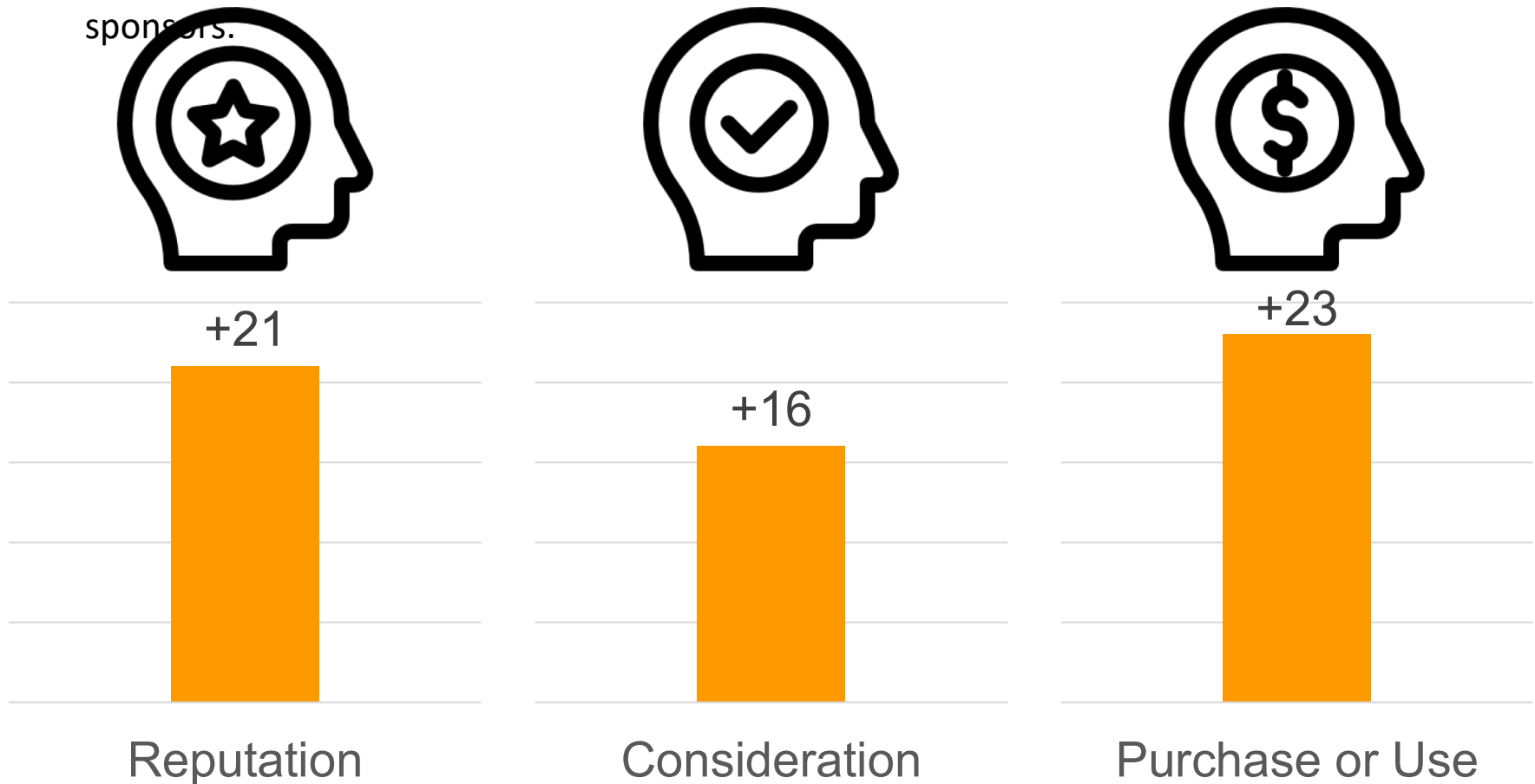
Purchase or Use



Source: WBUR normative database of sponsorship (n=1383 observations of sponsoring organizations)  
Reputation: n=341 sponsors. Consideration: n=598 sponsors. Purchase or use: n=444 sponsors.

# Differential Between Sponsors and Non-Sponsors

- Over the course of our research, we have found that indexed scores among listeners of public radio for sponsoring companies are 16 to 23 points higher than scores among non-sponsors.



Source: WBUR normative database of sponsorship (n=7166 observations) Reputation: n=341 sponsors, n=1,135 non-sponsors. Consideration: n=598 sponsors, n=2,560 non-sponsors. Purchase or use: n=444 sponsors, n=2,088 non-sponsors

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## Public Radio vs. Other Commercial Media

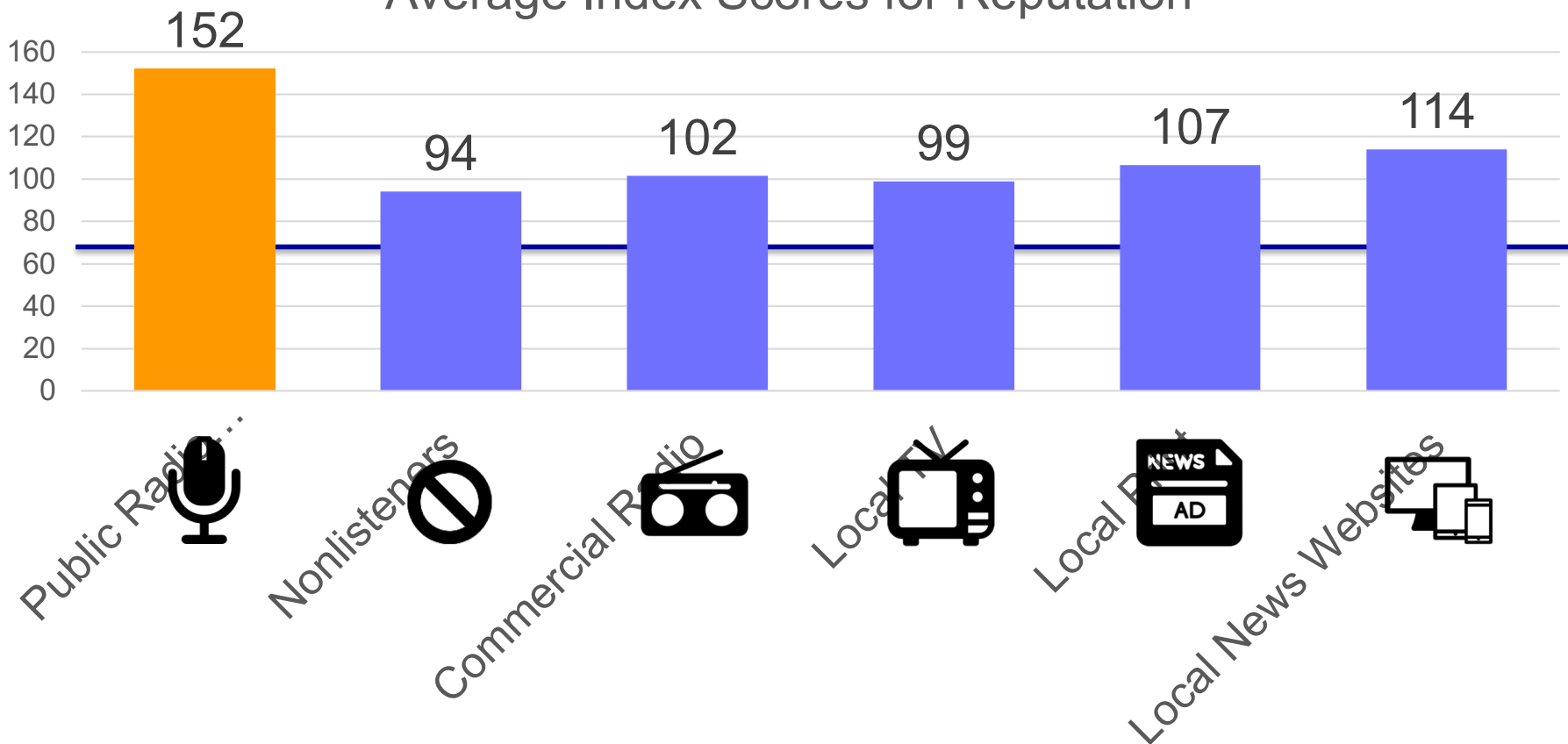


# Norms for Reputation



- Over the course of our research, sponsors have indexed on average 52% above the wider DMA for reputation and much better than other local media outlets.

Average Index Scores for Reputation



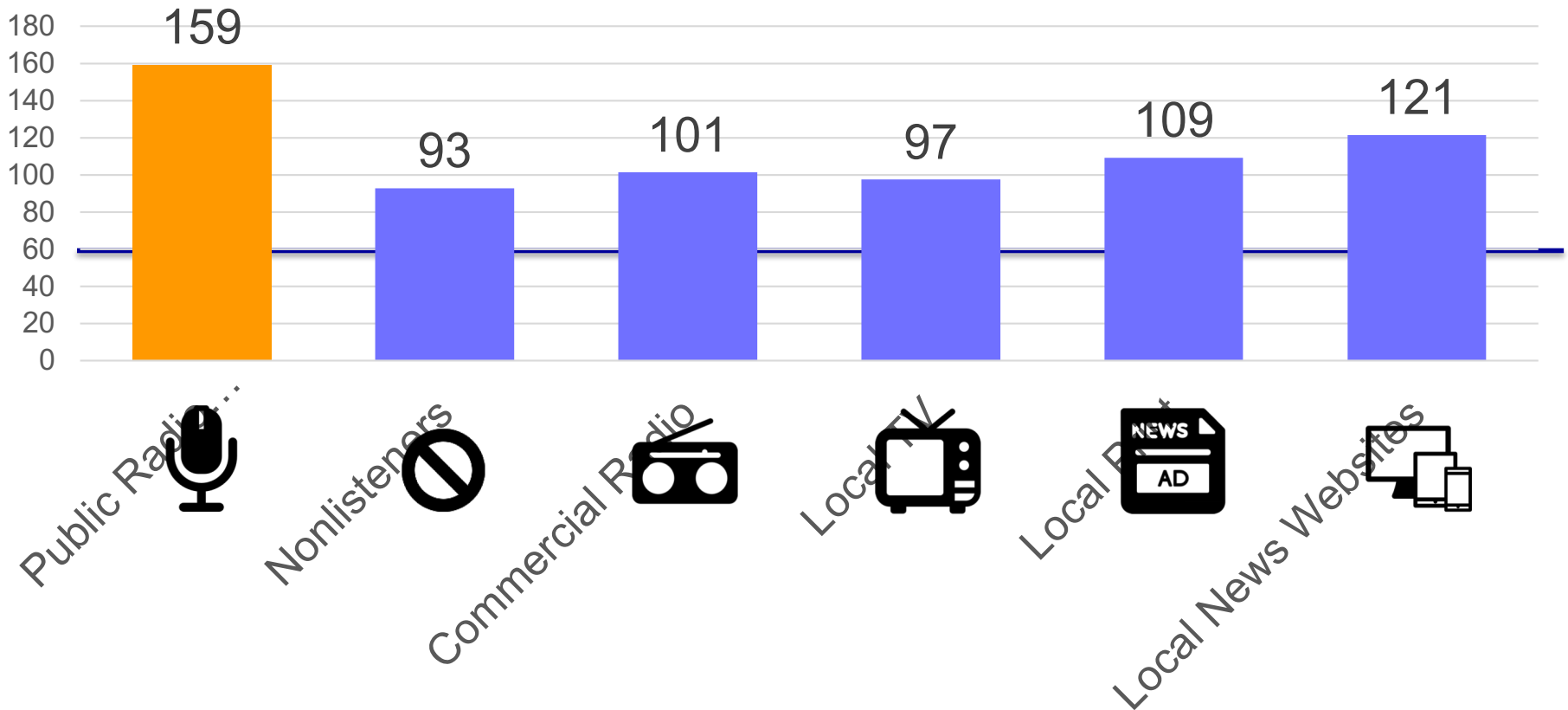
Source: WBUR normative database of sponsorship (n=341 sponsor observations in all markets 2015-2018)

# Norms for Consideration



- Over the course of our research, sponsors have indexed on average 59% above the wider DMA for reputation and much better than other local media outlets.

Average Index Scores for Consideration



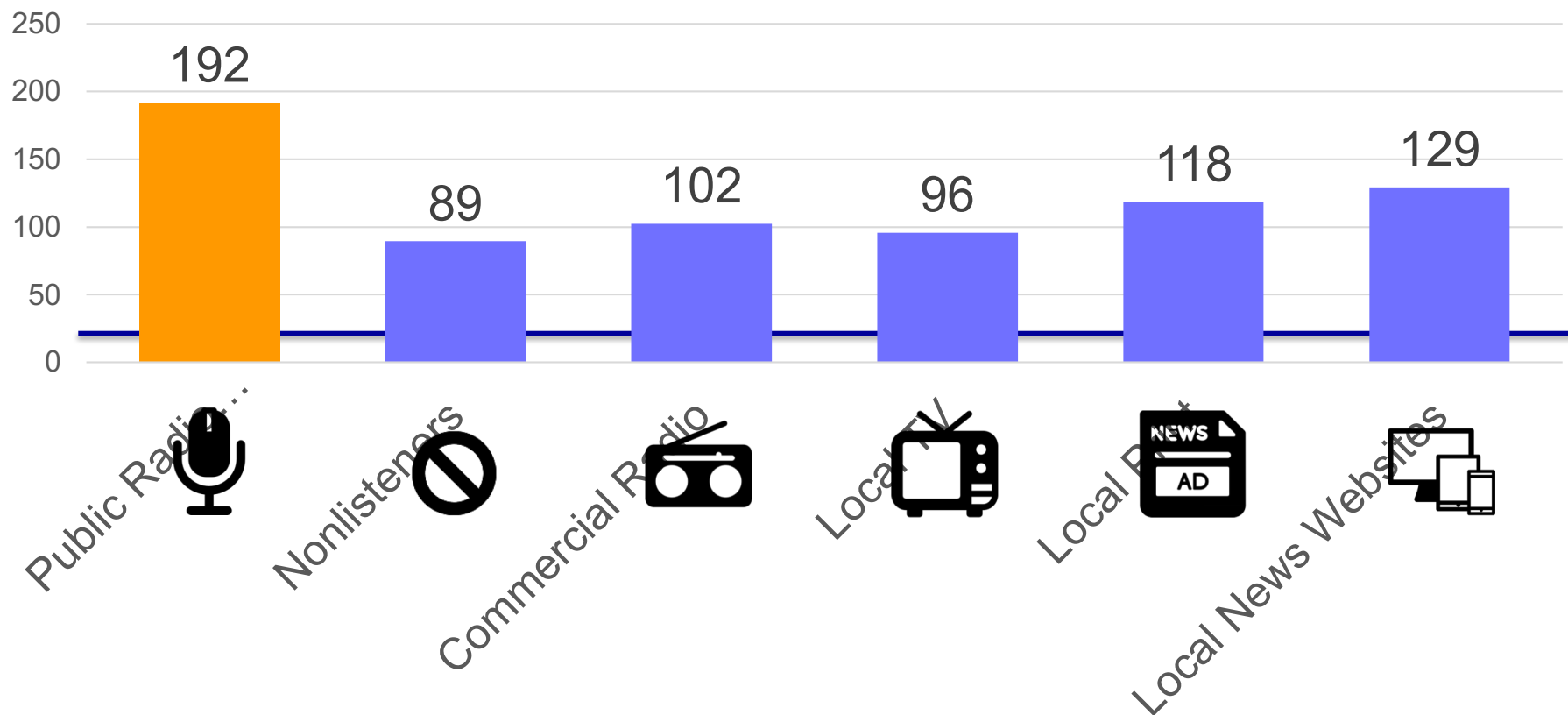
Source: WBUR normative database of sponsorship (n=598 sponsor observations in all markets 2015-2018)

# Norms for Purchase or Use



- Over the course of our research, sponsors have indexed on average 92% above the wider DMA for reputation and much better than other local media outlets.

## Average Index Scores for Purchase or Use



Source: WBUR normative database of sponsorship (n=444 sponsor observations in all markets 2015-2018)

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## Latest Results by Market

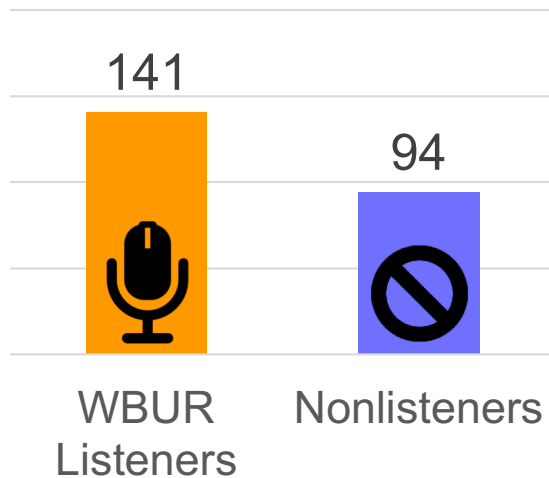


# WBUR Boston

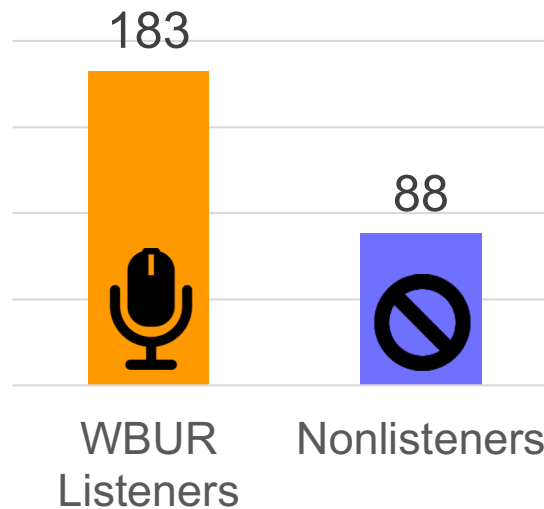
- On WBUR in Boston this year, sponsoring companies index 41% above average on reputation, 83% above average on consideration and 77% above average on purchase or usage.



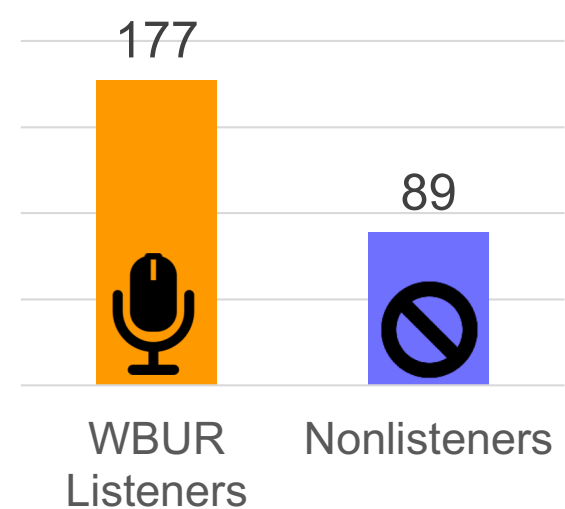
Reputation



Consideration



Purchase or Use



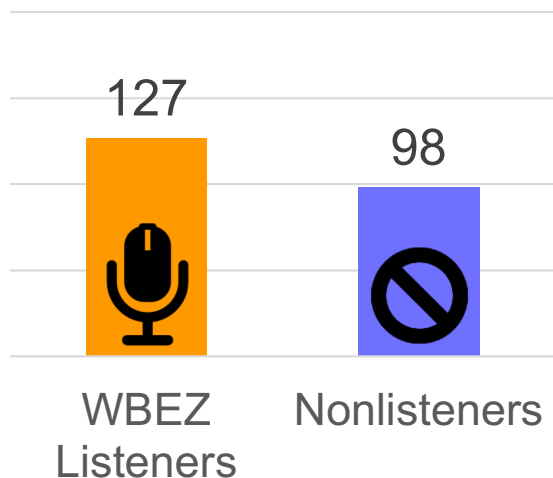
Source: WBUR normative database of sponsorship 2018 sponsor observations in Boston (n=30 for reputation, n=65 for consideration, n=45 for purchase/use)

# WBEZ Chicago

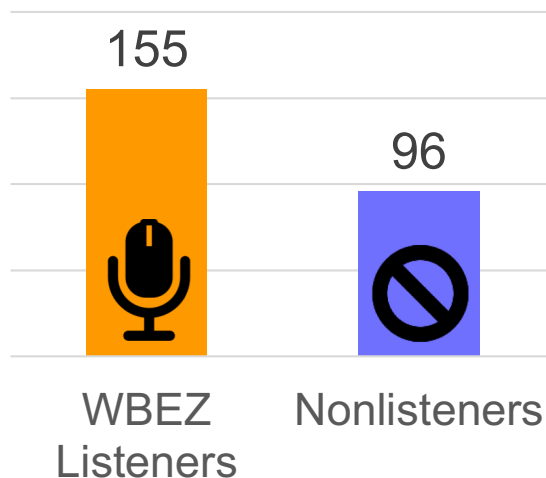
- On WBEZ in Chicago this year, sponsoring companies index 27% above average on reputation, 55% above average on consideration and 87% above average on purchase or usage.



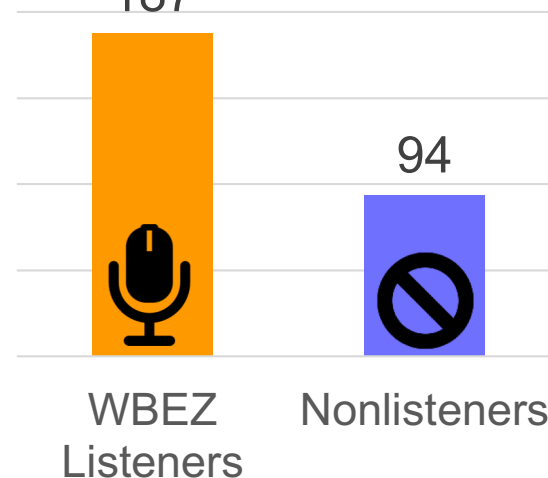
Reputation



Consideration



Purchase or Use  
187



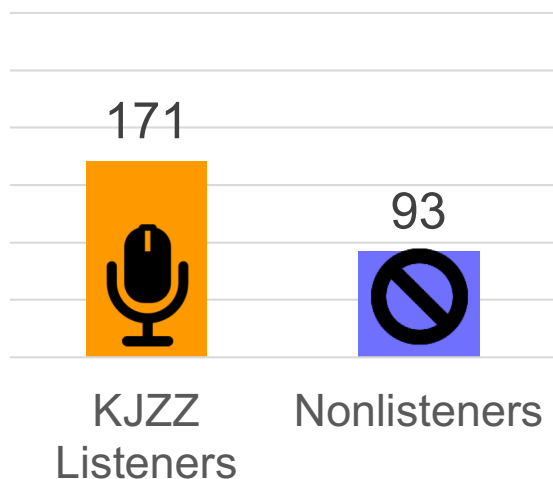
Source: WBUR normative database of sponsorship 2018 sponsor observations in Chicago (n=27 for reputation, n=38 for consideration, n=30 for purchase/use)

# KJZZ Phoenix

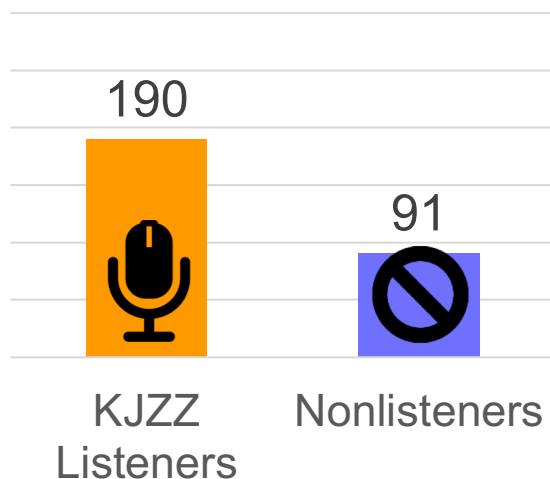
- On KJZZ in Phoenix this year, sponsoring companies index 71% above average on reputation, 90% above average on consideration and 162% above average on purchase or usage.



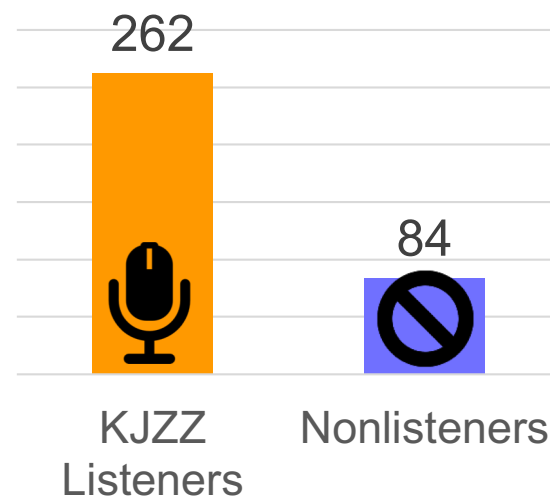
Reputation



Consideration



Purchase or Use



Source: WBUR normative database of sponsorship 2018 sponsor observations in Phoenix (n=22 for reputation, n=28 for consideration, n=22 for purchase/use)

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## Local Results





## **2018 Underwriting ROI Study**

### **Results for Salem Five**



BOSTON'S NPR® NEWS STATION

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# Survey Background and Methodology

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- WBUR has invested in an ROI study to measure the effectiveness of sponsorship messages for WBUR and Here and Now network affiliates. The study was underwritten by its corporate sponsors and is similar to the ROI research completed in 2015 and 2017.
- Data was collected in two waves. The first wave was completed in March 2018 and the second was completed in June 2018.
- Survey respondents were recruited online from the SSI consumer panel.
- The sample size across both waves of the study is 1,250 adults between the ages of 25 and 64 in metropolitan Boston. (Margin of error = +/- 3.1%)
- Weights are applied to the sample to set listeners of WBUR in proportion to the actual listener reach while aligning listener, nonlistener and total market demographics to benchmark norms.
- Unlike many media studies of this kind, this study has been designed to measure specifically how underwriting a nontraditional marketing message on public radio compares directly against traditional commercial media outlets (other radio stations, local TV stations, local print publications and website audiences.)

# Survey Background and Methodology

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- Research has been conducted to measure changes in the following metrics with regard to local **banks**:
  - Currently hold accounts, mortgages or loans
  - Likely to consider for mortgage refinancing, a new loan or line of credit or to open a new account
  - Likely to consider for investment services or financial planning
- **Banks** covered by this study:
  - Bank of America
  - Boston Private Bank and Trust
  - Brookline Bank
  - Cambridge Trust
  - Capital One
  - Chase
  - Citizens Bank
  - DCU (Digital Federal Credit Union)
  - Eastern Bank
  - First Republic
  - Middlesex Savings Bank
  - Rockland Trust
  - Salem Five
  - Santander
  - TD

# Survey Background and Methodology

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- The research includes leading local competitive placements for advertising for comparison to the impacts of sponsoring WBUR. In Boston, this includes:
  - **Leading Commercial Radio Stations:**
    - WODS FM 103.3
    - WZLX 100.7
    - WEEI AM 850/FM 93.7
    - WROR FM 105.7
    - WBZ FM 98.5
    - WBMX FM 104.1
    - WJMN FM 94.5
    - WXKS FM 107.9
    - WKLB FM 102.5
    - WMJX FM 106.7
    - WBZ AM 1030
  - **Local Commercial Television Stations:**
    - WBZ TV (CBS)
    - WCVB TV (ABC)
    - WFXT TV (FOX)
    - WHDH TV (Channel 7)
    - NBC Boston
  - **Local Newspapers and Magazines:**
    - Boston Globe
    - Boston Herald
    - The Metro
    - Your local town weekly (Community Newspapers)
  - **Competing Local News Websites:**
    - Boston.com
    - TheBostonChannel.com
    - Wicked Local.com

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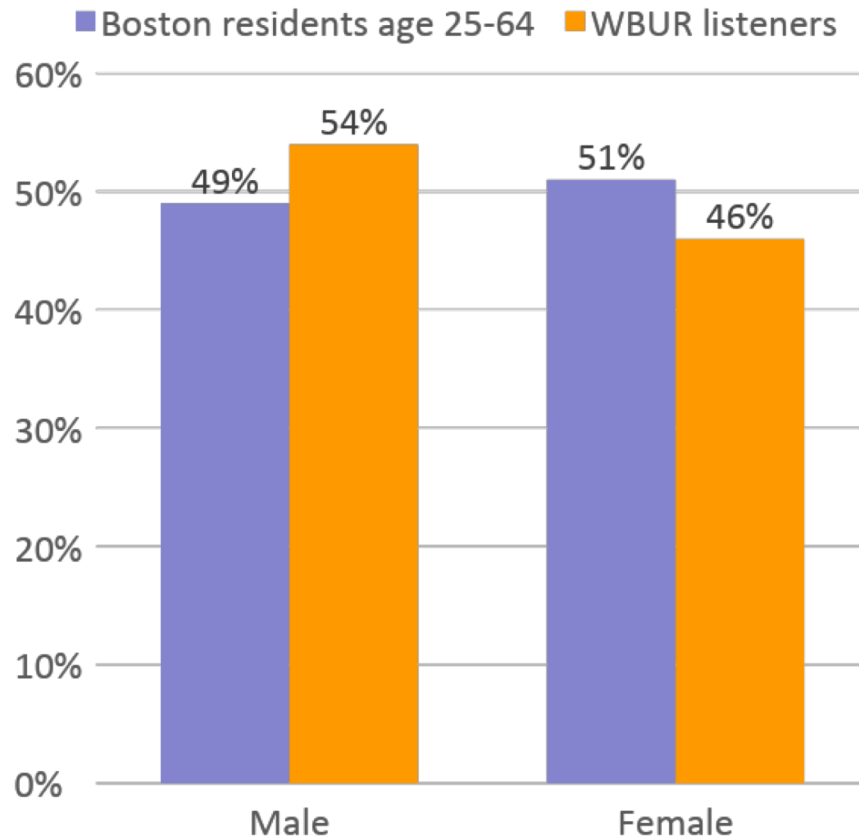
## WBUR Listener Benchmarks



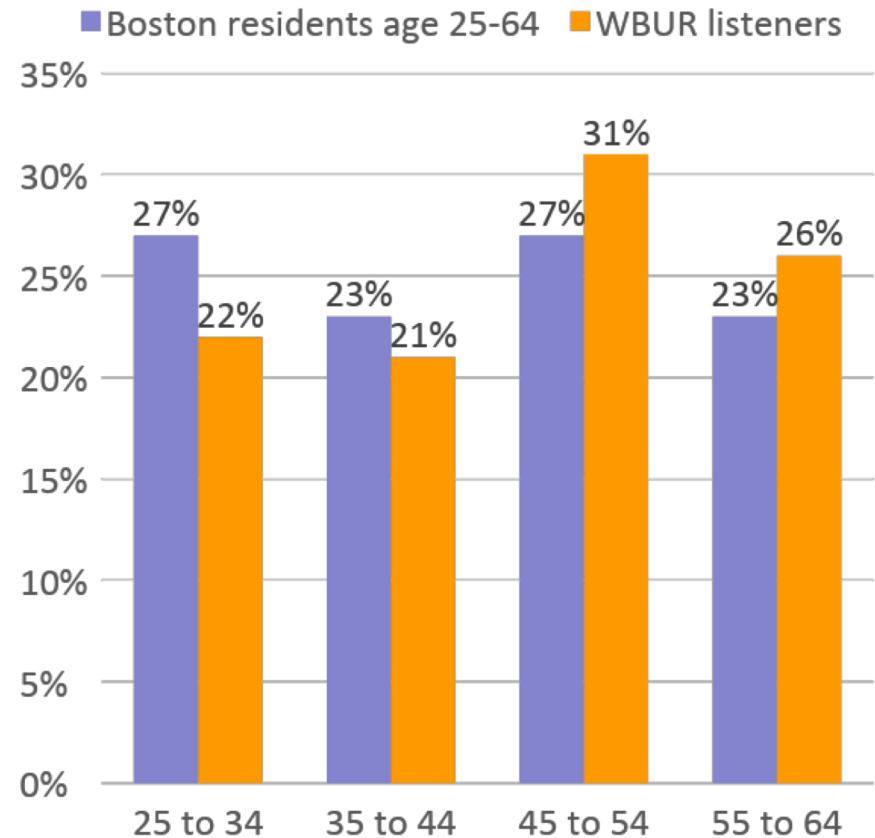
# Demographics and Reach

- WBUR reach is 12.5% of area adults between the ages of 25 and 64 and WBUR listeners have a somewhat older profile compared to the wider metro market.

Gender



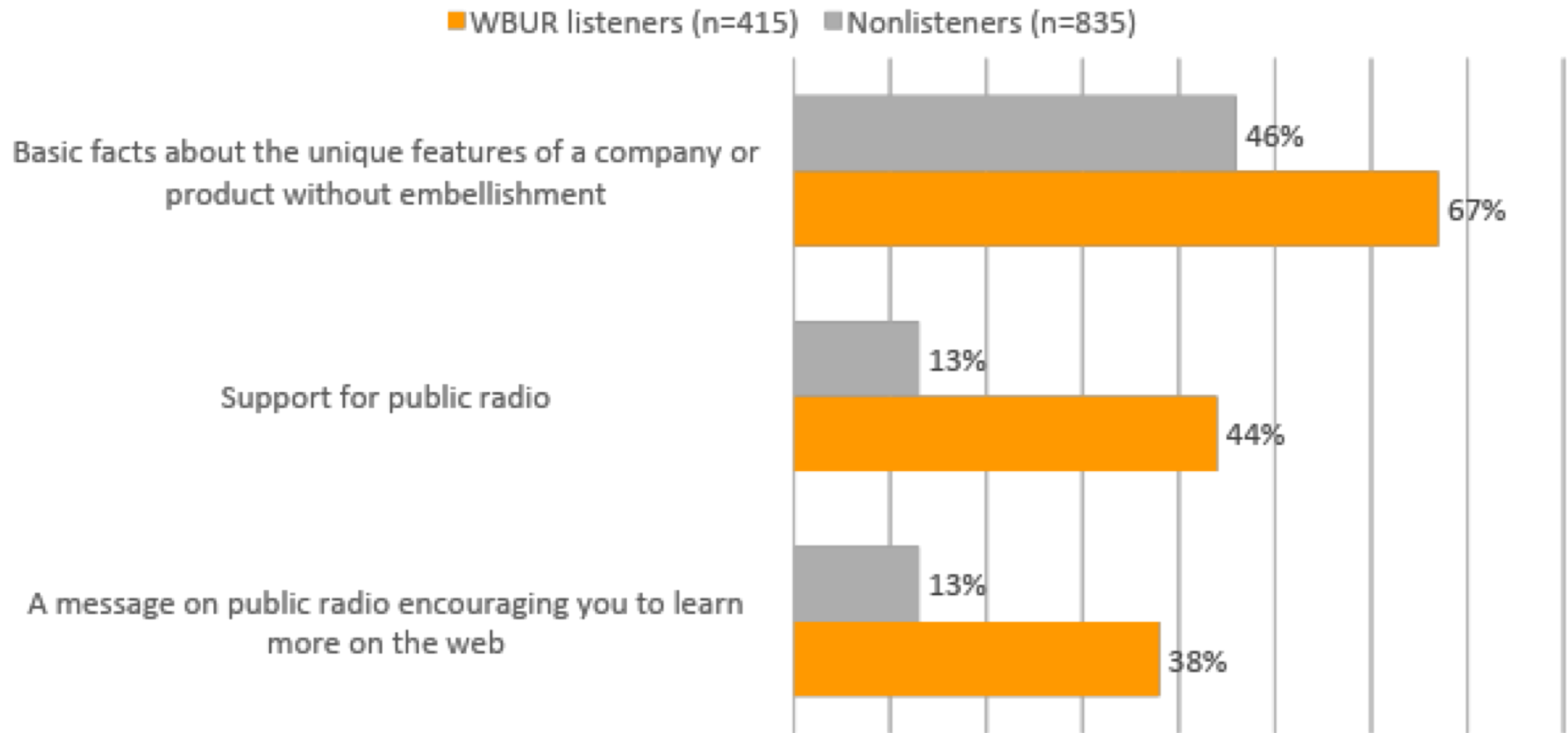
Age Distribution



Q: Please indicate your gender. Q: Please indicate your age. Q: Which of the following radio stations have you listened to in the past 90 days? A: WBUR 90.9 FM  
Base: Residents of the Boston DMA age 25-64 surveyed in March and June 2018 (n=1,250)

# Influences on Willingness to Consider a Company

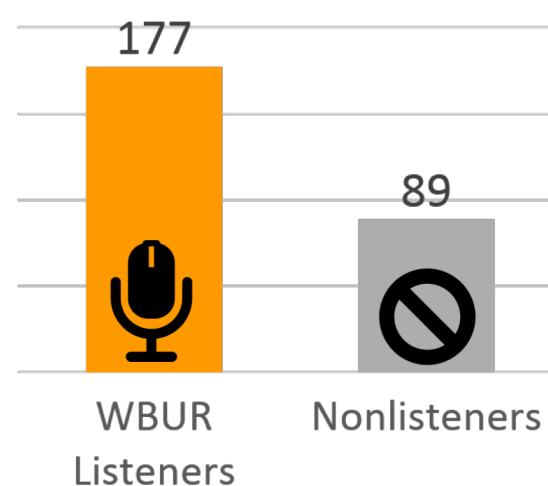
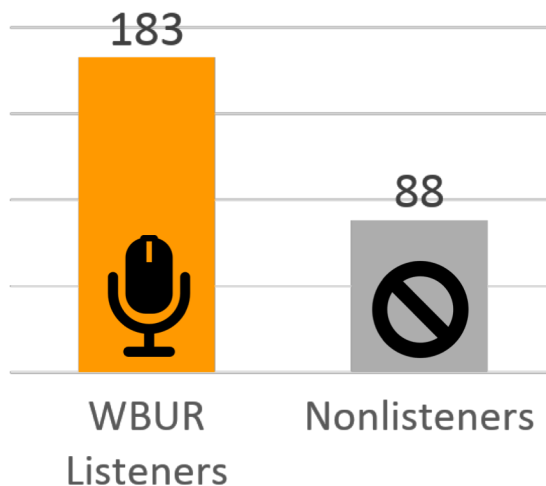
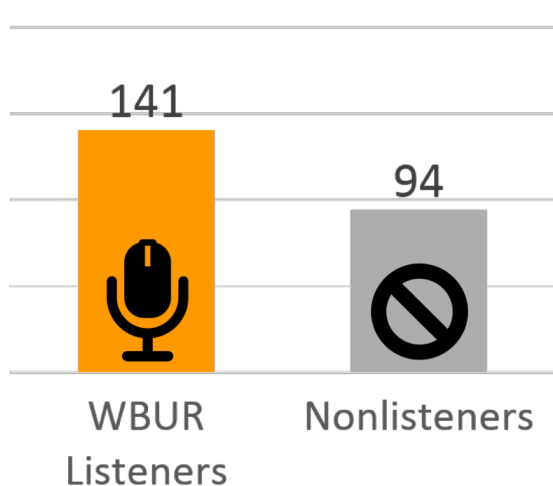
- WBUR listeners are significantly more likely to be influenced to try a different company or brand by learning basic facts about the unique features of a company without embellishment in addition to support for and messages on public radio.



Q: In general, which of the following things influence your willingness to consider doing business with a different company or brand?  
Base: Residents of the Boston DMA age 25-64 surveyed in March and June 2018 (n=1,250)

## WBUR Sponsors: 2018 Norms

- On WBUR in Boston this year, sponsoring companies index 41% above average on reputation, 83% above average on consideration and 77% above average on purchase or usage.



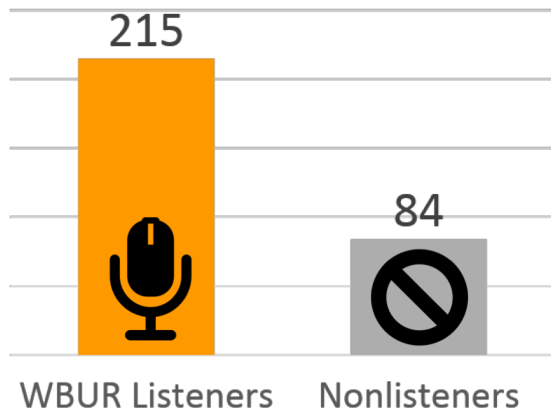
Source: WBUR normative database of sponsorship 2018 sponsor observations in Boston (n=30 for reputation, n=65 for consideration, n=45 for purchase/use)

# WBUR Sponsors: Norms for Banks

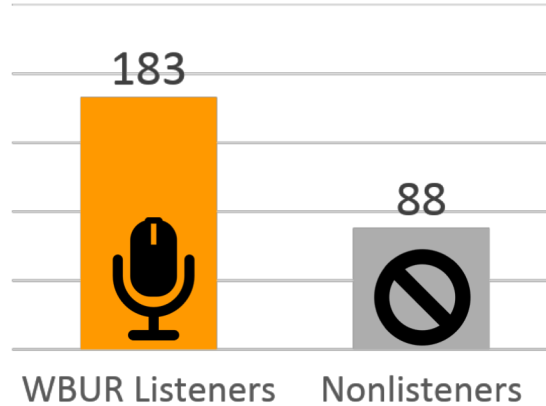
- Over the course of our research we have found that banks who sponsor WBUR index well above the wider Boston media market on consideration and usage among listeners.



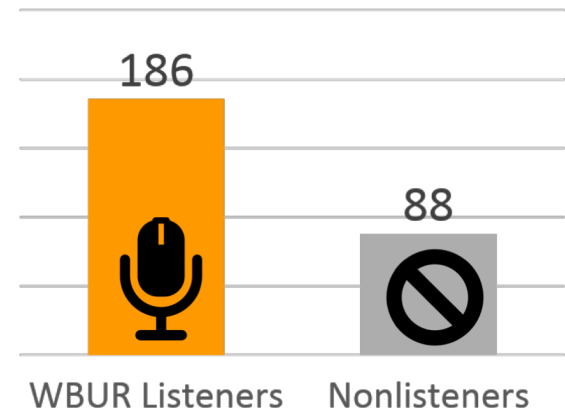
Currently Have Accounts



Would Consider for  
Banking or Lending



Would Consider for  
Investment Services



Source: WBUR normative database of sponsorship, 2015-2018 sponsorships by banks (n=31 quarterly campaigns)

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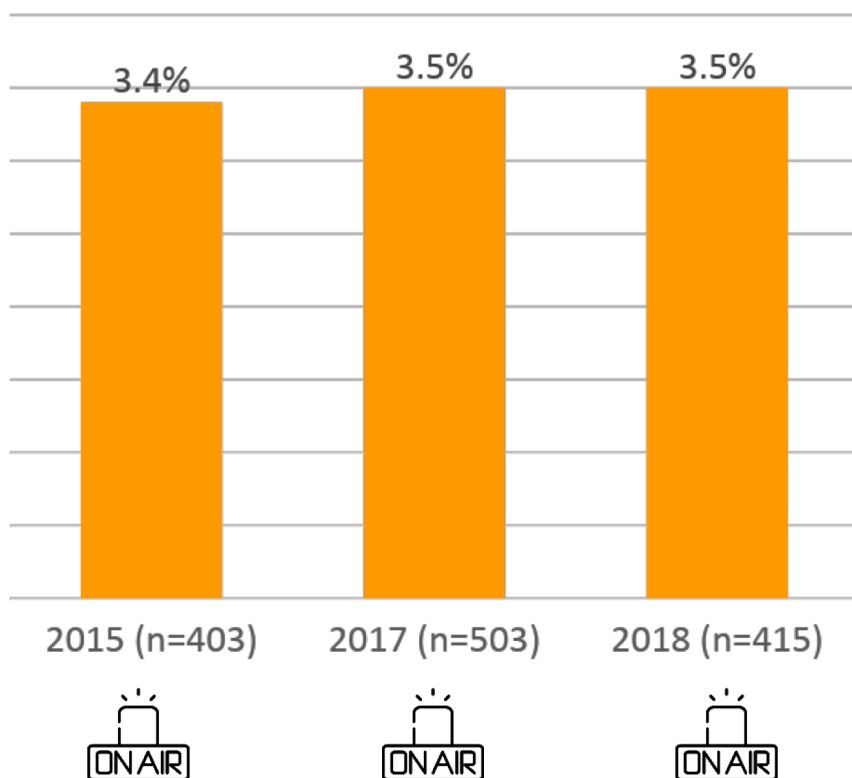
## Survey Results for Salem Five



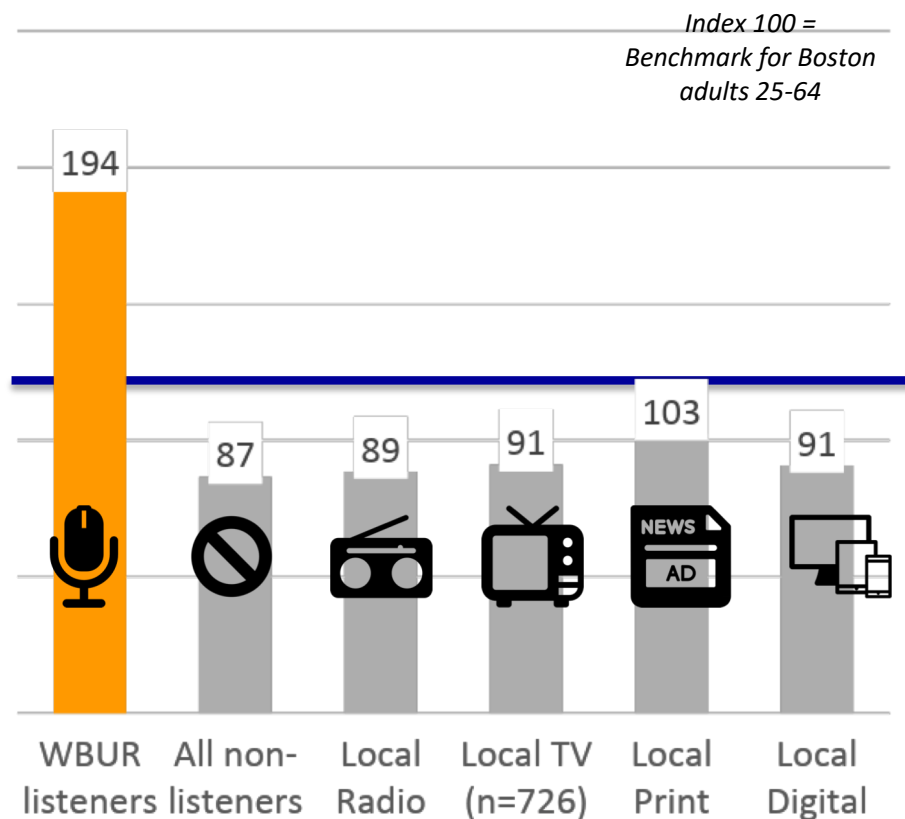
# Current Account Holders

- WBUR listeners are nearly twice as likely as the wider Boston media target audience to have accounts with Salem Five.

Share of WBUR Listeners with Accounts at Salem Five



2018 Index of Current Account Holders by Media Audience



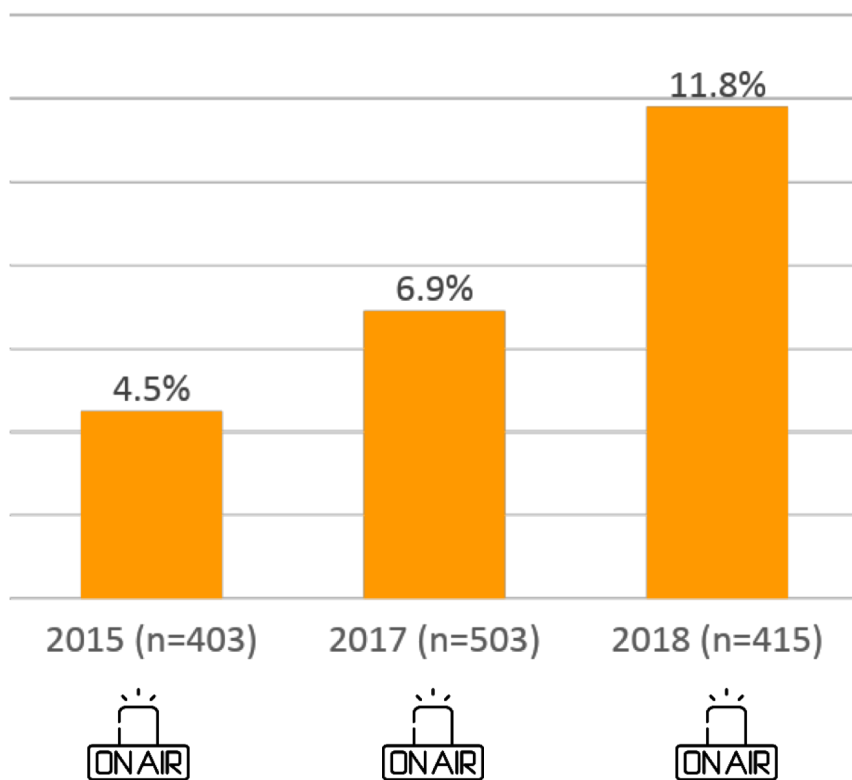
Q: Which of the following banks do you currently have any accounts, mortgages or loans with? A: Salem Five  
Base: Residents of the Boston DMA age 25-64.

# Consideration for Banking/Lending

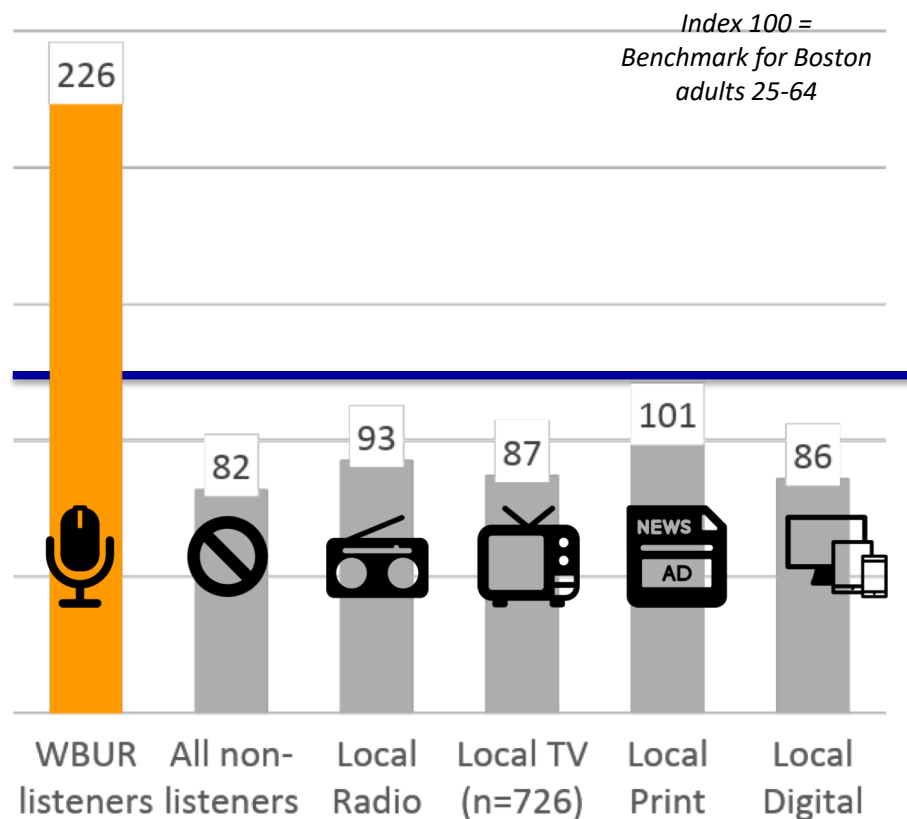


- Consideration of Salem Five for banking or lending needs is on the rise among WBUR listeners and now stands at more than double the wider media audience.

Share of WBUR Listeners who Would Consider Salem Five



2018 Index of Banking Consideration by Media Audience

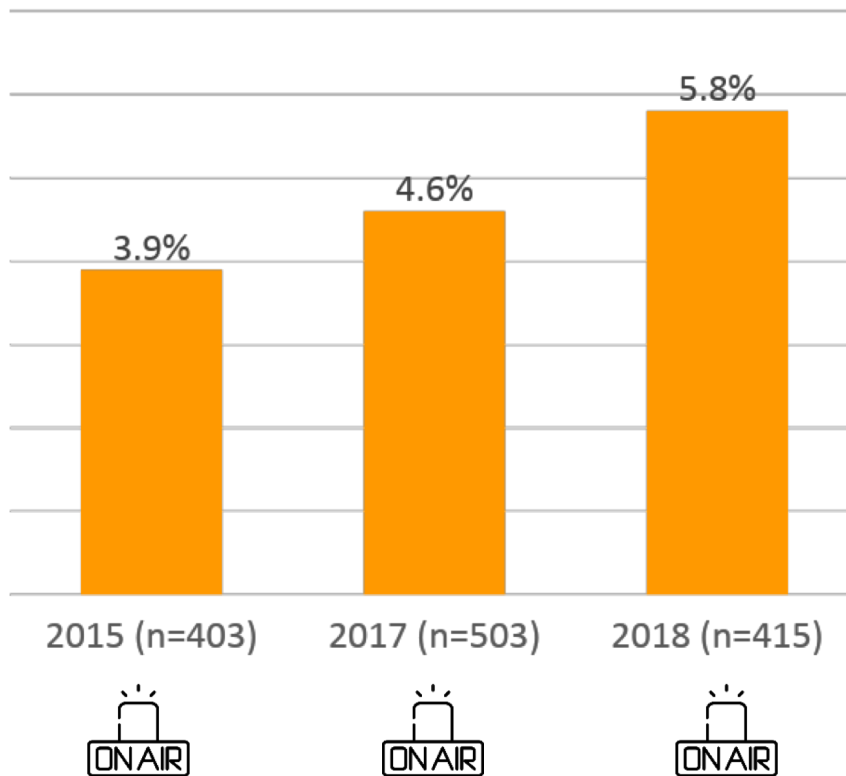


Q: If you were looking to refinance a mortgage, obtain a loan or line of credit, or open a new bank account, which of the following banks would you be likely to consider doing business with? A: Salem Five Base: Residents of the Boston DMA age 25-64.

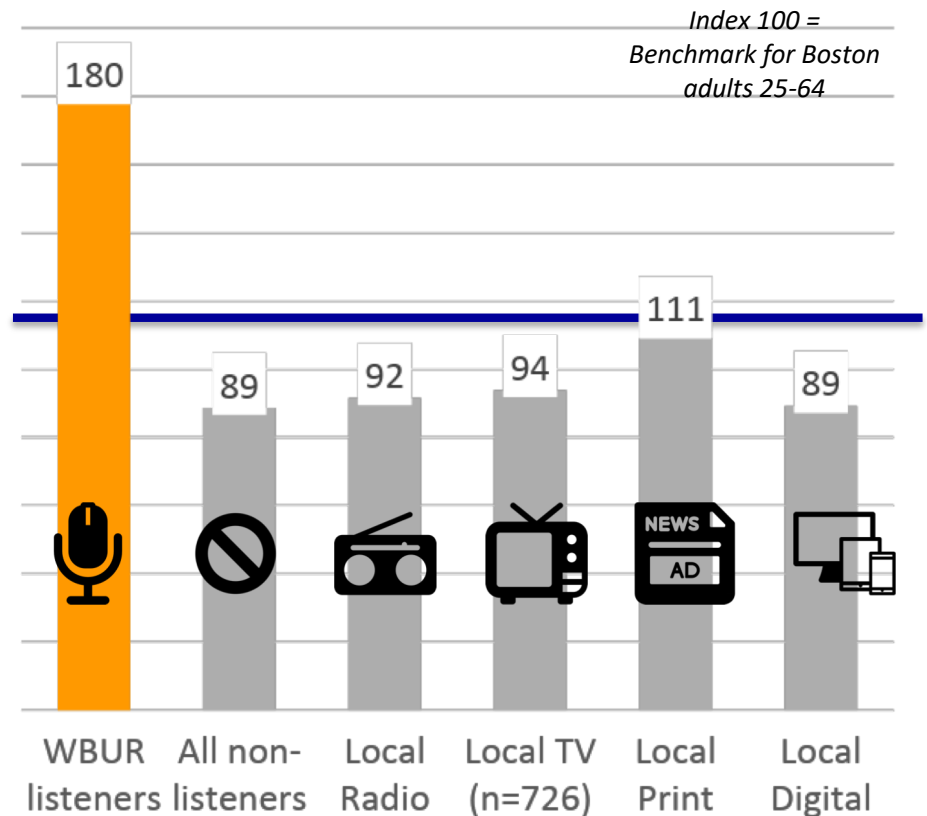
# Consideration for Investing

- Consideration of Salem Five for investing and financial planning has been inching upward among WBUR listeners and is currently 80% above the wider market.

Share of WBUR Listeners who Would Consider Salem Five



2018 Index of Investing Consideration by Media Audience



Q: If you were looking for investment services or financial planning, which of the following banks or institutions would consider doing business with?  
A: Salem Five Base: Residents of the Boston DMA age 25-64.

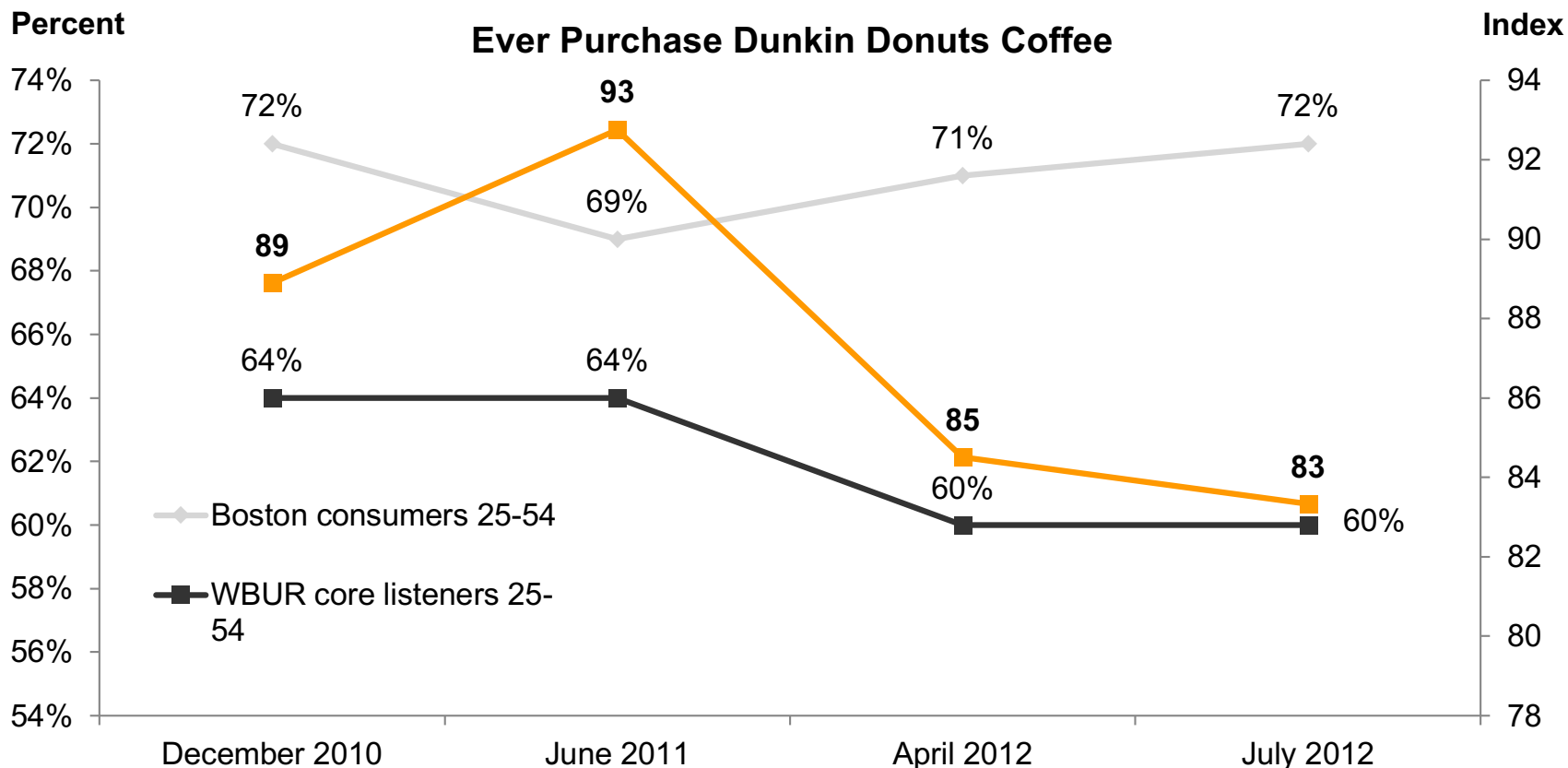
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**When the sponsor leaves so does the public radio  
listener**



# Frequency of Purchase

- The share of WBUR core listeners who purchase coffee from Dunkin Donuts has been declining relative to the market since the sponsorships ended.

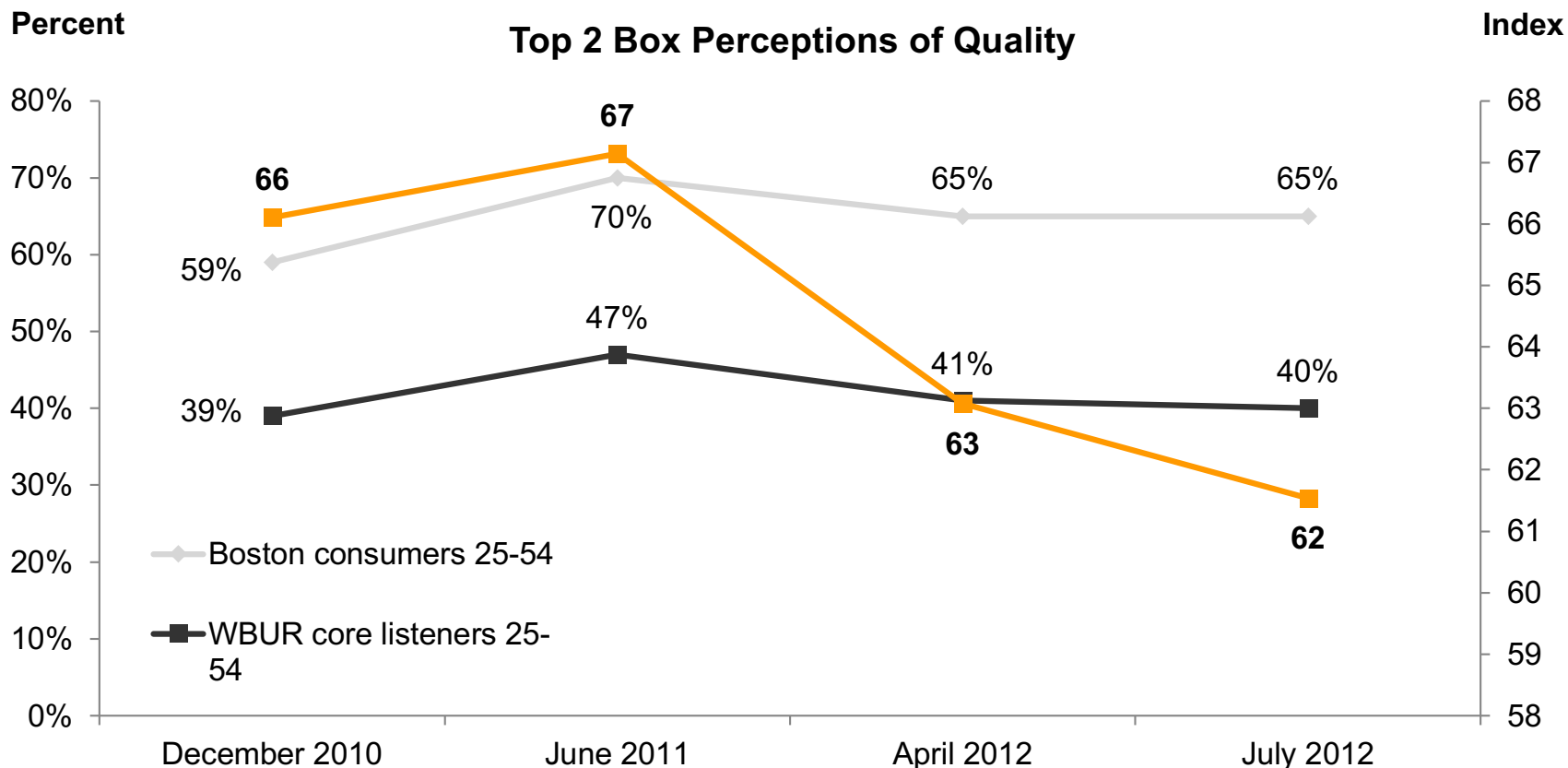


Q: How often do you purchase the following brands of coffee? - Dunkin Donuts A: Ever purchase

Base: Consumers in the Boston CSA age 25-54 and WBUR donors age 25-54 surveyed in at each point in time.

# Perceptions of Quality

- After improving during the sponsorship period in early 2011, perceptions of quality held by core listeners have retreated to the levels seen before the 2011 sponsorship period.



Q: How would you rate the quality of coffee each of the following brands or companies? – Dunkin' Donuts A: Top 2 Box

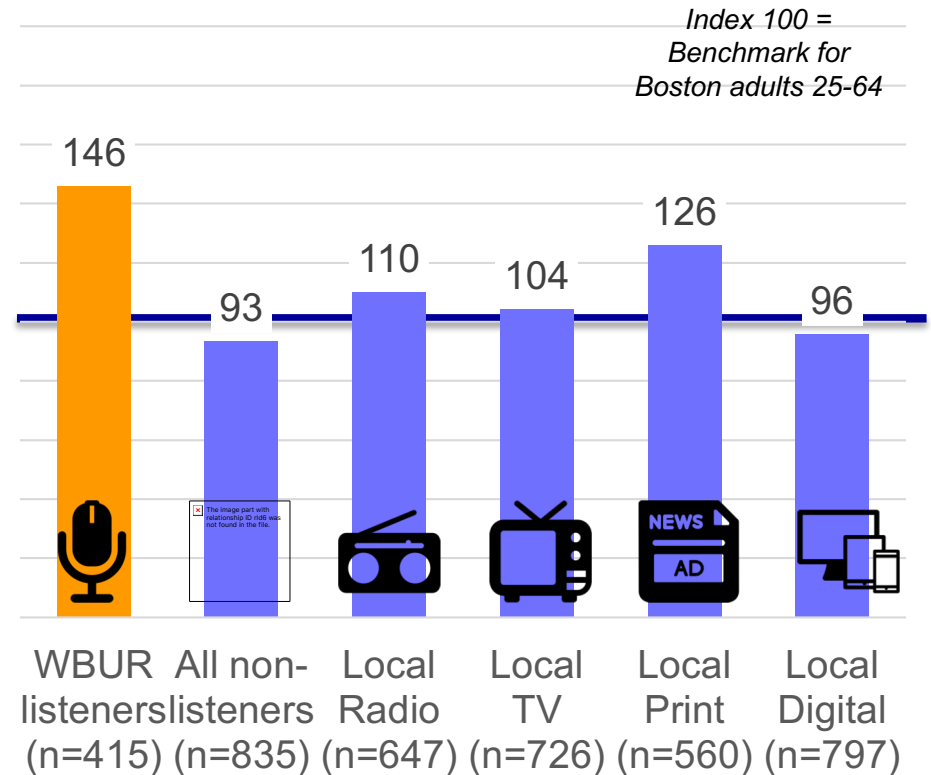
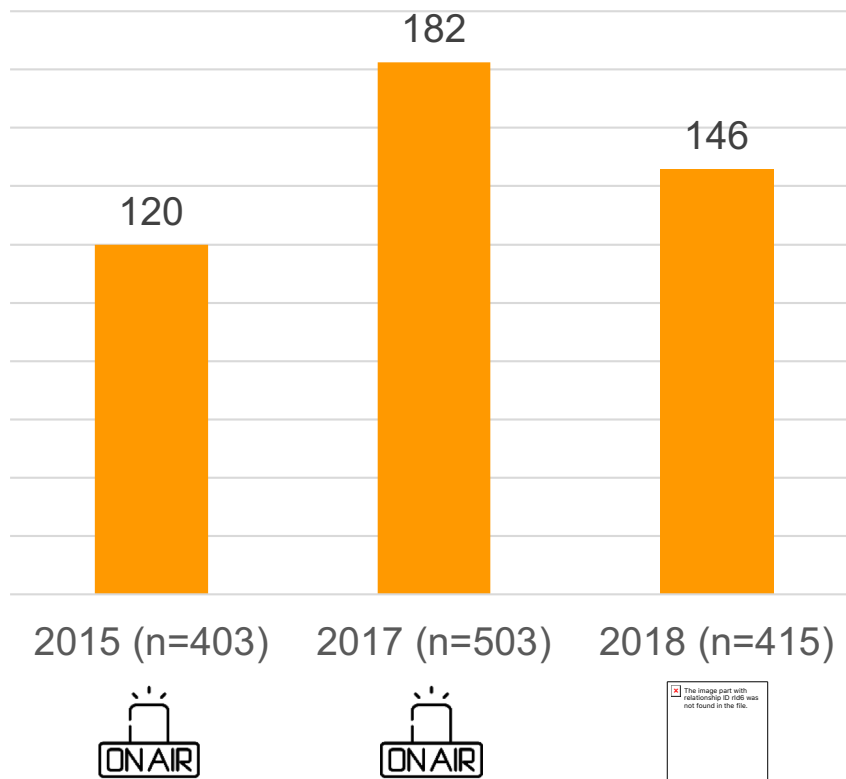
Base: Consumers in the Boston CSA age 25-54 and WBUR donors age 25-54 surveyed in at each point in time who have an opinion about the brand.

# Regular Shoppers

- The strong improvement in regular shoppers seen between 2015 and 2017 has receded somewhat after Roche Bros. did not renew sponsorship in 2018.

Shop At Least Twice per Month  
Regular Shopper Index for Roche Bros.

2018 Index of Regular Shoppers  
by Media Audience



Q: How often do you purchase groceries from the following retailers? – Roche Bros.

A: Purchase at least twice per month (every week or 2-3 times per month) Base: Residents of the Boston DMA age 25-64.

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**A consistent presence builds results**

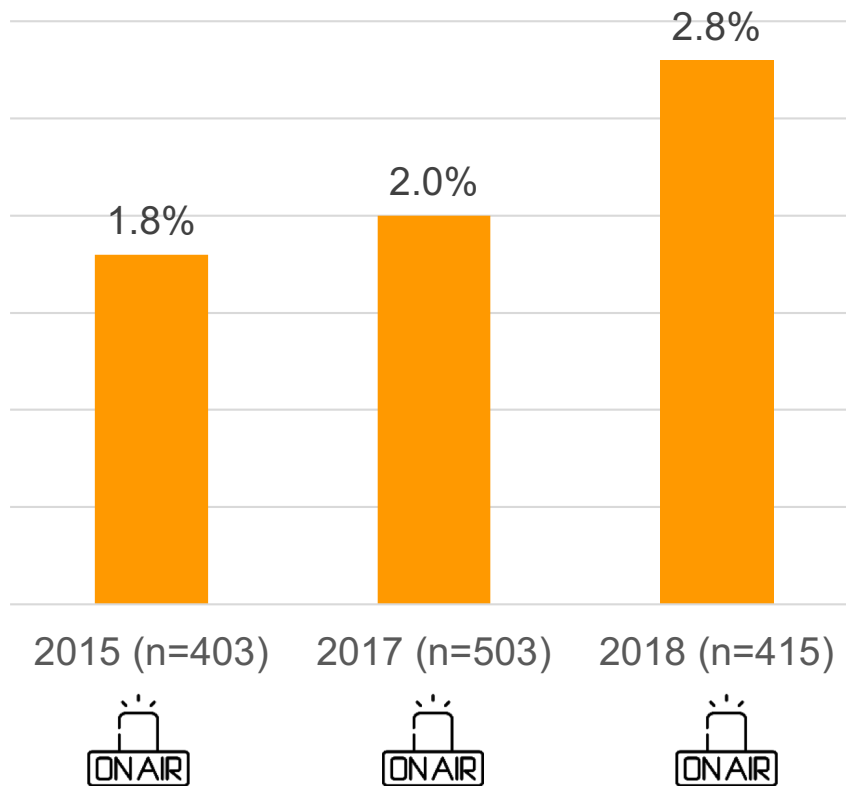




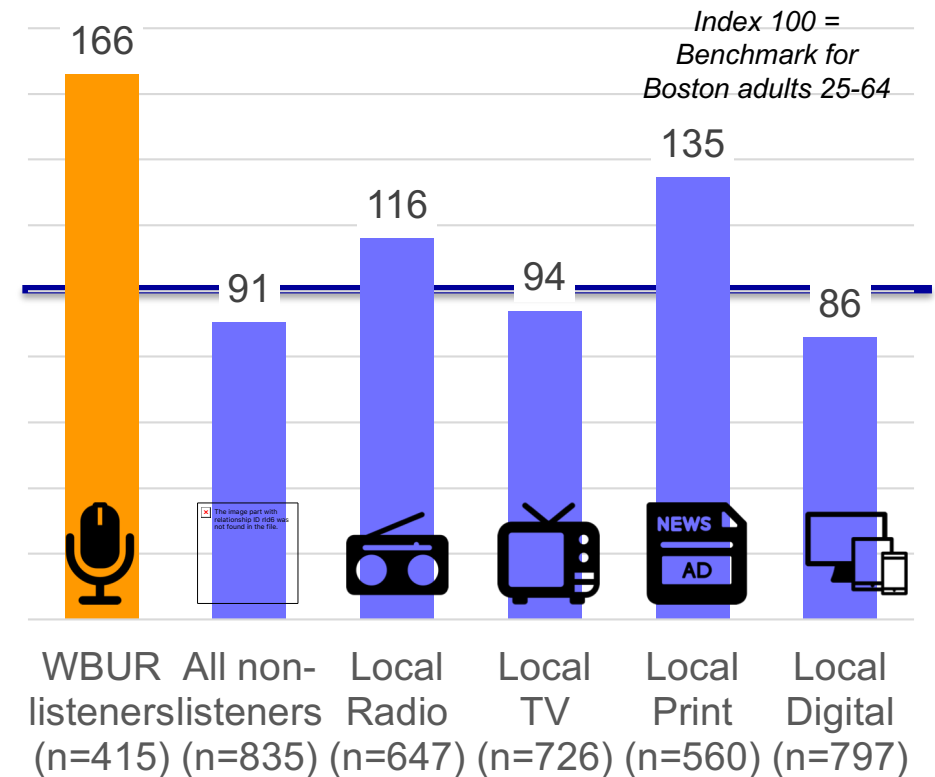
# Current Account Holders

- The share of WBUR listeners surveyed who report having accounts with First Republic has started to rise.

Share of WBUR Listeners with Accounts at First Republic



2018 Index of Current Account Holders by Media Audience



Q: Which of the following banks do you currently have any accounts, mortgages or loans with? A: First Republic  
Base: Residents of the Boston DMA age 25-64.

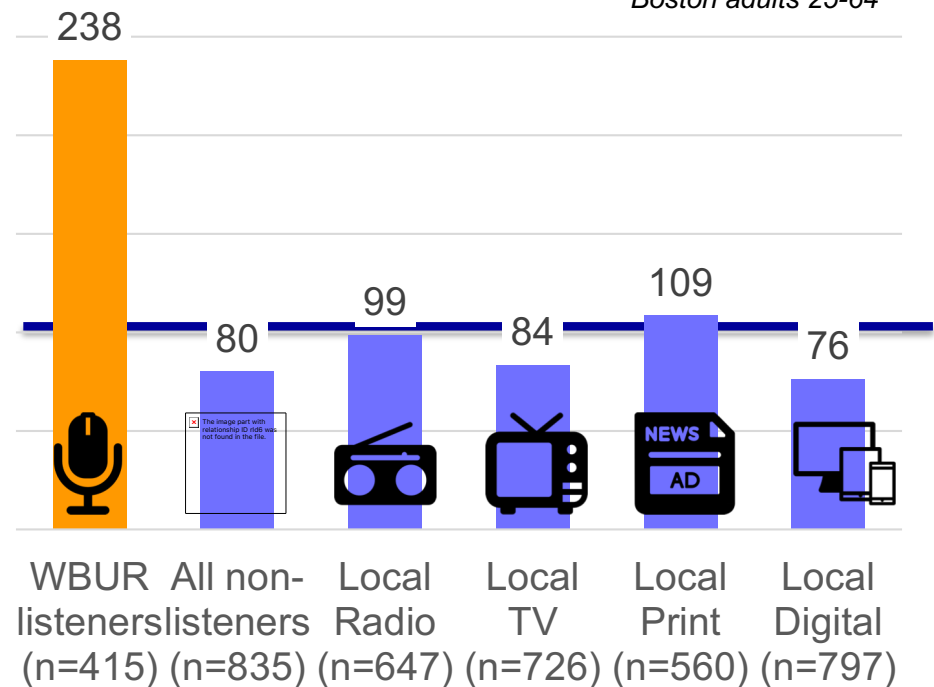
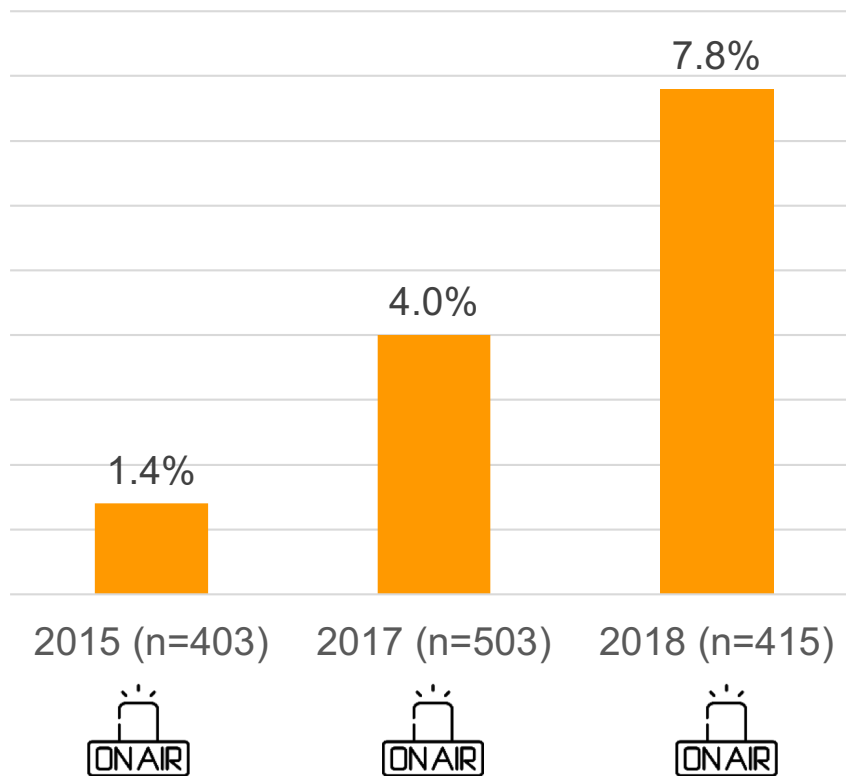


# Consideration for Banking/Lending

- Consideration of First Republic for banking or lending needs has risen dramatically among WBUR listeners over the year thanks to First Republic's consistent support.
- Consistent support from WBUR listeners who would consider First Republic

## 2018 Index of Banking Consideration by Media Audience

Index 100 =  
Benchmark for  
Boston adults 25-64



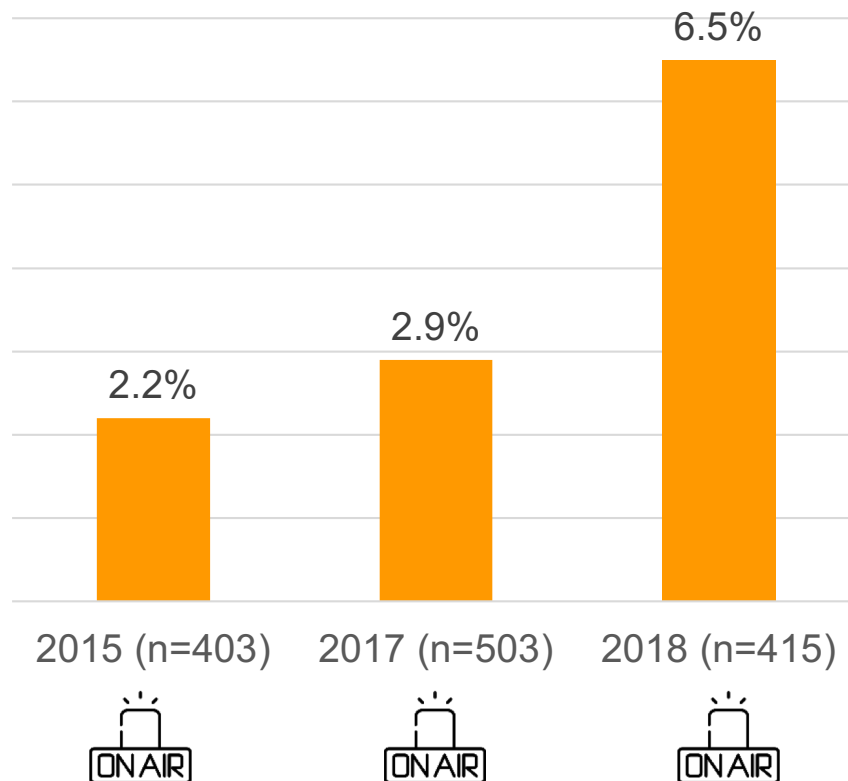
Q: If you were looking to refinance a mortgage, obtain a loan or line of credit, or open a new bank account, which of the following banks would you be likely to consider doing business with? A: First Republic Base: Residents of the Boston DMA age 25-64.



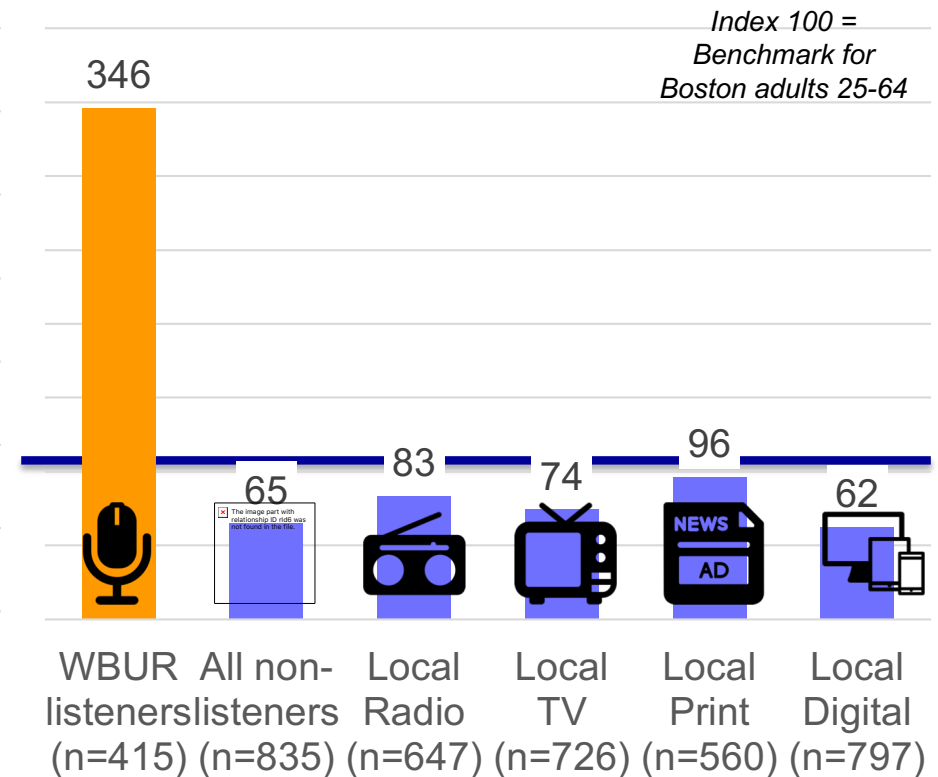
# Consideration for Investing

- Consideration of First Republic for investing and financial planning has also risen notably in the last year among WBUR listeners.

Share of WBUR Listeners who  
Would Consider First Republic



2018 Index of Investing  
Consideration by Media Audience

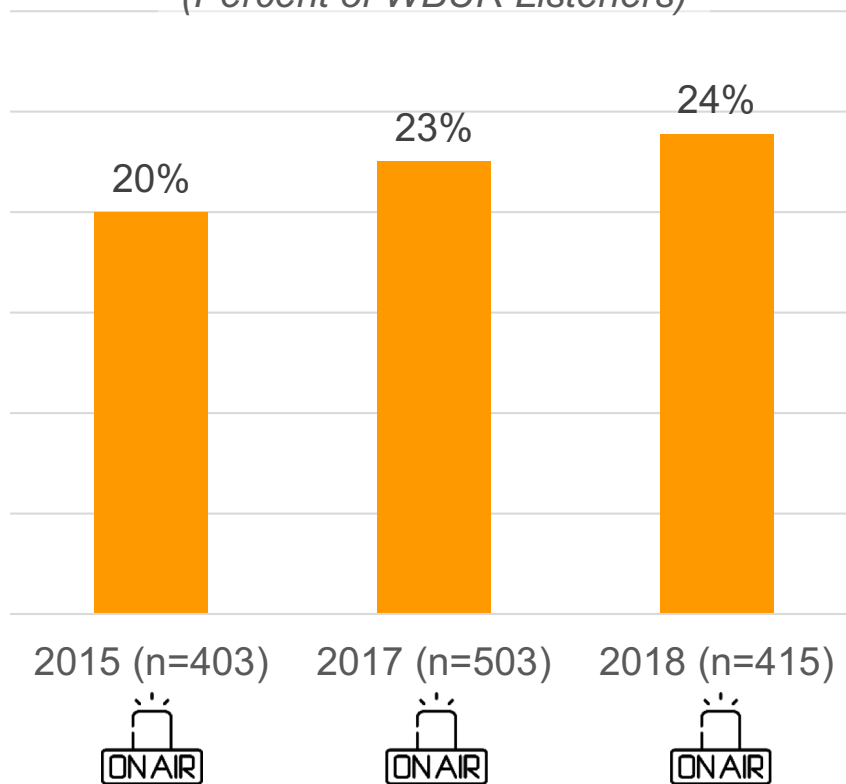


Q: If you were looking for investment services or financial planning, which of the following banks or institutions would consider doing business with?  
A: First Republic Base: Residents of the Boston DMA age 25-64.

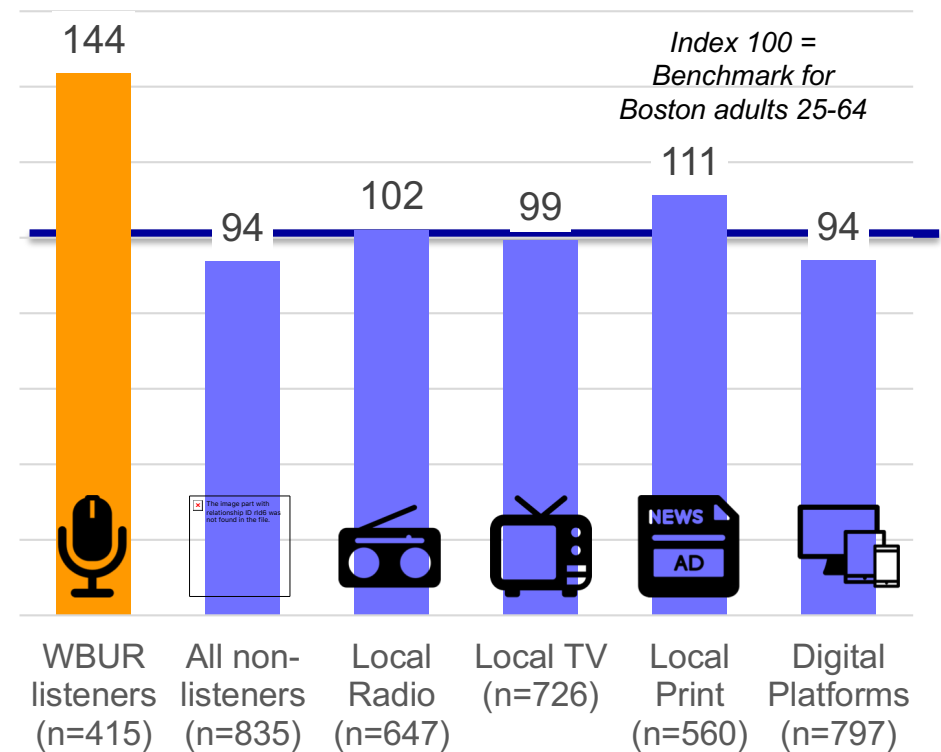
# Reputation

- Babson has been a consistent supporter of WBUR and a growing share of listeners view the reputation of Babson College favorably.

Among Schools with Best  
Reputation  
(Percent of WBUR Listeners)



2018 Index of Reputation  
by Media Audience

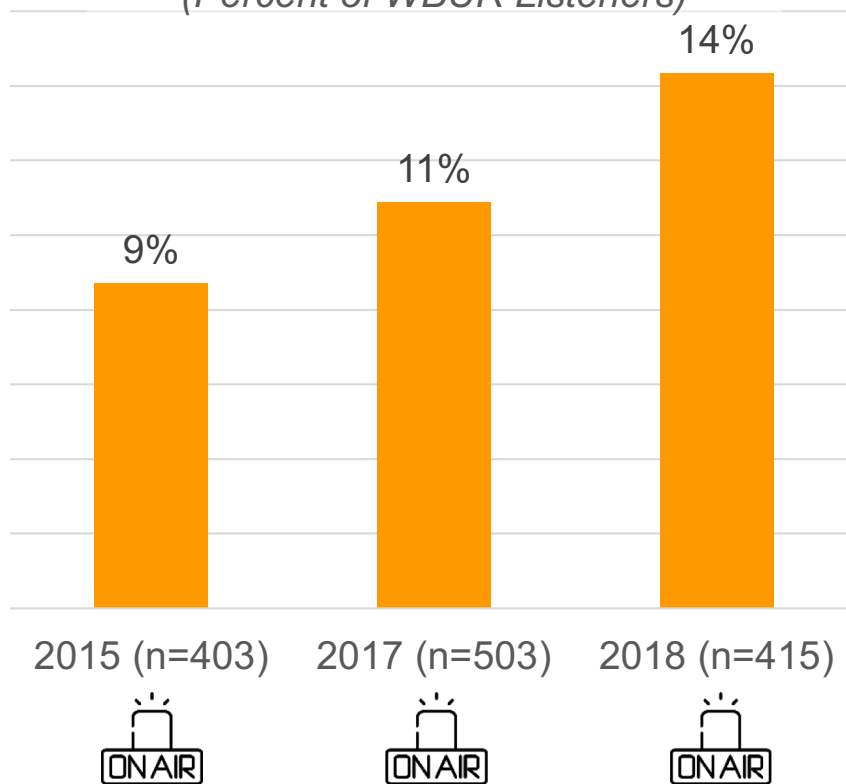


Q: In your opinion, which of the following schools have the best reputation? A: Babson  
Base: Residents of the Boston DMA age 25-64.

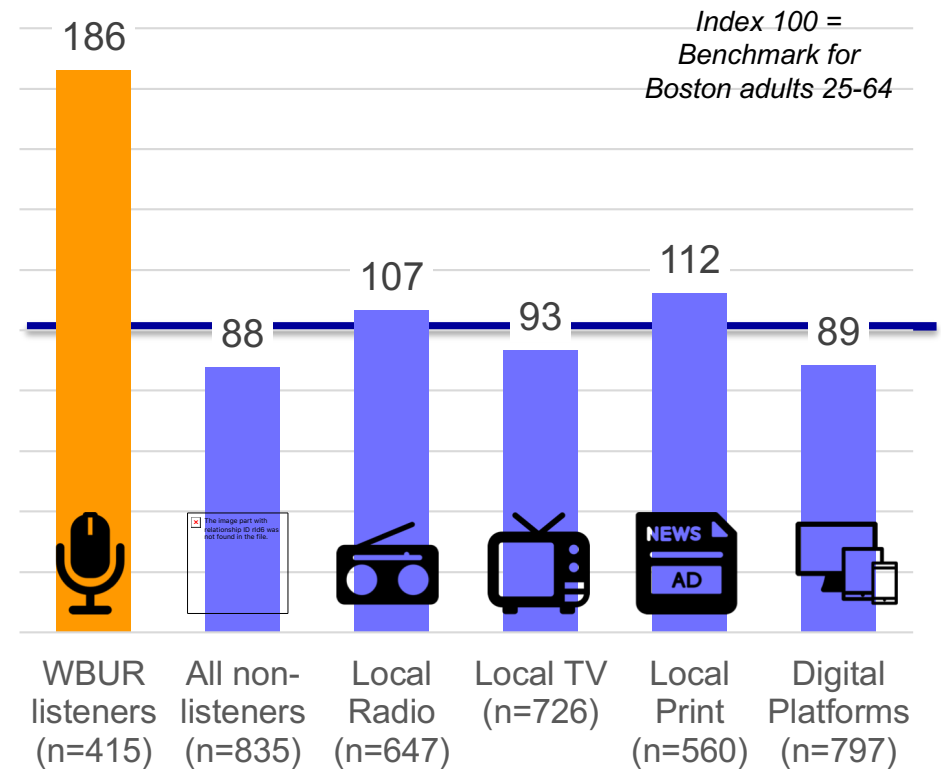
# Consideration

- Likewise, a growing share of WBUR listeners would consider attending an information session or going online to learn more about programs at Babson.

Would Consider Taking Action to  
Learn More About Enrollment  
(Percent of WBUR Listeners)



2018 Index of Consideration  
by Media Audience



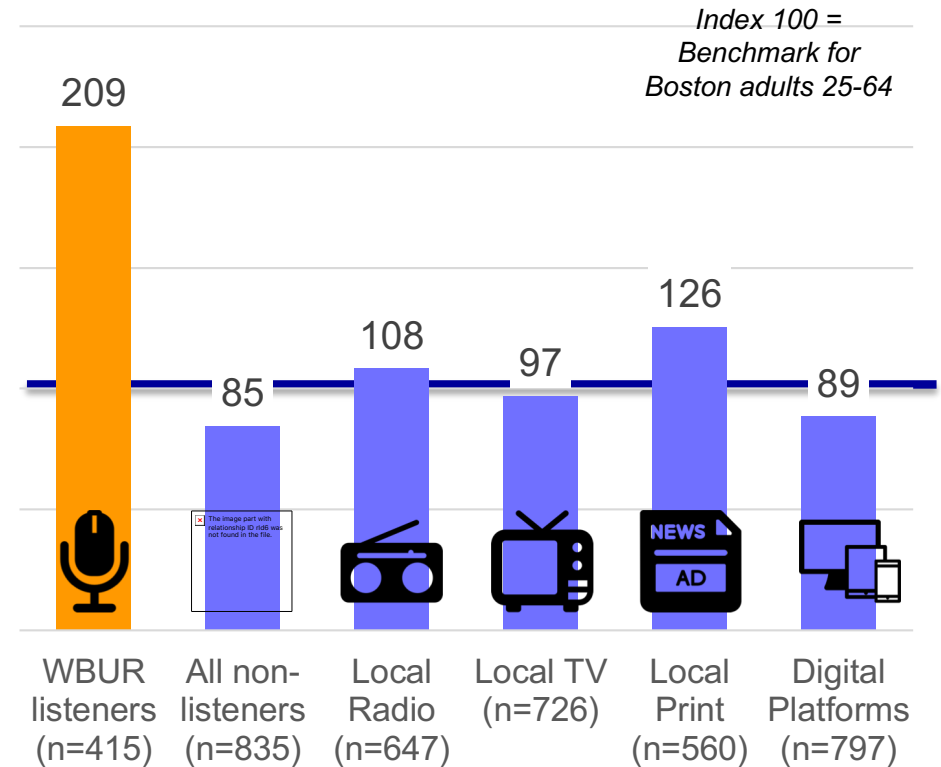
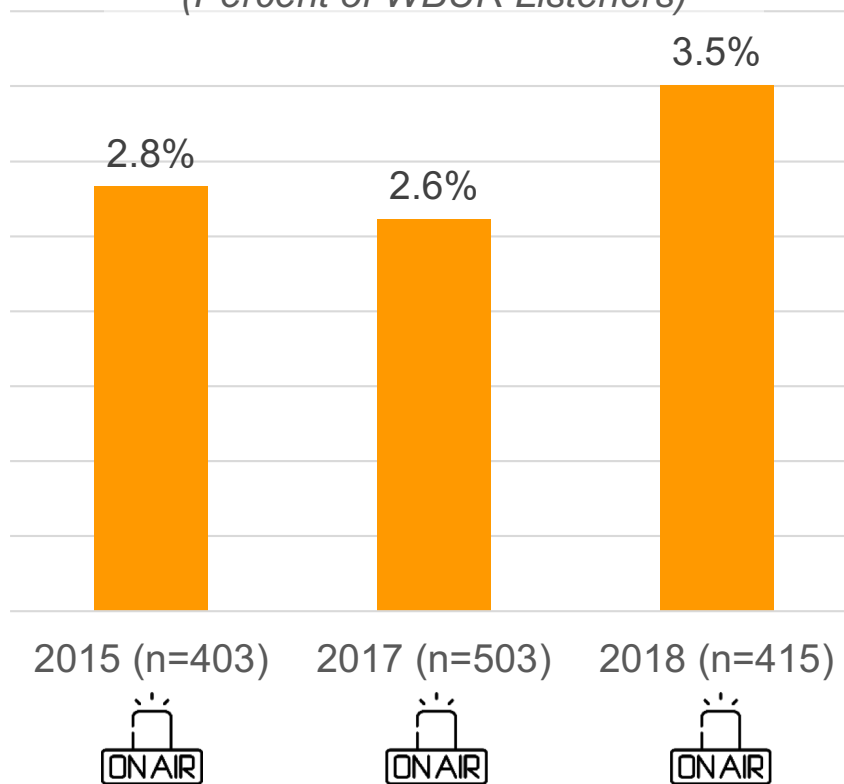
Q: Would you consider attending an open house or information session or going online to learn about enrolling in educational programs any of the following schools?  
A: Babson Base: Residents of the Boston DMA age 25-64.

# Following Call to Action

- WBUR listeners are two times more likely than the general population to report taking action to learn more about enrollment in programs at Babson College.

Have Attended Open House or  
Gone Online to Learn More  
(Percent of WBUR Listeners)

2018 Index of Taking Action  
by Media Audience



Q: Did you attend an open house or information session or go online to learn about enrolling in educational programs at any of the following schools in the past 3 months?  
A: Babson Base: Residents of the Boston DMA age 25-64.

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**New clients see strong ROI**

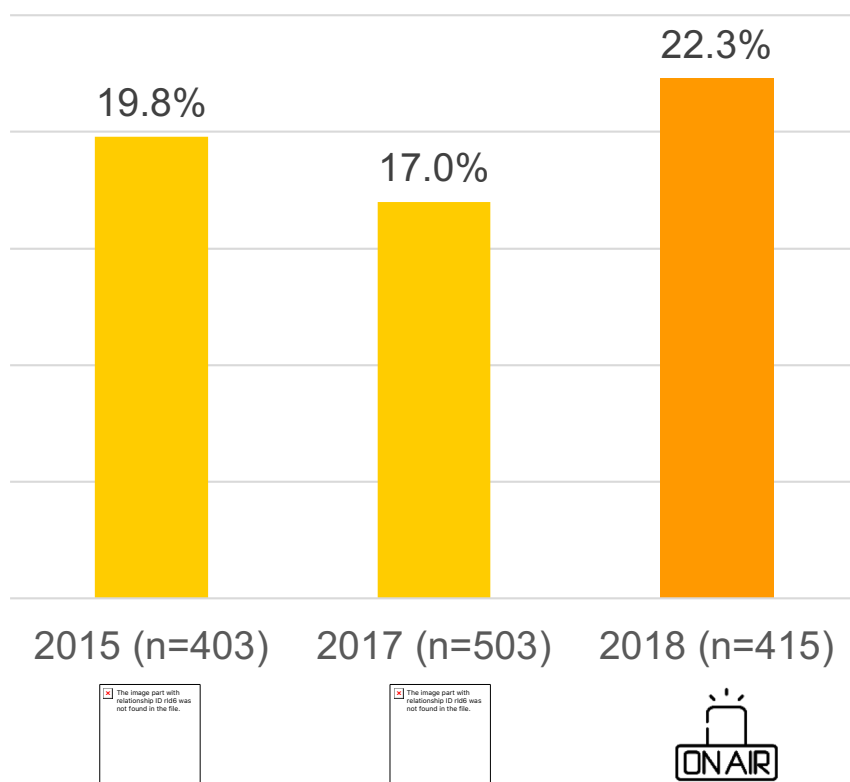


# Current Account Holders

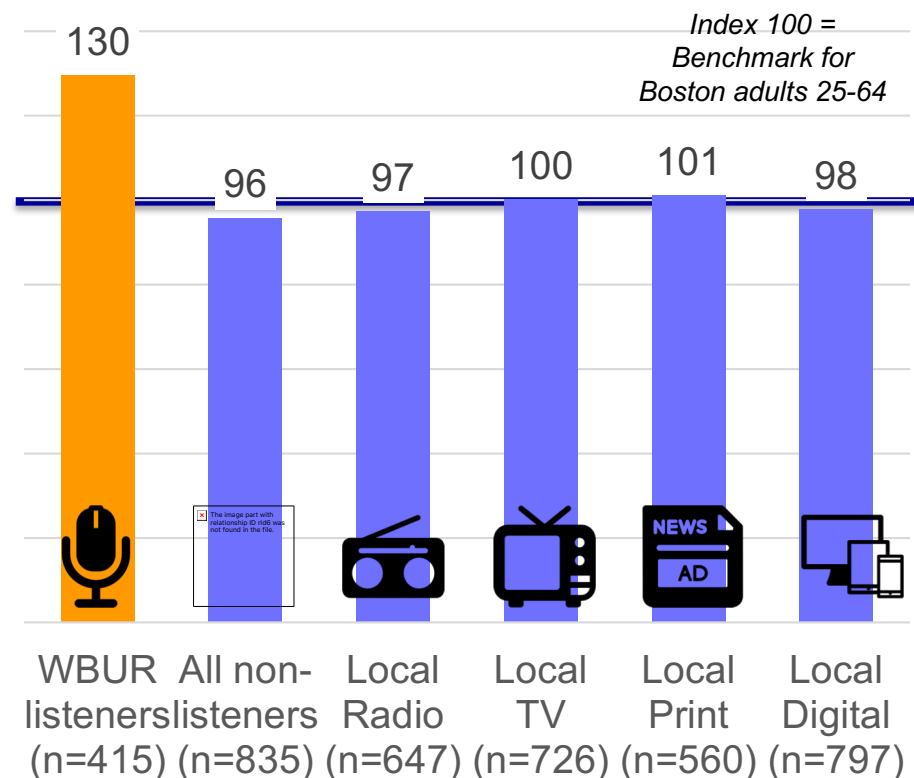


- A growing share of WBUR listeners report having accounts with Citizens Bank in conjunction with the start of sponsorship WBUR in 2018.

Share of WBUR Listeners with Accounts at Citizens Bank



2018 Index of Current Account Holders by Media Audience

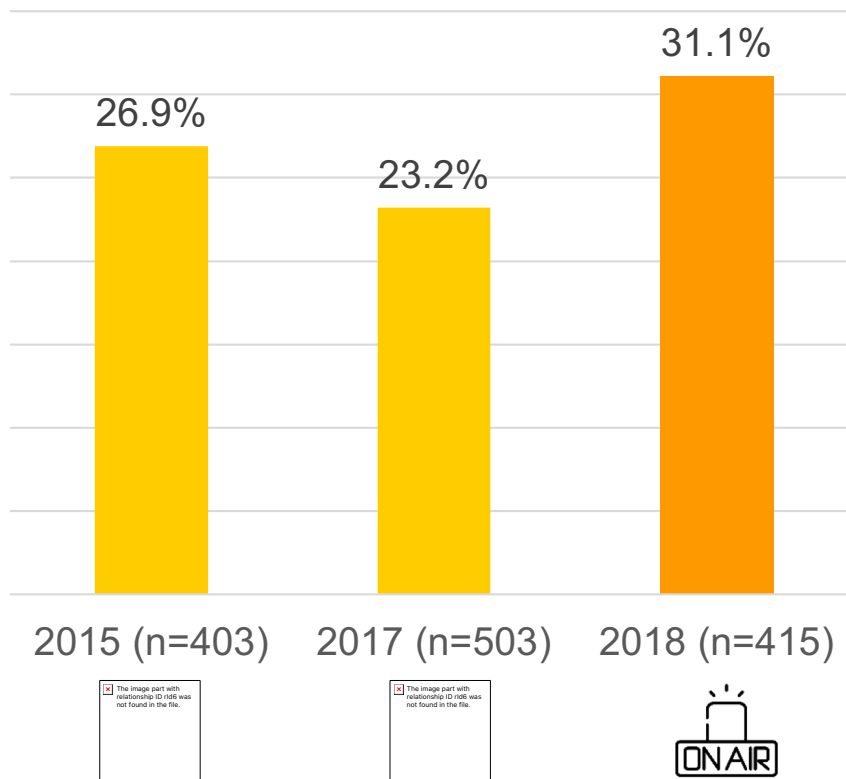


Q: Which of the following banks do you currently have any accounts, mortgages or loans with? A: Citizens Bank  
Base: Residents of the Boston DMA age 25-64.

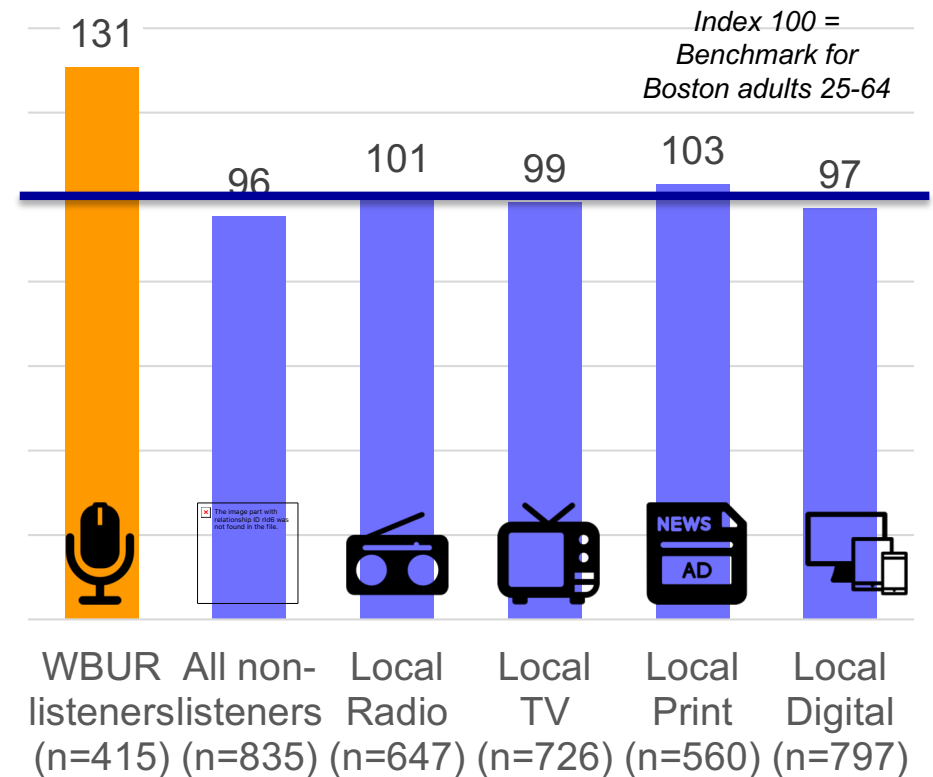
# Consideration for Banking/Lending

- Since coming on board as a sponsor this year, consideration of Citizens Bank for banking or lending services has increased notably among WBUR listeners.

Share of WBUR Listeners who  
Would Consider Citizens Bank



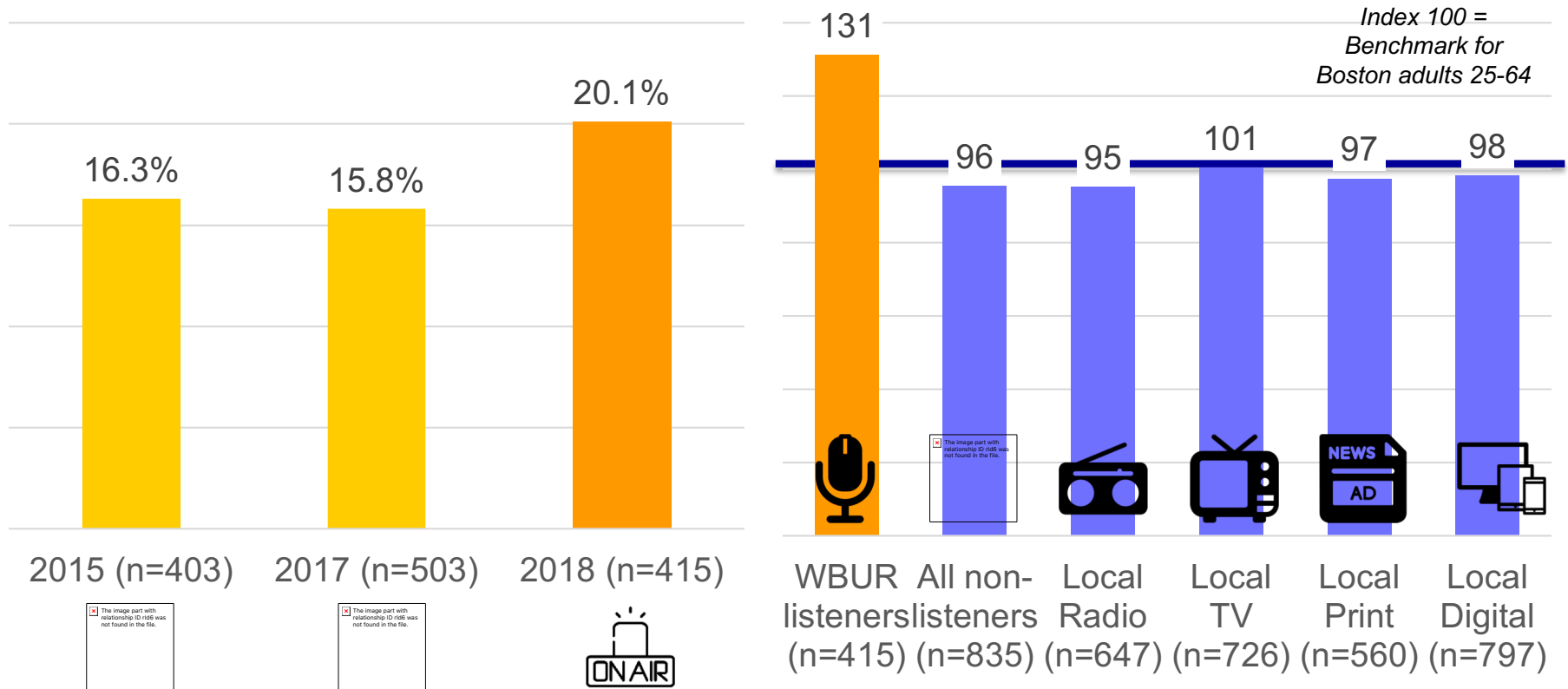
2018 Index of Banking  
Consideration by Media Audience



Q: If you were looking to refinance a mortgage, obtain a loan or line of credit, or open a new bank account, which of the following banks would you be likely to consider doing business with? A: Citizens Bank Base: Residents of the Boston DMA age 25-64.

# Consideration for Investing

- As with usage and consideration of Citizens Bank for banking or lending services, consideration of Citizens Bank for investing services is also strong among **listeners of WBUR** who **Would Consider Citizens Bank**

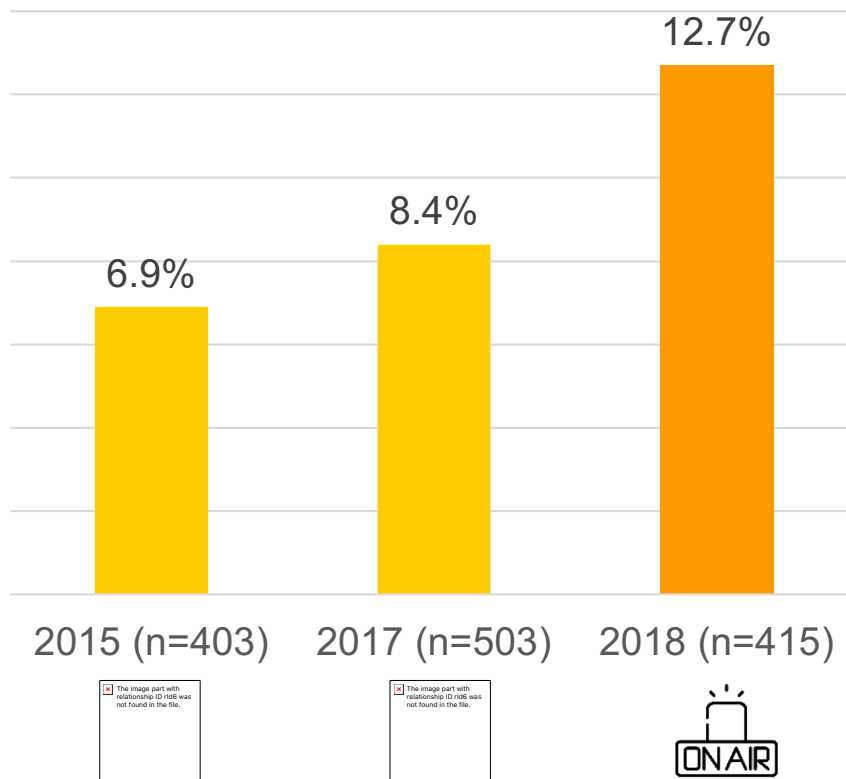


Q: If you were looking for investment services or financial planning, which of the following banks or institutions would consider doing business with? A: Citizens Bank  
Base: Residents of the Boston DMA age 25-64.

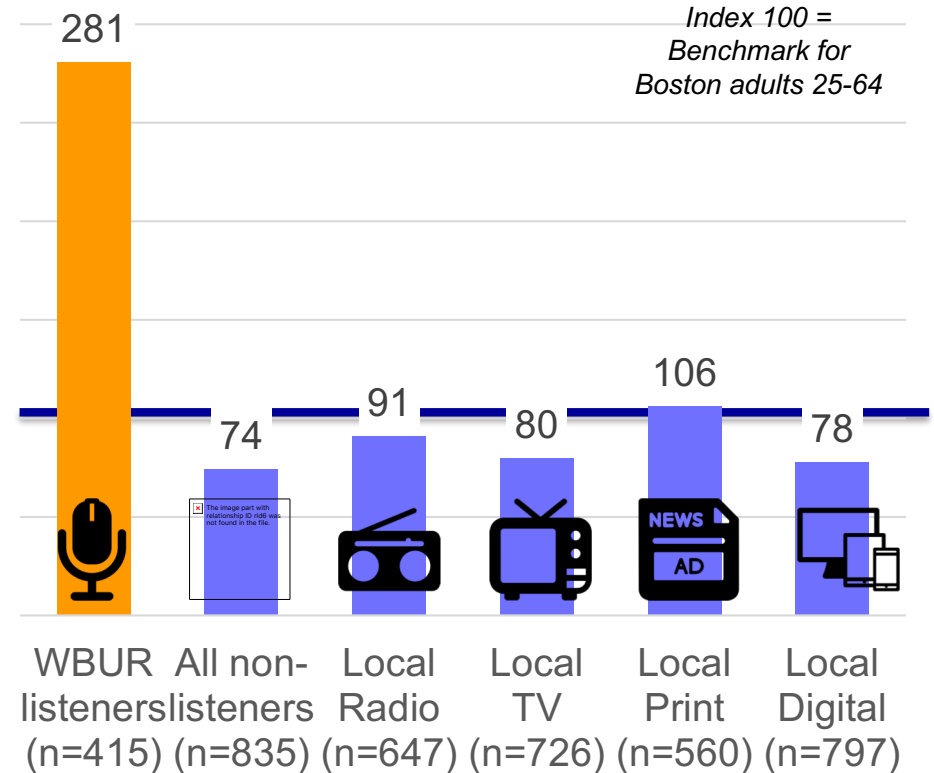
# Consideration for Banking/Lending

- Since coming on board as a sponsor this year, consideration of Brookline Bank for banking or lending services has increased notably among WBUR listeners.

Share of WBUR Listeners who  
Would Consider Brookline Bank



2018 Index of Banking  
Consideration by Media Audience

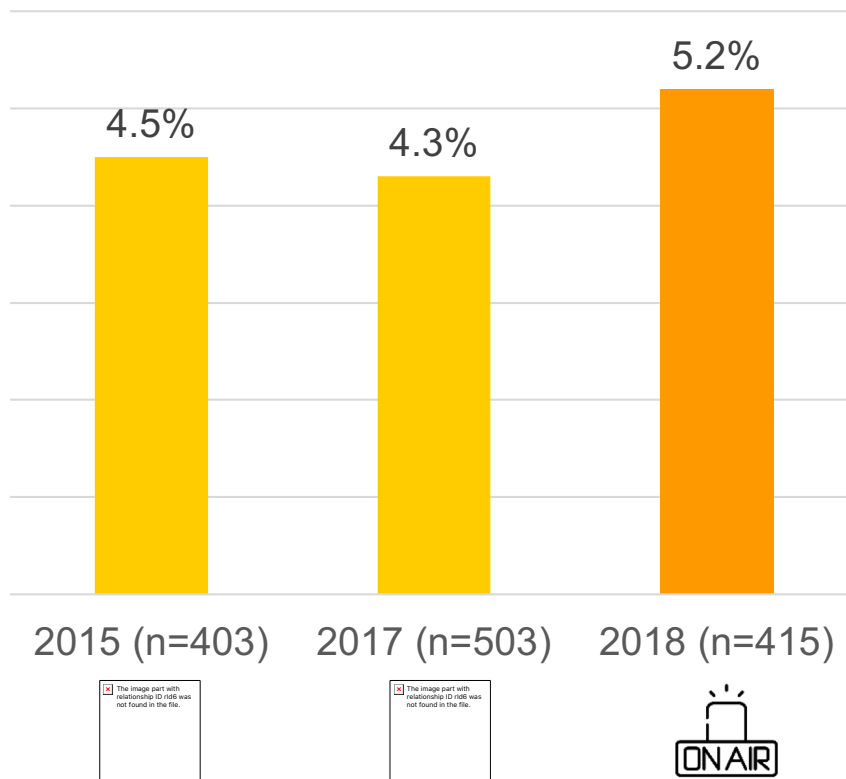


Q: If you were looking to refinance a mortgage, obtain a loan or line of credit, or open a new bank account, which of the following banks would you be likely to consider doing business with? A: Brookline Bank Base: Residents of the Boston DMA age 25-64.

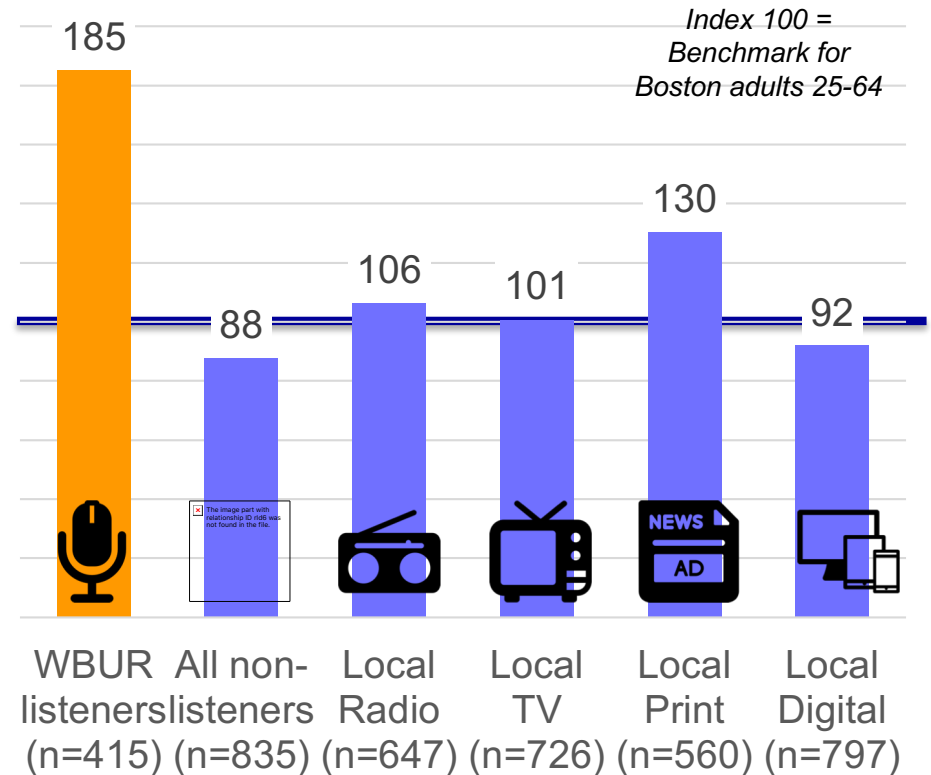
# Consideration for Investing

- WBUR listeners are currently 85% more likely than average to consider Brookline Bank for investment services or financial planning.

Share of WBUR Listeners who  
Would Consider Brookline Bank



2018 Index of Investing  
Consideration by Media Audience

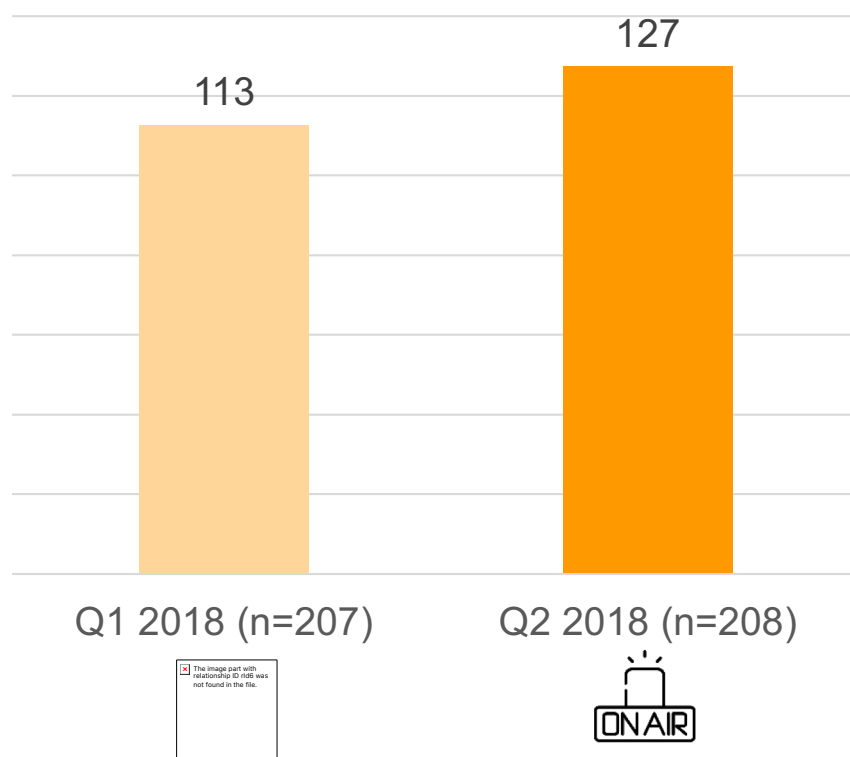


Q: If you were looking for investment services or financial planning, which of the following banks or institutions would consider doing business with? A: Brookline Bank  
Base: Residents of the Boston DMA age 25-64.

# Reputation

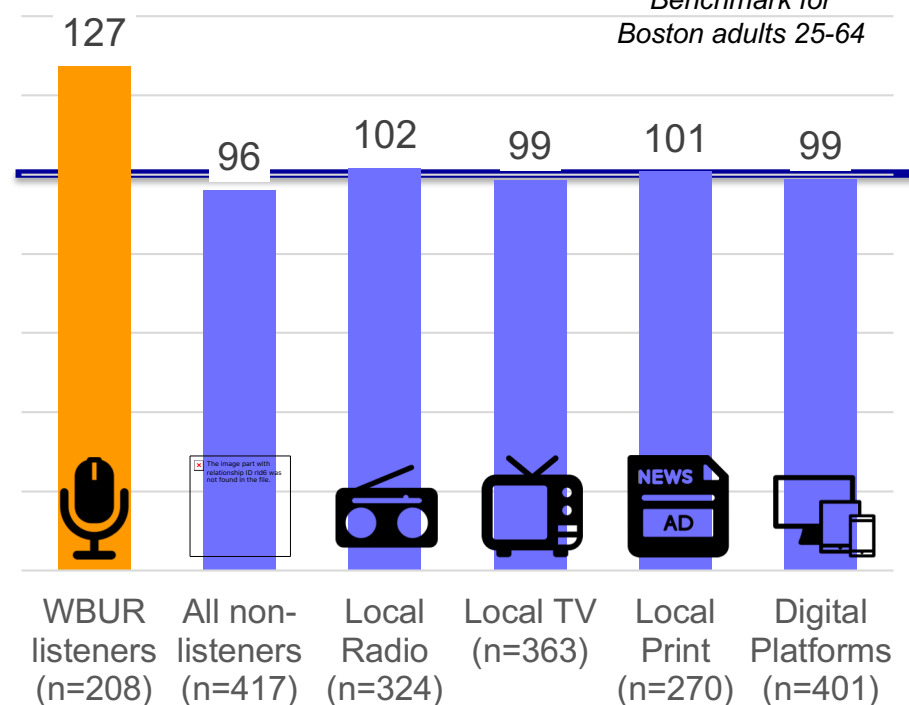
- After coming back as a sponsor in Q2 of 2018, the perceived reputation of Lexus among WBUR listeners improved.

Offers the Highest Quality  
Automobiles  
(Index of Reputation)



Q2 2018 Index of Reputation  
by Media Audience

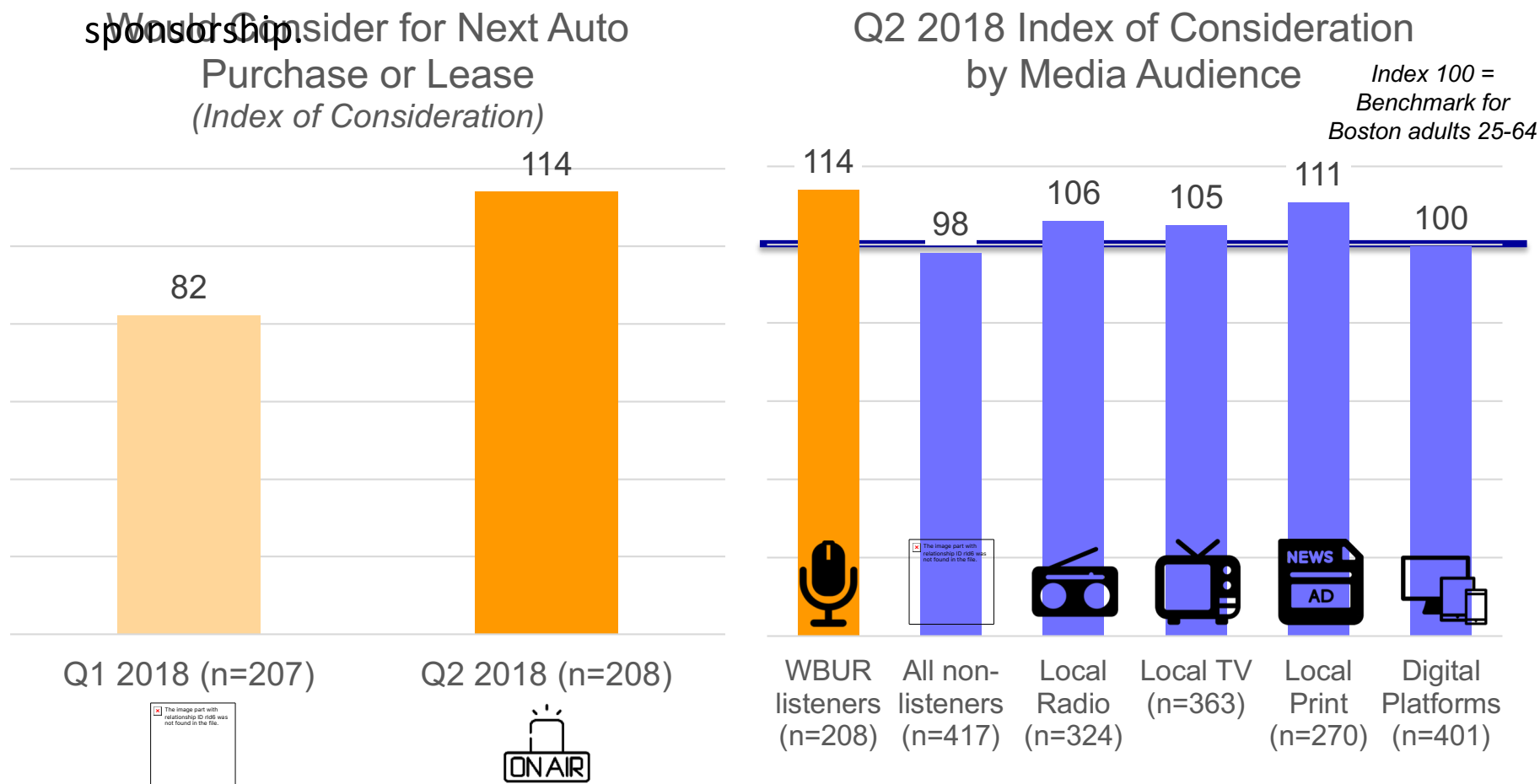
Index 100 =  
Benchmark for  
Boston adults 25-64



Q: In your opinion which of the following manufacturers offer the highest quality automobiles? A: Lexus  
Base: Residents of the Boston DMA age 25-64.

# Consideration

- During Q1 when Lexus was not sponsoring, consideration among listeners was below the wider market, but this improved in Q2 when Lexus resumed sponsorship.



Q: If you were looking to purchase or lease a car (new or used) which makes or brands would you be likely to consider? A: Lexus  
Base: Residents of the Boston DMA age 25-64.

## Attribution/ Contact Information

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# Related Resources

- **WBUR ROI Research To Date:**  
<https://www.greaterpublic.org/resources/wburs-roi-research/>
- **Key Research for Underwriting:**  
<https://www.greaterpublic.org/resources/audience-industry-client-research/>