

RADIO FULFILLS EMOTIONAL NEEDS

Emotion drives affinity and purchase

Purpose:

A deep dive into radio listening behaviors and tech usage

Key Findings:

Despite alternatives, adults continue to listen to broadcast radio to fulfill certain needs.

Adults tune in for many reasons



Key Takeaways:

- Adults tune into radio for ease to access in car and it is free of cost.
- Radio delivers local content and information.
- Radio drives emotional connections by enhancing mood and offering companionship.
- Radio entertains offering content and programming that listeners want.

Source: Jacobs Media Techsurvey 2024, survey of 31,413 listeners across 500 U.S. and Canadian radio stations