



# CONSUMER STUDY

Conducted April 30 to May 2, 2020  
National online survey of 1,000 persons 18+

# KEY FINDINGS

- AM/FM radio is the sound track of America's re-opening and reemergence
- People who are ready to go with life after restrictions are already feeling more normal
- The more you drive, the more encouraged you are about things opening up (you can see it) and the more you listen to radio
- Radio reaches people who plan to spend when restrictions are lifted

## NEARLY TWO THIRDS SAY THEY WILL RESUME SOME NORMAL ACTIVITIES IN THE NEXT MONTH

### Strongly Agree/Agree Somewhat

I'll resume some normal activities in the next month	63%
People are starting to resume more normal activities	44%
My city/town is starting to emerge out of the crisis	42%
I'll resume most normal activities in the next month	42%
Stores that were closed have started to open again	40%
It is safer than it was a month ago	38%
I am becoming less concerned about virus risks	34%
In public, things feel more normal than before crisis	25%

Source: Custom Nielsen study conducted April 30-May 2 via an online survey, based on a weighted sample of 1000 adults 18+ (T2B Agree)

## ROUGHLY A THIRD ARE “READY TO GO” AND GENERALLY FEEL MORE POSITIVE ABOUT WHEN LIFE WILL BE MORE NORMAL

### Strongly Agree/Agree Somewhat

	Wait and see (31%)	Proceed with Caution (37%)	Ready to go (32%)
I'll resume some normal activities in the next month	18%	71%	92%
People are starting to resume more normal activities	6%	35%	85%
My city/town is starting to emerge out of the crisis	4%	35%	83%
I'll resume most normal activities in the next month	5%	34%	83%
Stores that were closed have started to open again	5%	37%	72%
It is safer than it was a month ago	1%	23%	85%
I am becoming less concerned about virus risks	3%	25%	71%
In public, things feel more normal than before crisis	1%	12%	58%

Source: Custom Nielsen study conducted April 30-May 2 via an online survey, based on a weighted sample of 1000 adults 18+ (T2B Agree)

## PEOPLE WHO ARE “READY TO GO” HAVE AN ATTRACTIVE CONSUMER PROFILE

### Index of People “Ready to Go” vs. Total

<b>P 25-54</b>	<b>108</b>
<b>P 55+</b>	<b>87</b>
<b>Have kids 2-11</b>	<b>135</b>

Source: Custom Nielsen study conducted April 30-May 2 via an online survey, based on a weighted sample of 1000 adults 18+

## PEOPLE WHO ARE “READY TO GO” HAVE AN ATTRACTIVE CONSUMER PROFILE

### Index of People “Ready to Go” vs. Total

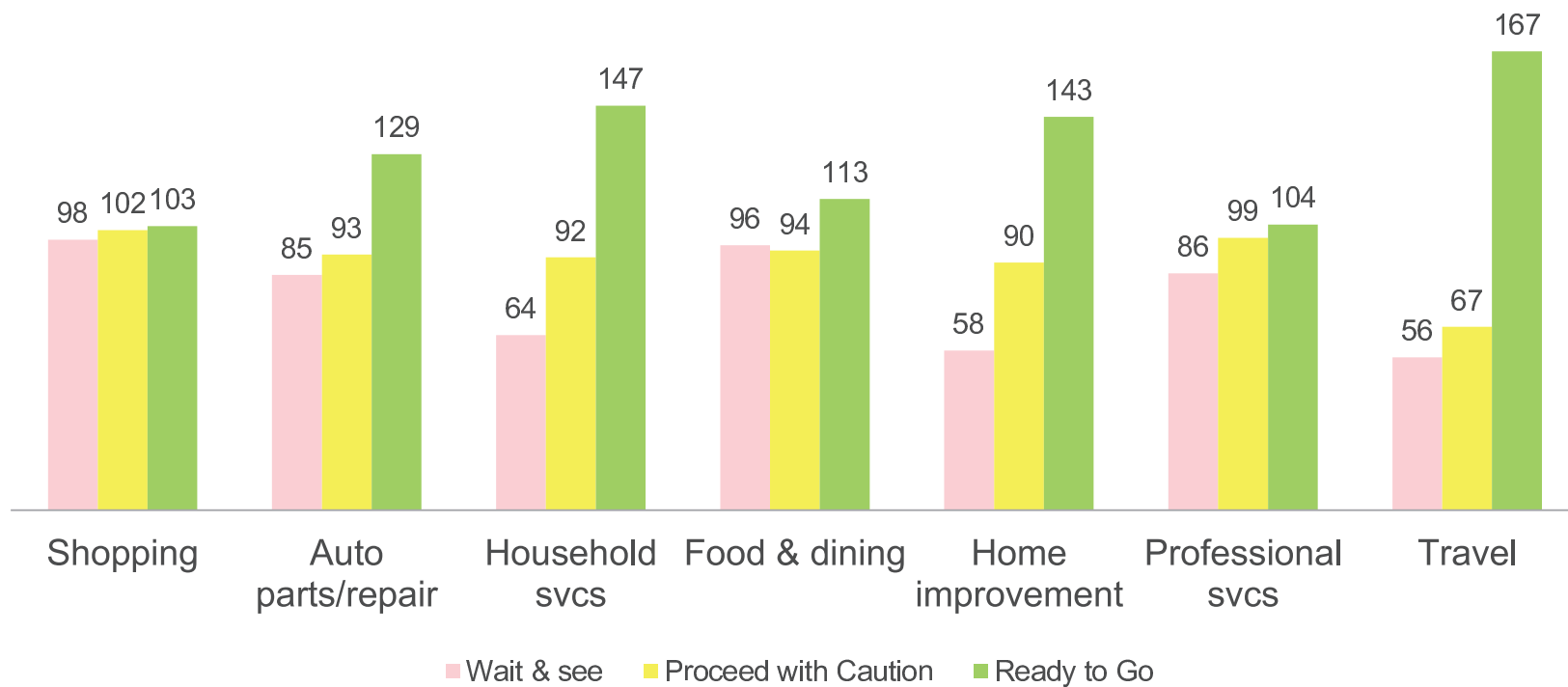
<b>P 25-54</b>	<b>108</b>
<b>P 55+</b>	<b>87</b>
<b>Have kids 2-11</b>	<b>135</b>
<b>Income \$100K+ per year</b>	<b>112</b>
<b>Time in vehicle in last day</b>	<b>130</b>
<b>Work outside the home</b>	<b>125</b>

**How to read:** People who are “Ready To Go” spend 30% more time in vehicle in the last day than the average

Source: Custom Nielsen study conducted April 30-May 2 via an online survey, based on a weighted sample of 1000 adults 18+

## PEOPLE WHO ARE “READY TO GO” ARE READY TO SPEND

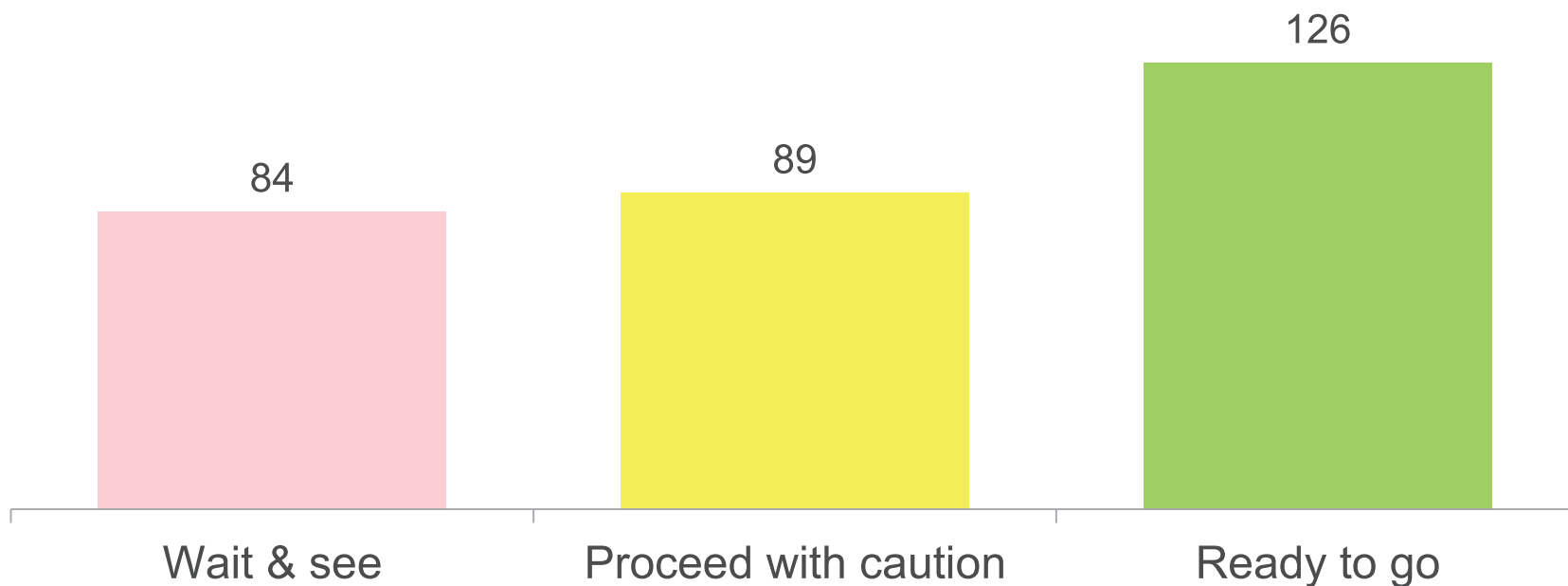
Index Vs. Total / Plan To Spend Within A Month Following Easing Of COVID 19 Restrictions



Source: Custom Nielsen study conducted April 30-May 2 via an online survey, based on a weighted sample of 1000 adults 18+

## PEOPLE WHO ARE “READY TO GO” ARE HEAVY RADIO LISTENERS

Index vs. Total / Heavy Listening To AM/FM Radio In Typical Day

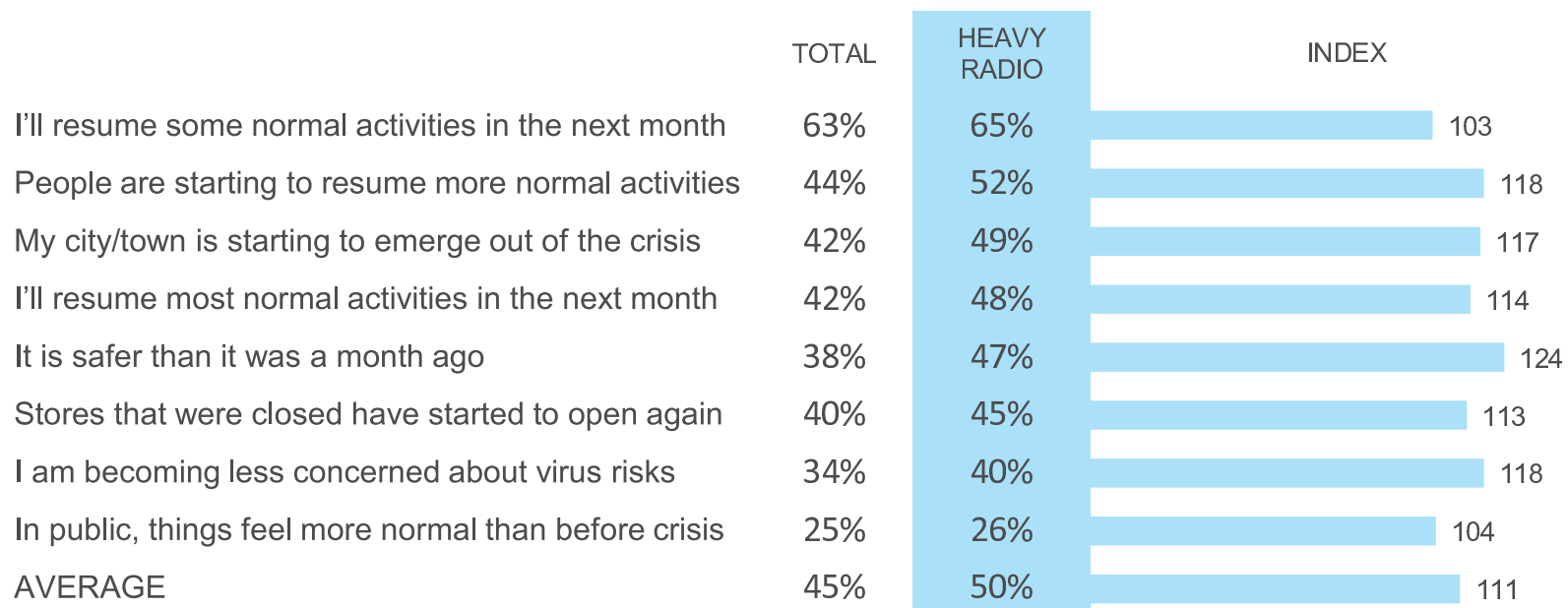


Source: Custom Nielsen study conducted April 30-May 2 via an online survey, based on a weighted sample of 1000 adults 18+



# HEAVY RADIO LISTENERS ARE MORE OPTIMISTIC

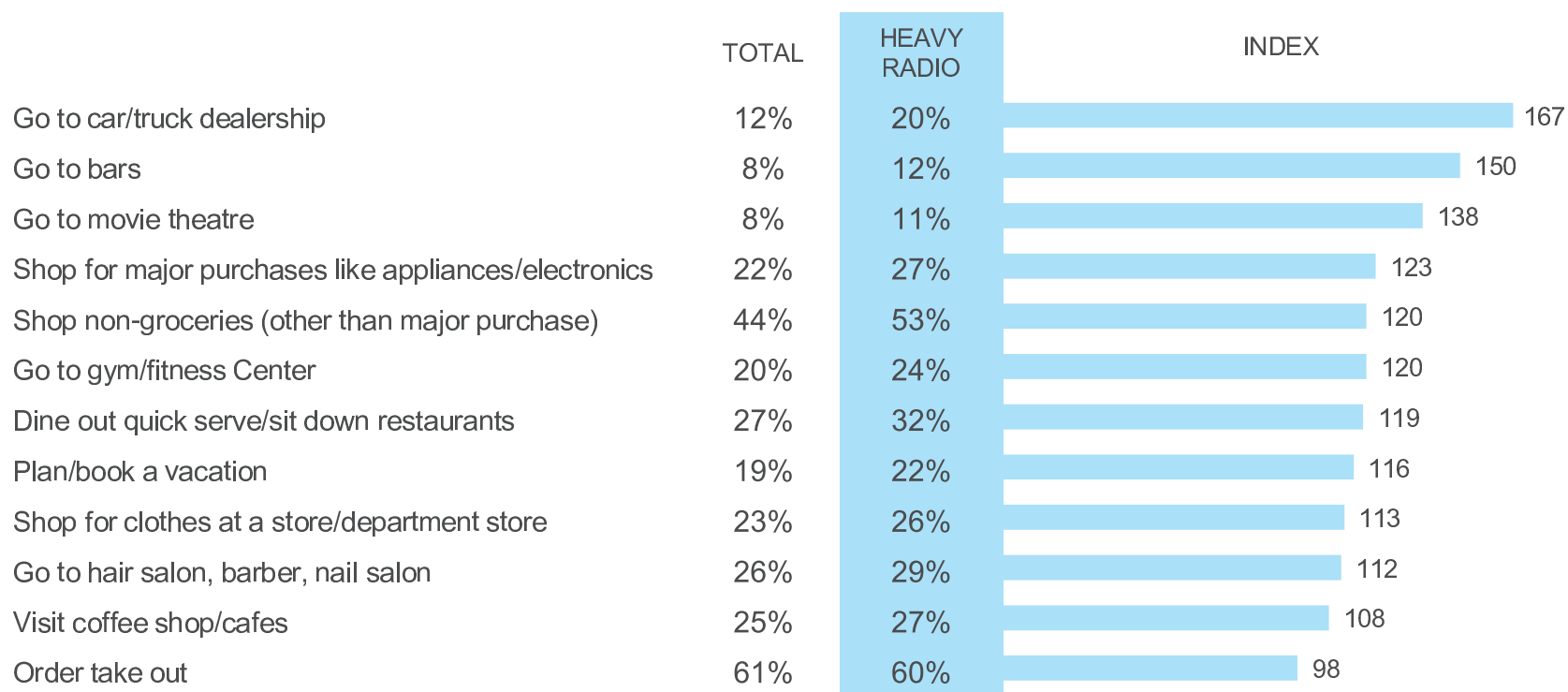
Heavy radio users are more likely to agree with the following statements (Top 2 Box)



Source: Custom Nielsen study conducted April 30-May 2 via an online survey, based on a weighted sample of 1000 adults 18+

## HEAVY RADIO LISTENERS MORE LIKELY TO GO OUT AND SHOP

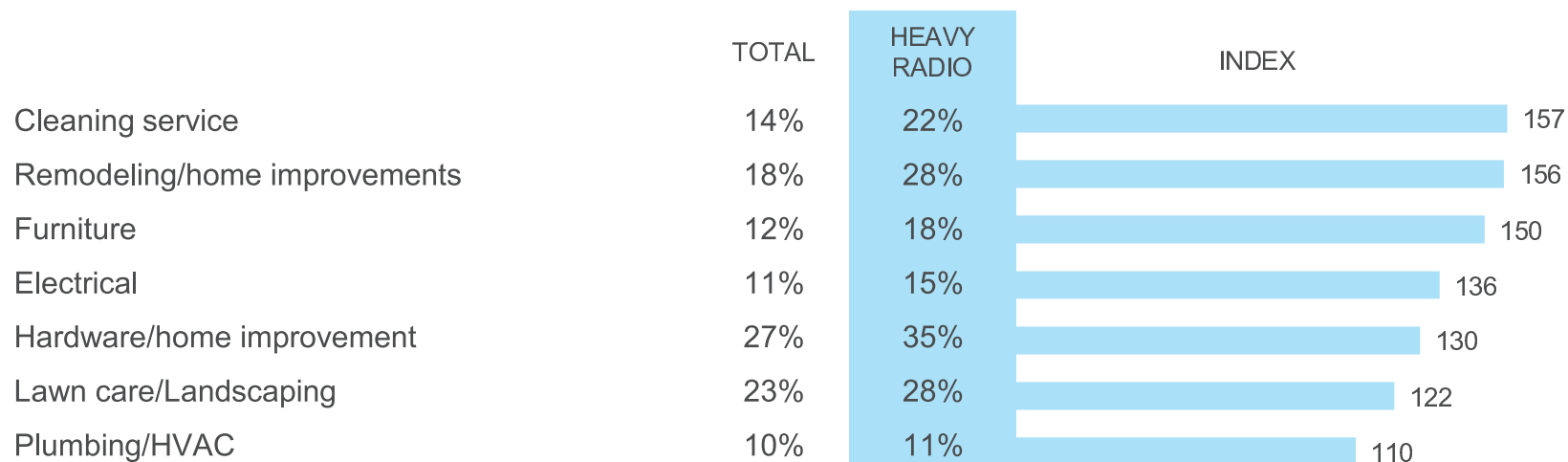
Activities you intend to do once COVID 19 eases in your area (week/month)



Source: Custom Nielsen study conducted April 30-May 2 via an online survey, based on a weighted sample of 1000 adults 18+

# HEAVY RADIO LISTENERS LIKELY TO SPEND MORE ON HOME IMPROVEMENT

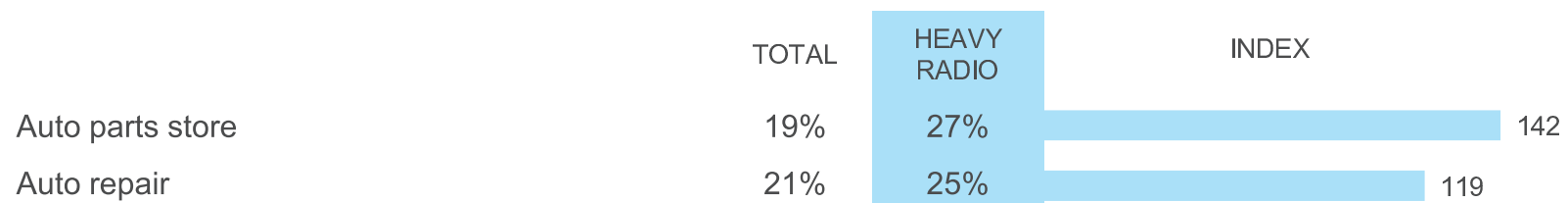
Intend to spend more money than you are now once restrictions are eased (2 months)



Source: Custom Nielsen study conducted April 30-May 2 via an online survey, based on a weighted sample of 1000 adults 18+

## HEAVY RADIO LISTENERS LIKELY TO SPEND MORE ON AUTOMOTIVE

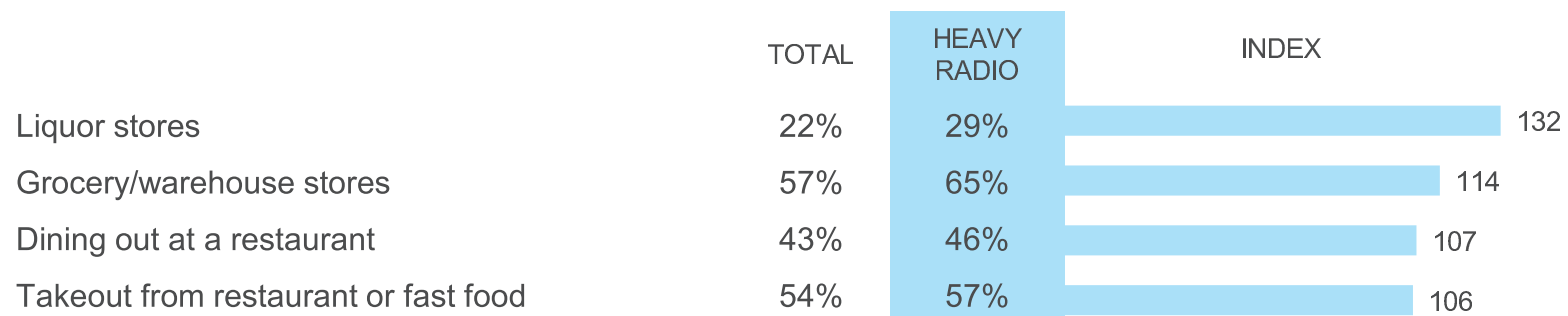
Intend to spend more money than you are now once restrictions are eased (2 months)



Source: Custom Nielsen study conducted April 30-May 2 via an online survey, based on a weighted sample of 1000 adults 18+

# HEAVY RADIO LISTENERS LIKELY TO SPEND MORE ON FOOD AND DINING

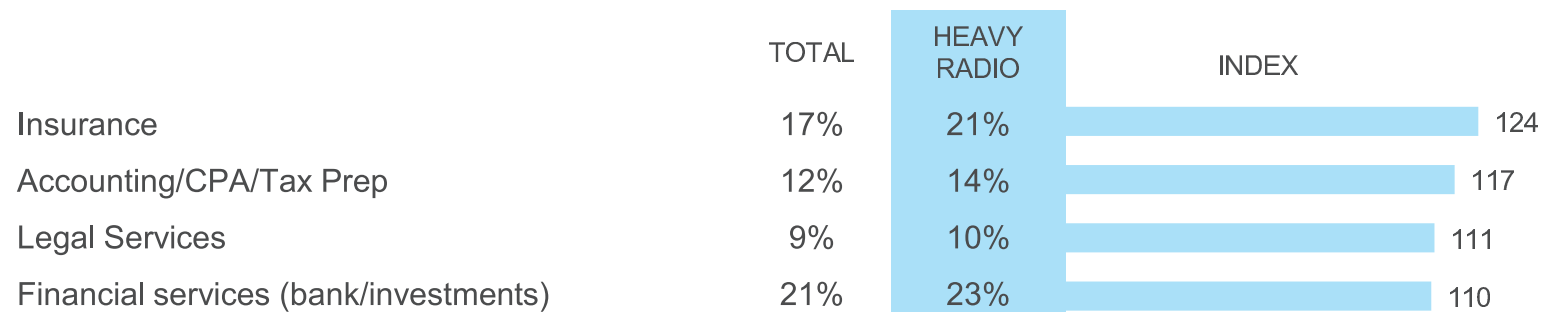
Intend to spend more money than you are now once restrictions are eased (2 months)



Source: Custom Nielsen study conducted April 30-May 2 via an online survey, based on a weighted sample of 1000 adults 18+

# HEAVY RADIO LISTENERS LIKELY TO SPEND MORE ON PROFESSIONAL SERVICES

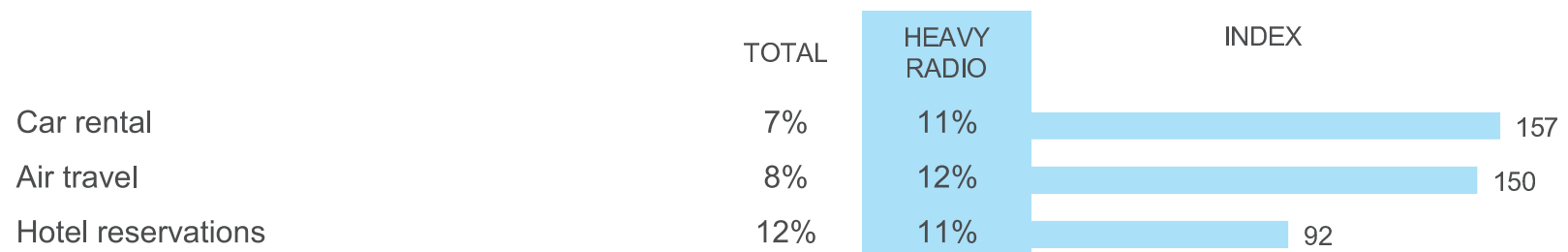
Intend to spend more money than you are now once restrictions are eased (2 months)



Source: Custom Nielsen study conducted April 30-May 2 via an online survey, based on a weighted sample of 1000 adults 18+

# HEAVY RADIO LISTENERS LIKELY TO SPEND MORE ON TRAVEL

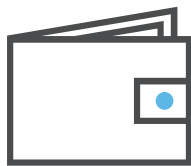
Intend to spend more money than you are now once restrictions are eased (2 months)



Source: Custom Nielsen study conducted April 30-May 2 via an online survey, based on a weighted sample of 1000 adults 18+

## HEAVY RADIO LISTENERS 29% MORE LIKELY TO MAKE A POSTPONED MAJOR PURCHASE WITHIN A MONTH AFTER RESTRICTIONS ARE EASED

Among those who had postponed a major purchase, “How soon after the COVID-19 restrictions are eased in your area do you think you would make that purchase?”



TOTAL ADULTS

**14% within a month**



HEAVY RADIO LISTENERS

**18% within a month**  
**(+ 29% vs. total)**

Source: Custom Nielsen study conducted April 30-May 2 via an online survey, based on a weighted sample of 1000 adults 18+



# PREPARING FOR MAJOR PURCHASES

Would Purchase Within A Year After The Restrictions Are Eased

Heavy radio listeners are **39% MORE LIKELY** to purchase/lease a new/used vehicle

TOTAL ADULTS  
**23%**



HEAVY RADIO  
**32%**

Heavy radio listeners are **22% MORE LIKELY** to buy a new house

TOTAL ADULTS  
**9%**



HEAVY RADIO  
**11%**

Source: Custom Nielsen study conducted April 30-May 2 via an online survey, based on a weighted sample of 1000 adults 18+

