



INSIGHTS INFOGRAPHIC

Audio Receptivity

AUDIO IS DOMINANT IN DELIVERING & ENHANCING RECEPTIVITY

The Soundtrack to Listeners' Daily Journey

Audio—specifically Radio—is constantly with consumers throughout the day, as they are experiencing an array of moods, mindsets and moments. Adults 18+ are starting their day with radio, typically between 6 and 7am; and staying with their audio companion throughout the day, from their cars, to their desk and their commute home. The daily peak is between 4pm and 6pm.



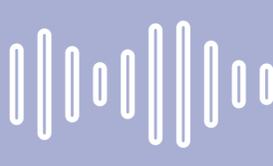
of consumers are tuned-into audio while working²



of consumers are tuned-into radio while in their car³

Radio is Audio's Major Player

While digital audio is buzz worthy and growing, radio continues to dominate in the audio space, in terms of users and time spent.⁴ Usage of satellite radio and streaming audio platforms have increased, but not at the expense of broadcast radio listening. The same pattern is seen among Black and Hispanic audio consumers as well.



+14%

more immersive⁶

The Most Engaged Medium

Audio is +14% more immersive, inspiring more engagement and action than cross-industry standards. This makes audio the ideal ad platform for delivering and enhancing receptivity. Engagement is a clear indicator that consumers are not only receptive to what audio delivers, but that listeners are also acting based on what they hear.⁵

AUDIO AND RADIO INFLUENCERS DRIVE LISTENER RECEPTIVITY & ENGAGEMENT

When Paired with Influencers, Audio Ads Drive Consideration

Radio has the added benefit of personality and celebrity in the audio space. Radio personalities are more than just DJs, they are influencers. Campaigns using influencers create organic brand advocacy. Audio endorsements by radio personalities increase not just receptivity, but consideration.



80%

of listeners trust and value their favorite personality's opinion⁵

77%

of listeners would try a brand or product recommended by their favorite radio personality⁵

MOOD, MINDSET AND MOMENTS IMPACT AUDIO LISTENING HABITS



"Consumers turn to audio brands to instantaneously meet at least one of five major needs: to energize and improve their moods, to relax, to avoid boredom, to stay in touch, and to relive memories."⁷

- Warren Kurtzman of Coleman Insights

Moods Dictate Listening Choices, and Vice Versa

According to Spotify, CHILL was the number one global listening moment of 2020⁸. This is no surprise as global citizens collectively experienced a shift in normal life. Listeners lean-into the audio that suits their moods and interests. In turn, audio has the power to improve a listener's mindset, moments, and receptivity.

60% OF LISTENERS SAY RADIO IMPROVES THEIR MOOD AND MINDSET⁹



WORK-FROM-HOME MOMENTS ARE INCREASING AUDIO LISTENING



The At-Home Companion

As consumers adapted to the new normal of working-from-home, they also adjusted to a void of human interaction. Audio has played a compelling role in alleviating to this shift. During the pandemic, listeners leaned-into familiar and trusted audio to entertain and inform.

53% of audio consumers listened to talk radio, radio news & podcasts weekly¹⁰

40% of work-from-home listeners are tuning-in to music via AM/FM radio & streaming services daily¹⁰



"Radio is 'comfort food' as media consumption rises amid COVID-19 pandemic."

- Nielsen

Comfort in Familiar Voices

Companionship in audio seems to have provided solace for listeners while they work-from-home and throughout the COVID-19 Pandemic Crisis. Listening to their favorite radio host has served as a mood shift for many consumers.



40%

of listeners agree listening to their favorite radio host makes them feel less stressed¹¹

37%

of listeners agree listening to their favorite radio host makes them feel less concerned/panicked¹¹

44%

of listeners agree listening to their favorite radio host makes them feel less alone¹¹

1 Nielsen Fall 2019 NRD
2 Nielsen 2019 How American Listens
3 Edison Research & Triton Digital, The Infinite Dial 2021
4 Edison Research's Share of Ear data, published in Inside Radio, Mar. 11, 2021
5 Entercom's Engaged Impressions Study, Audio defined here as OTA, Streaming OTA and podcast

6 Katz Radio Group's Inside the Power of Local Radio Personalities
7 Inside Radio, Mar. 24, 2021
8 Spotify 2020 Wrapped
9 2020 Fall GfK MRI
10 The Nielsen Total Audience Report, Special Work from Home Edition, Aug. 2020
11 Nielsen Custom Study, March 2020