



# Audio Client COVID-19 Update

March 26, 2020

# WHAT WE WILL COVER ON THE CALL

- Nielsen Audio PPM panel and Diary sample KPIs and what we are doing to maintain quality
- Results of a freshly fielded survey: **The COVID crisis and Radio**

# PPM panel and Diary sample KPIs and what we are doing to maintain quality

# NEXT STEPS



## DATA RELEASES

- PPM MAR20 Week 2 release begins 03/30
- PPM MAR20 monthly PPM release begins 04/15
- Diary MAR20 CDM (J/F/M) release begins 04/13

## MONITORING

- Continued monitoring and daily check-ins on survey operations

## COMMUNICATION

- Ongoing communication with stakeholders and clients

The Nielsen logo, consisting of the word "nielsen" in a lowercase, sans-serif font, with a horizontal line of seven dots positioned below the letters "i", "e", and "l".

nielsen

# FLASH SURVEY: COVID CRISIS AND RADIO

March 2020

## KEY TAKEAWAYS

RADIO KEEPS US INFORMED AND CONNECTED  
DURING A CRISIS

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RADIO IS A TRUSTED SOURCE OF INFORMATION

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RADIO LISTENING IS SHIFTING TO MORE DEVICES

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RADIO LISTENERS ARE READY TO SHOP



# SURVEY DESIGN

## OVERVIEW

Nielsen conducted a survey to gauge the impact to radio listening behavior as a result of the Coronavirus outbreak.

## SAMPLE SIZE

1000 Adults 18 and over in the US

## SURVEY LENGTH

4 – 5 minute survey conducted online

## TIMING

Survey fielded Friday March 20<sup>th</sup>, Saturday March 21<sup>st</sup> and Sunday March 22<sup>nd</sup>

## WEIGHTING

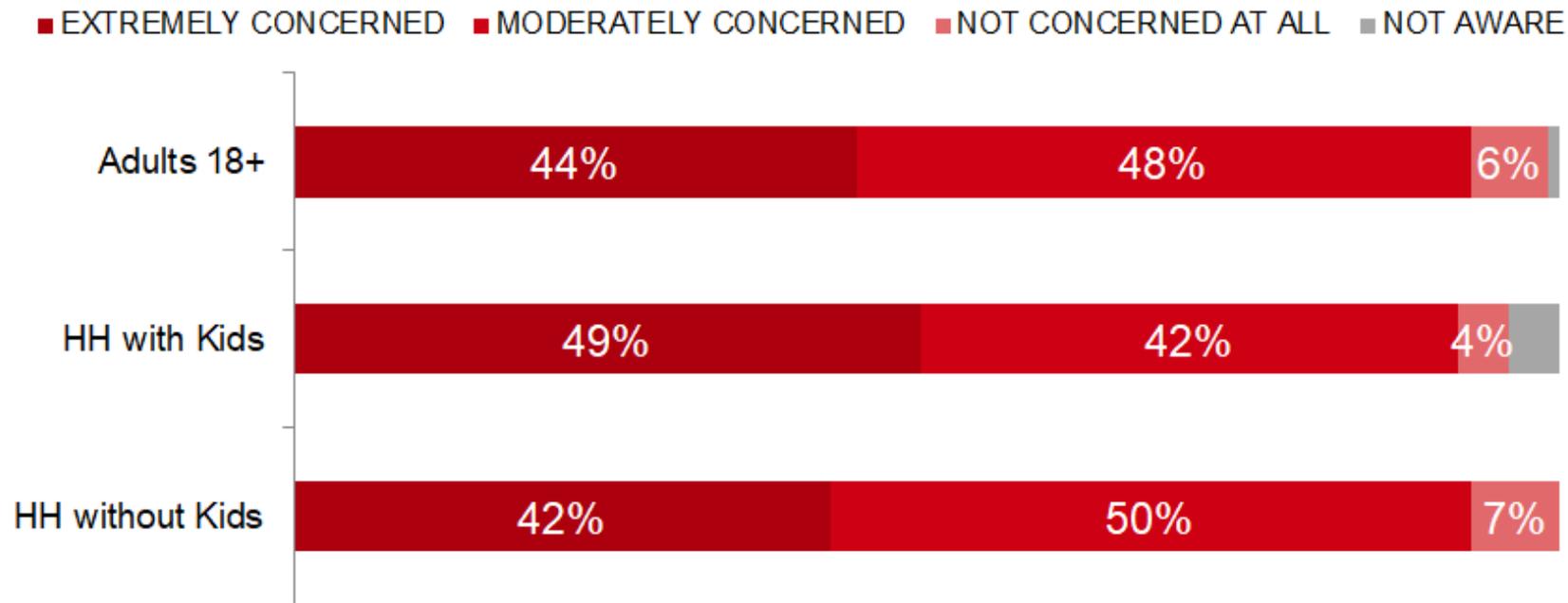
Simple weighting was applied to balance the sample on age, gender, ethnicity, education and census region

## CAVEATS

Because the effects of the virus continue to evolve, opinions expressed in the survey are limited only to what was known at the time.

# 92% ARE CONCERNED ABOUT CORONAVIRUS

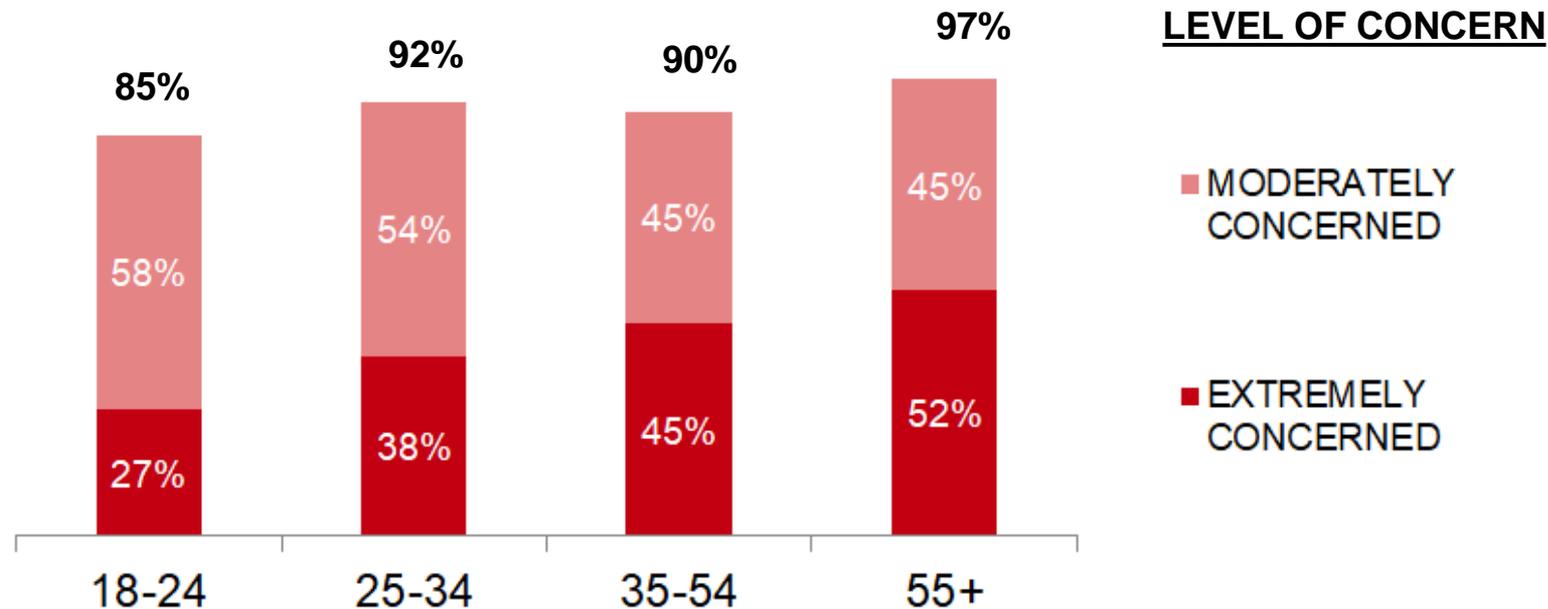
How concerned are you about COVID-19 (Coronavirus)?



Source: Custom Nielsen study conducted March 20-22 via an online survey, based on a weighted sample of 1000 adults 18+

# YOUNGER AUDIENCES ARE LESS CONCERNED

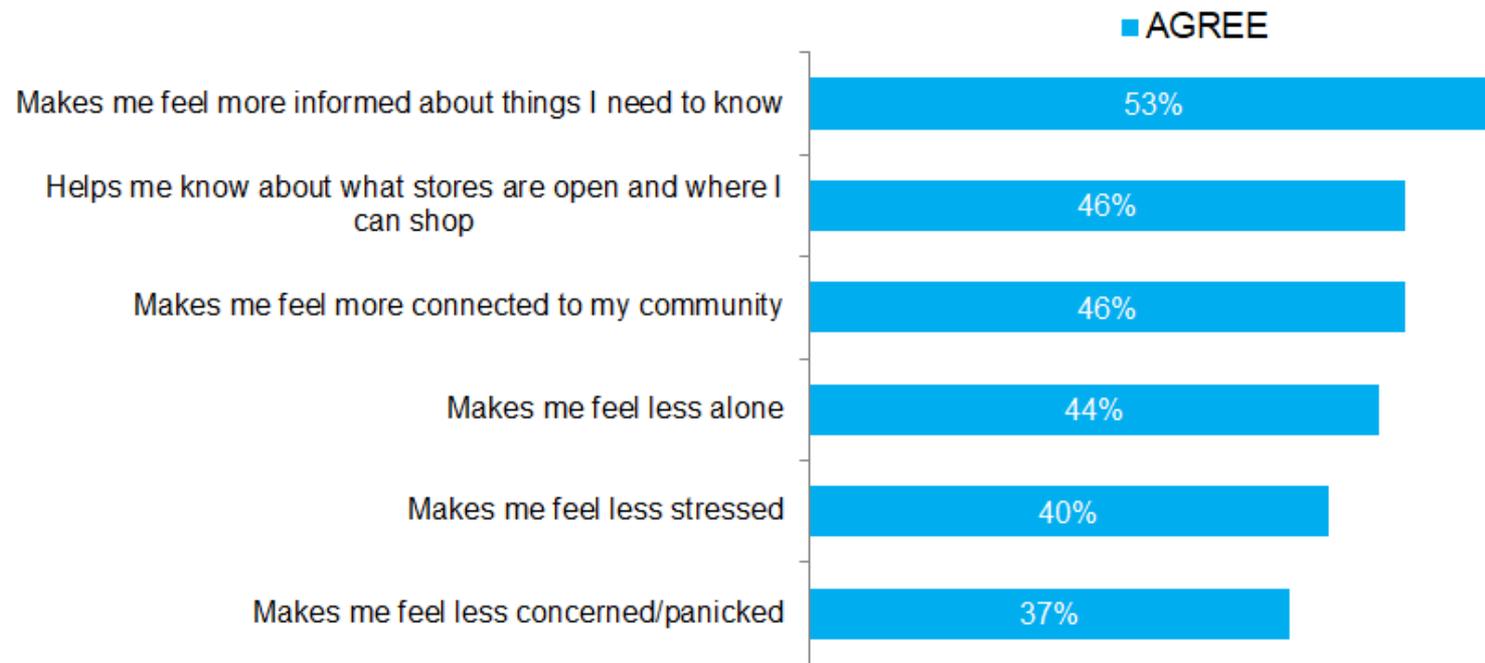
How concerned are you about COVID-19 (Coronavirus)?



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# RADIO HOSTS CONNECT IN TIMES OF CRISIS

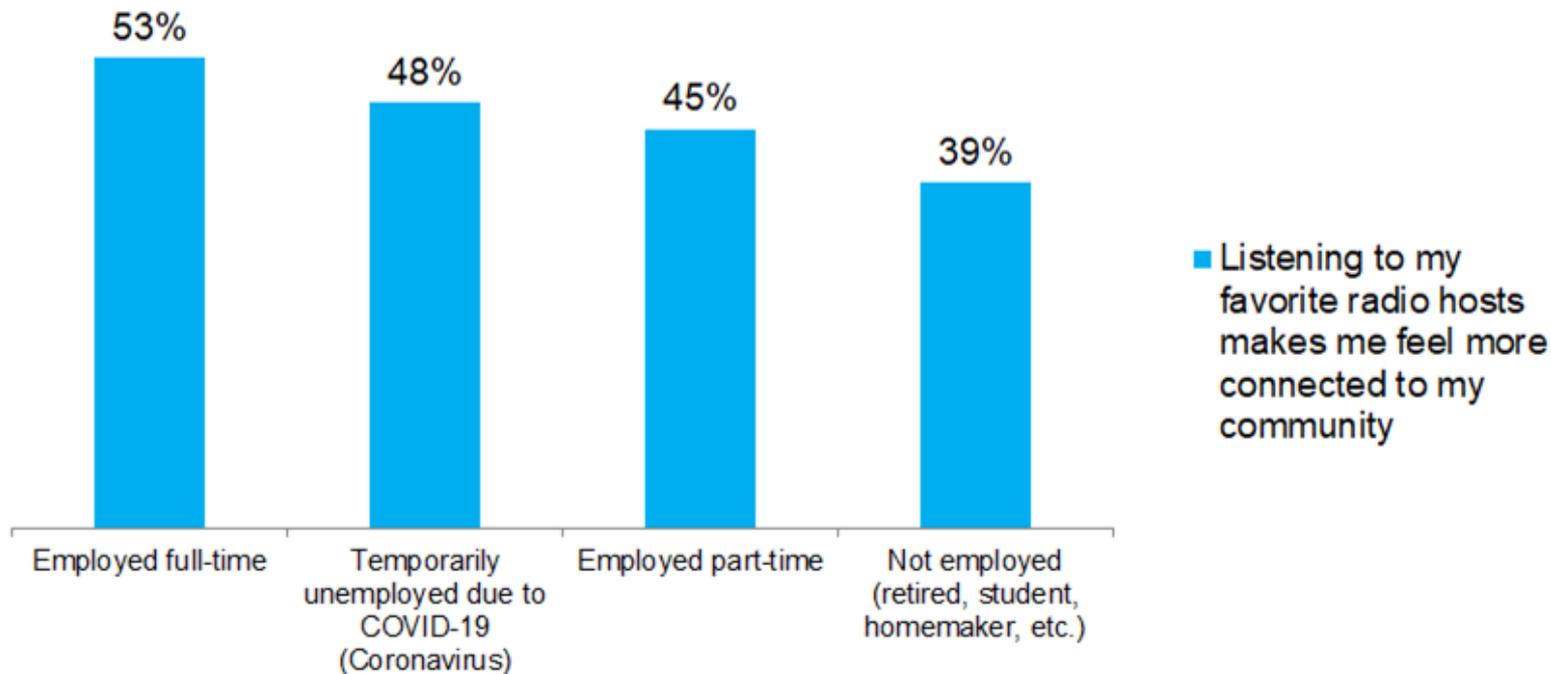
Listening to my favorite radio hosts during the COVID-19 (Coronavirus) restrictions...



Source: Custom Nielsen study conducted March 20-22 via an online survey, based on a weighted sample of 1000 adults 18+

# RADIO HOSTS CONNECT IN TIMES OF CRISIS

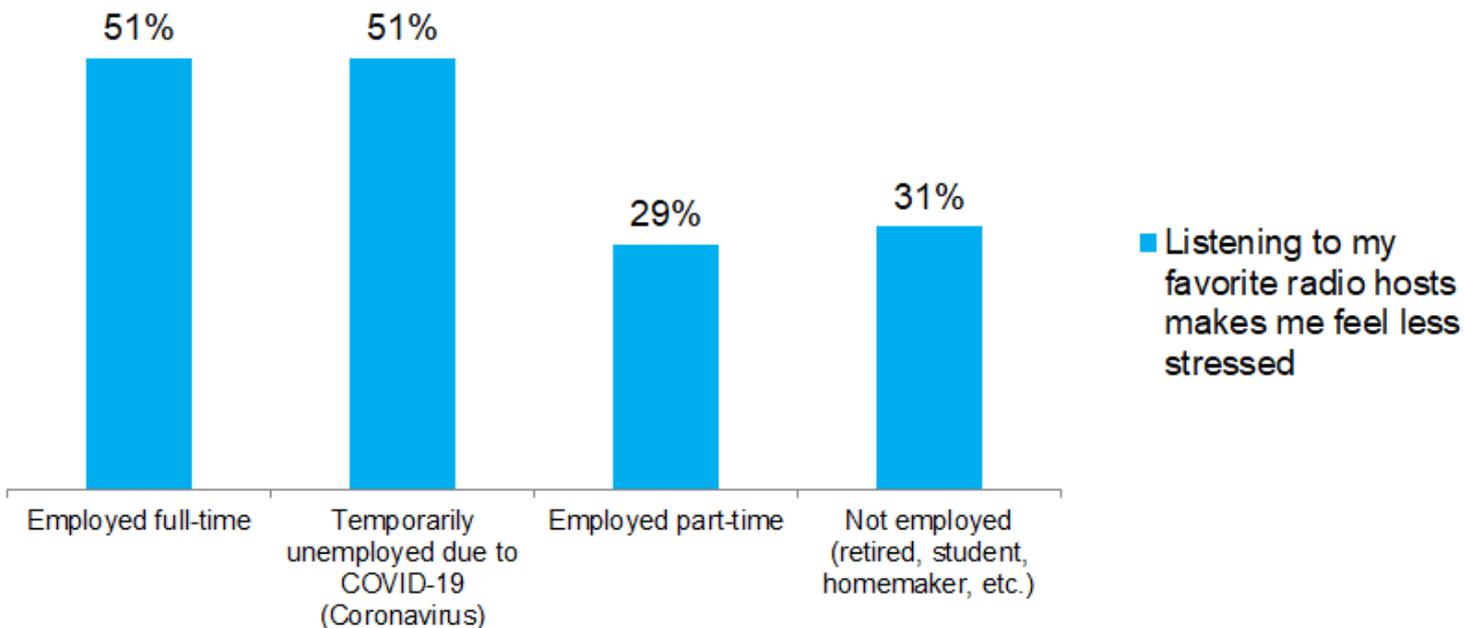
Do you agree with the following statements about radio hosts and COVID-19 (Coronavirus)...



Source: Custom Nielsen study conducted March 20-22 via an online survey, based on a weighted sample of 1000 adults 18+

# RADIO HOSTS CONNECT IN TIMES OF CRISIS

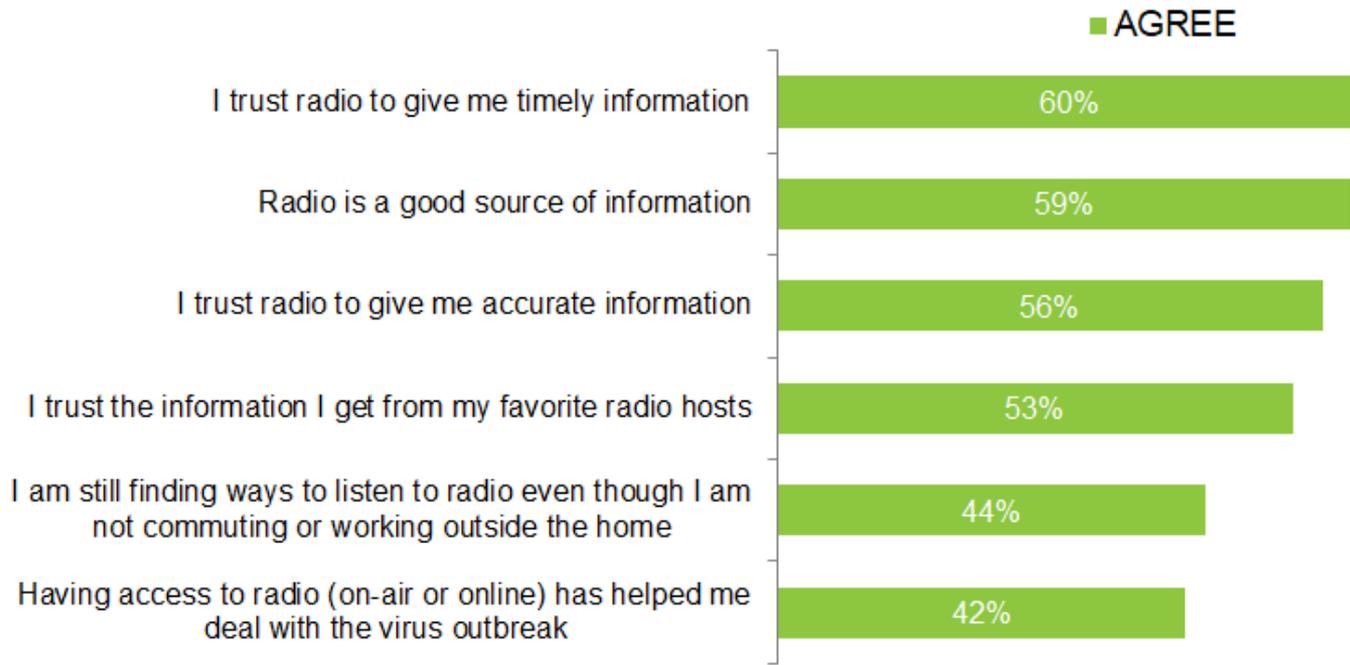
Do you agree with the following statements about radio hosts and COVID-19 (Coronavirus)...



Source: Custom Nielsen study conducted March 20-22 via an online survey, based on a weighted sample of 1000 adults 18+

# RADIO IS A TRUSTED SOURCE OF INFORMATION

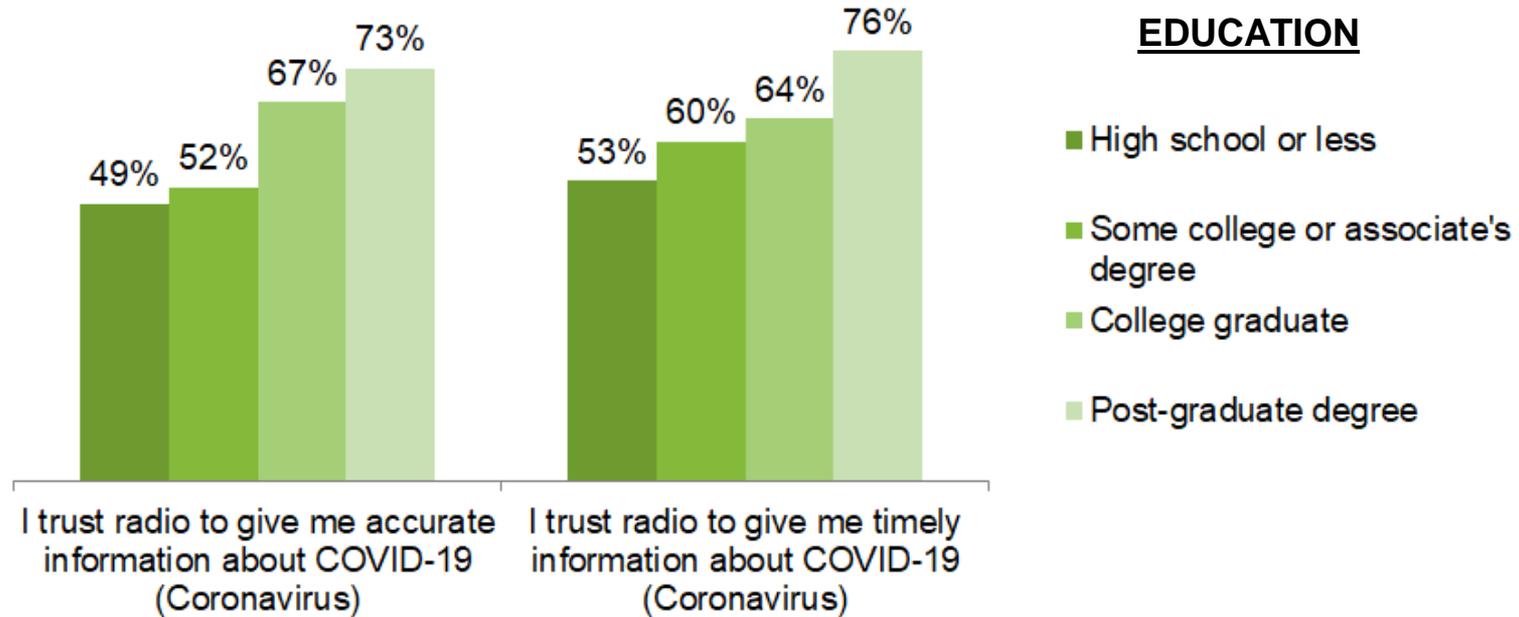
Do you agree or disagree with the statements about radio and COVID-19 (Coronavirus)...



Source: Custom Nielsen study conducted March 20-22 via an online survey, based on a weighted sample of 1000 adults 18+

# EDUCATED LISTENERS HAVE MORE TRUST IN RADIO

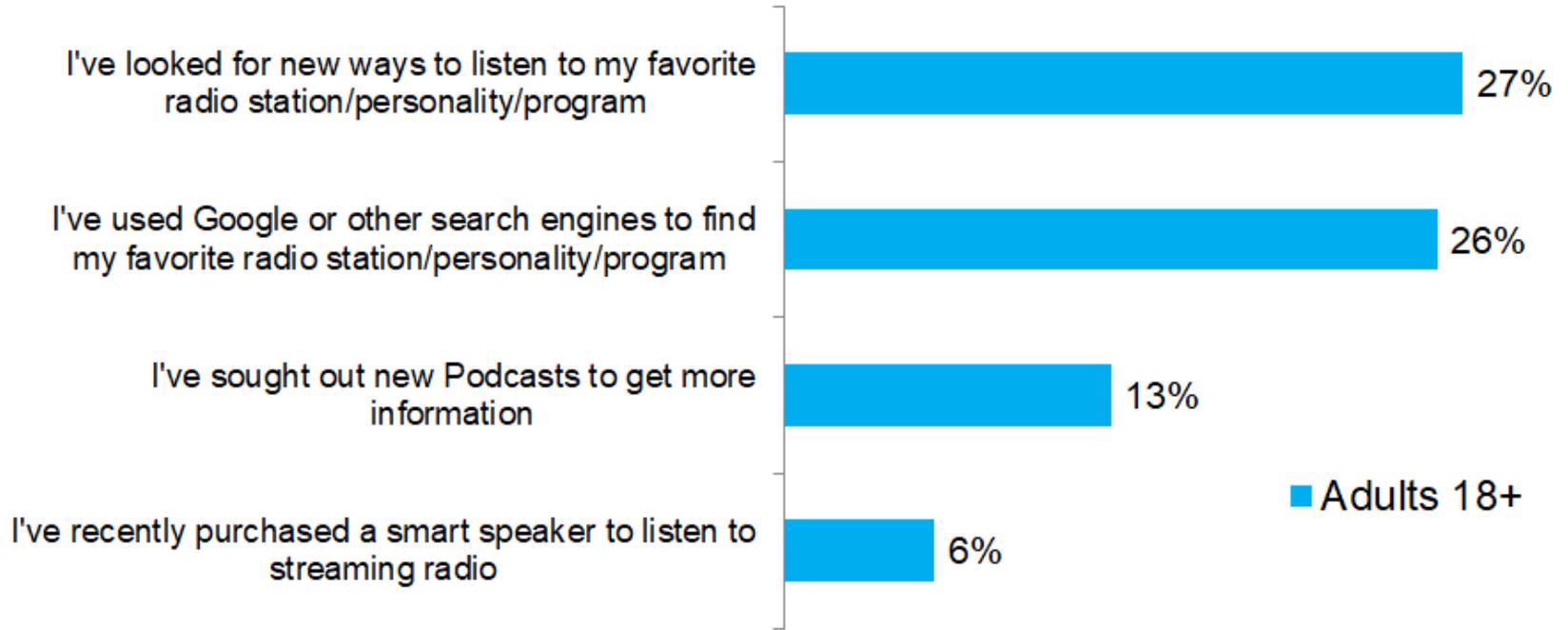
Do you agree with the following statements about radio and COVID-19 (Coronavirus)...



Source: Custom Nielsen study conducted March 20-22 via an online survey, based on a weighted sample of 1000 adults 18+

# LISTENERS SEEK OUT RADIO ON NEW PLATFORMS

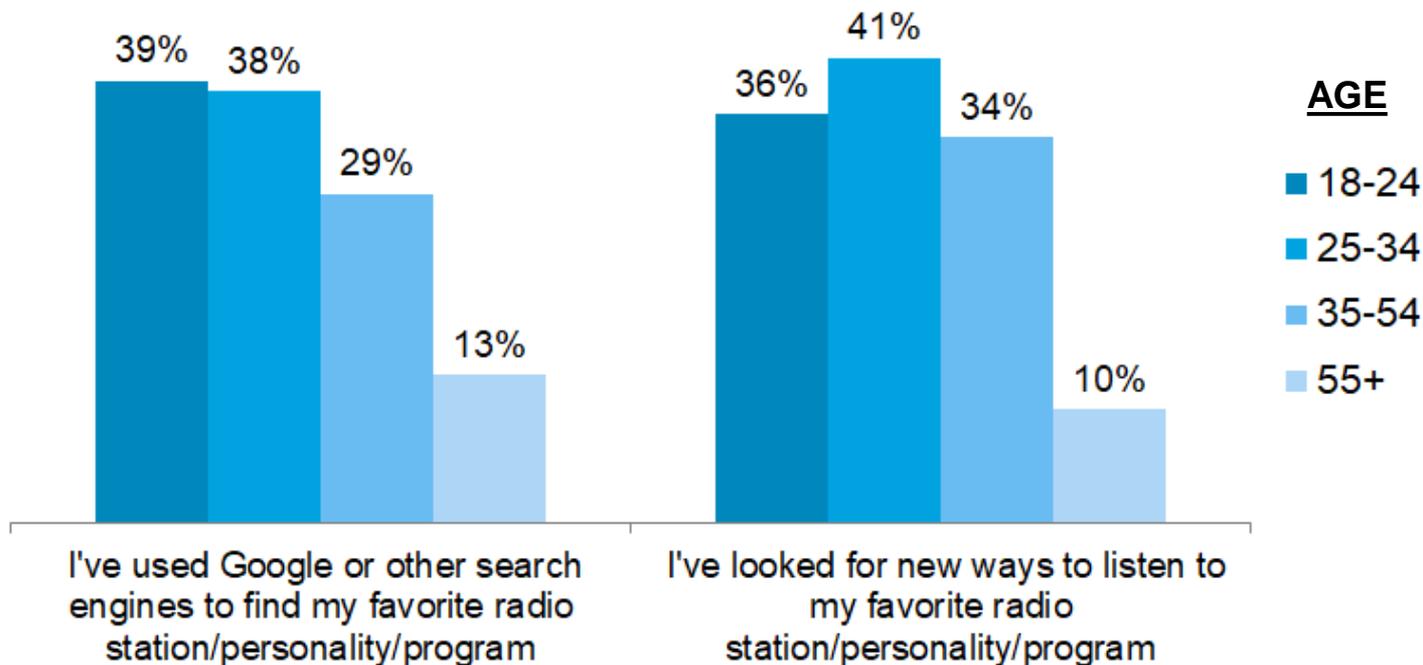
Because of the COVID-19 (Coronavirus) outbreak, and associated restrictions...



Source: Custom Nielsen study conducted March 20-22 via an online survey, based on a weighted sample of 1000 adults 18+

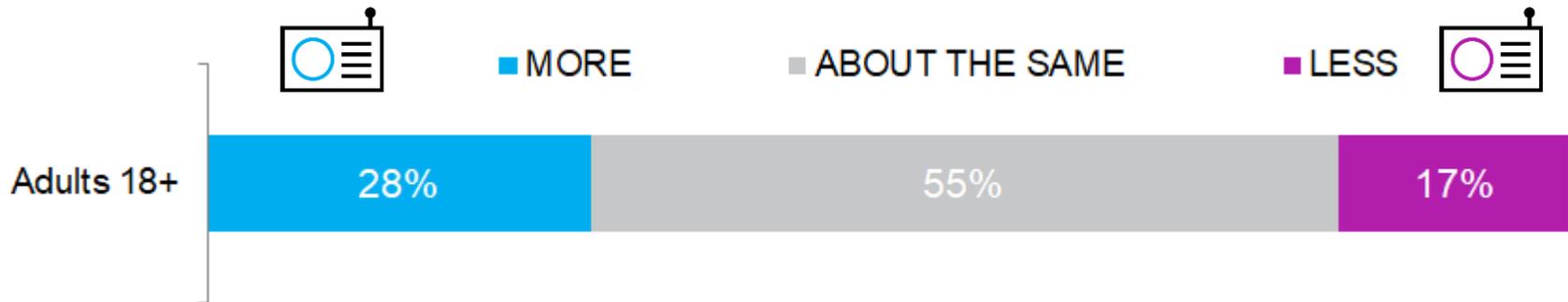
# YOUNGER LISTENERS SEEK OUT RADIO

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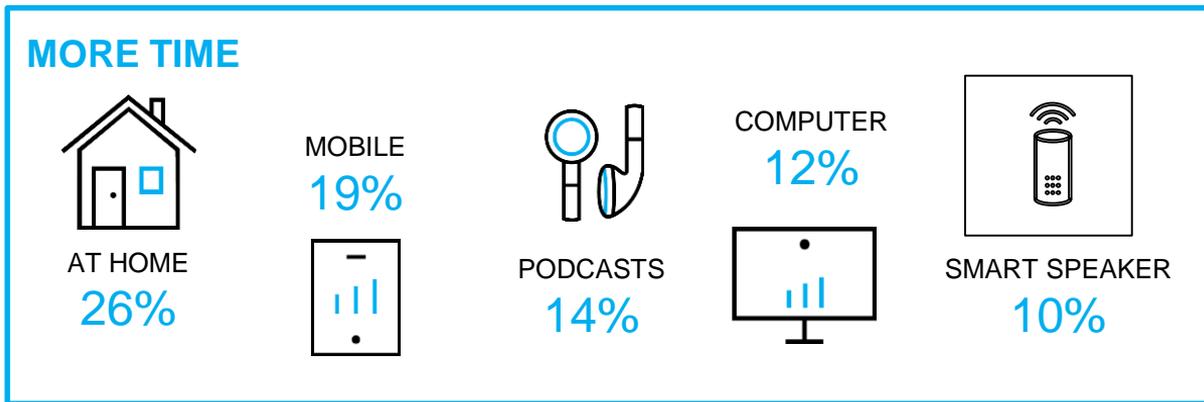


Source: Custom Nielsen study conducted March 20-22 via an online survey, based on a weighted sample of 1000 adults 18+

# 8 IN 10 REPORT THE SAME OR MORE TIME WITH RADIO AS A RESULT OF COVID-19



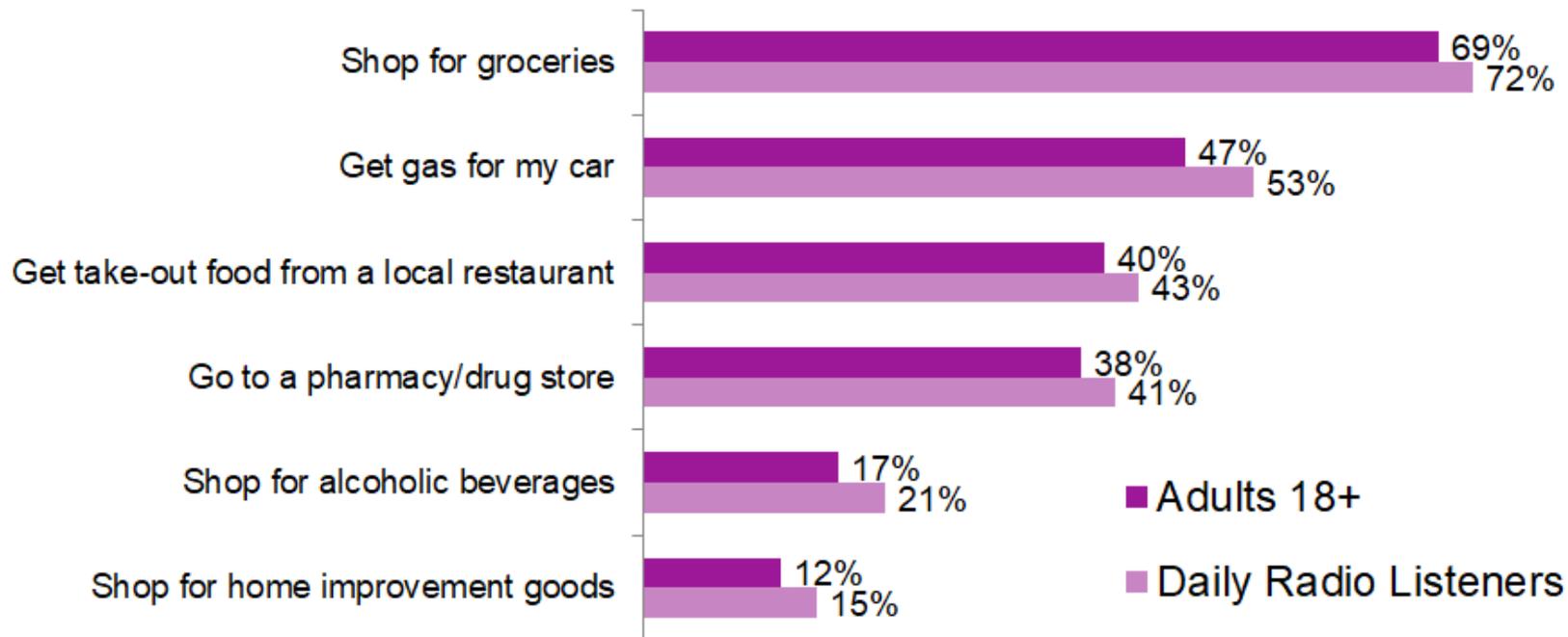
## PERCENT SPENDING MORE TIME LISTENING



Source: Custom Nielsen study conducted March 20-22 via an online survey, based on a weighted sample of 1000 adults 18+

# RADIO LISTENERS ARE READY TO SHOP

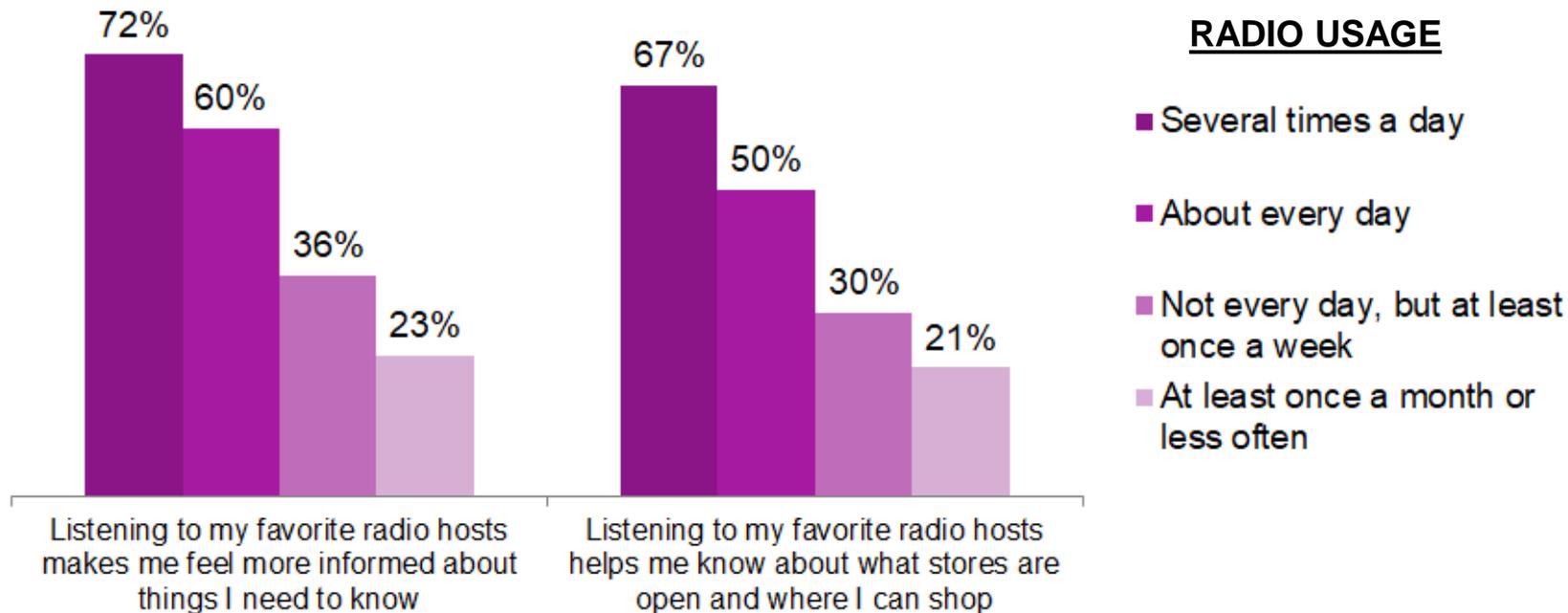
Which of the following activities do you plan to do in the coming week?



Source: Custom Nielsen study conducted March 20-22 via an online survey, based on a weighted sample of 1000 adults 18+

# FREQUENT LISTENERS WILL SHOP LOCAL

Which of the following activities do you plan to do in the coming week?



Source: Custom Nielsen study conducted March 20-22 via an online survey, based on a weighted sample of 1000 adults 18+

# HOW LONG DO AMERICANS THINK THIS WILL LAST?

# WHEN DO YOU THINK THE COVID-19 (CORONAVIRUS) RESTRICTIONS WILL END?



Don't Know = 24%

Source: Custom Nielsen study conducted in March 20-22 via an online survey, based on a weighted sample of 1000 adults 18+

Americans trust **RADIO** to keep them informed,  
connect them to their community and  
help them deal with the outbreak

