

## Why People Turn to Radio?

**Survey: Radio is America's feel-good medium — but younger listeners want more control.** With uptempo top 40 tunes like “Good Time,” “Everybody Talks” and “Whistle” dominating the airwaves, radio just may be America's healthiest mood elevator. A new poll of over 41,000 Americans conducted in August and September by Alan Burns and Associates and Triton Digital bares that out. Radio topped the charts for mood elevation — 57% said it's the one medium or service that improves their mood. Radio was also No. 1 in “keeps you company” (37%), “comforts you” (41%), “helps you have a good time” (41%), “helps you relax” (47%) and “energizes you” (49%). “Americans have personal relationships with personalities and stations, they trust radio more than other media and they are generally in a good mood when listening,” consultant Alan Burns says. But the survey turned up less attachment to the medium among younger listeners. Radio scored lower in each of those attributes for listeners under the age of 35. “Radio is less loved by those under 35 and their usage may decline unless radio acts effectively,” Burns says. What would move the needle for the under-35 crowd? More control over the music. Nearly two-thirds of listeners under 18 (64%) and 18-34 year-olds (65%) say they'd listen to radio more if they could skip songs they don't like. Among the total sample, song-skipping functionality came in third (55%) among the things that would get survey participants to listen more, trailing the ability to control the music (56%) and fewer commercials (61%). “Actual young people need to be represented on the air and they need to talk to young people about young people issues,” Burns says. Radio's position in the Big Three media was reinforced by the study, which showed three-fourths of Americans listen to AM/FM radio daily. Only TV (80%) and the internet (85%) scored higher.

### Marshall McLuhan

“Radio affects most people intimately, person-to-person, offering a world of unspoken communication between speaker and the listener. That is the immediate aspect of radio. A private experience.”

“Many a page of prose and many a narrative has been devoted to expressing what was in effect a sob, or a moan, a laugh or piercing scream. The written word spells out in sequence what is quick and implicit in the spoken word.”

“Radio is provided with a cloak of invisibility, like any other medium. It comes to us ostensibly with person-to-person directness that is private and intimate.”

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)

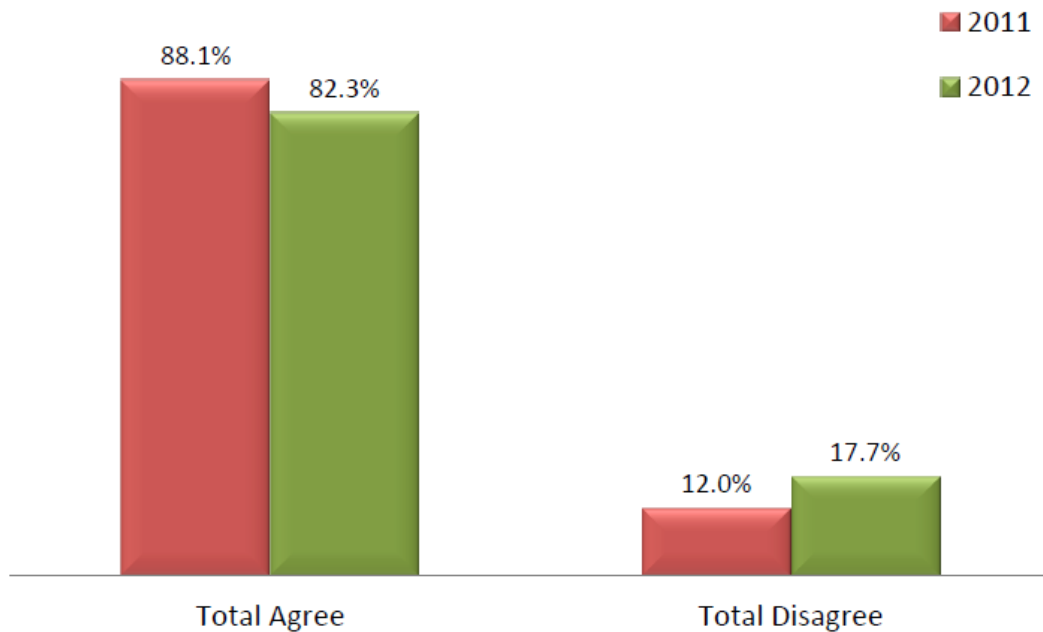
## Describe Your Relationship With Your Favorite Station

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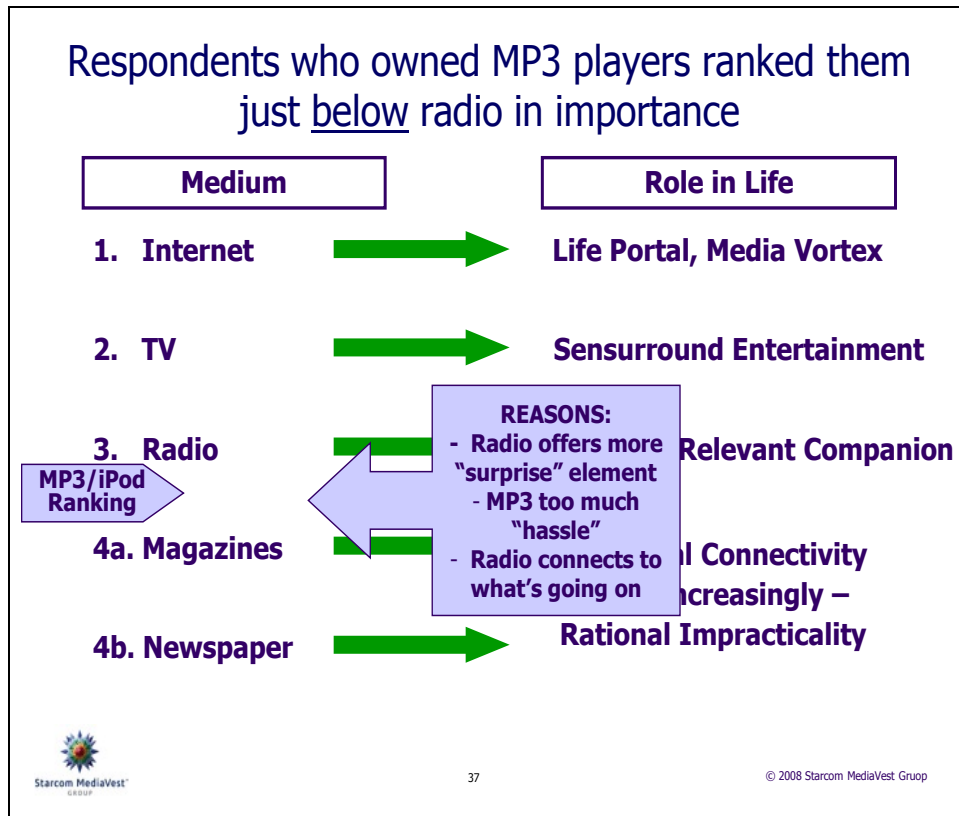
COMMENT: SLIDE BELOW- STILL AN INCREDIBLY HIGH FIGURE FOR RADIO.  
PEOPLE EMBRACE THE MEDIUM AND LOOK FORWARD TO LISTENING TO IT)

# 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:

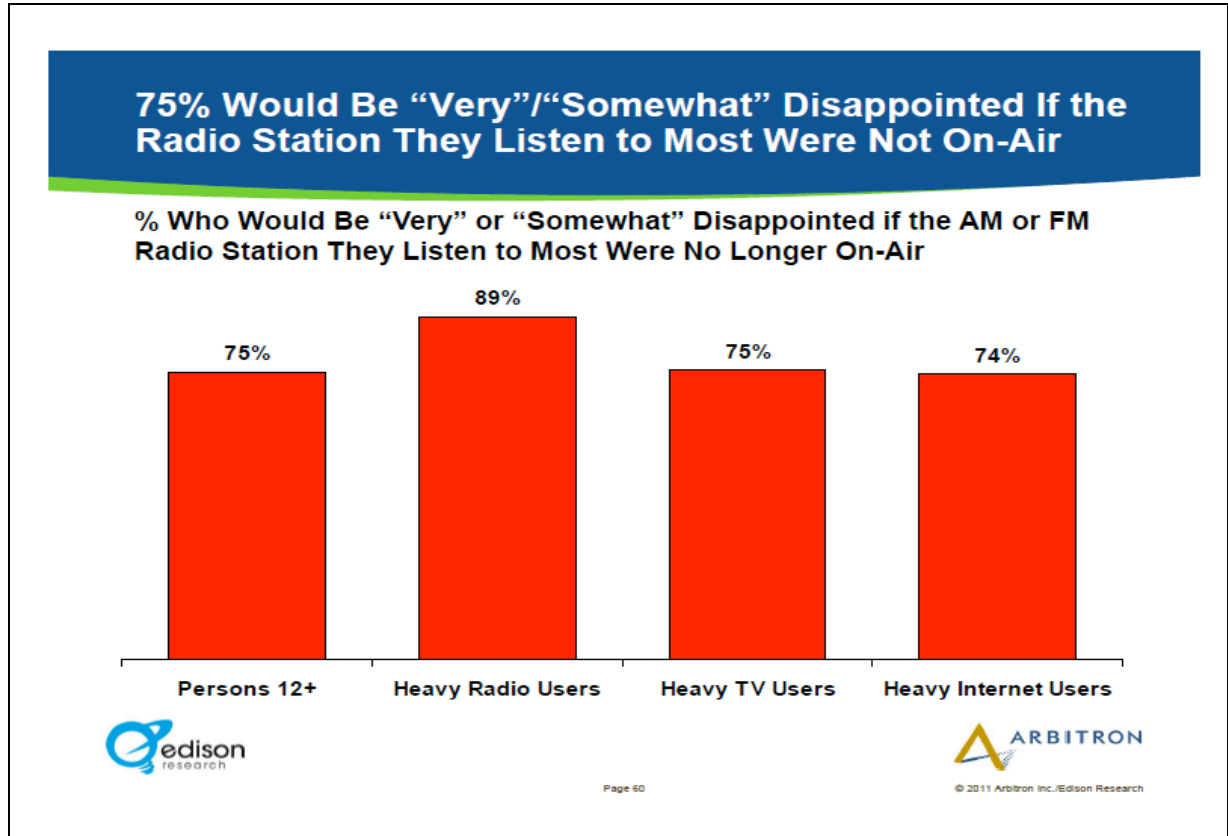
- **Relaxation** – Radio offers a relaxing backdrop and companion in today's on-the-go life. People are more open to receiving commercial messaging when they are in a relaxed mode as opposed to being task focused.
- **Relevance** – Radio's listeners appreciate its "just for me, where and when I need 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.



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.

