

# Why People Turn to Radio?

2012 ALAN BURNS STUDY:

(COMMENT- WHY DO PEOPLE LOOK FORWARD TO LISTENING TO RADIO? BECAUSE ALMOST 70% OF THEM DESCRIBE RADIO AS A GOOD OR BEST FRIEND/COMPANION)

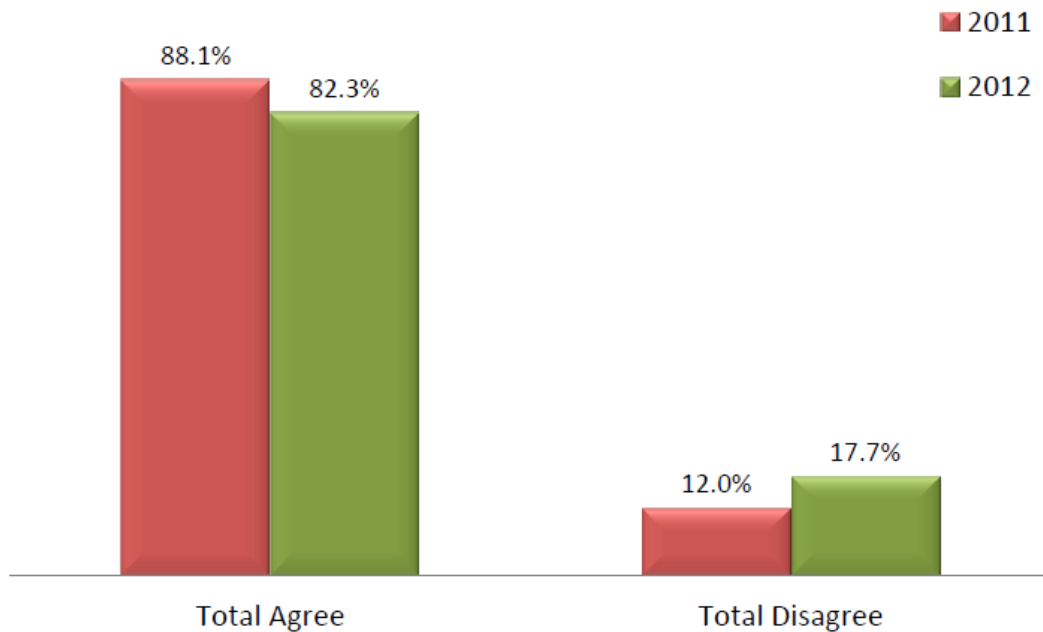
## Describe Your Relationship With Your Favorite Station

- One of your best friends 12.9%
- A good friend or companion 56.6%
- An acquaintance 26.2%
- Someone you have no interest in knowing 4.4%

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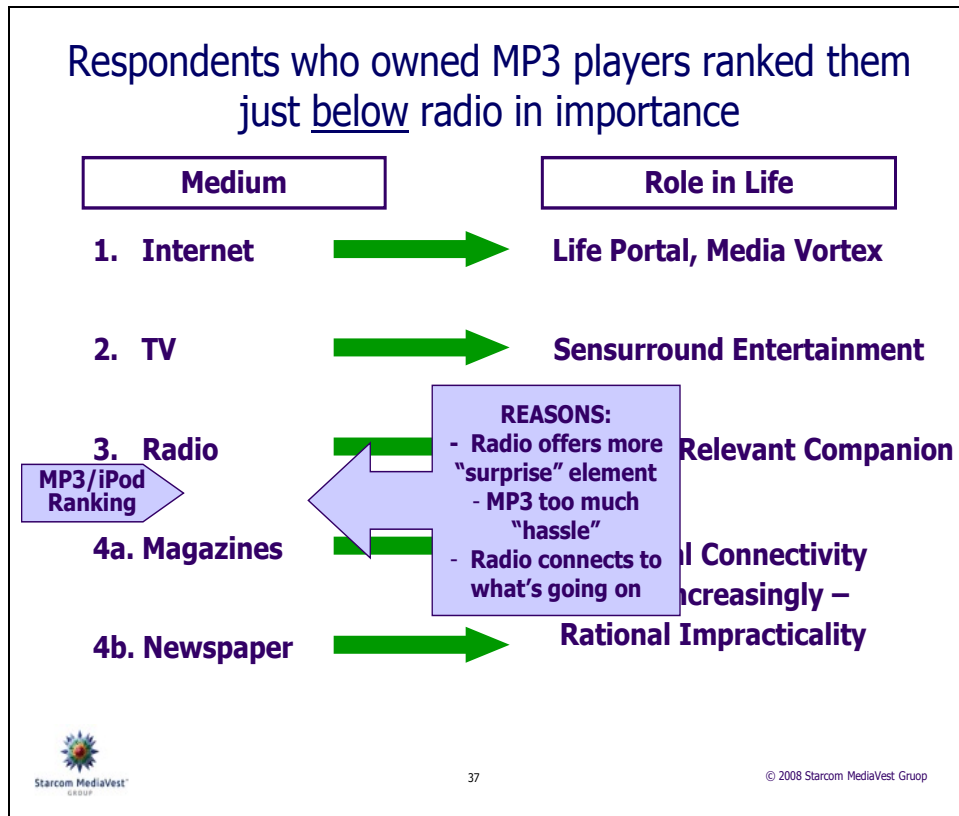
COMMENT: SLIDE BELOW- STILL AN INCREDIBLY HIGH FIGURE FOR RADIO. PEOPLE EMBRACE THE MEDIUM AND LOOK FORWARD TO LISTENING TO IT)

# I look forward to listening to the radio



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People continue to value the sound of a human voice, sharing the same moment in time with a trusted “friend” as well as the serendipity, “education” and social currency radio offers. In a Starcom’s 2008 radio study for General Motors, respondents in a media survivor exercise said radio offers more “surprise” than the iPod; that MP3’s are too much “hassle;” and that radio does a better job of connecting to “what’s going on.” Fundamentally nothing has changed for this to still not be true as the underlying fundamentals and dynamics surrounding media consumption remains unchanged.



The study also confirmed that the special relationship radio personalities share with their listeners greatly enhances the effectiveness of both the listening experience and commercials (radio due to its personalities is the original and very effective word-of-mouth medium). The study showed that people listen to radio for the Four R's:

- **Relaxation** – Radio offers a relaxing backdrop and companion in today's on-the-go life. People are more open to receiving commercial messaging when they are in a relaxed most as opposed to being task focused.
- **Relevance** – Radio's listeners appreciate its "just for me, where and when I need it" relevance.
- **Recollection** – Radio's "soundtrack of our lives" quality makes it a medium of nostalgic recollection. A terrific memory anchor.
- **Reliability** – Radio's available in locations where they can "get needed info when and where they want it."

The U.K RAB conducted a study titled **Radio: The Emotional Multiplier** that concluded that people who use media feel happier and

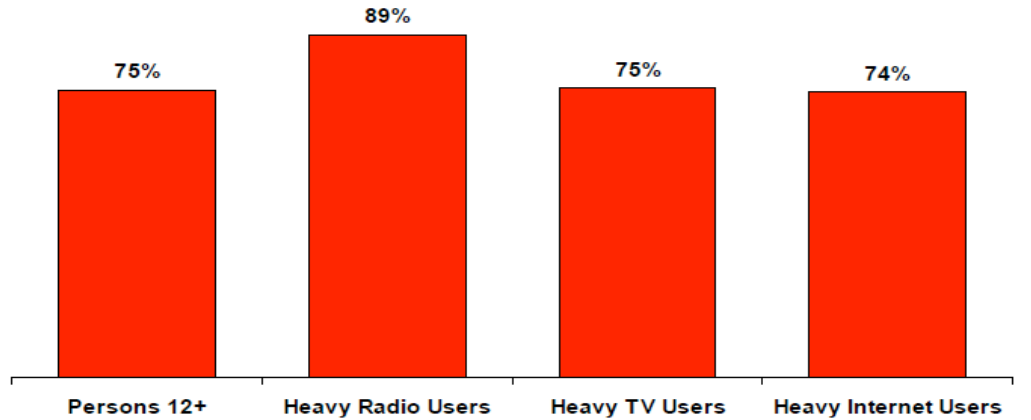
happier people are more inclined to respond to advertising in an instinctive, emotional way. The study concluded that radio is a “feel good” medium and importantly this effect extends into enhanced consumer engagement with the advertising. 1,000 participants took place in this smartphone based survey about their media consumption and mood. It concluded that radio when compared to TV and the Internet generated the highest increase in happiness and energy levels. Check out the study at [www.rab.co.uk/radio\\_emotional\\_multiplier/Radio\\_the\\_Emotional\\_Multiplier.pdf](http://www.rab.co.uk/radio_emotional_multiplier/Radio_the_Emotional_Multiplier.pdf)

The U.K.'s study findings parallel many other studies regarding the reasons people tune to radio- for companionship, to be connected to the outside world and the impact it has on their moods.

The 2011 Arbitron/Edison Study also illustrated the ties consumers have to their radio stations. Even among heavier users of competitive mediums (TV and Internet), most people (75%) reported they would be greatly disappointed if their most listened to radio station went off the air.

## 75% Would Be “Very”/“Somewhat” Disappointed If the Radio Station They Listen to Most Were Not On-Air

% Who Would Be “Very” or “Somewhat” Disappointed if the AM or FM Radio Station They Listen to Most Were No Longer On-Air



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A Great example of the special relationship between the personality and the listeners is when a listener called WFAN’s PMDR host Mike Francessa and told him that he was able to gauge the milestones in his life based upon Francessa’s show. It is a similar relationship that people have with their friends and family who have been there with them for the best moments of their lives.

There will always be consumer demand for both “push media” like FM radio where music is pushed out to consumers—and pull media like iPods and online pureplays, where listeners search out content on their own.

We believe “convenience” will always come out on top for a large segment of the population as it will always be easier and less hassle to have someone curate your playlist. Many have collectively had fun playing downloading deejay and have now realized that they are missing out on the serendipity and education radio always has provided. Lots of people - LOTS - have no particular need or

affection for some of the media tools which could empower them. Some people are, quite frankly, happy and busy.

