



# MISPERCEPTION EVERYONE IS LISTENING TO PANDORA/SPOTIFY/ SATELLITE

Despite numerous audio options, radio continues to play an important role for music, entertainment and information. Radio touches the lives of millions of consumers every week in the U.S. – regardless of the platform or device being used. Radio engages more people each week than any other audio option.





# RADIO IS THE #1 AUDIO OPTION

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## RADIO REACHES MORE ADULTS 25-54 THAN ANY OTHER AUDIO SOURCE:



(Source: Scarborough USA+ 2018 Release 1)

 AM/FM RADIO 92%

 PANDORA 36%

 SATELLITE 15%

 SPOTIFY 15%



pandora®



BROADCAST RADIO

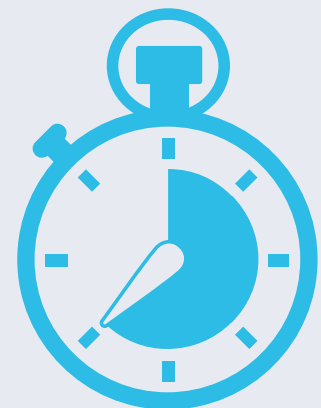


Broadcast radio's audience share is eight times greater than that of Pandora and Spotify combined.

(Source: Edison Research, "Share of Ear", Q4 2017, Q1 – Q3 2018)

ADULTS SPEND AN AVERAGE OF NEARLY **TWO HOURS WITH BROADCAST RADIO** VERSUS 12 MINUTES WITH PANDORA AND 10 MINUTES WITH SPOTIFY.

(Source: Edison Research, "Share of Ear", Q4 2017, Q1 – Q3 2018)



# RADIO WORKS



(Source: Infinite Dial 2018)

## RADIO IS IMPORTANT TO ADULTS REGARDLESS OF THEIR ETHNICITY, RACE OR LANGUAGE VERSUS OTHER AUDIO OPTIONS.

OF THOSE ADULTS WHO HAVE DRIVEN/RIDDEN IN-CAR LAST MONTH:

82% General market  
82% African-Americans  
78% Hispanics



**LISTENED TO AM/FM RADIO**

28% General market  
38% African-Americans  
40% Hispanics



**USED ONLINE RADIO**

21% General market  
22% African-Americans  
13% Hispanics



**USED SATELLITE RADIO**

## AM/FM RADIO IS THE MOST USED AUDIO SOURCE WHILE AT WORK:

(Source: Jacobs Media Techsurvey 2018)

Traditional radio 54%



Pandora 17% 

AM/FM streams via computer/laptop (23%), smartphone/tablet (21%), smart speaker (7%)



Spotify 10% 



## PEOPLE LISTEN TO RADIO FOR VARIOUS REASONS:

(Source: Jacobs Media Techsurvey 2018)

69% It's easy to use

60% Hear favorite songs/artists

60% It's free

58% DJs/Hosts

50% Like to work with radio

49% Feel a connection with radio

38% What's going on locally

32% Enjoy talk shows

## LISTENERS TUNE INTO RADIO BECAUSE OF ITS EMOTIONAL BENEFITS.

(Source: Jacobs Media Techsurvey 2018)

To feel encouraged **80%** (Source: Finney Media, Why Listen® Survey: The Findex™, 2018)

Feel a connection with radio **49%** (Source: Jacobs Media Techsurvey 2018)

Get in a better mood **37%** (Source: Jacobs Media Techsurvey 2018)

Escape pressures of everyday life **30%** (Source: Jacobs Media Techsurvey 2018)