MARKETING IN THE TIME OF COVID-19

RADIO CONSUMPTION INCREASES AS CONSUMERS STAY HOME

More than 8 in 10 Public Radio listeners are at home and 83% listen as much or more at home than prior to the pandemic.

% spending more time listening

- 26% at home
- 19% mobile
- 14% podcasts
- 12% computer
- 10% smart speaker

HIGH ENGAGEMENT WITH AT HOME WORKERS

- 90% listen to radio
- Nearly 10 hours spent listening to the radio per week
- Nearly 1/4 have streamed or visited the station website or app in the past 30 days

NEWS CONTENT IS KING

95% of consumers say they’re spending MORE TIME ON IN-HOME MEDIA

53% are CONSUMING MORE NEWS as they seek the latest information about the spread of COVID-19 in their area.

NEWS STATIONS GAIN LISTENERS

58% listen more than prior to the pandemic.

SOURCES:

WHY RADIO?

“In a time of heightened uncertainty and disrupted routines, consumers are turning to radio as a trusted source of information and community connection, mirroring patterns observed during past regional and national disasters and weather events.”

— Brad Kelly, Managing Director, Nielsen Audio

NEARLY 9 IN 10 PUBLIC RADIO LISTENERS AGREE
“T R U S T P U B L I C R A D I O.”

53% of brands are shifting to MISSION-BASED and CAUSE-RELATED marketing messages.

60% of listeners want to hear how sponsors are INVOLVED IN THEIR COMMUNITIES DURING THIS TIME.

SPONSORSHIP GENERATES RESULTS

77% of listeners have ACTED IN RESPONSE to a public radio sponsorship message.

75% of listeners hold a MORE POSITIVE OPINION of a company that supports public radio.

69% of listeners PREFER TO PURCHASE PRODUCTS AND SERVICES from public radio sponsors.

we're built for this

SOURCES:
2. IAB C19 4/29 BuySide Ad Spending.