

http://www.insideradio.com/free/nielsen-radio-is-comfort-food-for-listeners-coping-with-virus-pandemic/article_8f0223ce-6f80-11ea-8624-b38b508ff5ea.html

Nielsen: Radio Is 'Comfort Food' For Listeners Coping With Virus Pandemic.

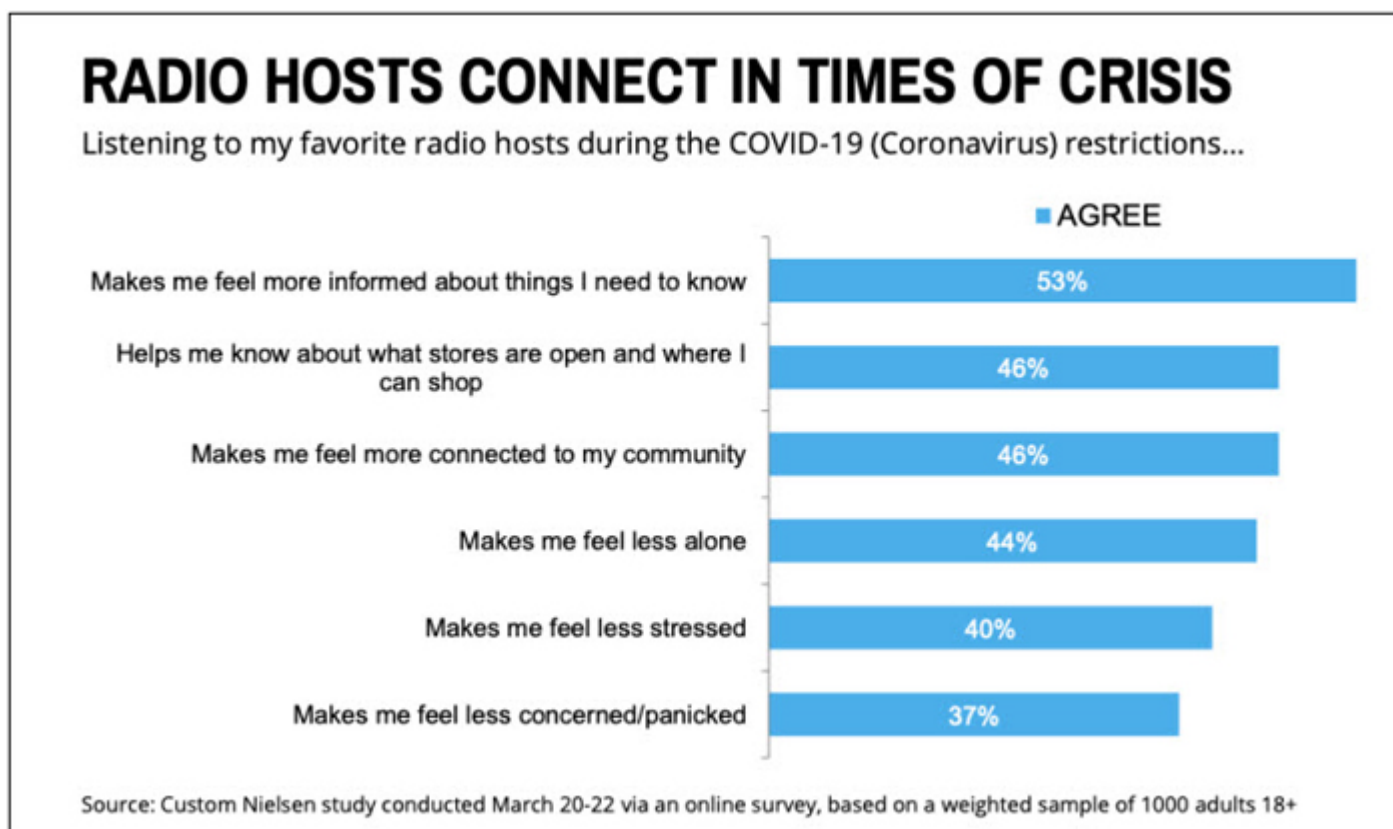
Mar 26, 2020



With tens of millions of Americans camped out at home due to the spread of the coronavirus, media consumption is peaking. According to Nielsen, 83% of American adults report spending the same or more time with radio as a result of the COVID-19 outbreak, as **Inside Radio** reported Wednesday.

Now newly released data sheds a light on how listeners are using radio to help them deal with the outbreak, feel more connected to the community and feel less alone.

The findings are part of a perceptual study fielded from March 20-22 among a weighted sample of 1,000 adults 18+ in the U.S. More than half of respondents (53%) agree that listening to their favorite radio hosts during the coronavirus restrictions “makes me feel more informed about things I need to know.” Nearly half (46%) say it “helps me know about what stores are open and where I can shop.” The same portion (46%) say tuning to their favorite hosts during the pandemic “makes me feel more connected to my community” while 44% say it “makes me feel less alone.” In addition, 40% indicate it “makes me feel less stressed” and more than one third (37%) say it “makes me feel less concerned/panicked.”



Focusing on American attitudes surrounding the COVID-19 crisis and radio listening, the study reinforces the importance of efforts radio has made to keep audiences informed during the outbreak. More than half said radio is a good source of information about the coronavirus and the associated restrictions; trust that what they hear on radio is accurate; and trust the information they get from their favorite radio hosts.

“The current situation amplifies our reliance on media, and radio stations and advertisers have an opportunity to create lasting relationships with an extremely captive audience—an audience that almost universally (92%) says it’s moderately or extremely concerned about COVID-19,” Nielsen says in a new web posting. “Importantly, 42% of consumers say that radio has helped them deal with the outbreak.”

Increased reliance on radio during the crisis is part of a larger trend of rising media consumption. Americans are already spending almost 12 hours each day with media, Nielsen says, and that time could grow by 60% among those who stay indoors.

The online survey shows consumers hold radio in high regard with 60% of Adults 18+ saying they trust radio to give timely information about the coronavirus.

“Whether it’s for local news, a place to listen to what is happening, to connect with community members or simply as a way to find out which essential retailers are open for business, radio is continuing to fill those needs for consumers everywhere,” said Nielsen Audio managing Director Brad Kelly.