

# WHY PEOPLE TUNE IN

Highlights from Jacobs Media Techsurvey 2024

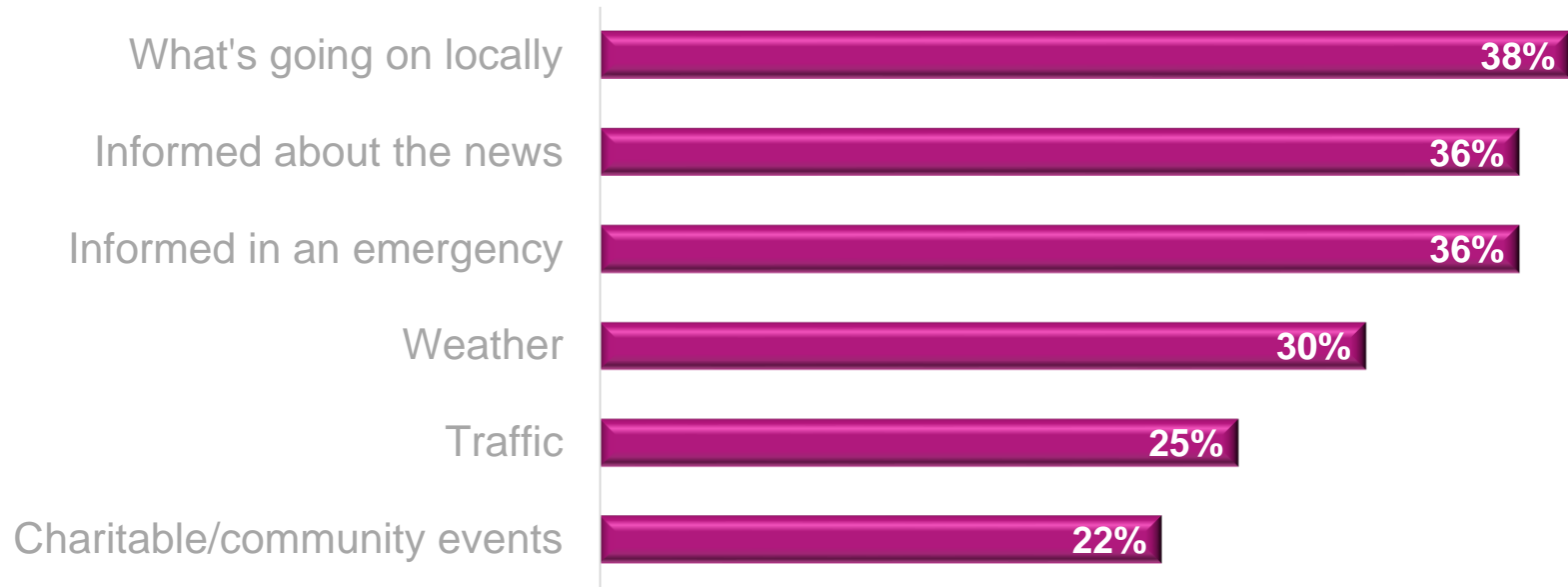
# Radio is easy and **convenient**

- 7 in 10 state broadcast radio is easiest to listen in car.
- 66% of surveyed adults tune in because broadcast radio is free

# Radio is **local**



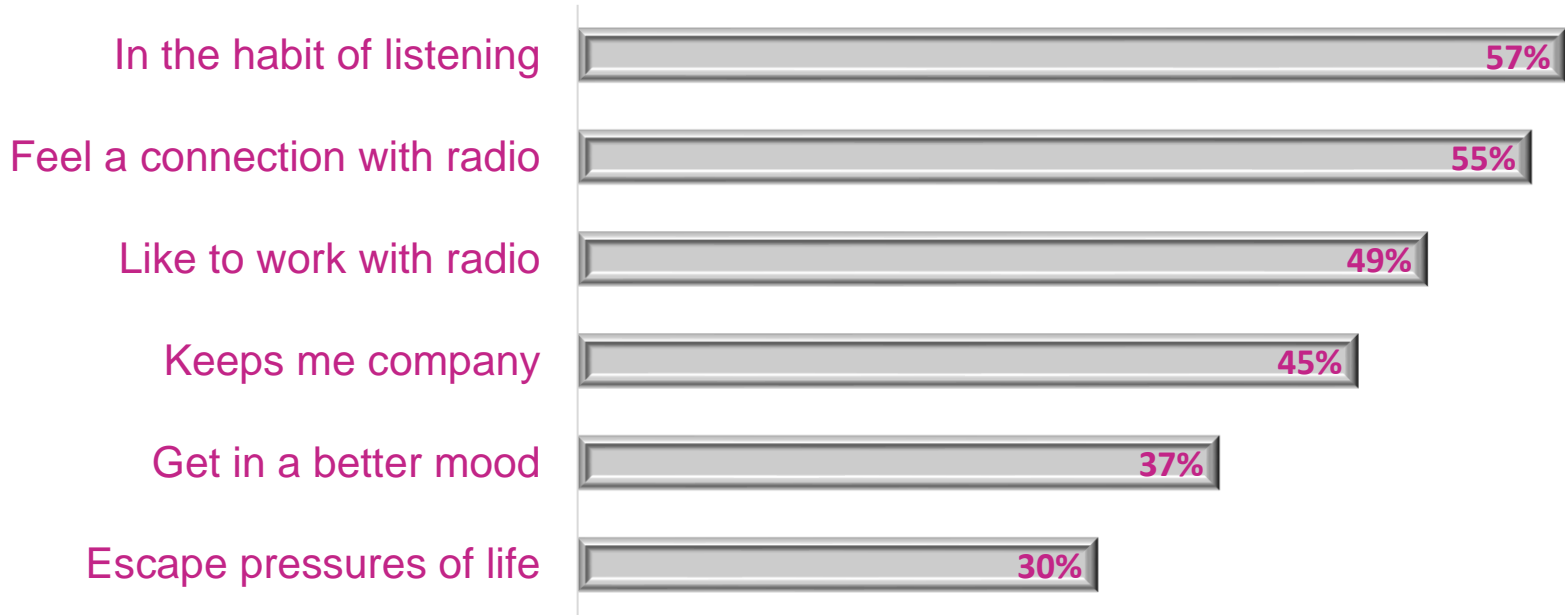
## Radio listeners tune in to stay connected to their community



# Radio drives **connections**

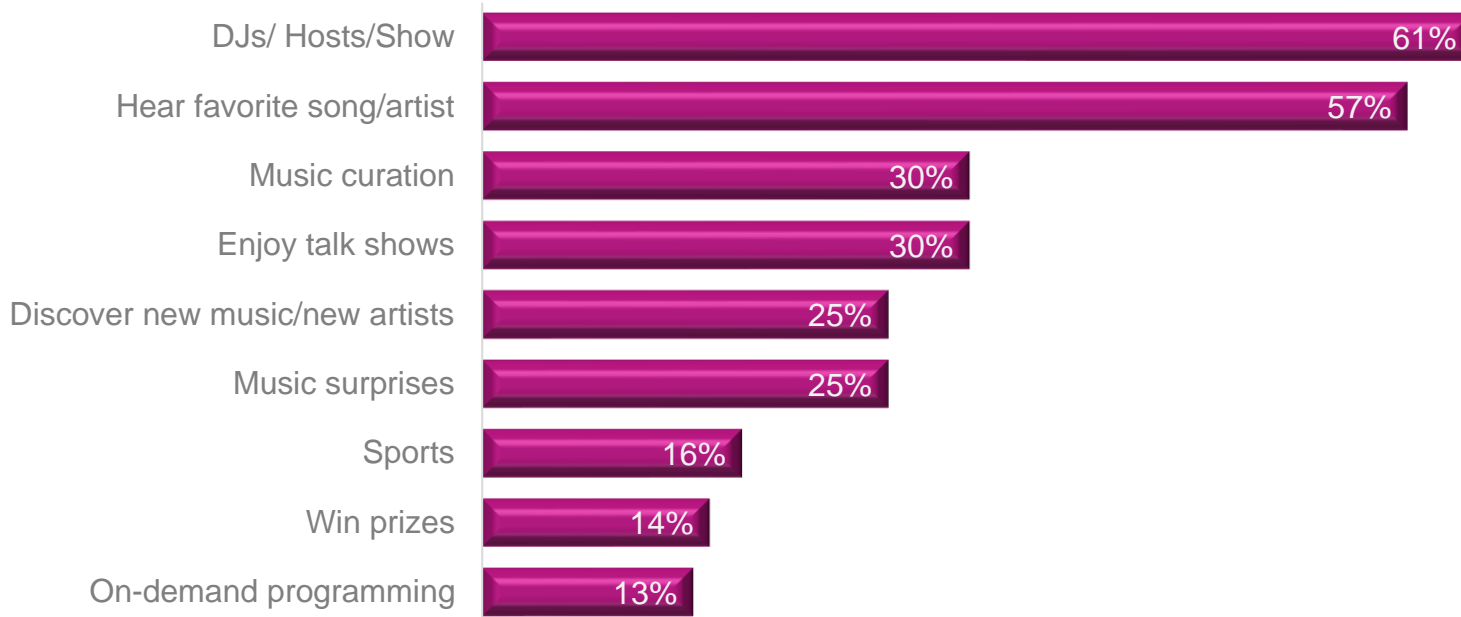


Radio listeners tune in to help with their mood and for companionship.

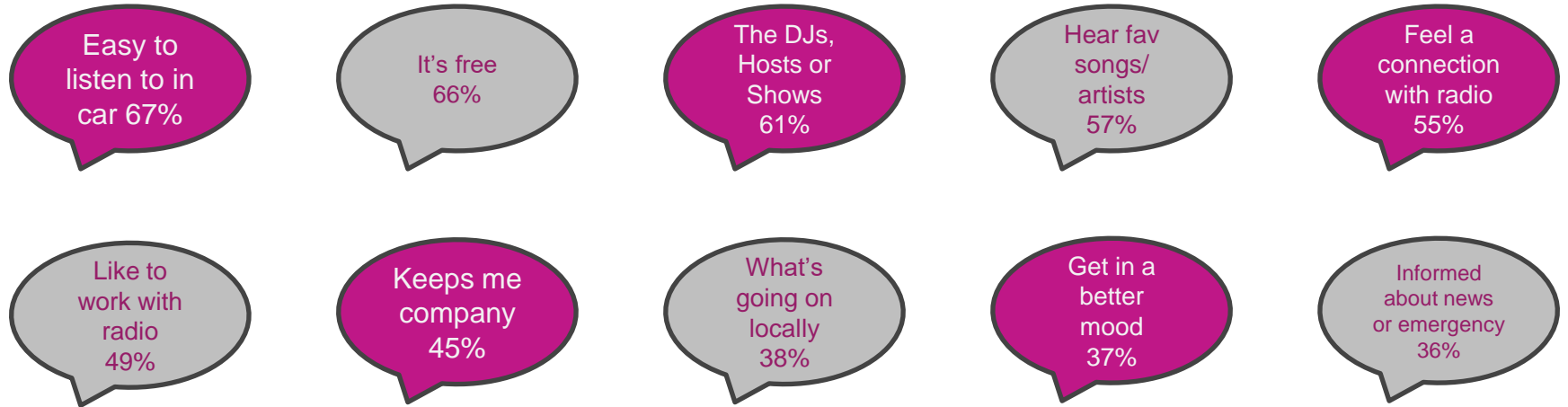




## Radio listeners tune in to engage with the content.



# Adults tune in for many reasons



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IS RADIO

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