

Radio remains the No. 1 reach medium for 16 consecutive quarters.

*(Nielsen Total Audience Report, February 2020)*

83% of Americans are listening to AM/FM radio more or about the same as a result of COVID-19.

*(Source: Custom Nielsen study conducted March 20-22 via online survey)*

29% of people 16-54 are using radio more since the coronavirus outbreak.

*(Source: Nuvoodoo, March 30, 2020, n=66,852)*

More than one-third of people 16-64 are using radio to stay informed about COVID-19 in their immediate area.

*(Source: Nuvoodoo, March 30, 2020, n=66,852)*

Radio is a trusted source of information during the outbreak:

*(Source: Custom Nielsen study conducted March 20-22 via online survey)*

- 60% trust radio to give them timely information.
- 59% indicate that radio is a good source of information.
- 56% trust radio to give them accurate information.
- 53% trust the information they get from their favorite radio host.
- 44% are still finding ways to listen to radio even though they are not commuting or working outside the home.
- 42% agree that having access to radio (on air or online) has helped them deal with the virus outbreak.

Radio hosts connect during times of crisis:

*(Source: Custom Nielsen study conducted March 20-22 via online survey)*

- 53%, makes me feel more informed about things I need to know.
- 46%, helps me know about what stores are open and where I can shop.
- 44%, makes me feel more connected to my community.
- 40%, makes me feel less stressed.
- 37%, makes me feel less concerned/panicked.

In the first week of significant business closures and self-quarantines, advertising generated an overall web traffic increase of over 20%.

*(Source: AnalyticOwl, comparison of the period of March 2-8 to the period of February 24 - March 1)*

90.8% of Americans who work from home are reached by AM/FM radio.

*(Scarborough USA+ 2019, Release 2 Total (Jan 2019-Nov 2019), A18+)*

Daily Radio listeners are shopping more than the general population.

*(Source: Custom Nielsen study conducted March 20-22 via online survey)*

- Shopping for groceries, 72% (+3% more than Adults 18+)
- Gas for the car, 53% (+6% more than Adults 18+)
- Take-out food from a local restaurant, 43% (+3% more than Adults 18+)
- Shopping from pharmacy/drug store, 41% (+2% more than Adults 18+)
- Shopping for alcoholic beverages, 21% (+4% more than Adults 18+)
- Shopping for home improvement goods, 15% (+3% more than Adults 18+)

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 (65%), mobile phones (83%), smart speakers (40%) and their computer (60%) to listen to audio content.

*(Source: Nuvooodoo, March 18-20, 2020)*

Unpredictable times have proven, repeatedly, that broadcast radio is the backbone of the country's information distribution system, with radio broadcasters seeing listening increases in the double digits — up to, and exceeding 75% — when there is a local disaster.

As people across the country find themselves homebound, they are tapping into entertainment options, and radio delivers, with 71% of respondents using some form of audio for entertainment:

*(Source: Nuvooodoo, March 18-20, 2020)*

- 48% listened to AM/FM radio
- 31% used an app or site to stream
- 27% listened to a podcast

88% of radio listeners believe that radio's primary advantage is its local feel and that it's a trusted source for information, keeping them updated on local current events.

*(Jacobs Media, Techsurvey, 2020)*

72% of radio listeners feel a connection to their home radio station.

*(Jacobs Media, Techsurvey, 2020)*

Over 51% of consumers agree that in times of crisis, they like tuning into their local radio station to hear familiar voices.

*(Source: Nuvooodoo, March 18-20, 2020)*

169MM P12+ have listened to online audio in the past week.

*(Source: Edison Research/Triton Digital, The Infinite Dial 2020)*

The largest share of smart speaker listening is to AM/FM Radio – currently double than that of Pandora, and 60% more than Amazon Music.

*(Source: Edison Research Share of Ear, 2019)*

Radio is already a mood booster (32%) because they feel a connection with radio (50%) and will continue for those seeking relief in these uncertain times.

*(Source: Jacobs Media, Techsurvey, 2020)*