



Celebrating 81 years as the Voice and Advocate for Broadcast Radio and its Digital Platforms in Southern California

For Immediate Release:

Southern California Broadcasters Association to Host Exclusive Nielsen Audio Auto Research Meetings in Los Angeles and San Diego

Los Angeles, CA, January 22, 2019 – The Southern California Broadcasters Association (SCBA) will be hosting two Auto Research Meetings for Southern California auto dealers, regional factory reps, ad agencies and the press in February. The meetings will showcase the recent automotive consumer research study conducted by Nielsen Audio entitled, **“The Real Value of Southern California Radio to the Auto Industry”**. The research study meetings will be held in San Diego, CA on Wednesday, February 6 and in Los Angeles, CA on Wednesday, February 20. A capacity audience is expected for both cities.

“The Real Value of Southern California Radio to the Auto Industry” is a joint project of the SCBA and Nielsen Audio and reveals new information about today’s vehicle buyers that provides direct attribution between Radio advertising and vehicle purchase and key attributes consumers want from dealers. Consumer perceptions of auto Radio ads, effective Radio creative, Radio’s role in driving web searches, “auto intenders” and what they are listening for, as well as recall and active consideration of dealer ads. The research was conducted from in-depth interviews with 900 Southern California consumers.

“It is widely predicted that 2019 will be a challenging year for the auto industry and auto clients are facing significant headwinds for their business,” said Thom Callahan, SCBA President. The need to reallocate more ad budgets to Broadcast Radio will become apparent after viewing and understanding this auto consumer research study.”

This is the second exclusive and comprehensive research project focused on the auto consumer and Broadcast Radio between the SCBA and Nielsen Audio. Both studies interviewed actual auto consumers in Southern California. The previous study, “The Local Path to Automotive Purchase” provided direct comparisons of various media and consumer preferences when vehicle shopping. The study also compared Broadcast Radio’s desirable audience composition of highly employed, larger income, and average age which matches today’s automotive shopper.

Taken together, the SCBA/Nielsen research studies provide conclusive evidence of the power and importance Radio advertising has on today's vehicle shoppers. Based on these findings, the SCBA is committed to media reallocation for the auto industry with a higher dependence on Broadcast Radio, as these important studies verify the effectiveness of Broadcast Radio for the auto industry.

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About Southern California Broadcasters Association

The Southern California Broadcasters Association is a trade organization, celebrating its 81st year of continuous operations and founded in 1937, that serves the radio and advertising industries. Its goal is to make advertisers aware of the power, reach, and value of broadcast radio as an important part of all media strategies targeting Southern Californians. In addition to marketing presentations, the SCBA provides market and data research, member station sales training, community outreach, scholarship funds, speaking engagements, political lobbying, client and agency consultation, and interaction with state representatives and industry press.

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