

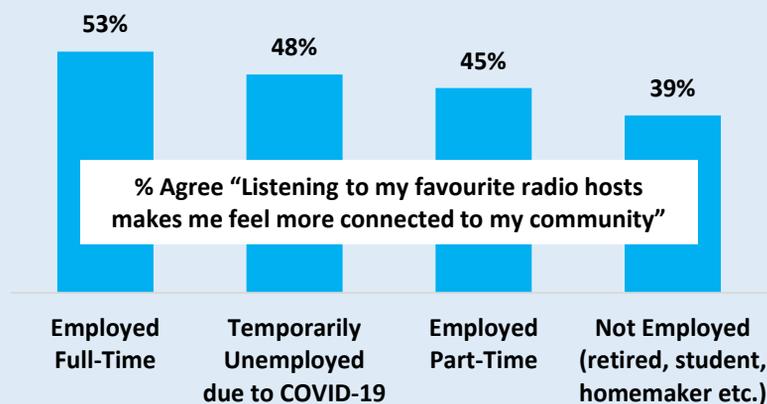
RADIO HELPS HUMANITY DEAL WITH COVID-19

New research from Nielsen highlights just how important radio is during critical times. There is increased reliance on radio to inform and entertain audiences.

- **83%** of American adults say they spend the same or more time with radio as a result of the coronavirus outbreak
- **60%** trust radio to provide up-to-date and accurate information about the pandemic
- **53%** trust the information delivered by their favourite radio hosts
- **44%** report they are still finding ways to listen in the #stayhome environment
- **42%** credit radio to helping them cope with the outbreak

Trust in radio increases with education level – 69% of college graduates and 73% with a post-graduate degree feel radio disseminates truthful information about COVID-19. In comparison, 49% of adults with a high school education or less agree.

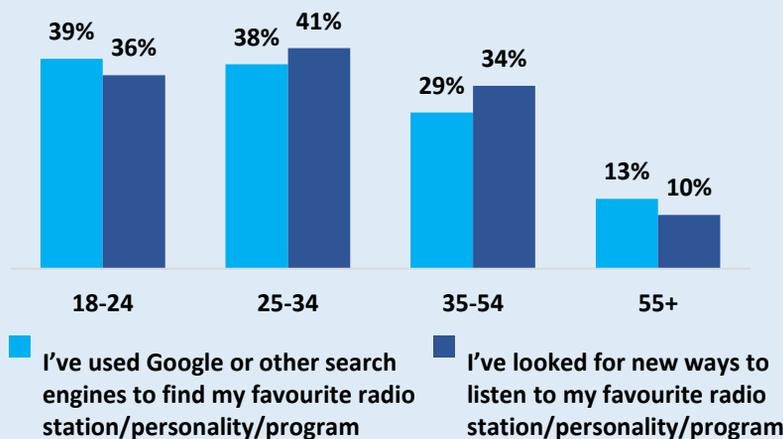
RADIO HOSTS CONNECT IN TIMES OF CRISIS



Radio station personalities also help to reduce stress – 51% of full-time employees agree that "listening to my favourite radio hosts makes me feel less stressed", the same is true for those temporarily unemployed due to the coronavirus.

YOUNGER LISTENERS SEEK OUT RADIO

Because of COVID-19 outbreak, and associated restrictions...



27% of American adults have sought out alternative ways to listen to their preferred radio station or personality because of COVID-19.

Younger listeners are more likely to do this with 36% of 18-24 year-olds and 41% of 25-34 year-olds reporting this action.

