



Cumulus Radio

STATION GROUP™

A DIVISION OF CUMULUS MEDIA

Recruitment:
Radio reaches the
passive job seeker

The problem

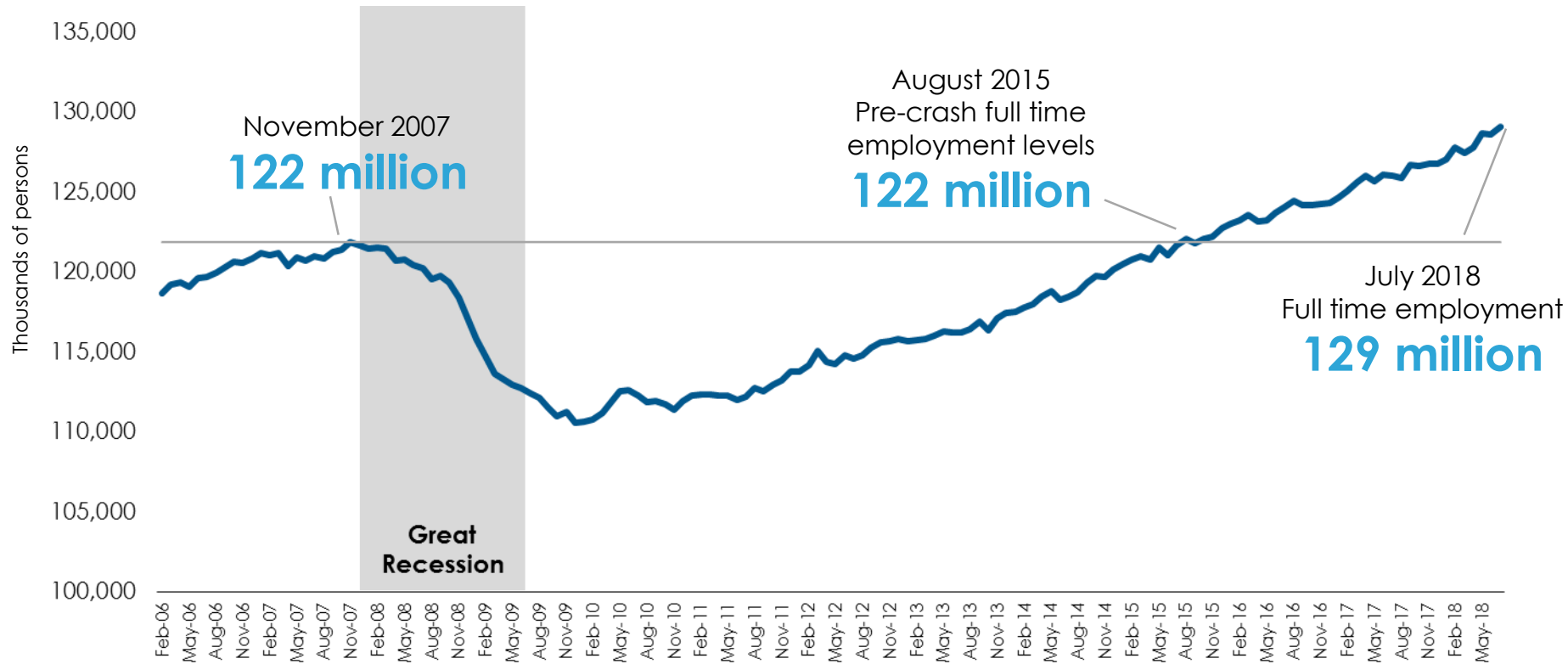
Companies are finding it harder to find quality people as the economy recovers. Passive job seekers outnumber active job seekers three to one and they don't frequent job sites.

Our commitment to marketing partners:

In April 2018, together with MARU/Vision Critical, we commissioned a nationwide consumer survey of 750 respondents to evaluate the national employment ecosystem and passive job seeker profile.

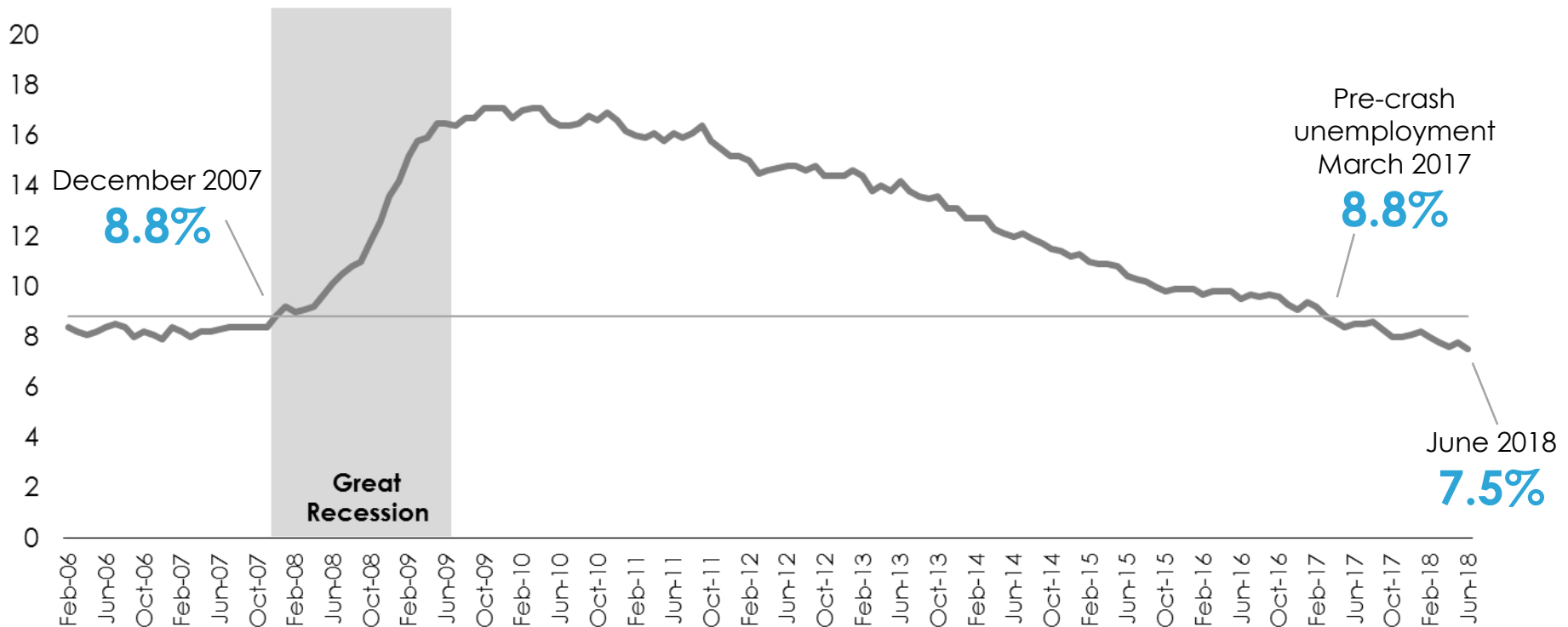
Full time employment has bypassed pre-crash levels

Employed, usually work full time, shaded area indicates U.S. recession



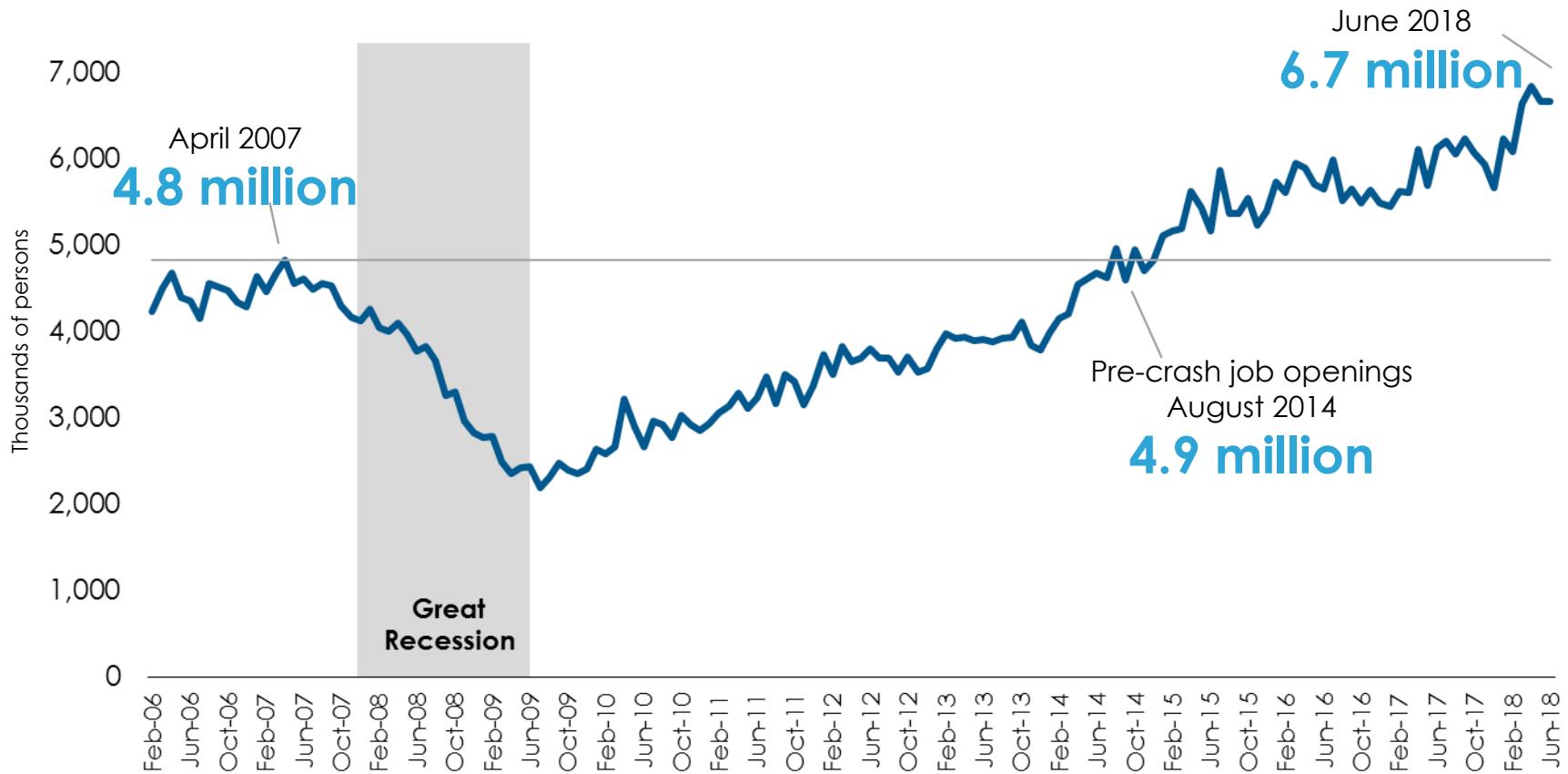
Unemployment is plunging

% of unemployment (total unemployed, plus all marginally attached workers plus total employed part time for economic reasons), shaded area indicates U.S. recession



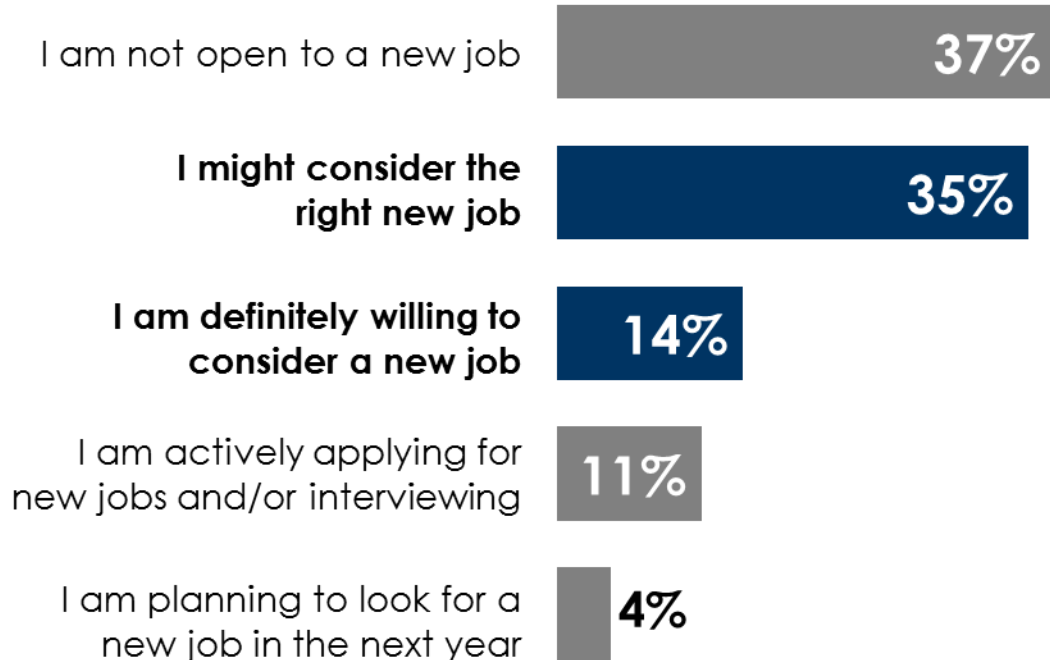
Job openings soar to record highs

Level of current job openings, shaded area indicates U.S. recession

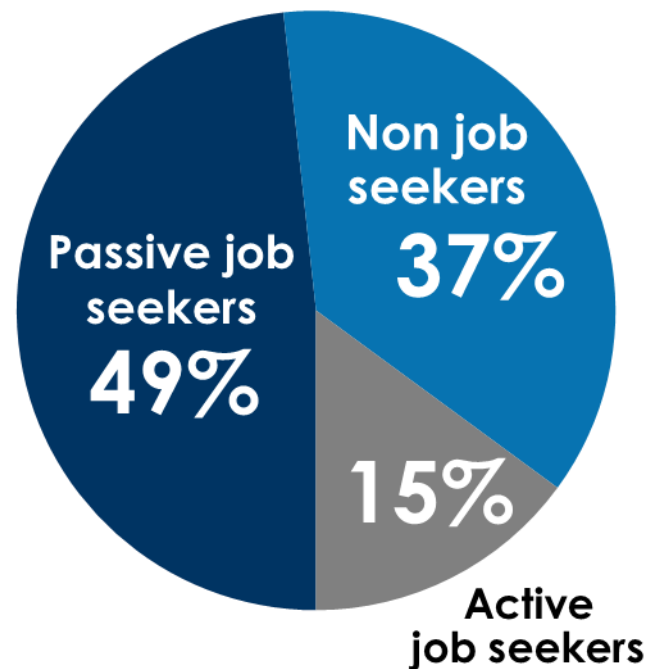


Half of Americans are passive job seekers

Q: Of the following statements, which one best describes your current job situation?



There are **3X** more passive job seekers than active job seekers



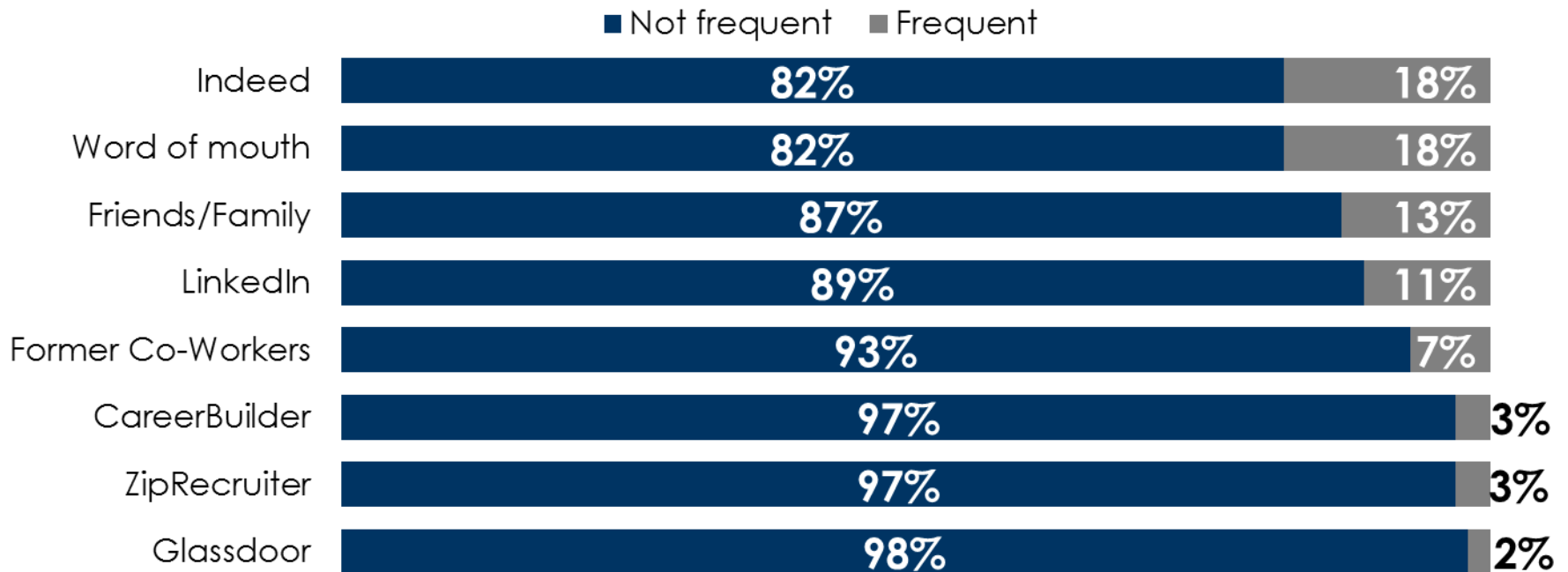
Passive job seekers are female, 35-64 and married

Demographic composition of passive job seekers 18+ (%)

| | Passive job seekers |
|-----------------------|---------------------|
| Men | 40% |
| Women | 60% |
| Millennials 18-34 | 20% |
| Gen X 35-49 | 36% |
| Boomers 50-64 | 40% |
| Seniors 65+ | 5% |
| Married | 49% |
| Children in household | 31% |
| Under \$50K | 27% |
| \$50K-\$75K | 21% |
| \$75K-\$100K | 15% |
| \$100K+ | 20% |

Passive job seekers do not use job sites

**Q: How often do you use the following sources to find out about new job opportunities?
(% among passive job seekers)**



How to read: 82% of passive job seekers do not frequently use Indeed to find out about new job opportunities.

Three employee motivations that can powerfully inform advertising copy

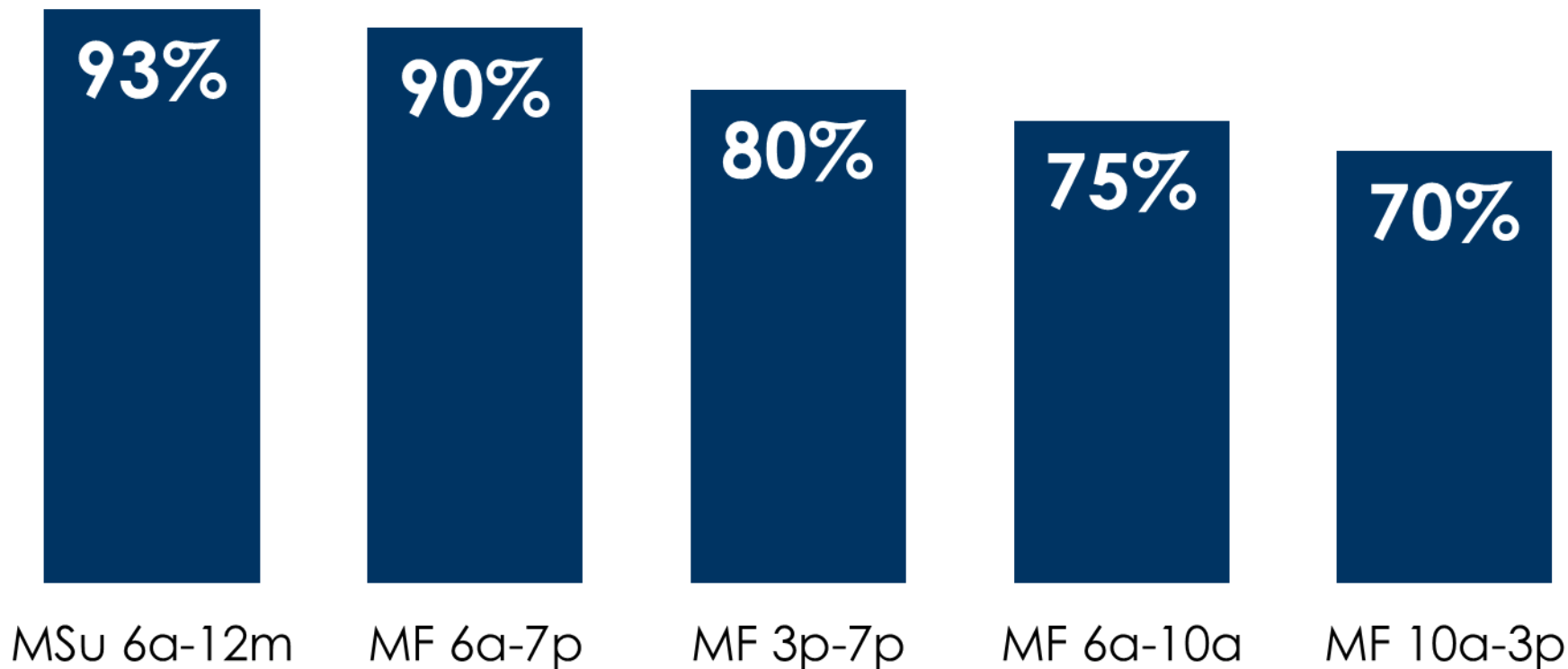
Q: Please indicate how much you agree or disagree with the following statements: (% who strongly agree)

| | Active job seekers | Passive job seeker | Non job seekers |
|---|--------------------|--------------------|-----------------|
| "I feel that what I do at work matters and makes an impact" | 28% | 42% | 54% |
| "I have fun at work" | 15% | 23% | 33% |
| "I am rewarded for what I do at work" | 7% | 17% | 28% |

How to read: 42% of passive job seekers strongly agree with "I feel that what I do at work matters and makes an impact."

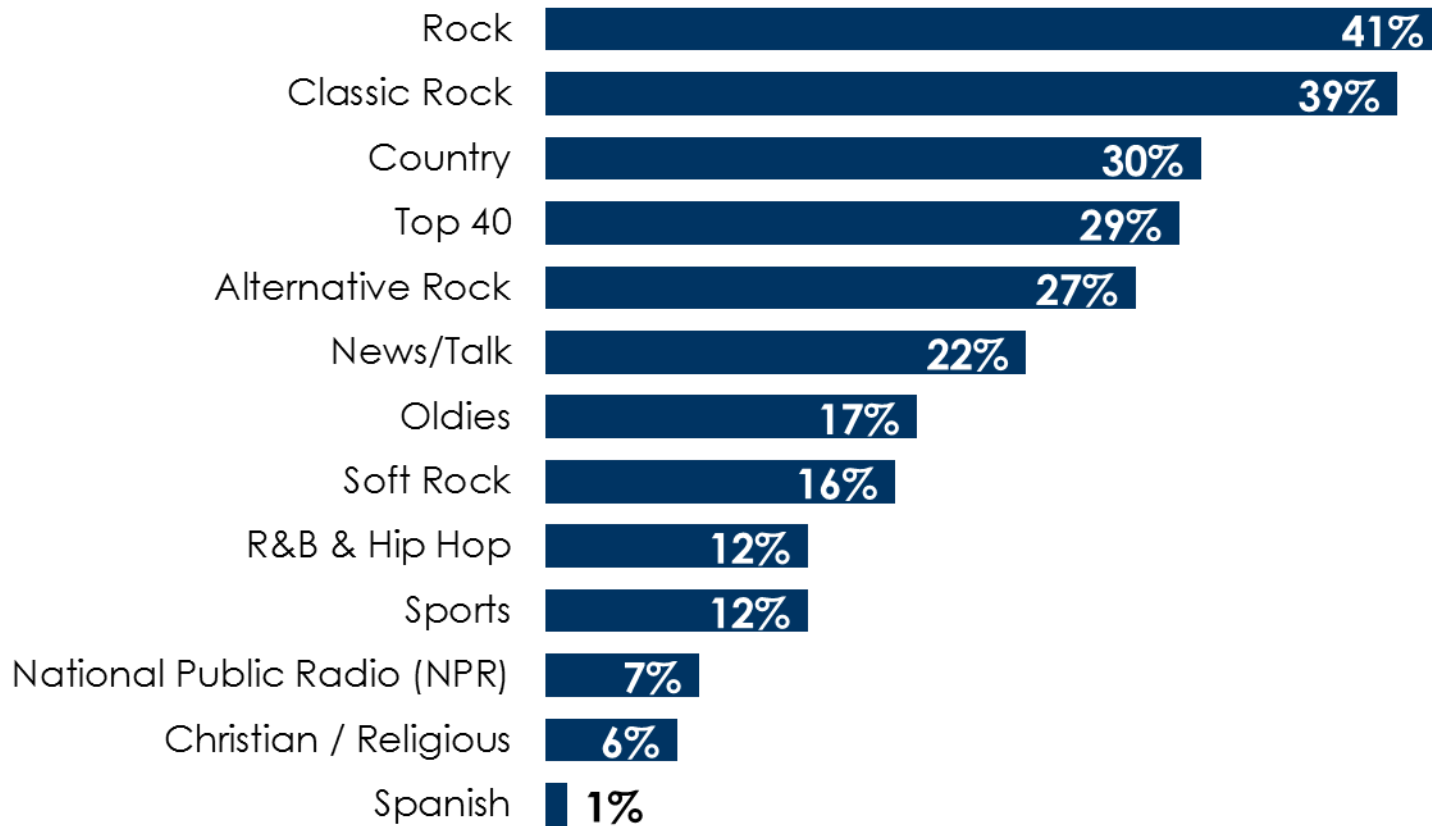
Use AM/FM radio to reach virtually all passive job seekers

Radio's reach of full-time working adults by daypart



Passive job seekers can be reached on a variety of radio formats

Radio format listened “frequently” among passive job seekers 18+ (%)



Utilize radio to recruit your team

- What we know:
 - You will always need to recruit new workers
 - You already believe in radio to promote your business
 - You trust our station and teams
- Radio can help find the passive job seeker who represents a qualified and superior talent pool
- On-air campaigns reach current employees increasing goodwill, reducing turnover and boosts morale
- On-air impressions for companies raise brand recognition and mindshare

Conclusions

- Job openings are at record highs, unemployment is at record lows
- The optimal source to fill positions are passive job seekers who represent half of American work force who rarely use online job sites
- AM/FM radio is the soundtrack of the American workers reaching 93% of workers across a variety of radio programming formats
- Radio advertisers should allocate recruitment budgets to AM/FM radio to fill new positions, improve morale and build brands

AM/FM radio works for reaching the passive job seeker

Huge audience

Passive job seekers outnumber active job seekers



3:1

and rarely seek out new jobs online

AM/FM radio has mass reach

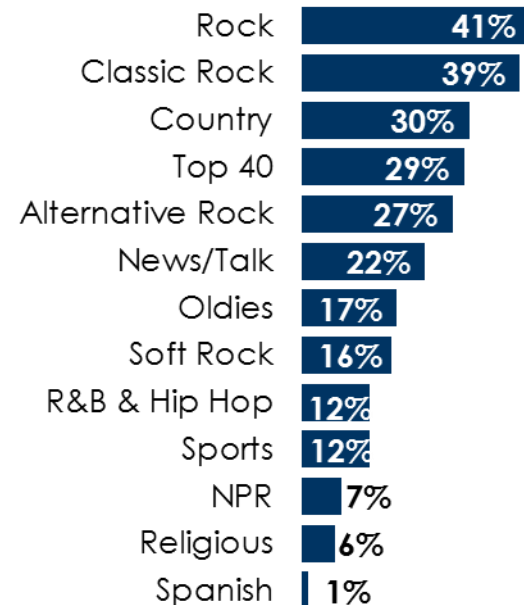
AM/FM radio reaches

93%

of full-time working adults Monday-Sunday from 6AM to midnight

Many AM/FM radio formats resonate

Format listened “frequently” among passive job seekers 18+





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Thank You

Appendix

Early week job fairs at a mall

- Partner with CUMULUS MEDIA to take a unique approach to job fairs to reach an even broader audience
- Support the job fair on-air with station talent inclusion and social media
- Benefits of conducting job fairs in a mall versus a ballroom
 - Reaches people in a familiar and less intimidating environment where they can feel comfortable
 - Conducting job fairs early in the week allows for easy parking and can boost mall traffic