

THE SOUNDTRACK TO DAILY RITUALS

Audio joins consumers throughout their daily rituals more than any other medium.

ritual *noun*

/ˈriːtʃ(ə)l/

Rituals are human generated frequency. An act or series of acts regularly repeated in a set of precise manner.

No matter the ritual—

*that first cup of coffee, our morning workout, shopping, commuting, family time, alone time, work time— only one medium consistently joins us more than any other: **Audio.***

How much of a role does audio play in

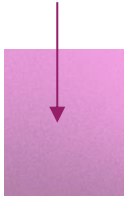
daily rituals

The role audio plays in daily rituals

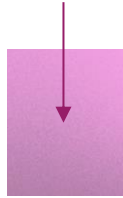
Methodology: Quantitative national survey Ethnography and in-depth interviews

	Quantitative	Ethnographies	Qualitative
METHOD	Nationally representative survey	Mobile diaries (5 days)	45-minute in-depth Interviews
WHO ARE THEY?	N=1003 P 18-64 US Adults	N=48 Weekly OTA listeners, streaming OTA listeners, and podcast listeners	N=15 Weekly OTA listeners, streaming OTA listeners, and podcast listeners

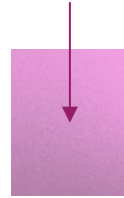
Rituals guide our days **audio is the inextricable soundtrack for many**



Rituals make our lives predictable, manageable and enjoyable. Audio is often a big part of them.



In many cases, **Audio IS the ritual**, because people are so deeply engaged with the listening experience.



Certain cohorts are **both more reliant on rituals AND highly engaged in Audio**, revealing new ways to target consumers.



Embracing rituals unlocks huge potential for advertisers to become part of them, and to connect more deeply with consumers.

Audio lives at the heart of our daily rituals

74%

of listeners consume Audio during their daily rituals

Weekly Podcast Listeners (87%)

Gen Zers (86%)

Sports Listeners (84%)

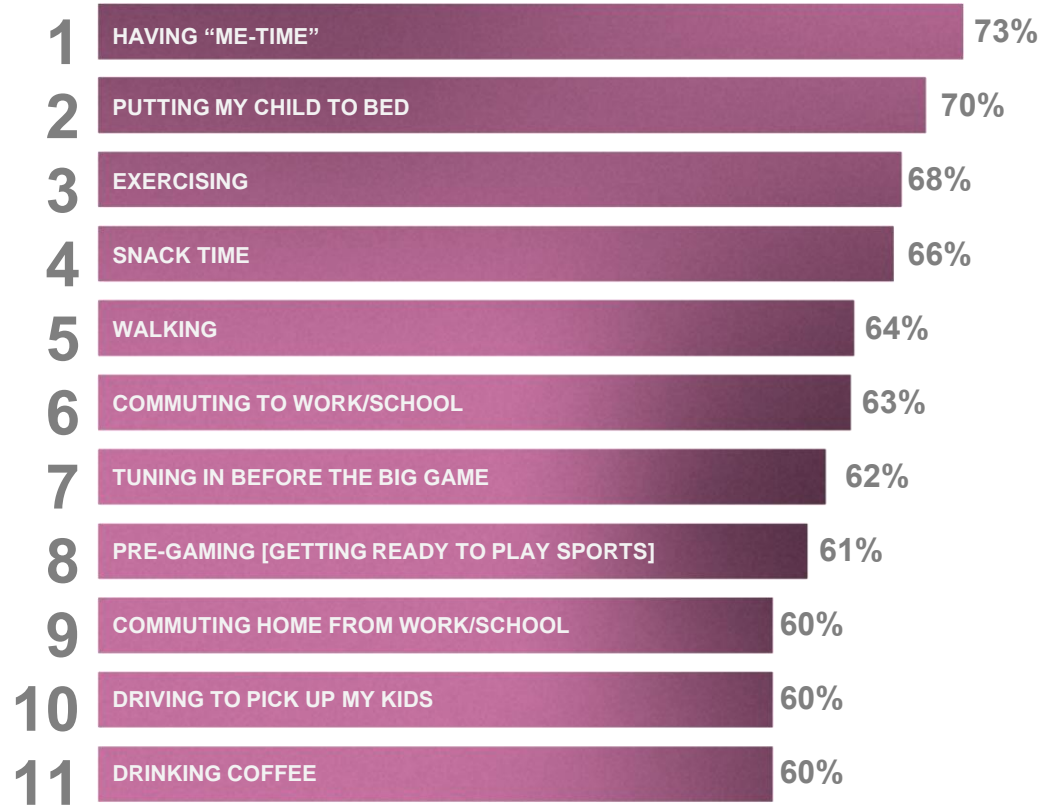
40%

of listeners plan their day/activities around audio content

“I plan many activities around audio content. I draw and paint to it, I read with audio content whether it’s following along to an audio book or listening to calm nature sounds, I walk and exercise to it, too. Music and podcasts have helped me to stick to my walking goals as the time flies faster when I have something to listen to and think about.”

LUKA B., 30
MINNEAPOLIS, MN

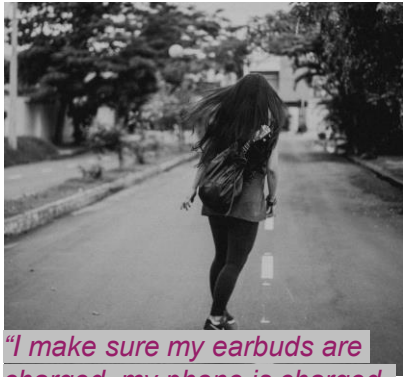
Eleven rituals when listeners are most engaged with audio



Especially these daily rituals

Me time

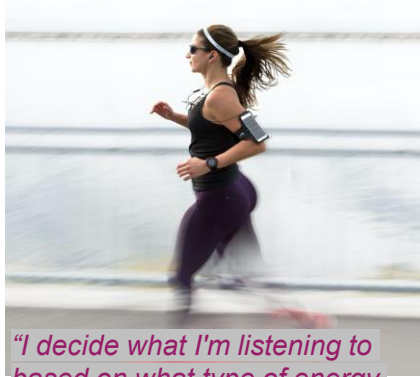
Chilling, relaxing, grabbing your soy chai latte. These are personal moments we take to brighten minds and moods.



"I make sure my earbuds are charged, my phone is charged, and go out for a walk everyday. It's kind of me-time. I can step away from being a mom, being a business owner, and just listen." Brandy R., 41, Prairie Grove, AR

Exercising

Of course, we put in our earbuds before we go for a run to keep us motivating and moving.



"I decide what I'm listening to based on what type of energy that I'm feeling. So if I'm doing a run outside, I'd definitely want something high energy to get me motivated to do a 30 minute workout". - Yelena G., 33, Deerfield, IL.

Kiddie Carpool

School, play dates, practices, sleepovers, etc. That's a lot of car time, and Audio entertains us as we run all over town.



"Always a joy to listen to this podcast. it makes the school drop off and pickup lines a treat! love Liz and Sarah!" Donna, 31 San Francisco, CA

Tuning in Before the Big Game

Whether prepping for the biggest game of the year or the game off the week, sports fans are tuning in ahead of the game.



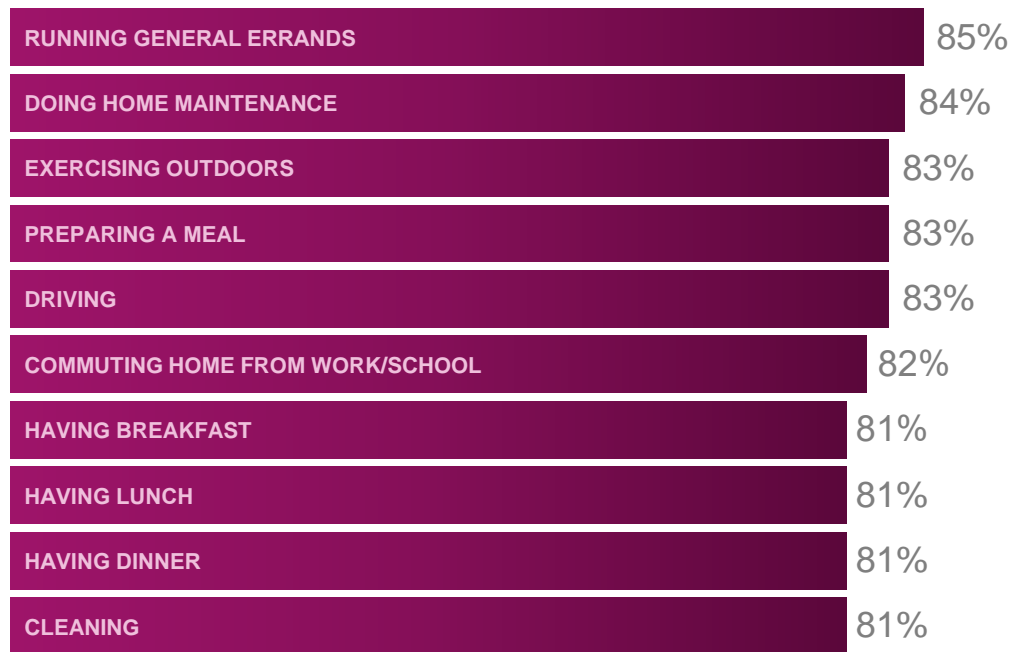
"Tampa Bay has such incredible radio play-by-play announcers for our MLB and NHL teams ... They make every game special! I mute the national TV calls and listen to our local radio ones instead." Jerry G, 36, Florida

Routine and dull moments that **Audio** infuses rituals with energy and purpose.

I would be less productive without audio... because I use it to help me do things that I need to do, put laundry away, do the dishes, clean the house, stuff like that."

ALEXIS K., 24, TUCSON, AZ

I listen to content because I am...



Audio is part of more rituals **than any other medium**

Rituals Throughout the Day

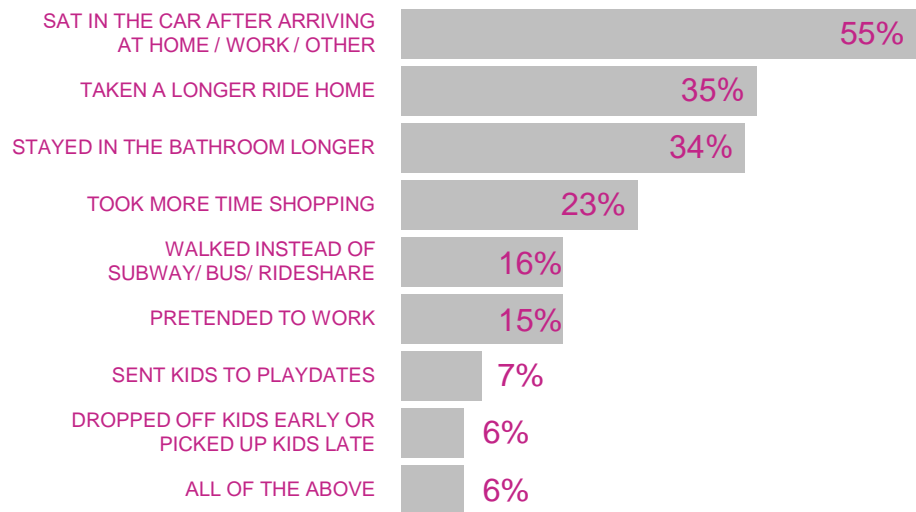


Often, audio IS **the ritual**

THIS!
IS RADIO

We create moments to satisfy our audio cravings

Often extending our rituals



How have you made bonus time to spend with your favorite audio content?

Women are 12% more likely to sit in the car after arriving at their destination to continue listening.

Men are 33% more likely to pretend they're working while listening.

Gen Z are 48% more likely to take more time shopping as they listen.

Millennials are 34% more likely to stay in the bathroom longer to listen.

DID YOU KNOW?

Men are 80% more likely

to send their children on playdates to find time to listen to their favorite audio.

Certain cohorts were even more **deeply engaged.**

THIS!
IS RADIO

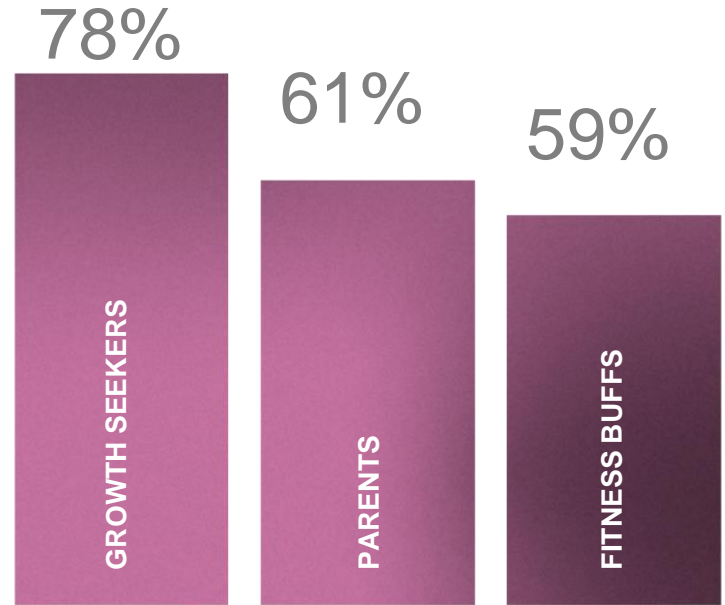
Ritual personas combine **who + habit**

WELCOME TO RITUAL PERSONAS

Across rituals, **key personas emerge** that are even more deeply immersed and actively participating in the Audio content they are consuming.

Ritual personas are focused on **betterment, adulting and self-care.**

Top personas engaged with Audio rituals % very/somewhat engaged



They are

Growth seekers

“I'll listen to ... lifestyle, motivation podcasts or ... business podcasts so that I can learn more, expand my mind on ... my own businesses ...”

ALEX D., 35, MAN
WASHINGTON, PA

**THEY ARE THE MOST ENGAGED
WITH AUDIO WHILE**

Having me time

Getting ready

Meditating

Exercising indoors

Online shopping

Parents

Pulled in a thousand directions, parents still make time to enjoy audio-friendly moments every day.

THEY ARE THE MOST ENGAGED WITH AUDIO WHILE

Exercising outdoors

Commuting

Having lunch

During work

Putting kids to bed

"I'll listen to ... lifestyle, motivation podcasts or ... business podcasts so that I can learn more, expand my mind on ... my own businesses ..."

ALEX D., 35, MAN
WASHINGTON, PA

They are

Fitness buffs

Their love for Audio goes beyond their workouts and fitness regiments.

"I'm really engaged in the music and focusing less attention on the run and how hard it is."

ANONYMOUS

THEY ARE THE MOST ENGAGED WITH AUDIO WHILE

Cardio

Taking the stairs

Quick hits of exercise

Commuting

Putting my child to bed

Hitting the Gym

The opportunity **for brands**

THIS!
IS RADIO

Target the **ritual**

It's not just who you reach, **but when you reach them.**

By thinking through a cohorts' daily rituals, advertisers can target with more precision and relevance.



SCHOOL DROP OFF

Higher Education
Retail
Auto



PREPPING FOR SPORTS

Fitness
Wellness
QSR



COOKING

Healthcare
Entertainment
Home Improvement

1

Match message to **context**

By understanding the ritual where advertising will appear and a cohort's mindset, marketers can create **super relevant and specific contextual advertising** that will land better.

“Out of context, good ads work. But in context, the performance of the same exact ad is amplified.”

KARA MANNAT , EVP, INTELLIGENCE SOLUTIONS
MAGNA GLOBAL

2

Inspire and entertain

Audio is the OG of storytelling and listeners are deeply immersed. They are an integral part of the ritual.

Brands can build advantage with work that tells stories with clear benefits and calls to action.

“

“People don’t buy your products or services, they buy your story.”

*DEEPAK CHOPRA, ADVERTISING WEEK,
OCTOBER 2022*

3

Leverage love and **trust**

Listeners are there for voices they trust enough to invite into their rituals. And they are most receptive when there's natural synergy between brand and host. **Partner with creators to establish authentic connections, earn trust and draft off their equity.**

"I am guilty of buying things that are advertised on my podcast... You feel a connection with the hosts of the podcast. Like, 'oh we're so like-minded. Maybe that would work for me, too.'"

JESSICA H., 44, GRANDE ISLE, VT

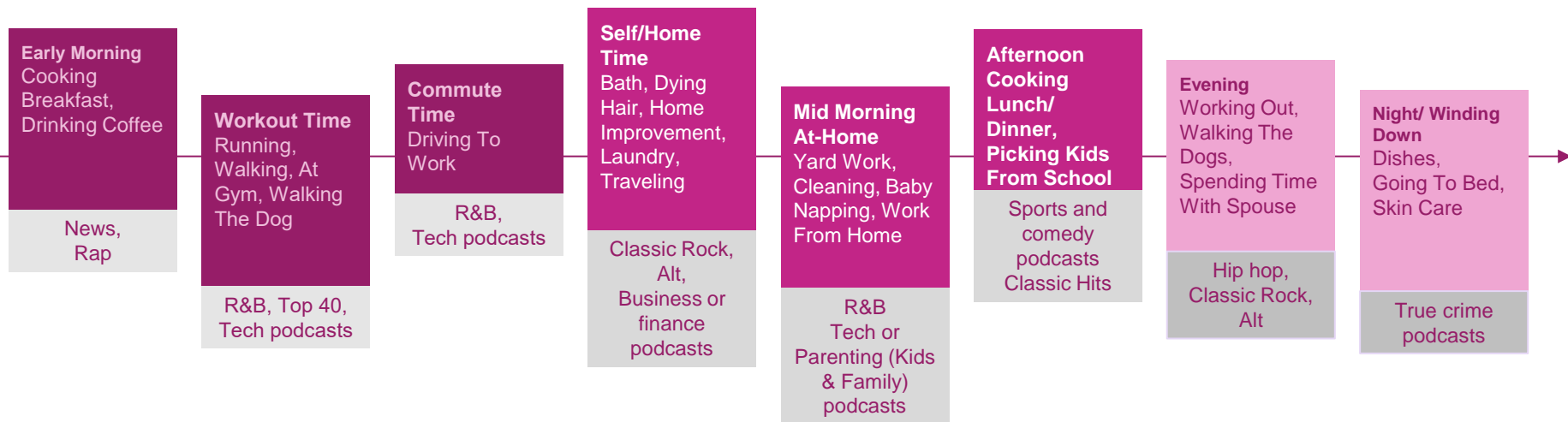
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Audio Rituals **appendix**

THIS!
IS RADIO

Audio rituals span the whole day

Revealing great moments for brands to connect with impact



THIS!
IS RADIO

RAB

rab.com