

Radio. It's On!



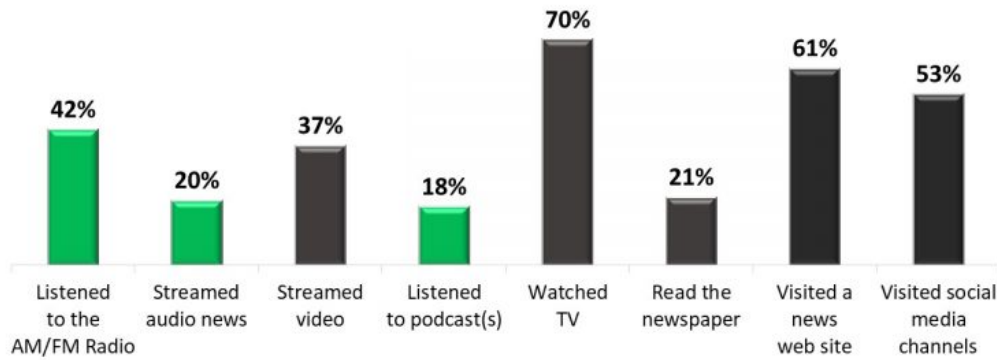
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Cancellations, social distancing, empty streets, working from home, virtual classes – this has become the new norm for many of us. We are all anxiously waiting to get back to how it used to be. In the interim, there is one thing that everyone can count on. Radio. It's On.

People across the country are engaged with all the news and media coverage, consuming more media daily since the outbreak. According to a NuVoodoo survey of over 2,500 people who stayed on top of breaking news from March 18 to March 20, 64% of respondents used some form of audio.

Media Used in the Past Week to Stay on Top of Breaking News

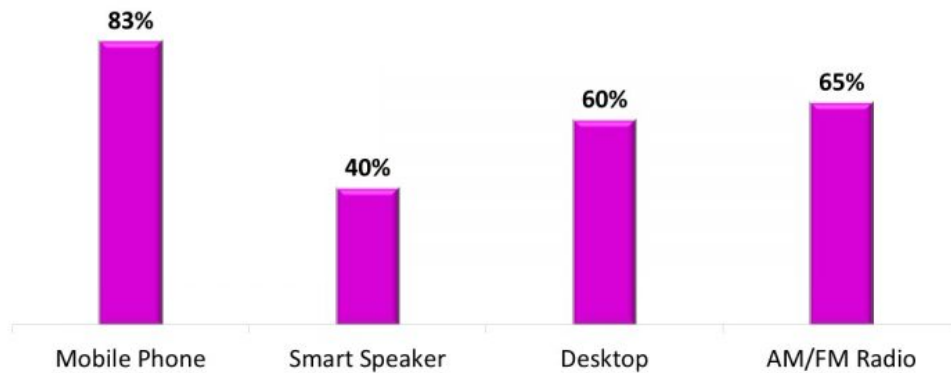


N=2542; check all that apply; March 18-20, 2020



Radio, across platforms and devices, has always served as a companion, as well as a form of entertainment and information. That has not changed despite this pandemic. This past week, people have used AM/FM radios, mobile phones, smart speakers and their computer to listen to audio content.

Devices Used in the Past Week to Listen to Audio Content (Excluding Work Meetings)

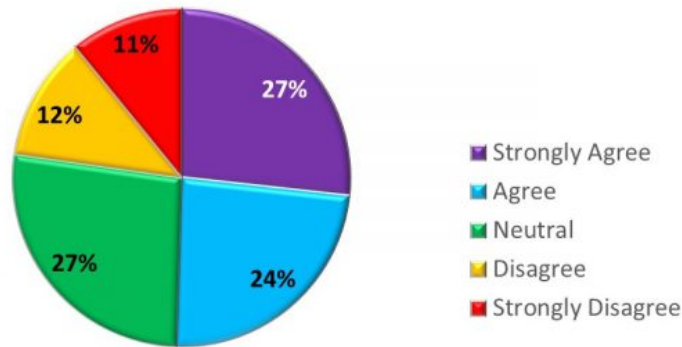


N=1849; Devices Sample (Audio Listeners Only); March 18-20, 2020



As covered [before](#), radio has a personal and emotional connection – unlike any other medium. People want – and need – to hear a familiar voice during times of crisis – over 51% of people agree.

“In times of crisis, I like tuning into my local radio station to hear familiar voices”

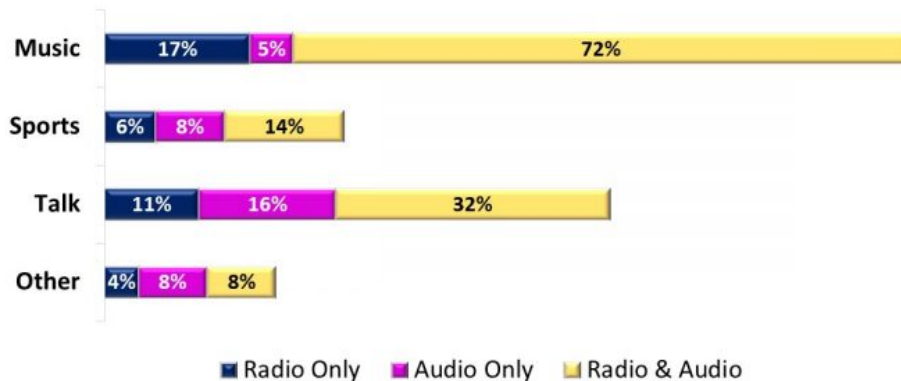


N=1832; Audio Listeners Only; March 18-20, 2020



As people across the country find themselves homebound, they are tapping into entertainment options, and radio delivers. During this same time period, 71% of respondents used some form of audio for entertainment – 48% listened to AM/FM radio, 31% used an app or site to stream and 27% listened to a podcast.

Entertainment Content Sought on Radio or Through Audio in the Past week



N=1811; Entertainment Content Seekers (Audio Listeners only); March 18-20, 2020



When looking for entertainment options and content via radio or audio, they are listening to everything – music, sports, talk and other formats/genres.

Radio is the original mobile medium, and today’s technology allows listeners to tap into audio content on a multitude of devices – even as they stay at home. According to one report by Entercom, they are seeing increased audio use via devices and

platforms. Based on data reported last week, Radio.com experienced a 21% in news listenership with TLH (total listening hours):

- News & Talk
 - Up 26% on mobile
 - Up 20% on smart speakers
 - Up 16% on desktop
- Sports
 - Up 15% on mobile
 - Up 11% on smart speakers
 - Up 1% on desktop
- Podcasts (from February)
 - Up 39% with Lifestyle & Informational genres
 - Up 24% with Political & Talk
 - Up 7% with Entertainment

This is a new world for everyone and people across the country are adjusting to a new norm. Radio remains a constant and dependable component of everyone's day. Just take a look at some of the reasons why:



Send your examples of Radio It's On to rabcprmarketing@rab.com so we may turn it into a social media tile to share. You can find a social media tile like this and others, [here](#).