



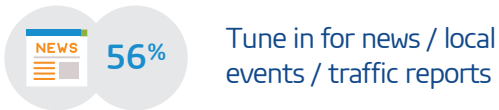
# RADIO INSIGHTS

## WHAT DRIVES LISTENERS TO RADIO?

Audiences continue to tune in to radio because it improves their mood and keeps them informed. Radio listeners are looking for more than music, with positive emotional benefits, news and traffic updates, great on-air talent and the live nature of radio among the major reasons people choose radio over other forms of media.

### CONTENT/TALENT

RADIO LISTENERS ARE LOOKING FOR MORE THAN JUST MUSIC:



### RADIO KEEPS AUDIENCES UP-TO-DATE, CONNECTED AND FEELING GOOD:



OF RADIO LISTENERS AGREE RADIO ENTERTAINS ME.



OF RADIO LISTENERS AGREE RADIO MAKES ME LAUGH.



OF RADIO LISTENERS AGREE RADIO KEEPS ME UP TO DATE.



OF RADIO LISTENERS AGREE RADIO EDUCATES AND INFORMS ME.



OF RADIO LISTENERS AGREE RADIO KEEP ME COMPANY.



OF RADIO LISTENERS AGREE RADIO HAS THE HUMAN TOUCH.



OF RADIO LISTENERS AGREE RADIO IMPROVES MY MOOD.



OF RADIO LISTENERS AGREE RADIO MAKES ME FEEL CONNECTED.

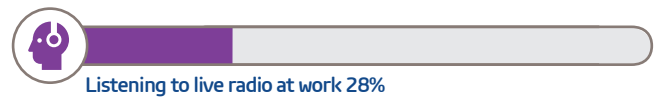
### MULTI-PLATFORM

**1 in 5** 10 - 24 yr olds Are the most engaged multi-platform users & use all platforms (AM/FM/DAB+ Radio, Website, App) in a typical week.

### RADIO EVERYWHERE

Being versatile is one of radio's unique points of differences. Location of listening plays an important role when choosing how to connect with a radio station.

TOP 3 REASONS FOR LISTENING TO RADIO VIA AN APP OR A WEBSITE\*:



Radio is a companion medium which can be engaged with during a broad range of activities, unlike other media:

TOP 3 ACTIVITIES\* BY AGE GROUP:

