

JACOBS MEDIA
CORONAVIRUS  **SURVEY**

Jacobs
media | research | mobile | social

**Commercial
Radio**

April 2020

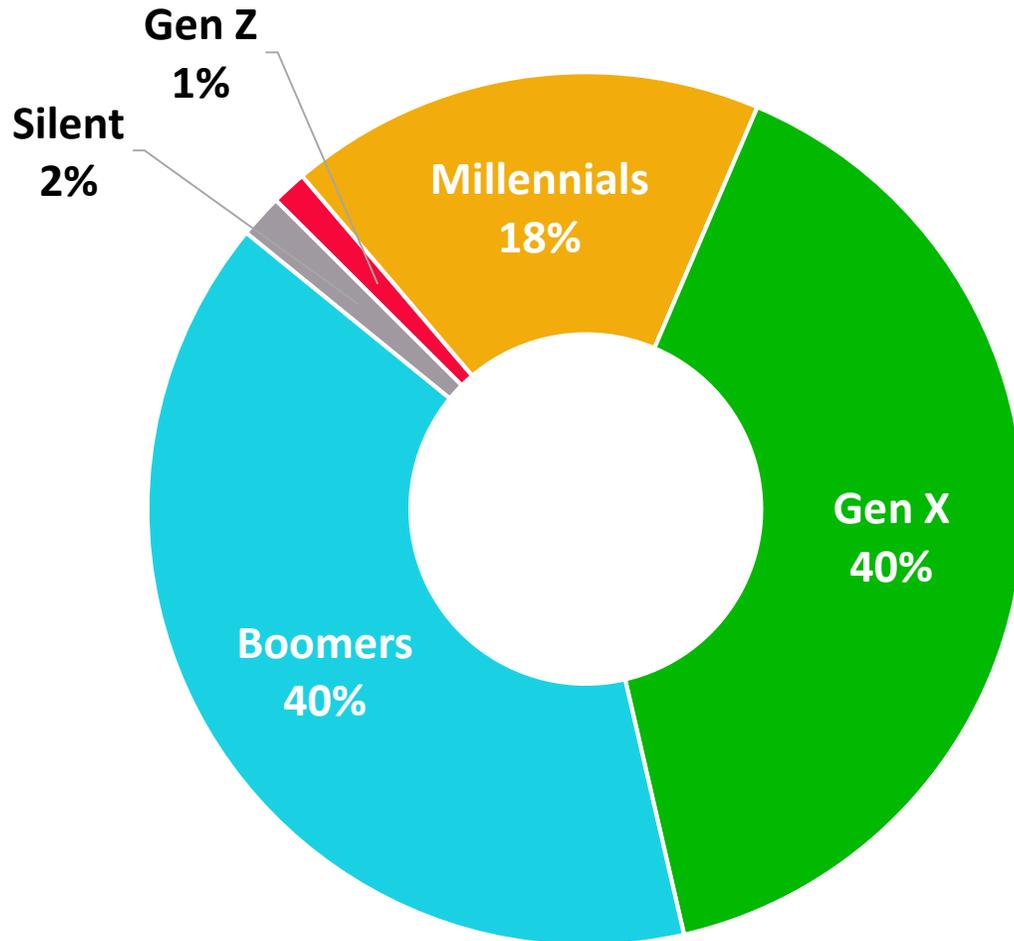
Methodology

- 108 commercial radio stations in the United States
 - Separate Public Radio and Christian Music Radio surveys also fielded concurrently
- N = 20,902
- Interview dates: March 31 - April 2, 2020 – a “snapshot” of this point in time
- Most respondents are members of radio station databases. Some responses were gathered via station websites and/or social media pages.
- This is an unweighted sample.
- This is a web survey and does not represent all commercial radio listeners or even each station’s audience. It is not stratified to the U.S. population.



The Sample

Who Participated? Generations



Gen Z (born after 1996)

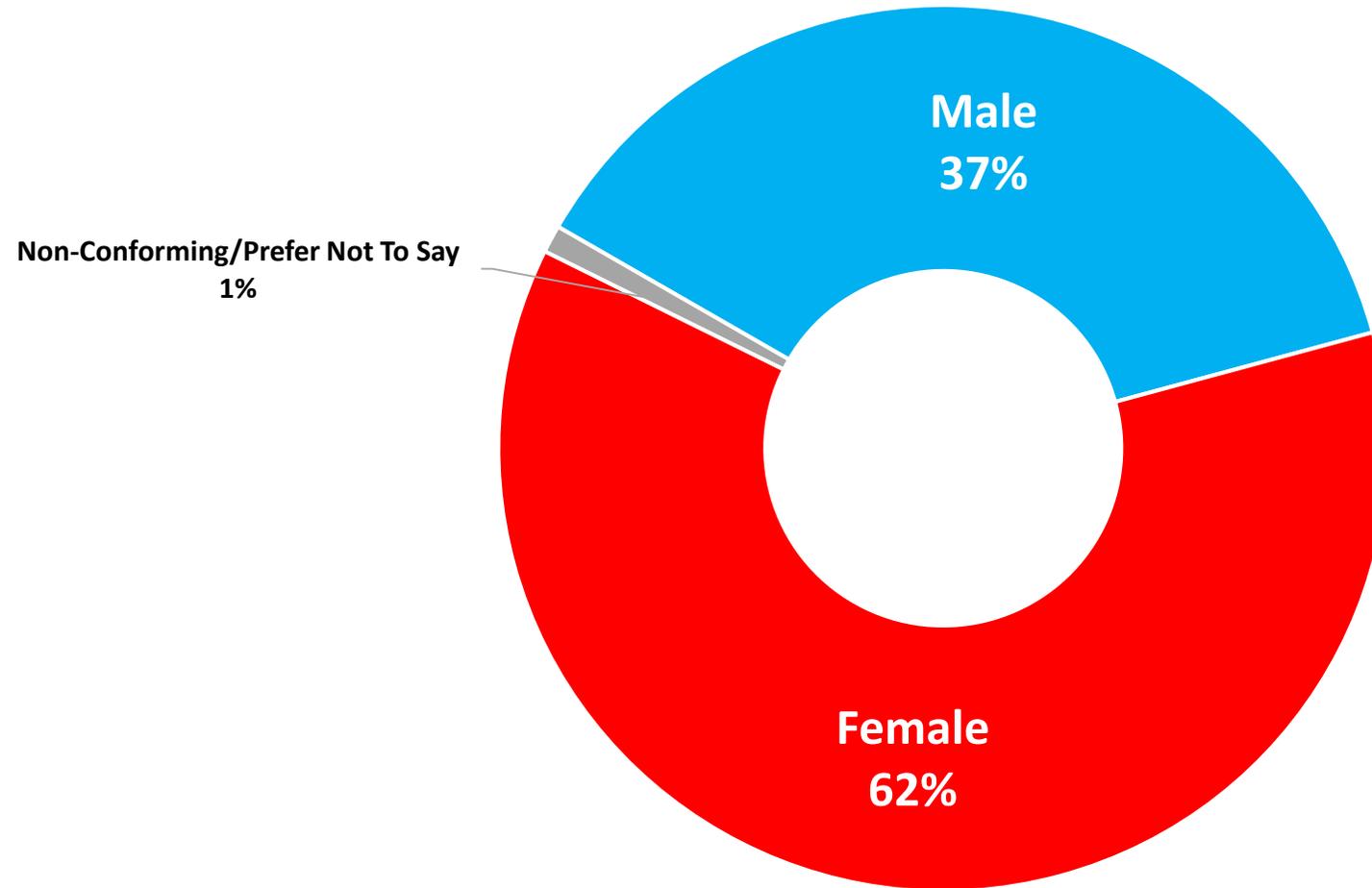
Millennials (born between 1981-1996)

Gen X (born between 1965-1980)

Baby Boomer (born between 1946-64)

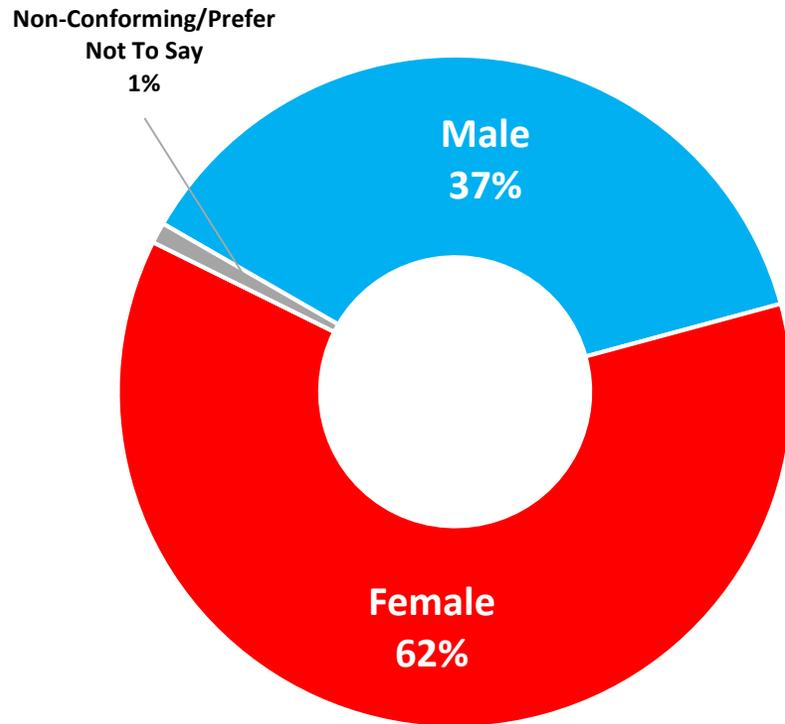
Silent Generation (born before 1946)

Who Participated? Gender

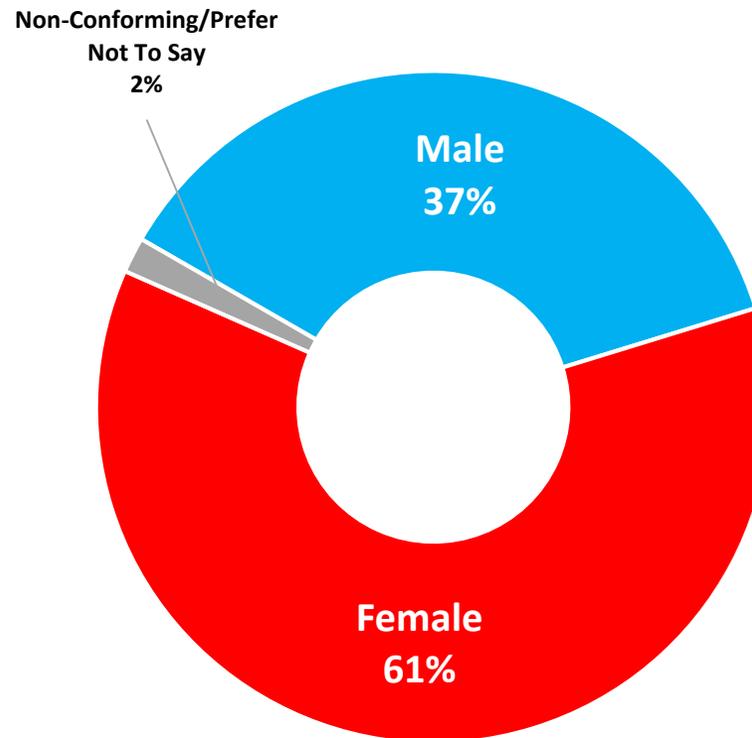


Who Participated? Gender

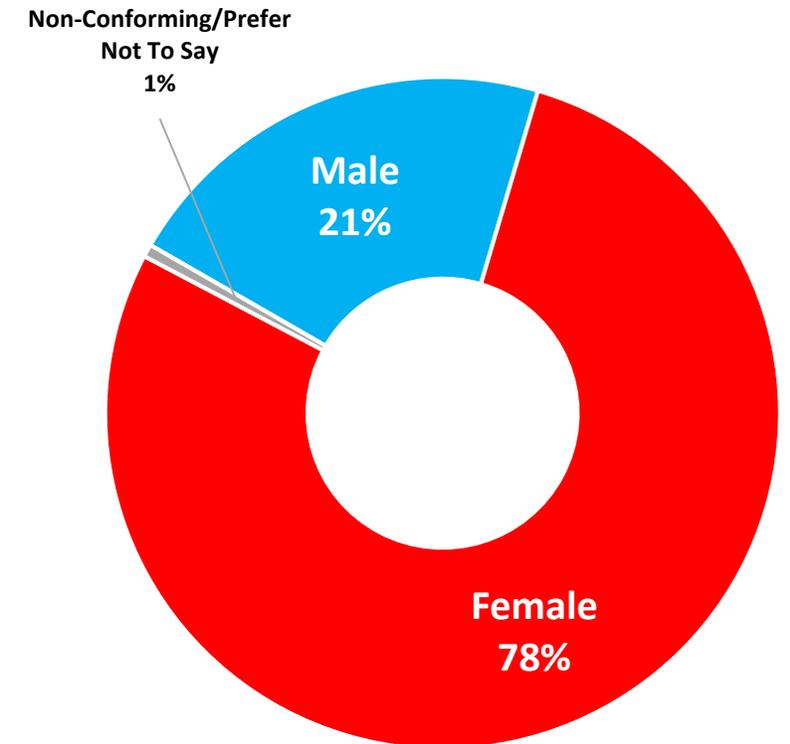
Commercial Radio



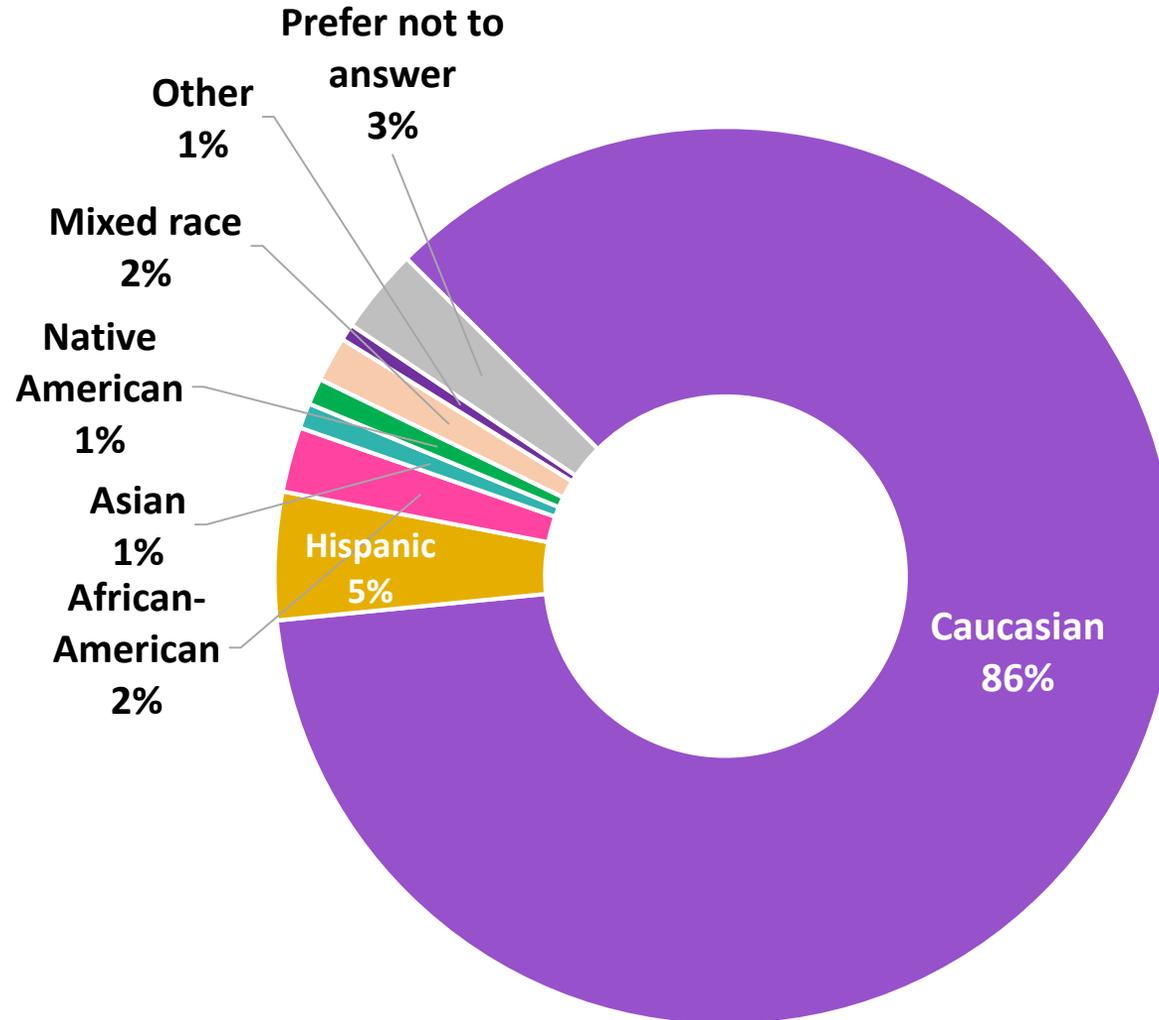
Public Radio



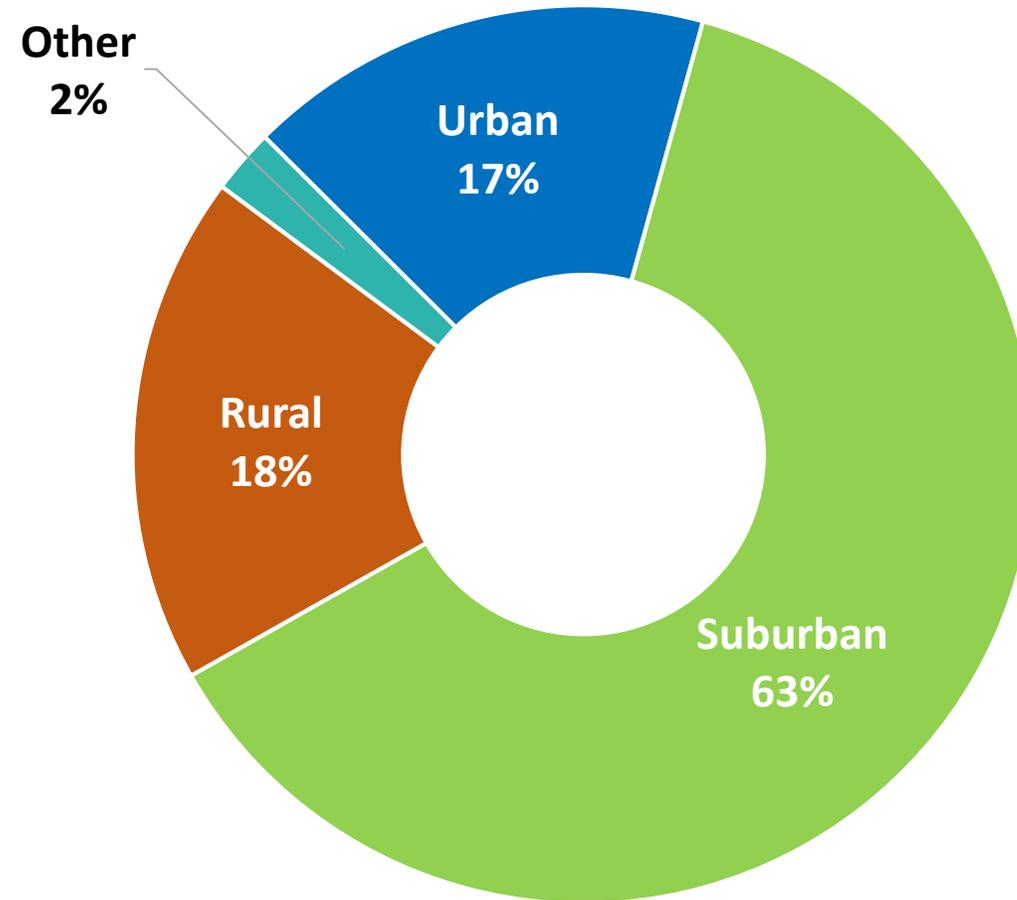
Christian Music Radio



Who Participated? Ethnicity

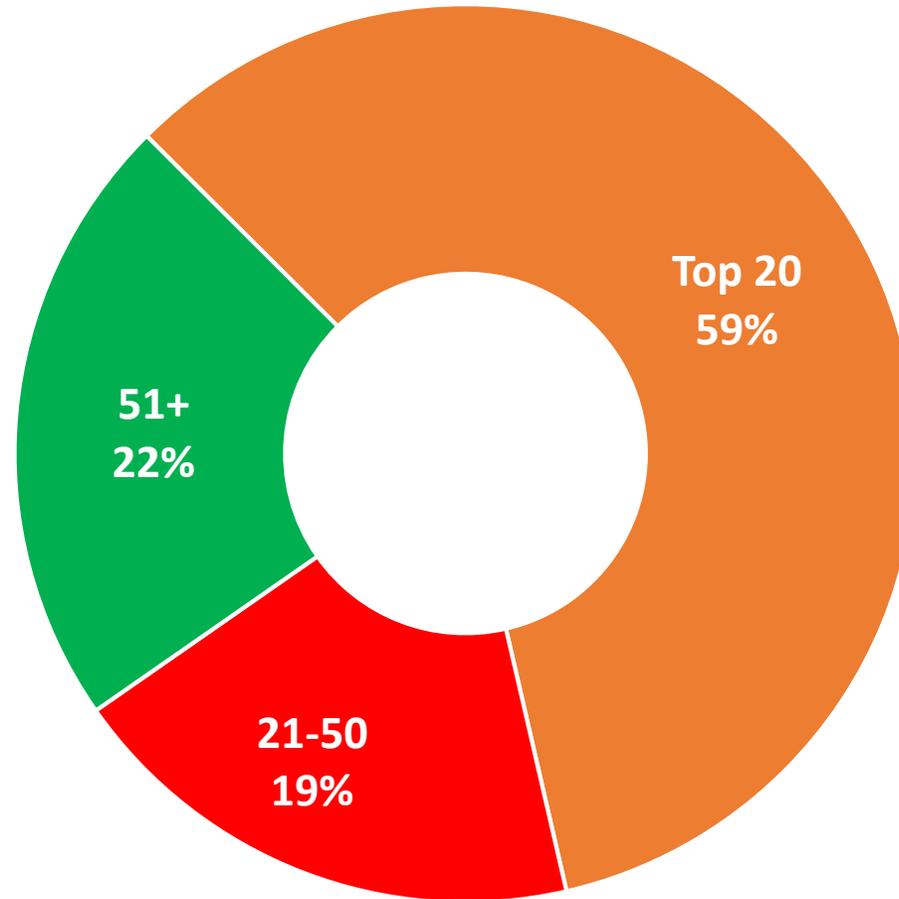


Where Do Respondents Live? Locale



Location of primary residence

Where Do Respondents Live? Market Size



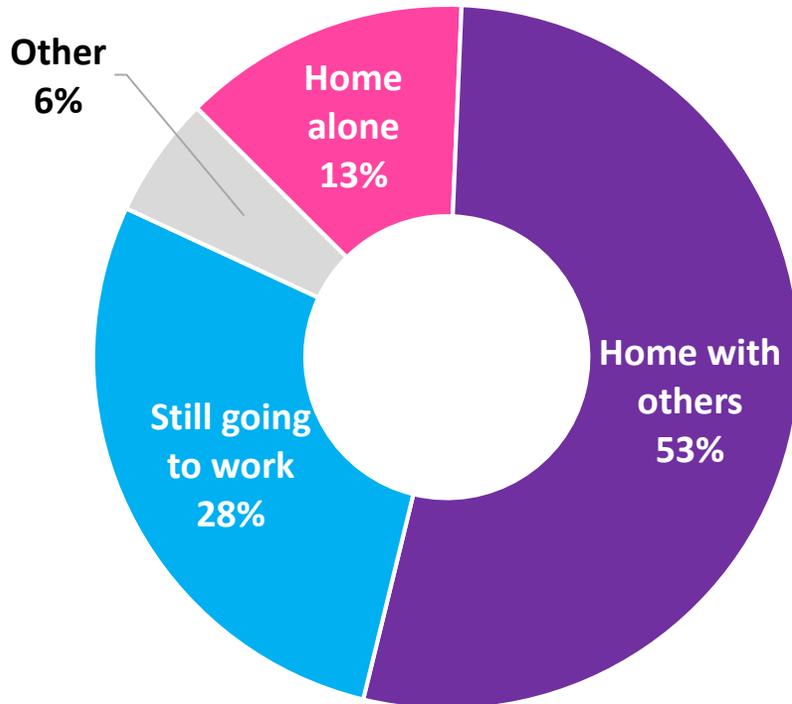
Location of primary residence



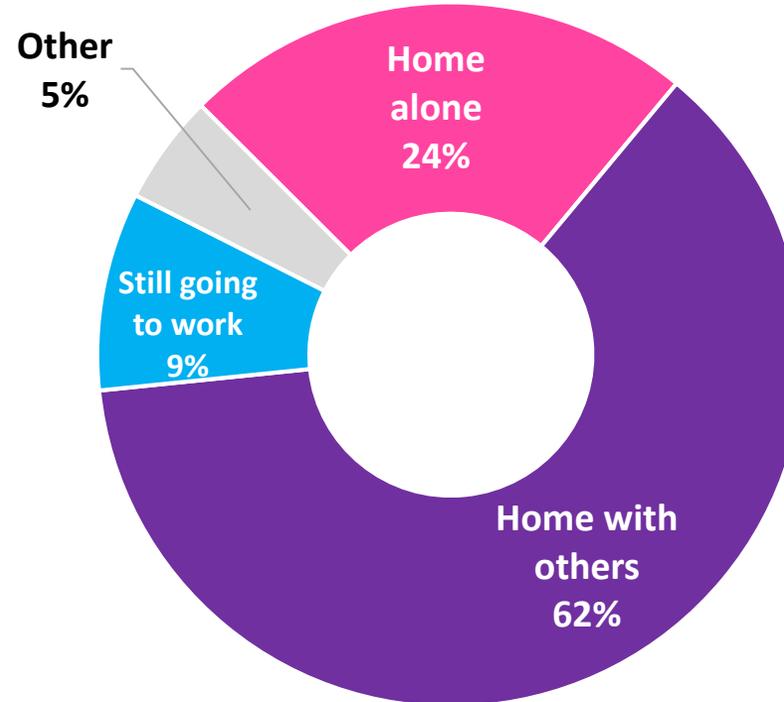
The Commercial Radio Audience's Mindset

Two-Thirds of Commercial Radio Listeners Are At Home

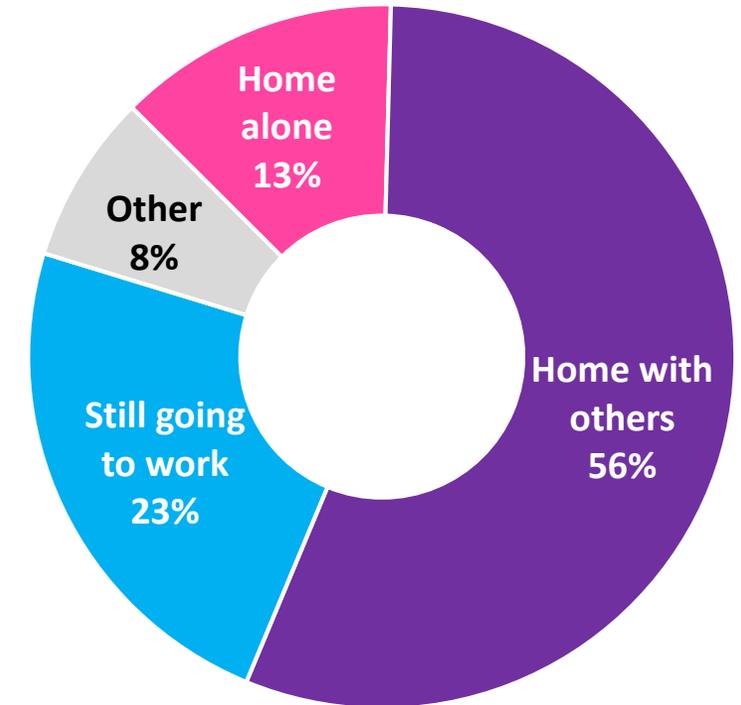
Commercial Radio



Public Radio

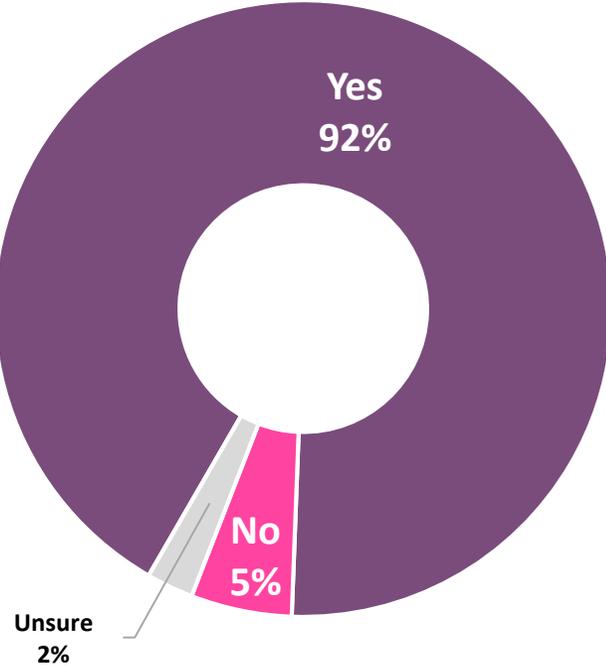


Christian Music Radio

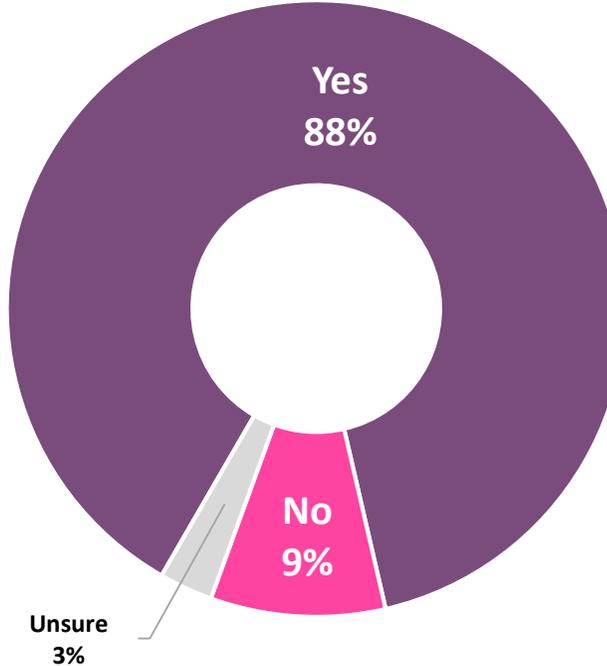


Nine in Ten Live in a State/City With a “Stay at Home” Order

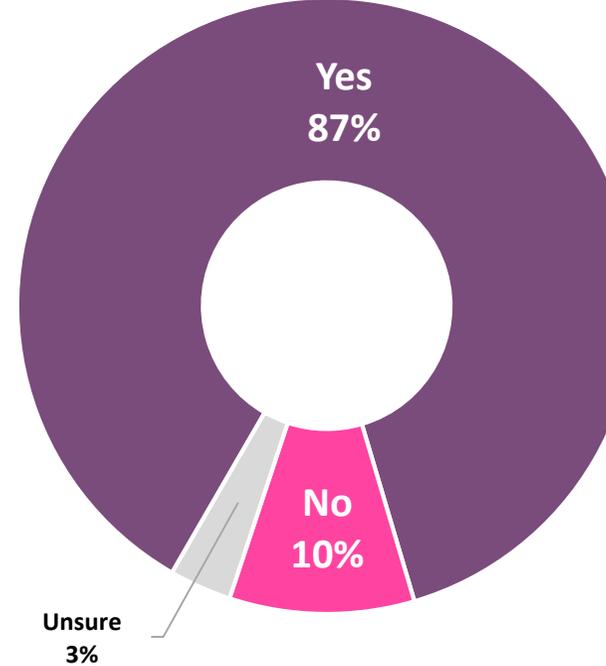
Commercial Radio



Public Radio

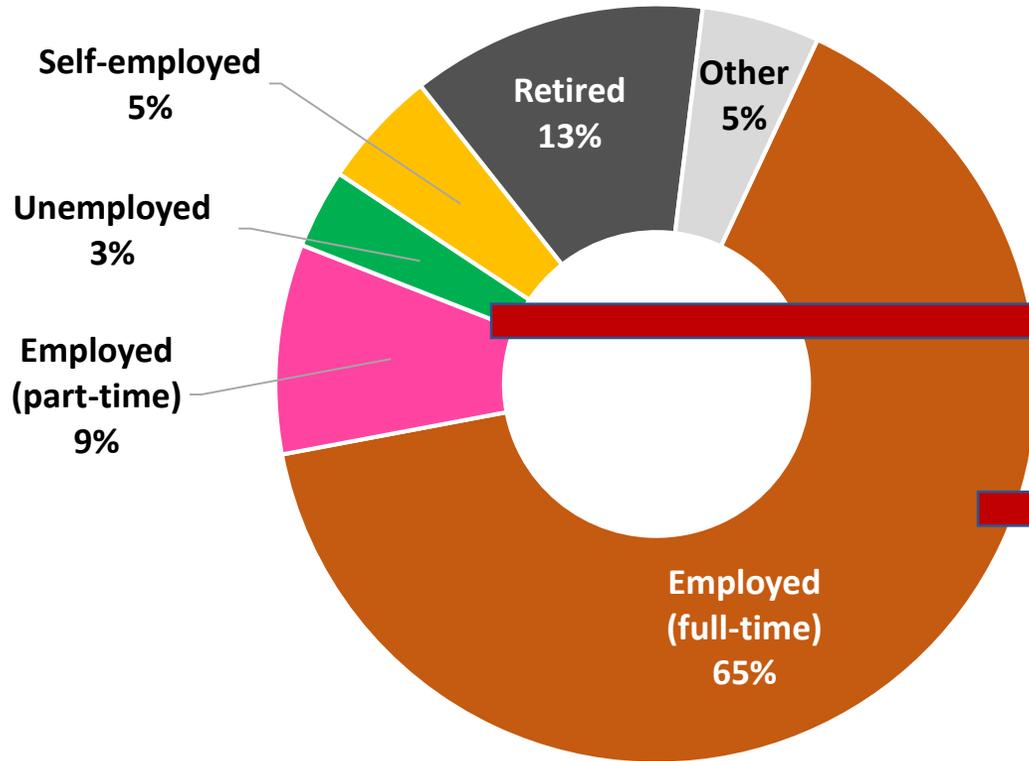


Christian Music Radio

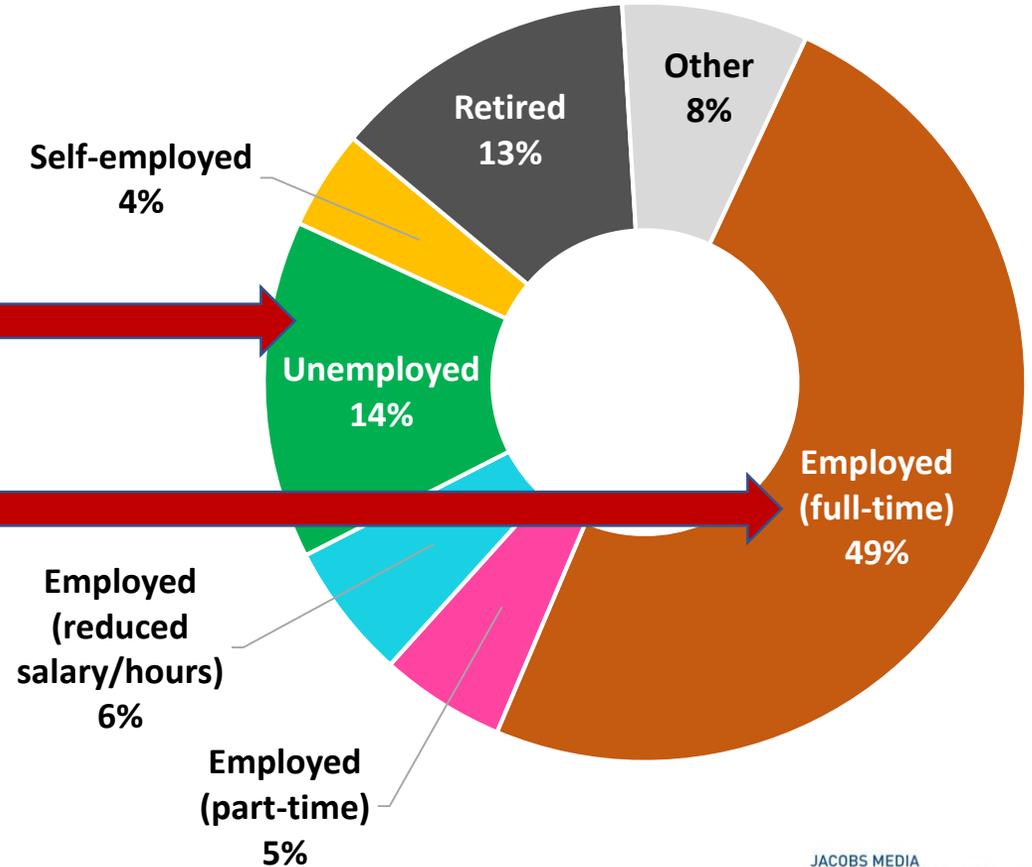


Many Have Lost Their Jobs Since COVID-19 Began

BEFORE Coronavirus Outbreak

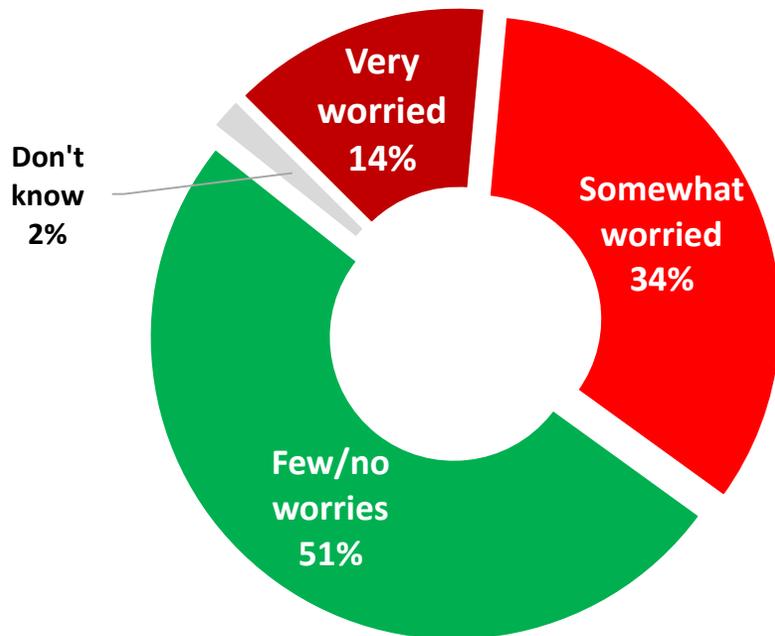


Current Employment Status

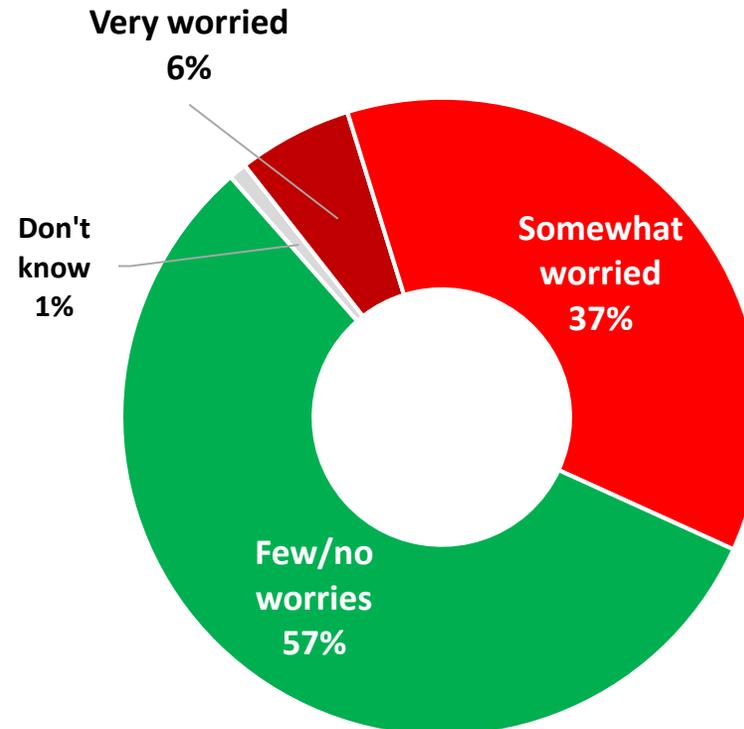


Nearly Half Are Worried About Their Employment Situations

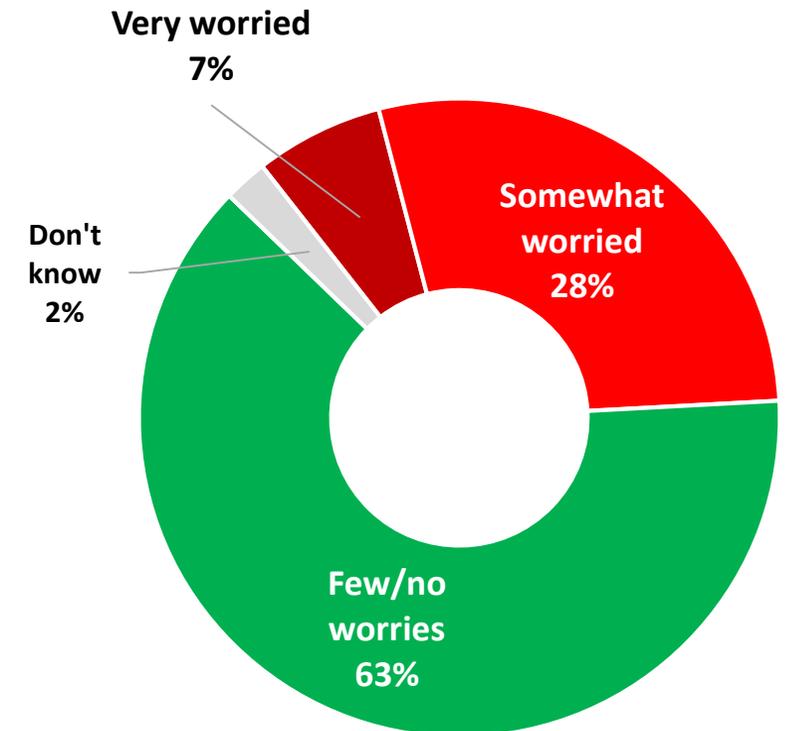
Commercial Radio



Public Radio

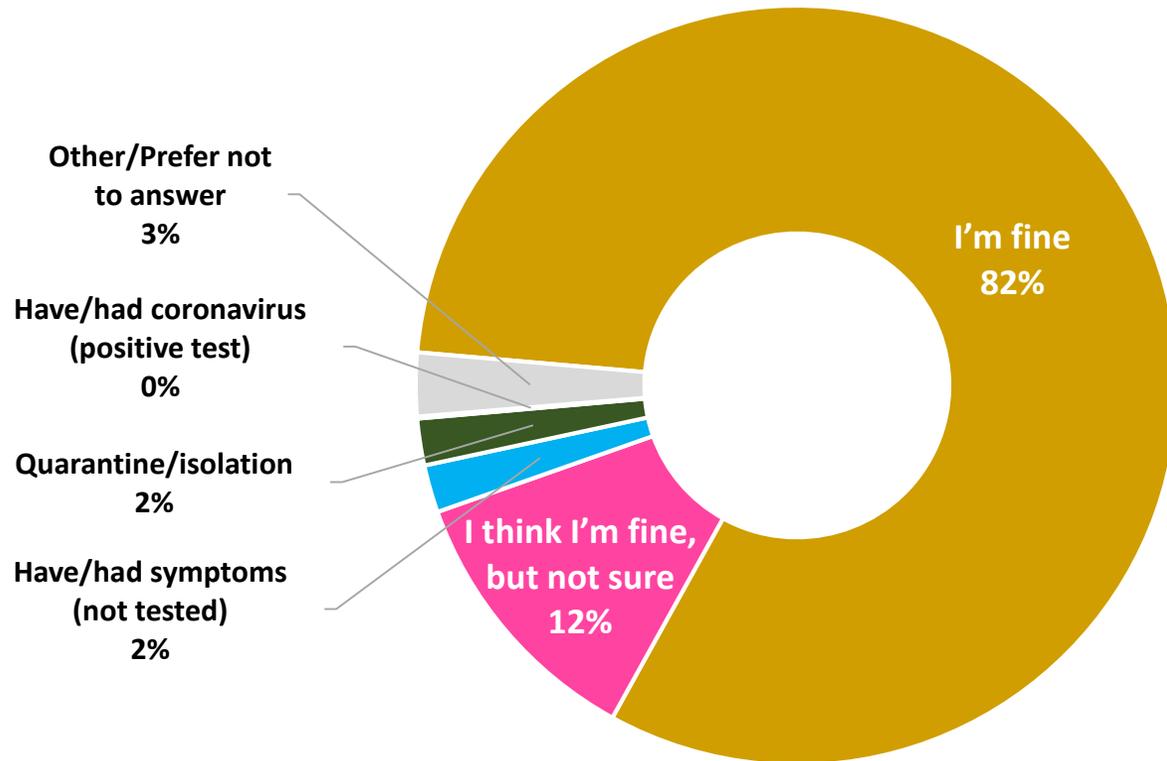


Christian Music Radio

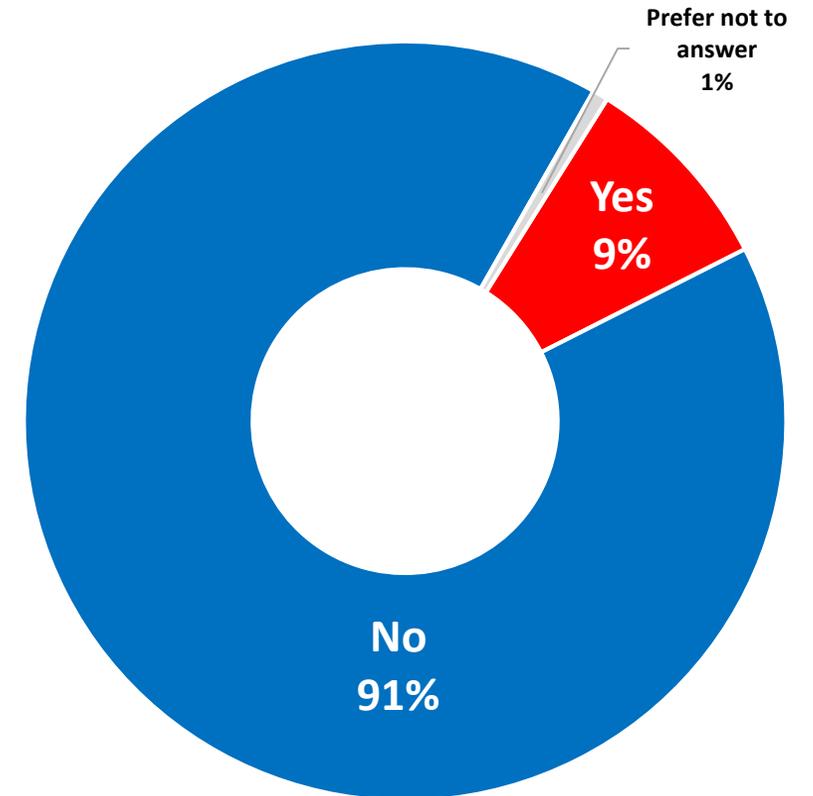


Most Are Feeling Good, But Nearly One in Ten Knows Someone Who's Tested Positive For COVID-19

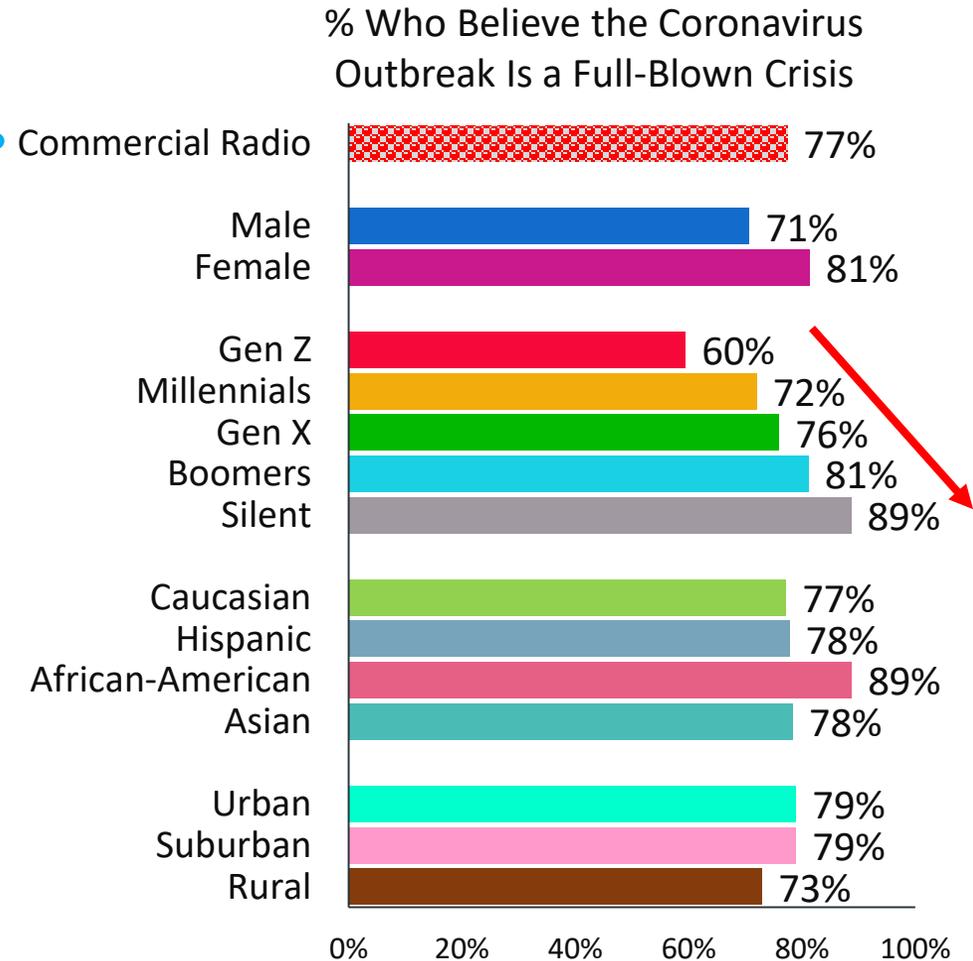
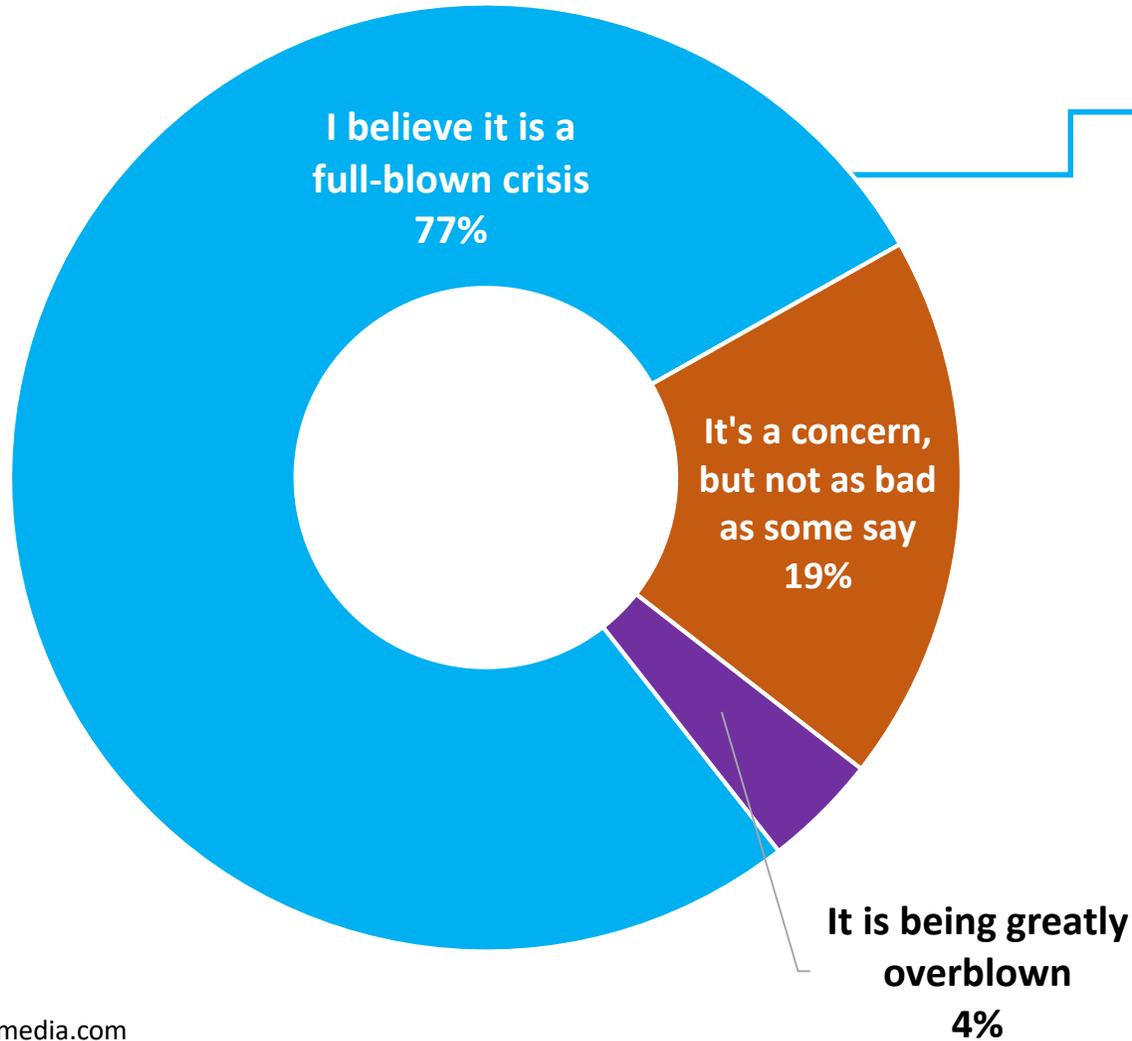
Your Current State of Health



Friends/Family/Co-Workers Who Tested Positive for Coronavirus?

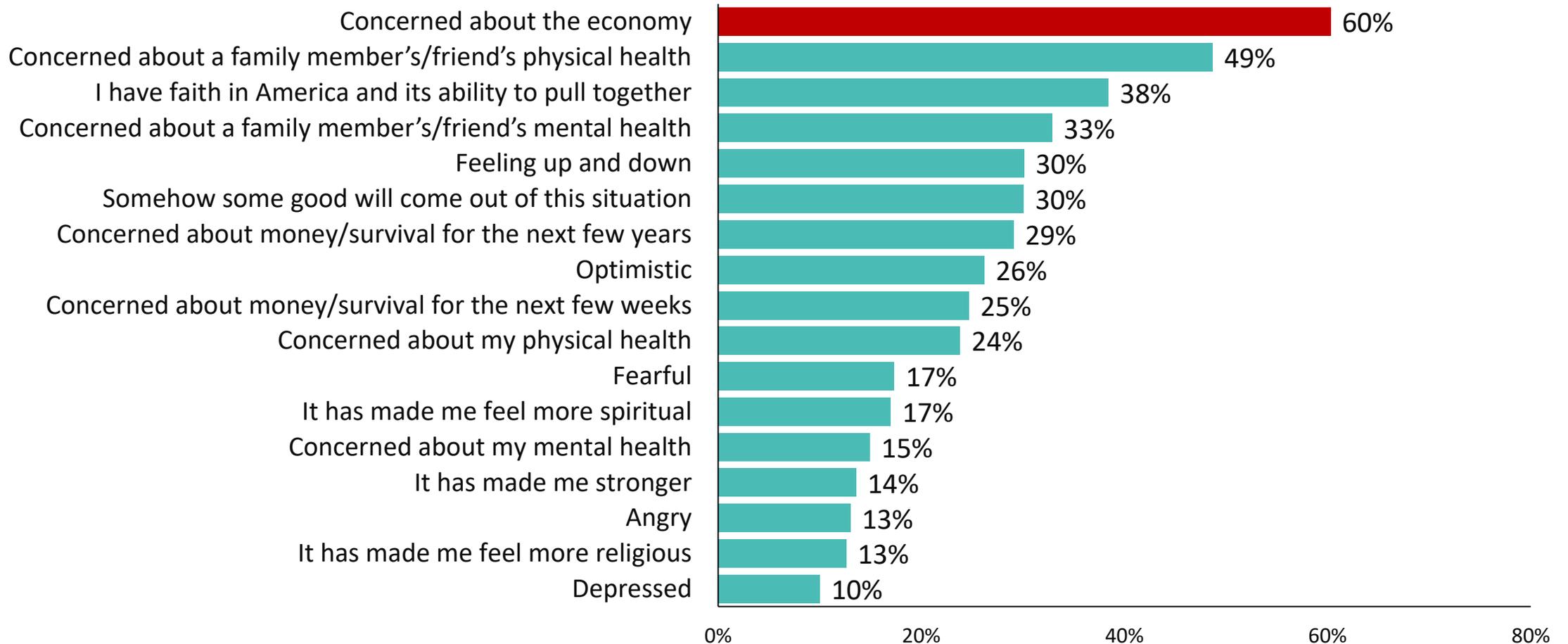


Three in Four Say the Coronavirus Outbreak Is a Full-Blown Crisis, Led By Progressively Older and African-American Listeners



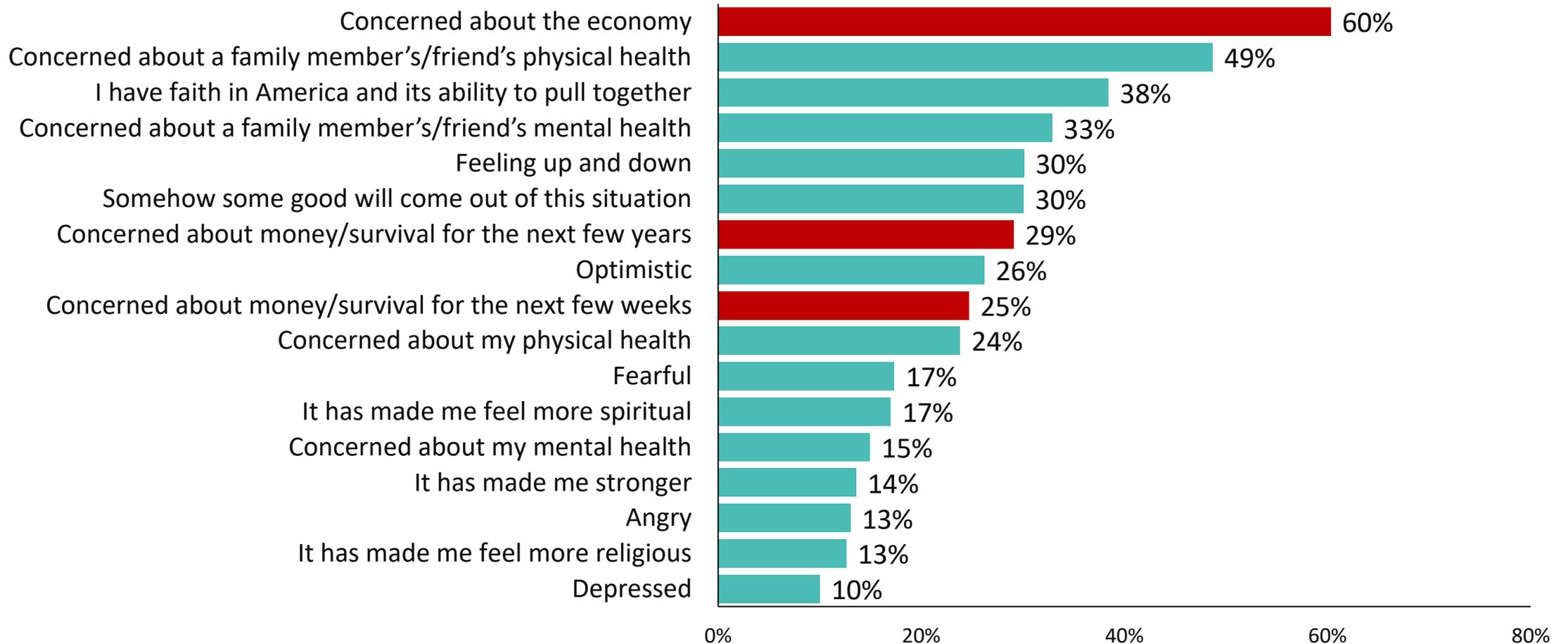
The Economy Tops the List of Concerns

% Who Say Each Word/Phrase Currently Describes Them "Very Well"



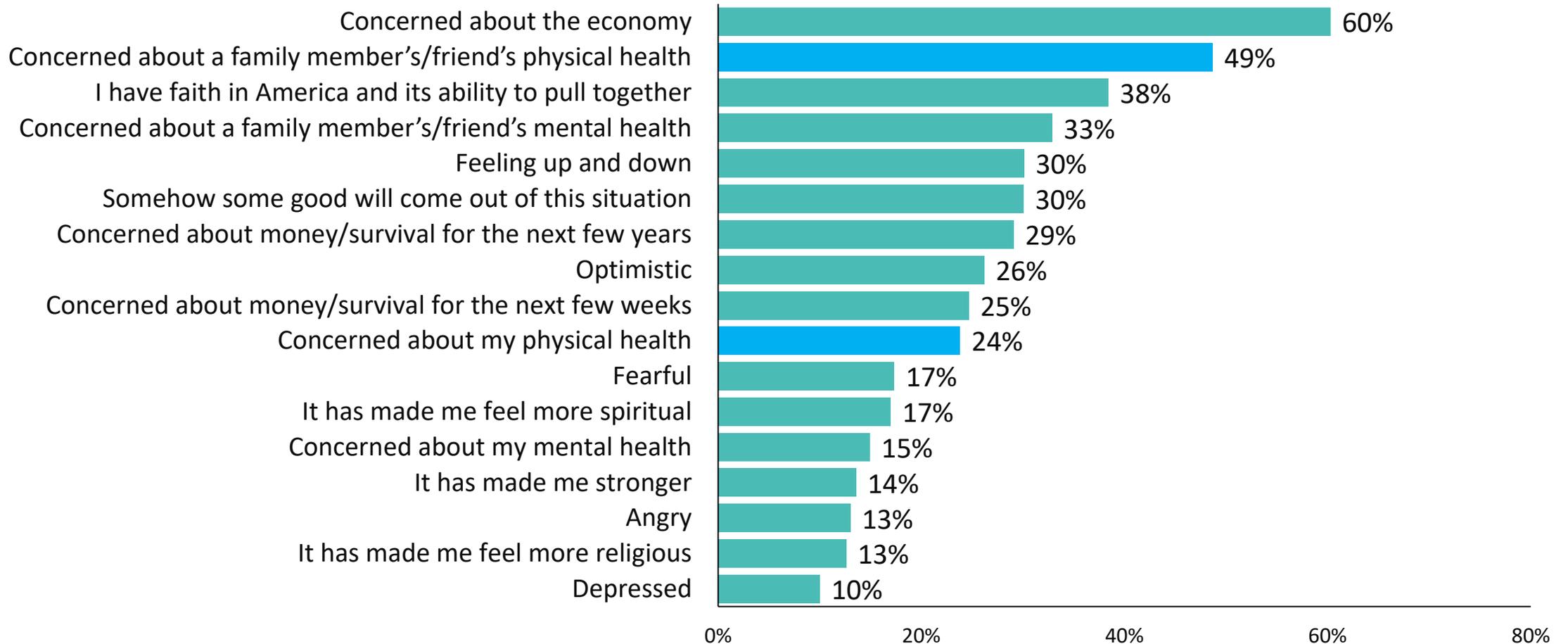
The Economy Is the Top Concern, But Three in Ten Are Worried About Finances For the Next Few Years

% Who Say Each Word/Phrase Currently Describes Them "Very Well"



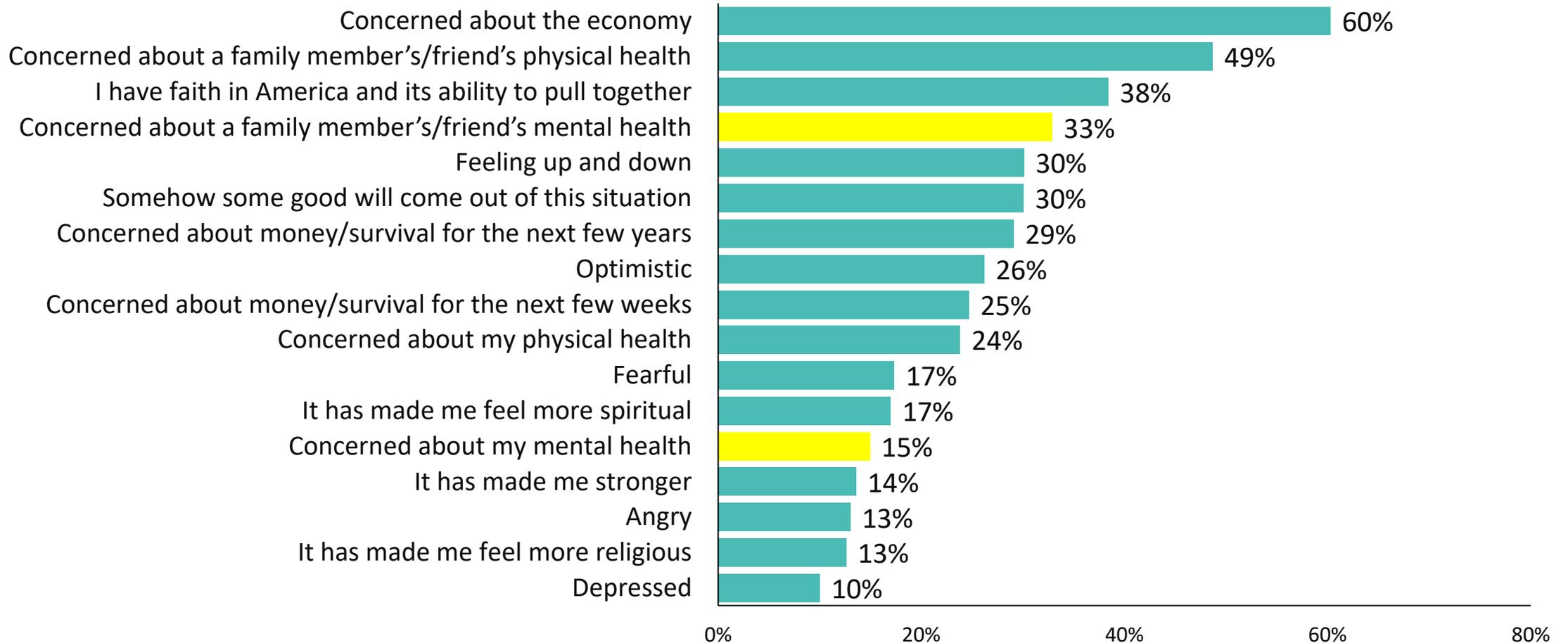
More Than Twice As Many Respondents Are Concerned About Someone Else's Physical Health Over Their Own

% Who Say Each Word/Phrase Currently Describes Them "Very Well"



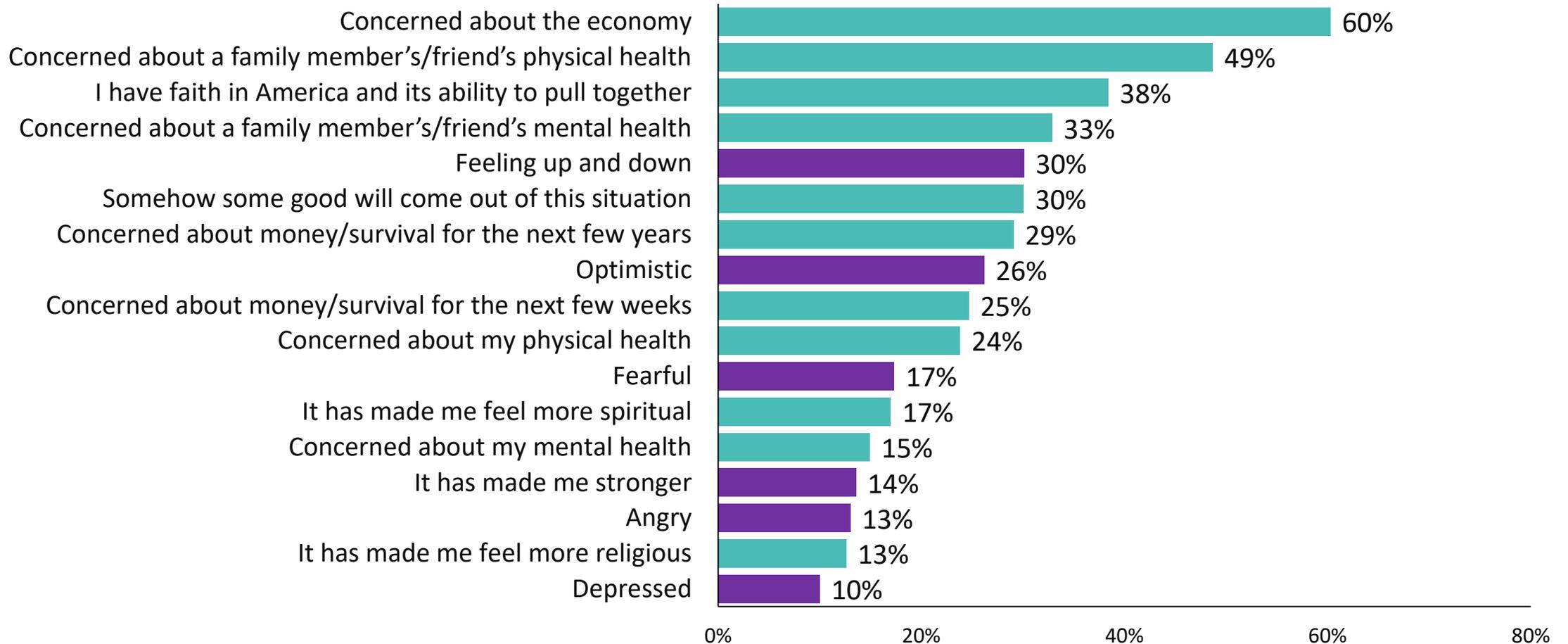
And Twice as Many Are Concerned About Someone Else's Mental Health, Compared to Their Own

% Who Say Each Word/Phrase Currently Describes Them "Very Well"



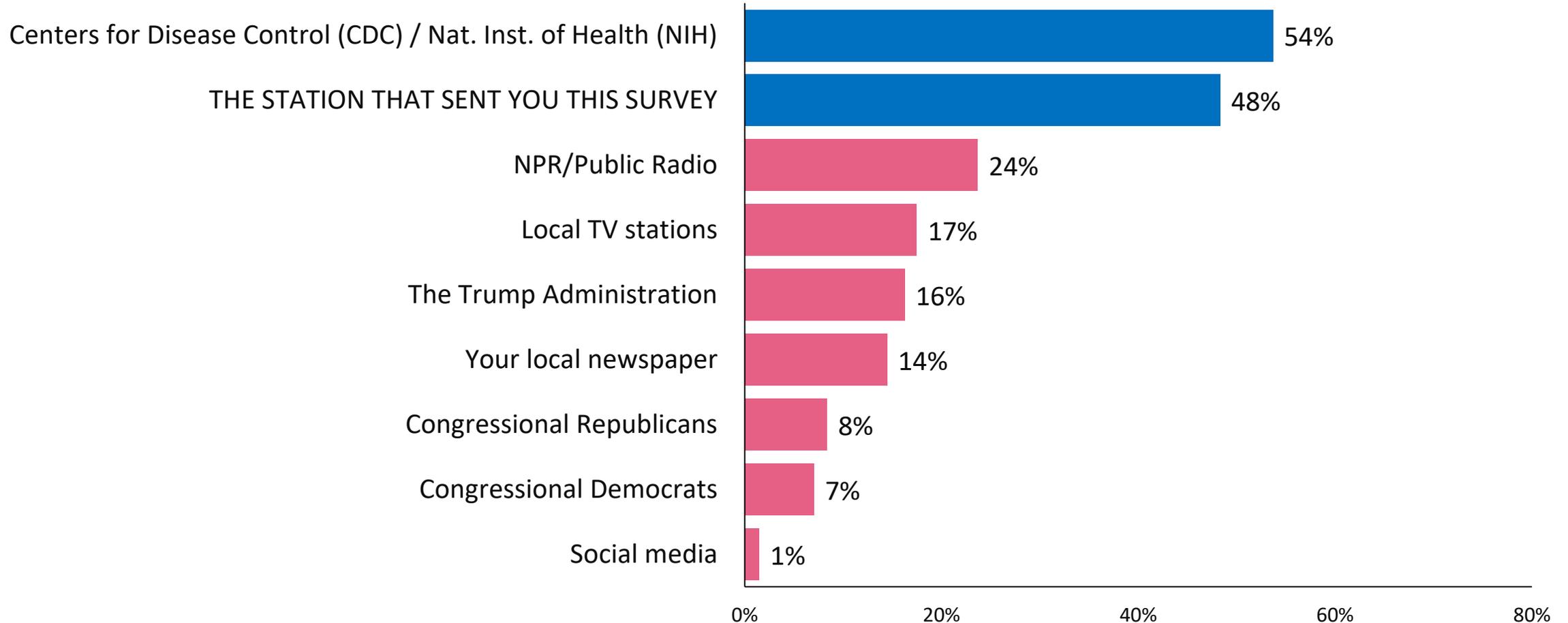
One of the Top Emotions That Fits Three in Ten Very Well Is “Feeling Up and Down”

% Who Say Each Word/Phrase Currently Describes Them “Very Well”

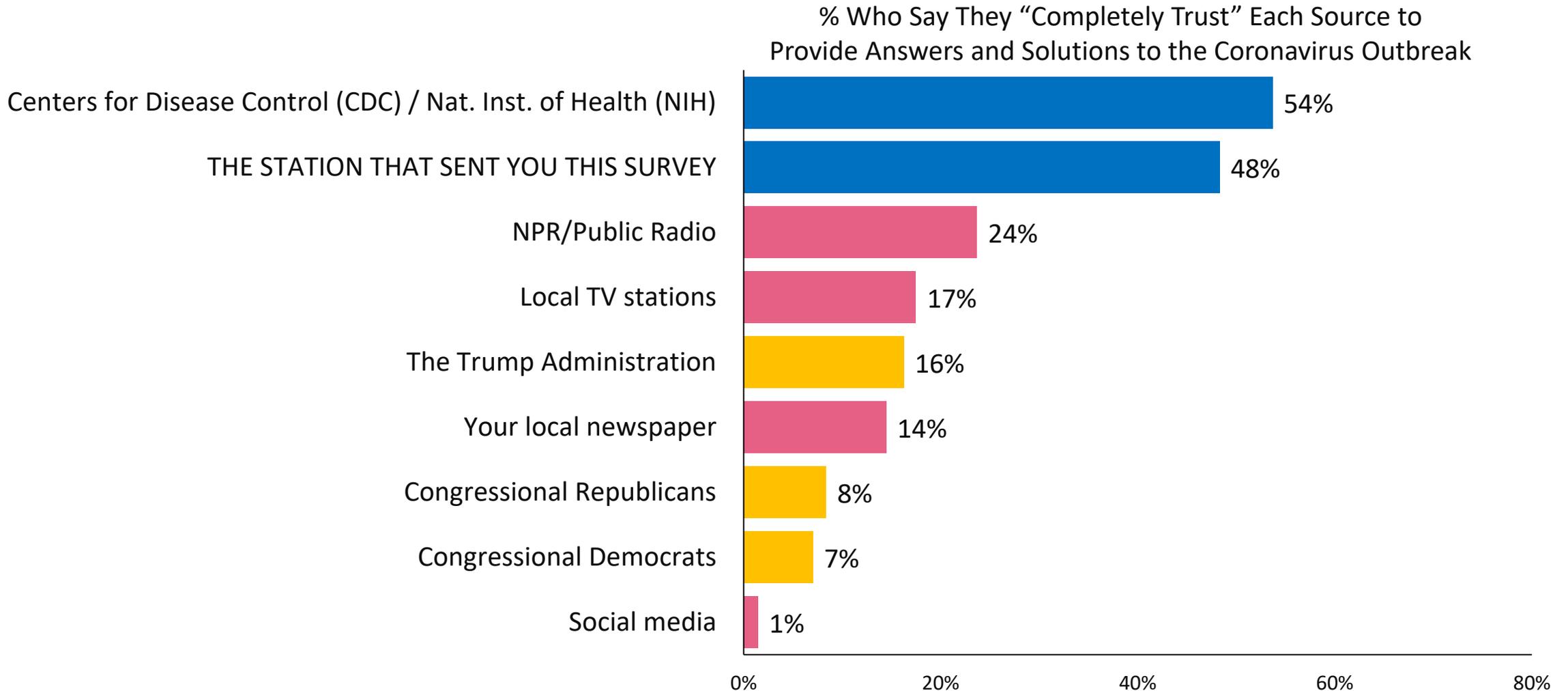


The Most Trust Is Given to the CDC & NIH and Listeners' Home Stations

% Who Say They "Completely Trust" Each Source to
Provide Answers and Solutions to the Coronavirus Outbreak

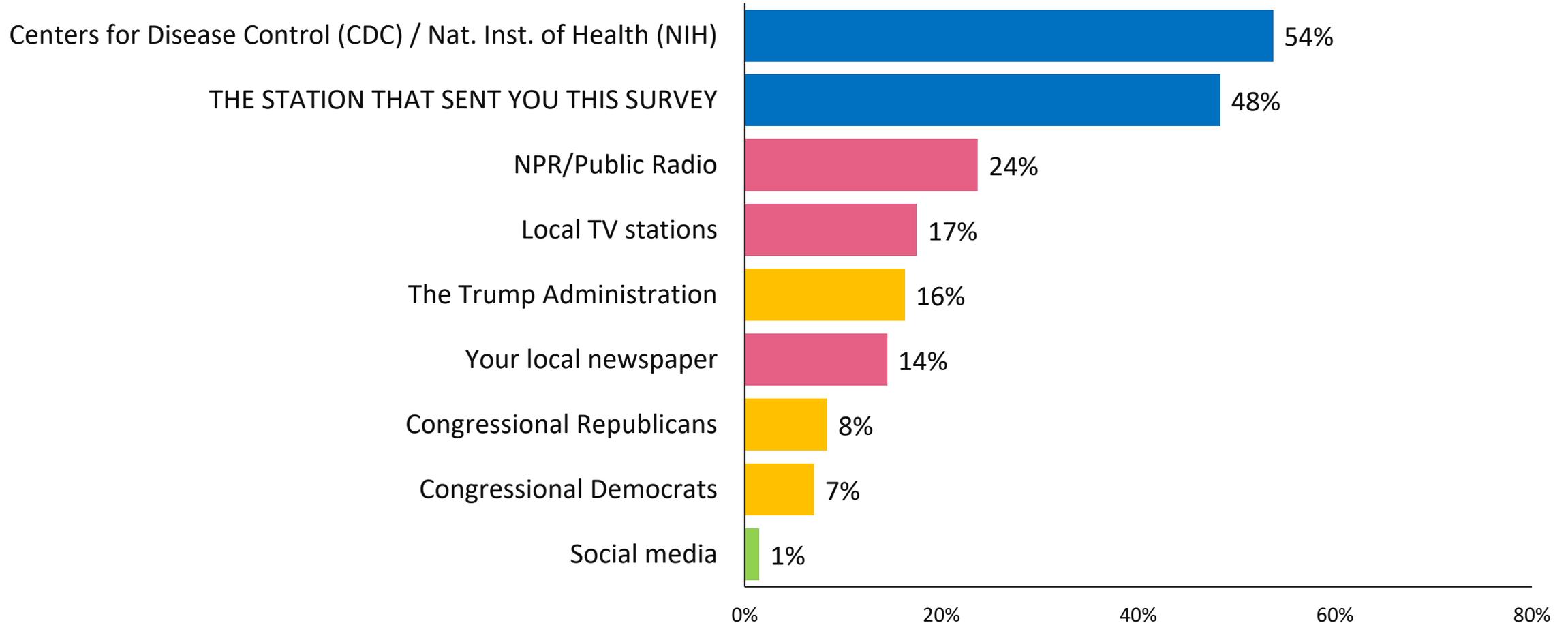


There Are Low Trust Levels For Politicians From Both Sides



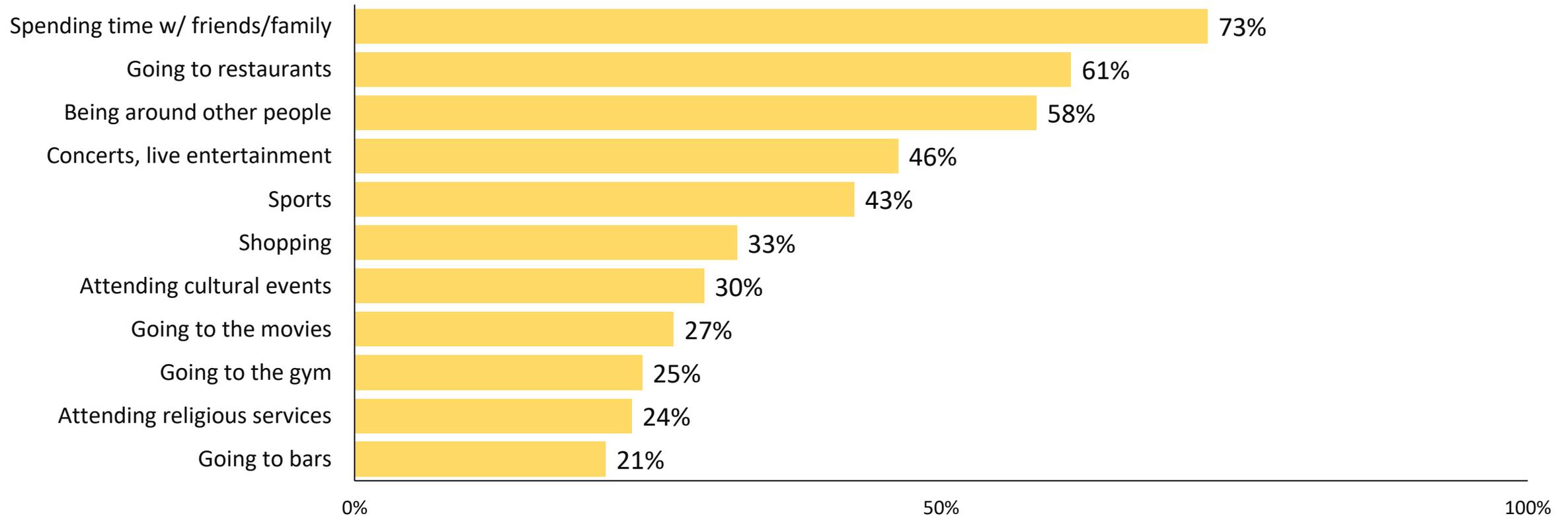
Social Media Is Least Trusted of All the Options (But They're Still Using It a Lot)

% Who Say They "Completely Trust" Each Source to Provide Answers and Solutions to the Coronavirus Outbreak



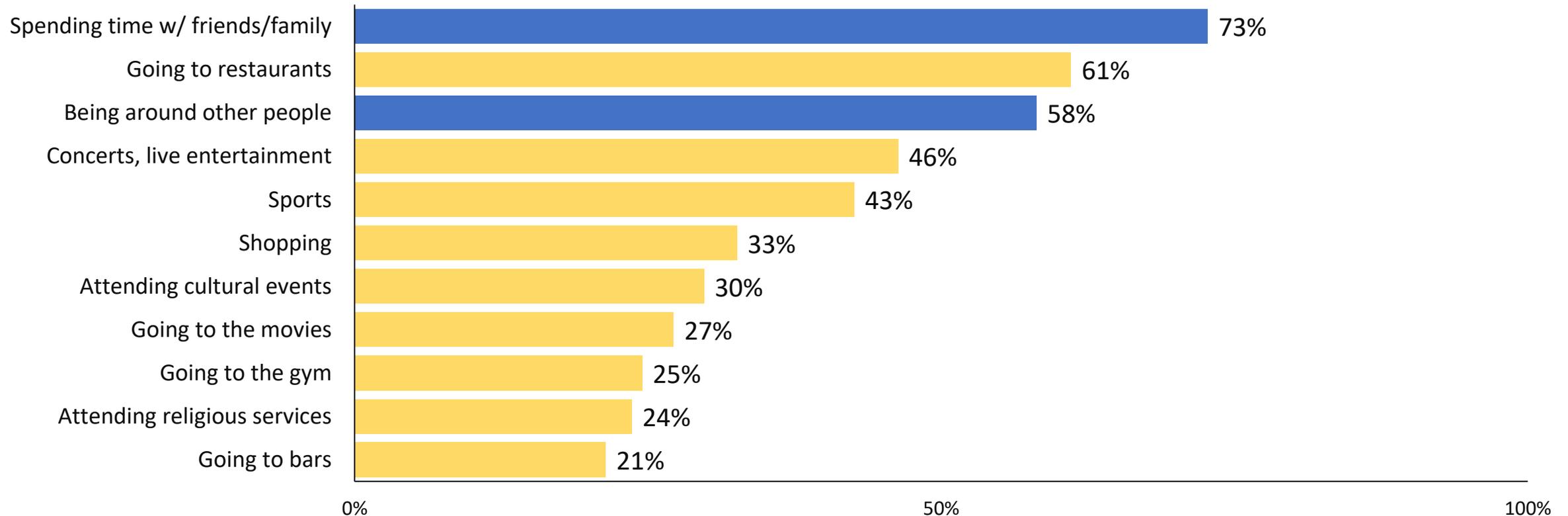
Most Miss Spending Time With Friends/Family, Going to Restaurants and Being Around Other People

Commercial Radio

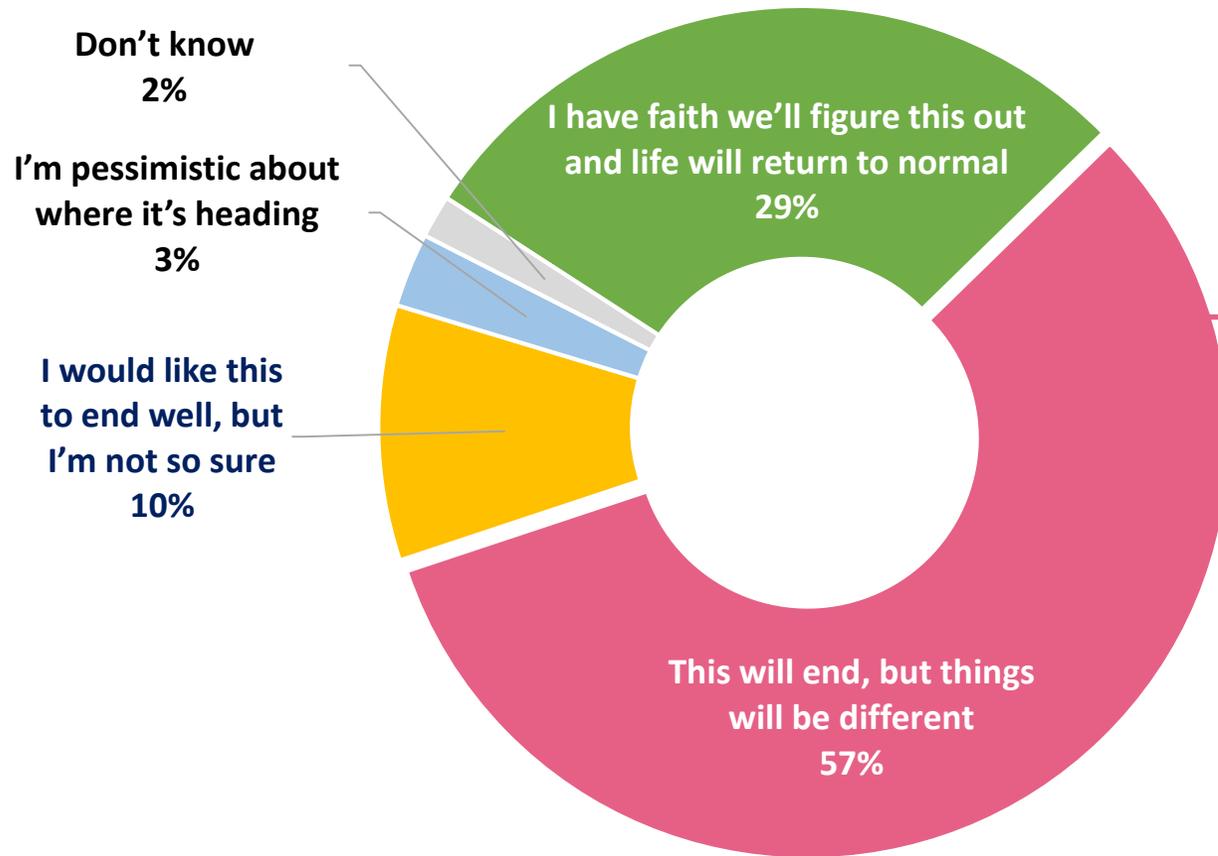


Most Miss Spending Time With Friends/Family, Going to Restaurants and Being Around Other People

Commercial Radio

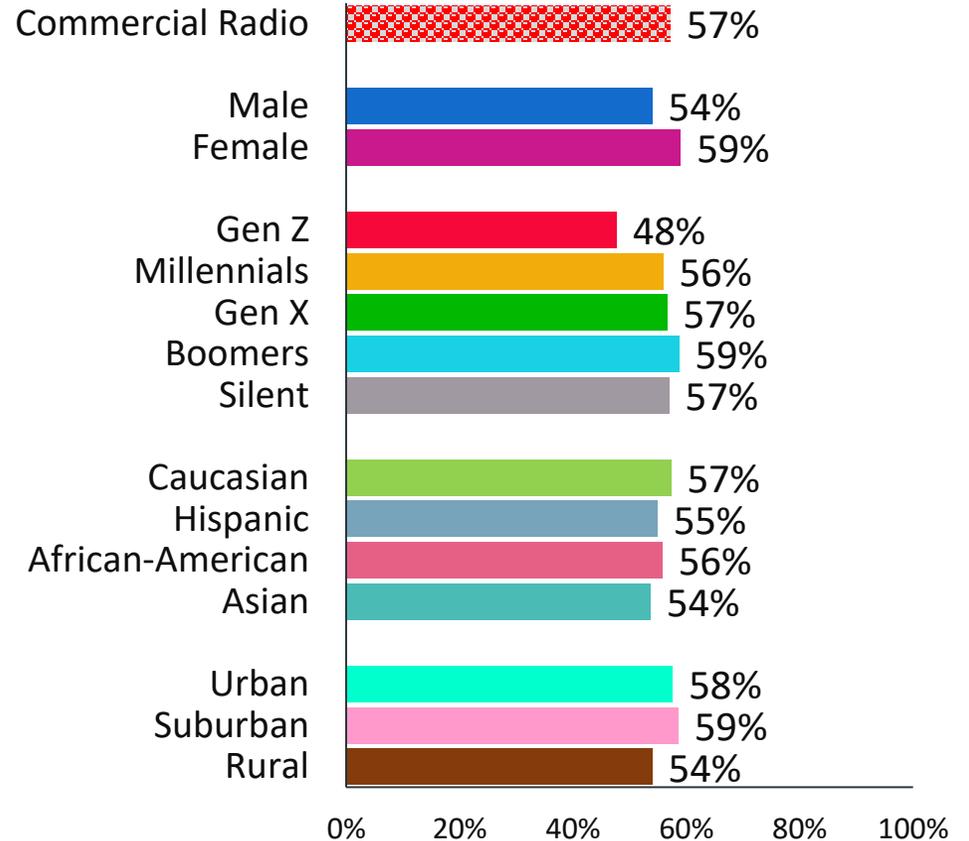


A Majority Feel Things Will Be “Different” When the Coronavirus Crisis Ends

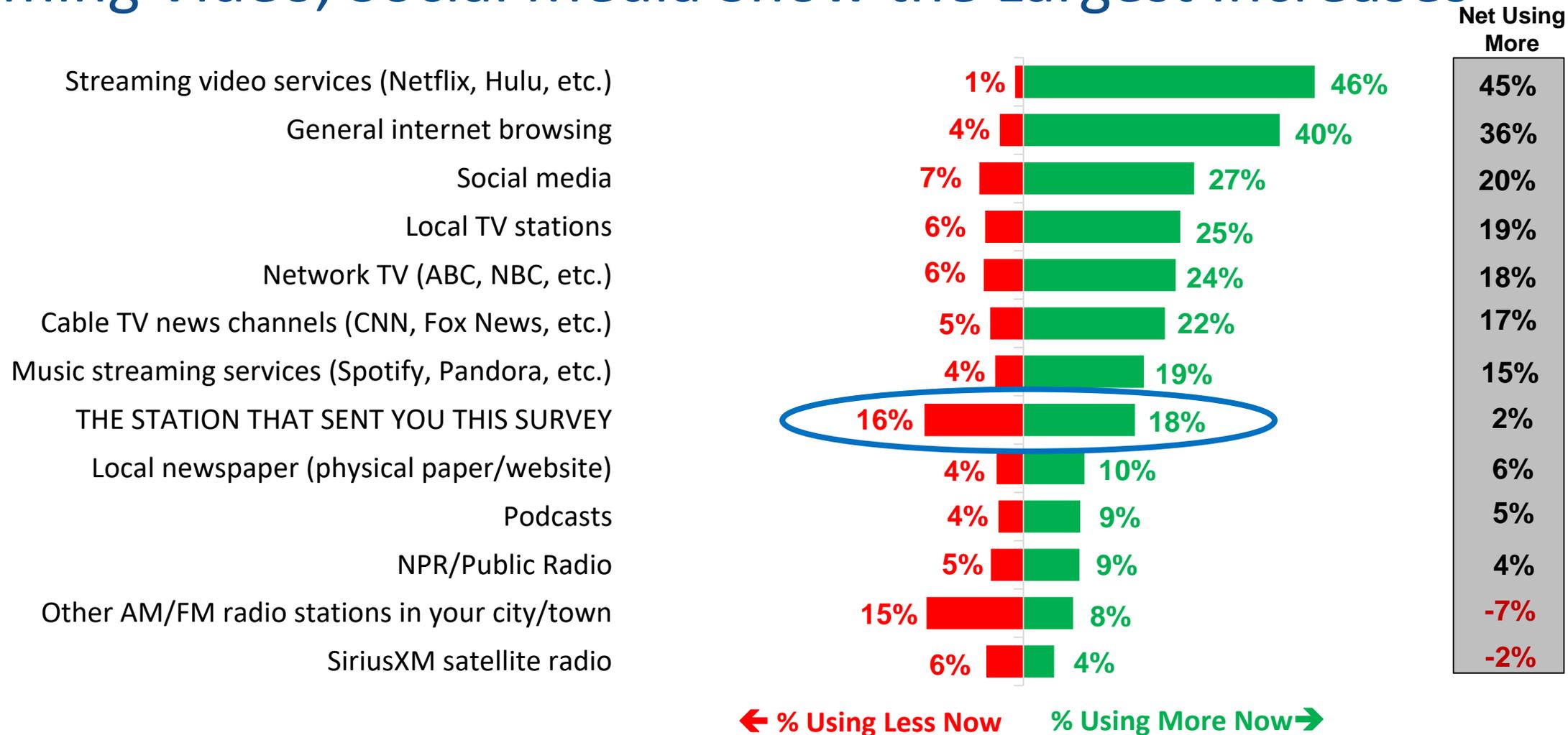


"Which best describes how you think the coronavirus outbreak will end?"

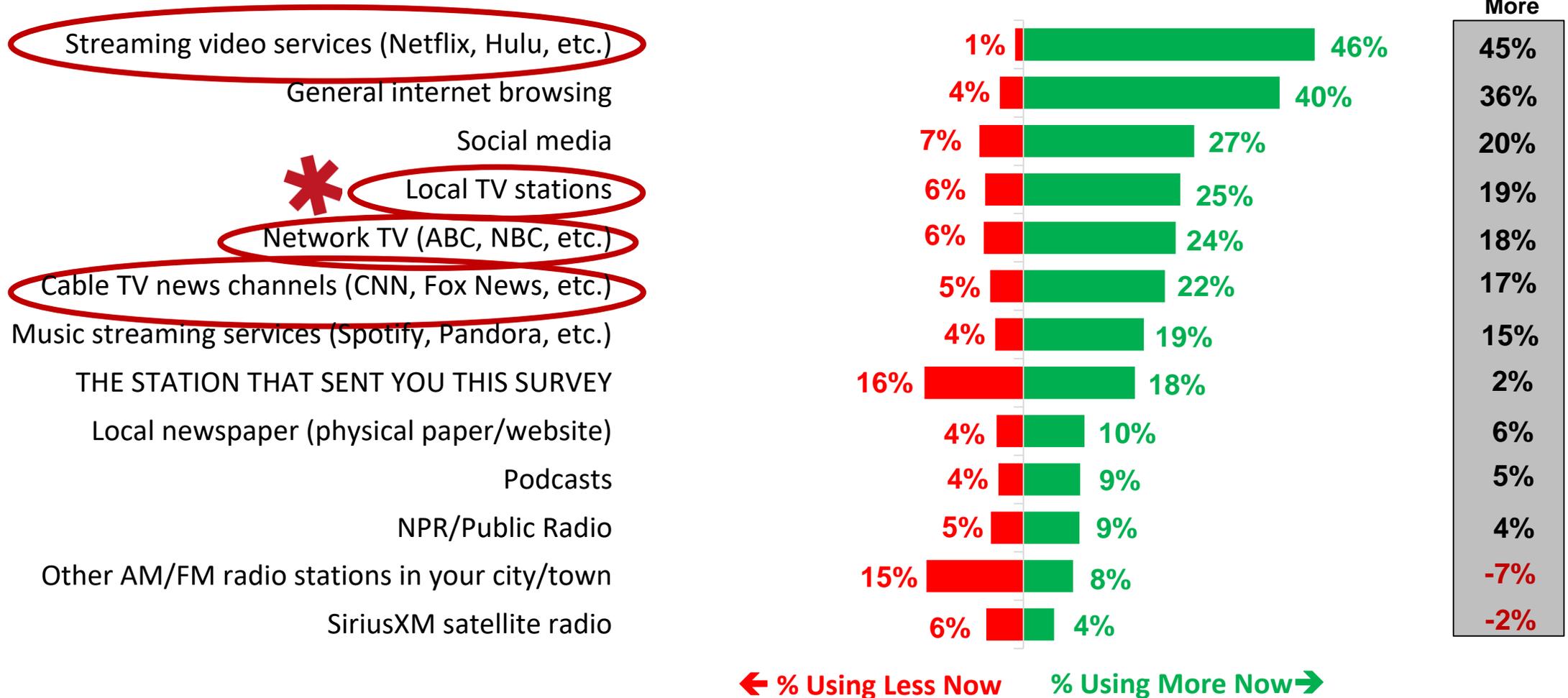
% Who Say "This Will End, But Things Will be Different"



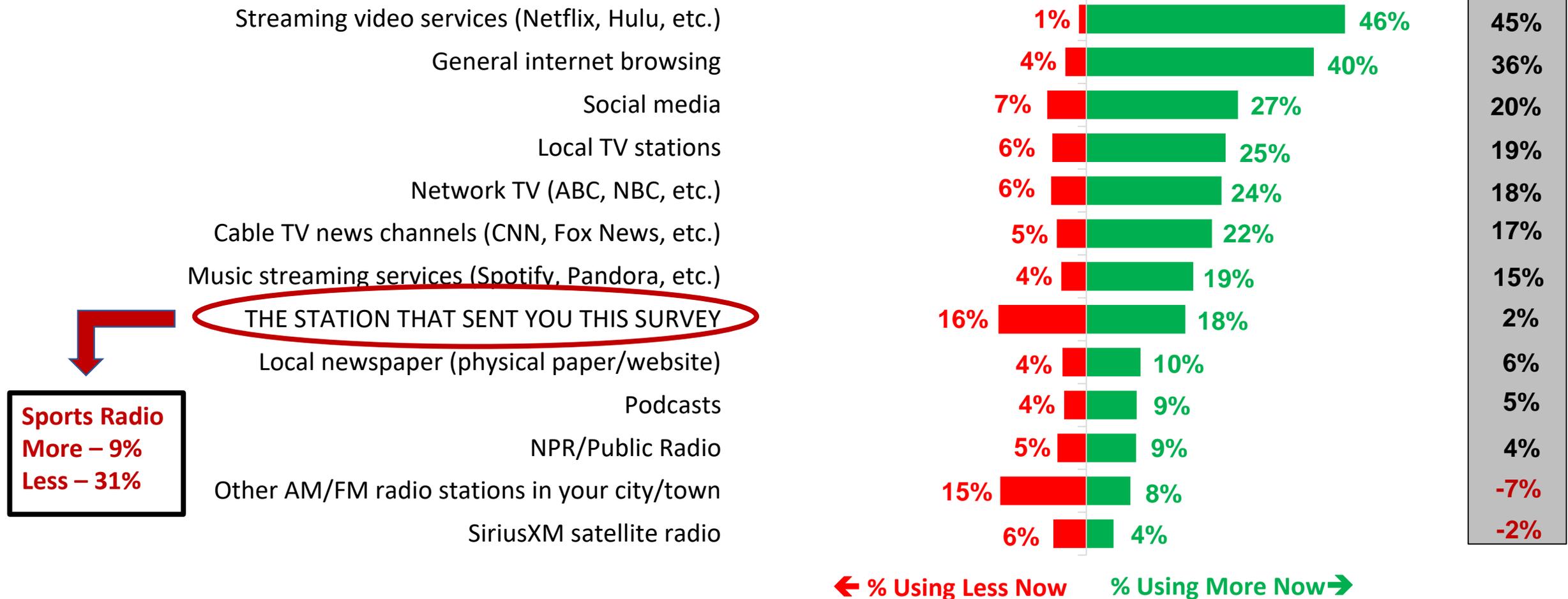
Since COVID-19, Radio Listening Leans Positive; Local TV, Streaming Video, Social Media Show the Largest Increases



Since COVID-19, Radio Listening Leans Positive; Local TV, Streaming Video, Social Media Show the Largest Increases



Since COVID-19, Radio Listening Leans Positive; Local TV, Streaming Video, Social Media Show the Largest Increases

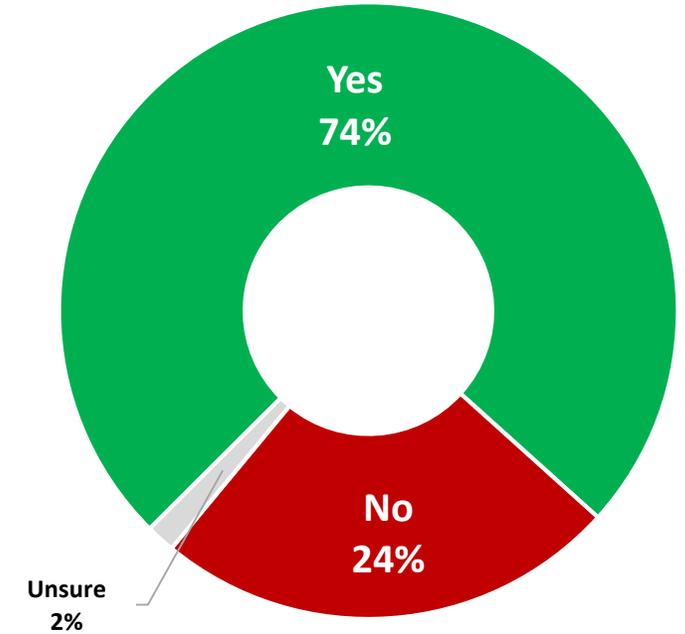
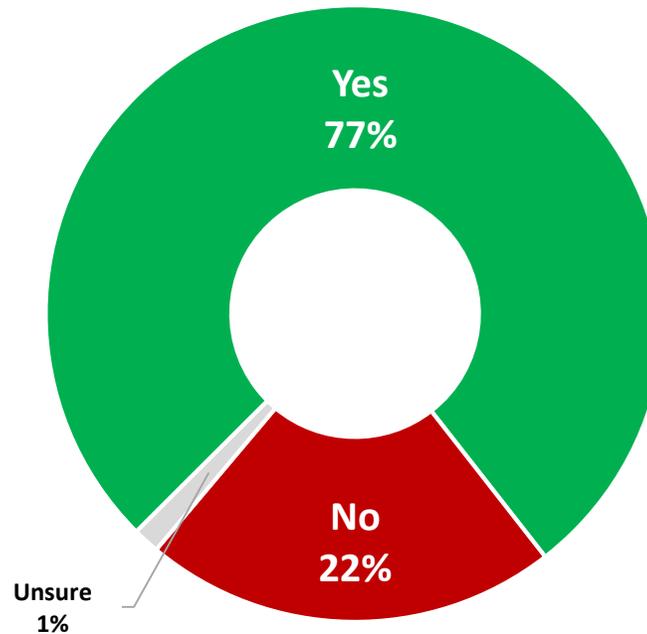
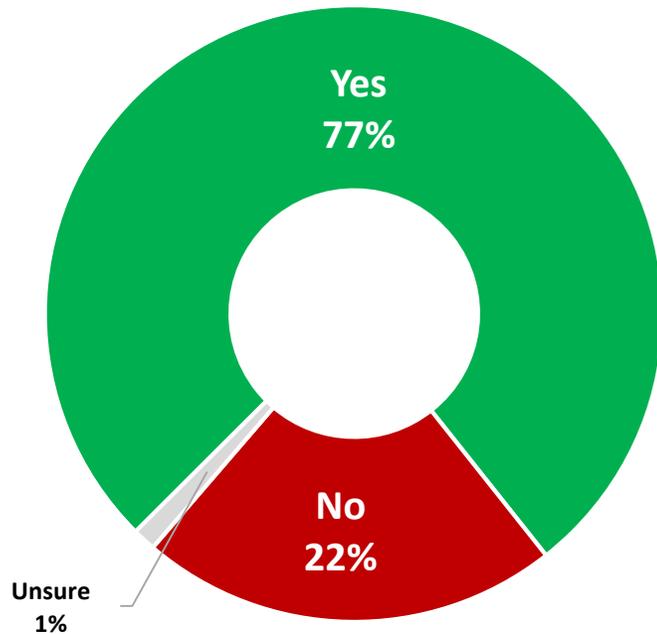


More Than One-Fifth Do NOT Have a Working Radio in Their Homes That They Use

Commercial Radio

Public Radio

Christian Music Radio



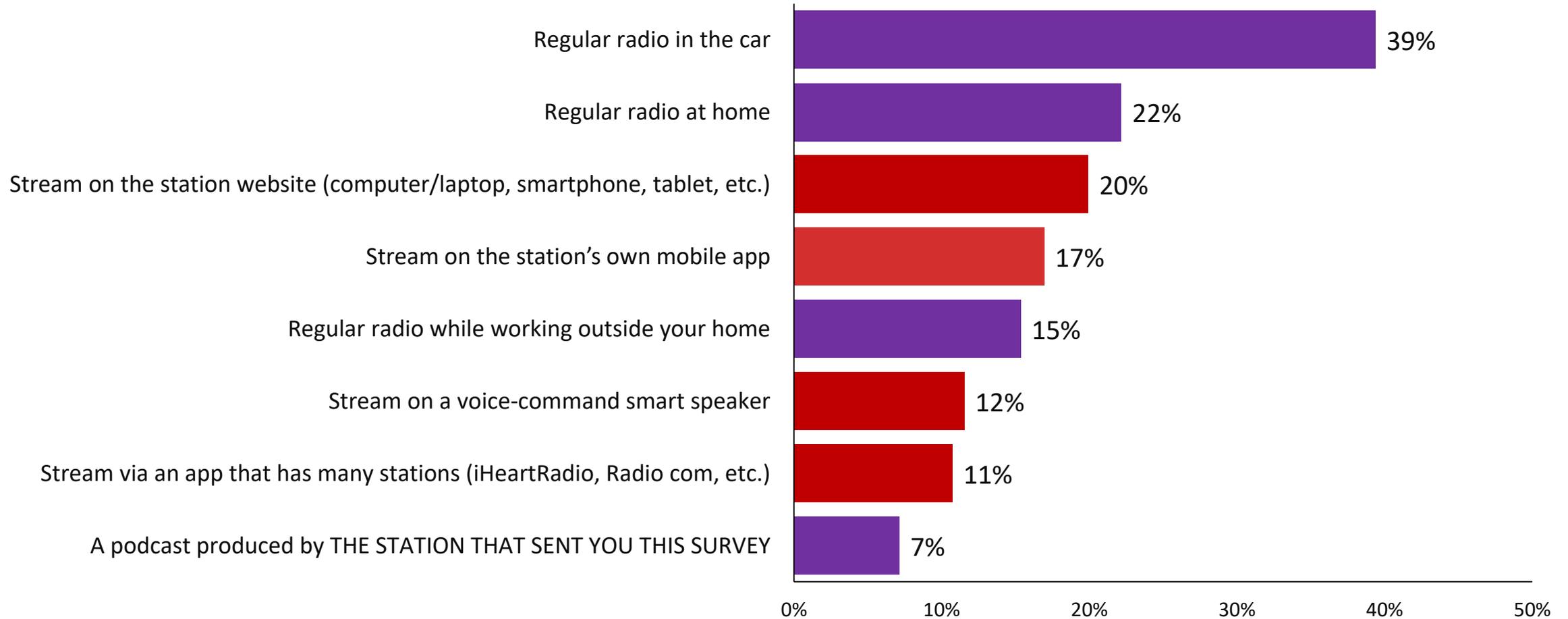
"In your home, do you have a working radio that you use?"



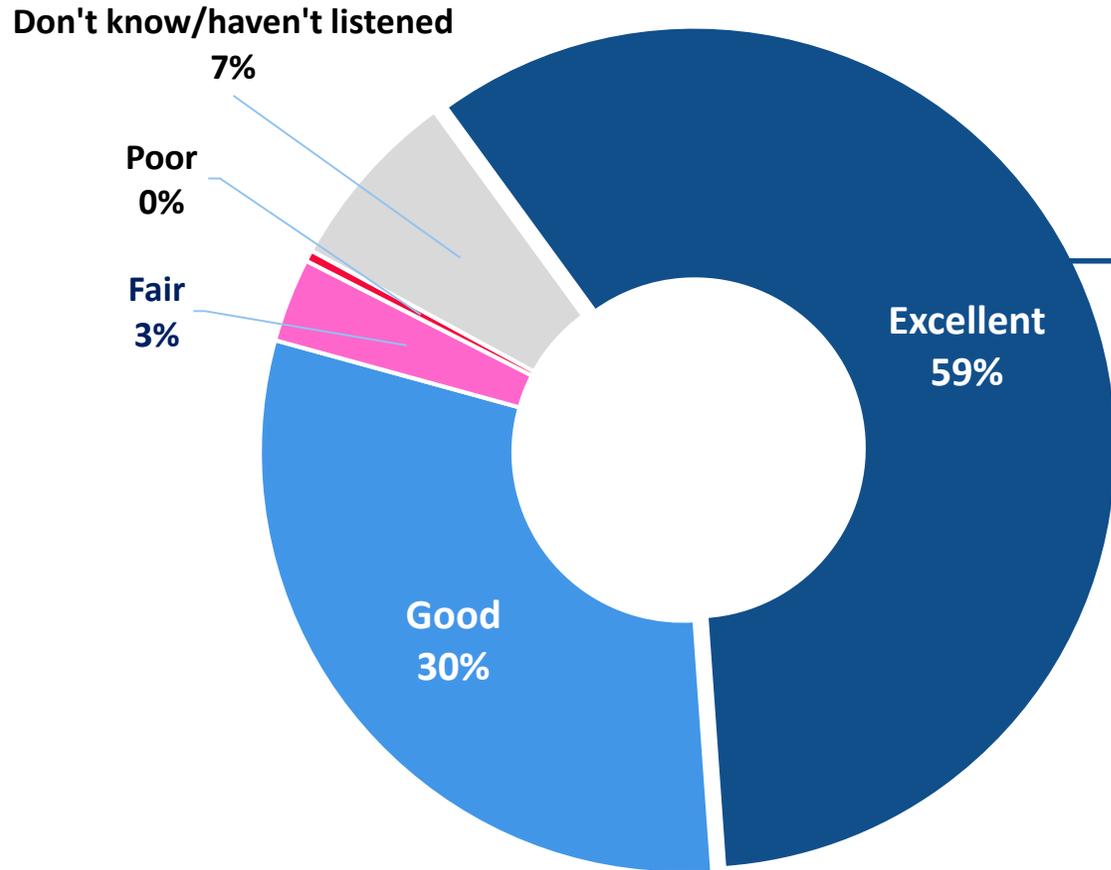
Radio & the COVID-19 Crisis

In-Car Listening Leads, But Far Less Than “Normal”; Streaming on Various Devices Looks Solid

Among Those Currently Listening to Their Home Station, % Using Each Platform “A Lot” to Listen to the Station

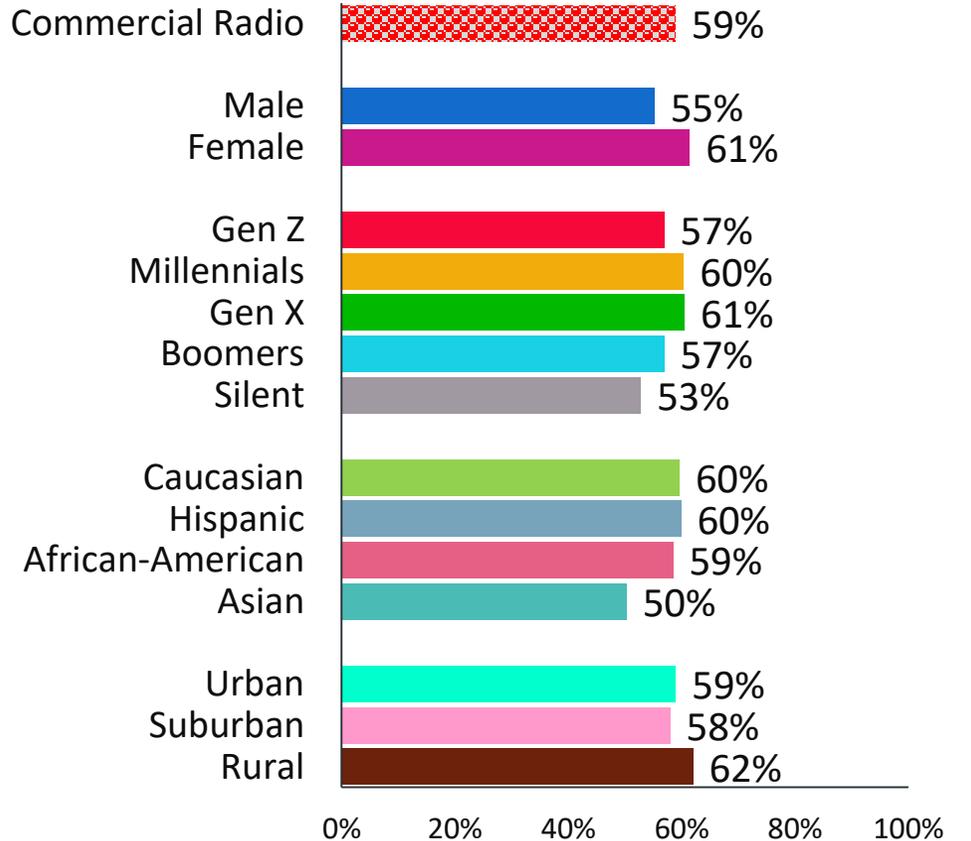


Six in Ten Rate Their Home Station “Excellent” Since the Coronavirus Outbreak



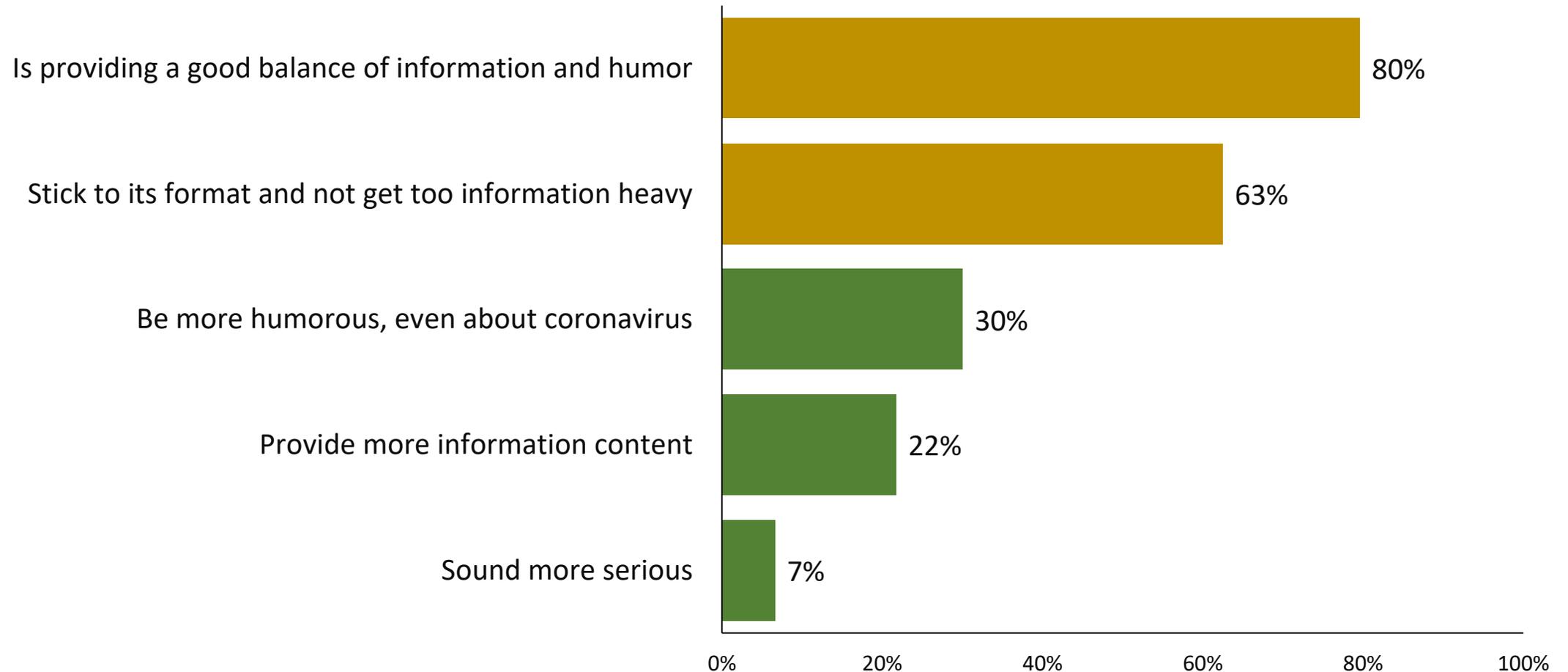
“Think about your listening to THE STATION THAT SENT YOU THIS SURVEY. How would you rate the station SINCE the start of the coronavirus outbreak?”

% Who Rate Their Home Station as “Excellent”



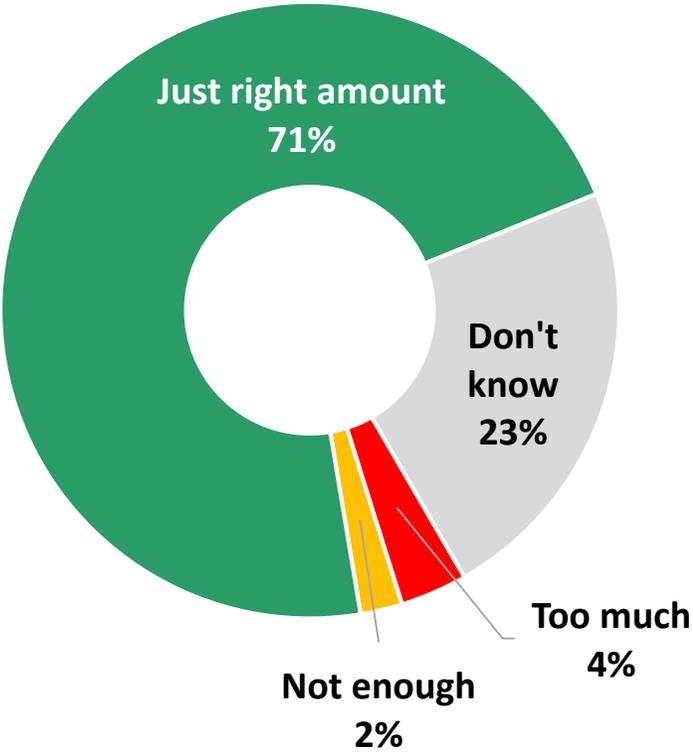
Most Find Their Home Station Is Well-Balanced; Nearly Two-Thirds Want Radio to Stick to Its Formats

Among Those Currently Listening to Their Home Station,
% Agreeing (Strongly Agree + Agree) Their Home Station Should/Is...

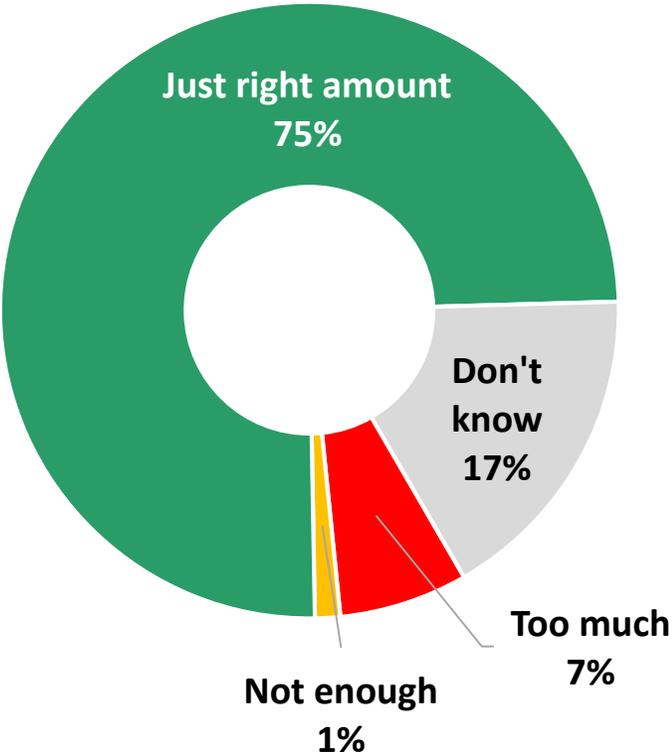


More Than Seven in Ten Feel Their Home Station Is Paying the Right Amount of Attention to COVID-19

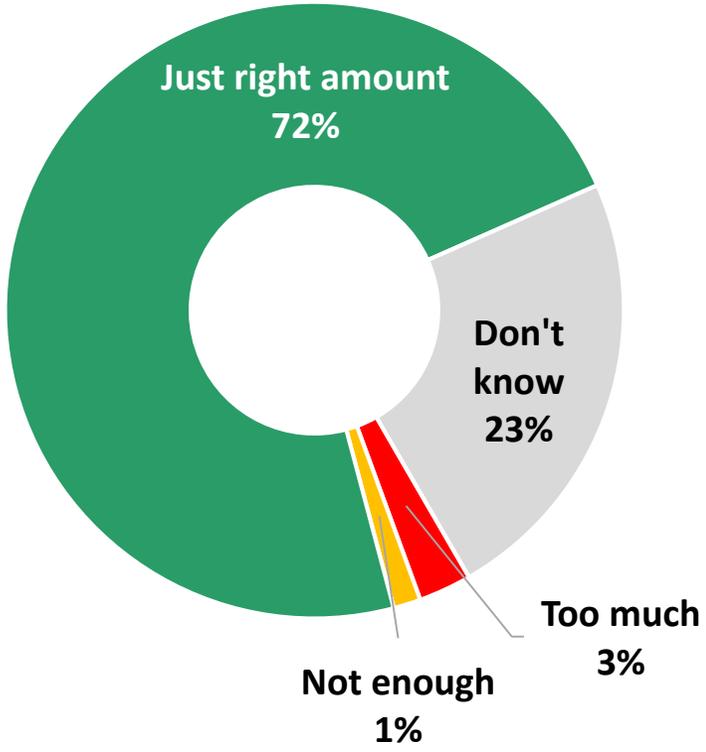
Commercial Radio



Public Radio



Christian Music Radio



Supporting Local Workers Is the Top Priority For Radio, Followed By More Music and Contests/Giveaways

Support local workers (first responders, grocery store workers, etc.)

Contests & giveaways

Play more music

Humor

Raise money for local causes

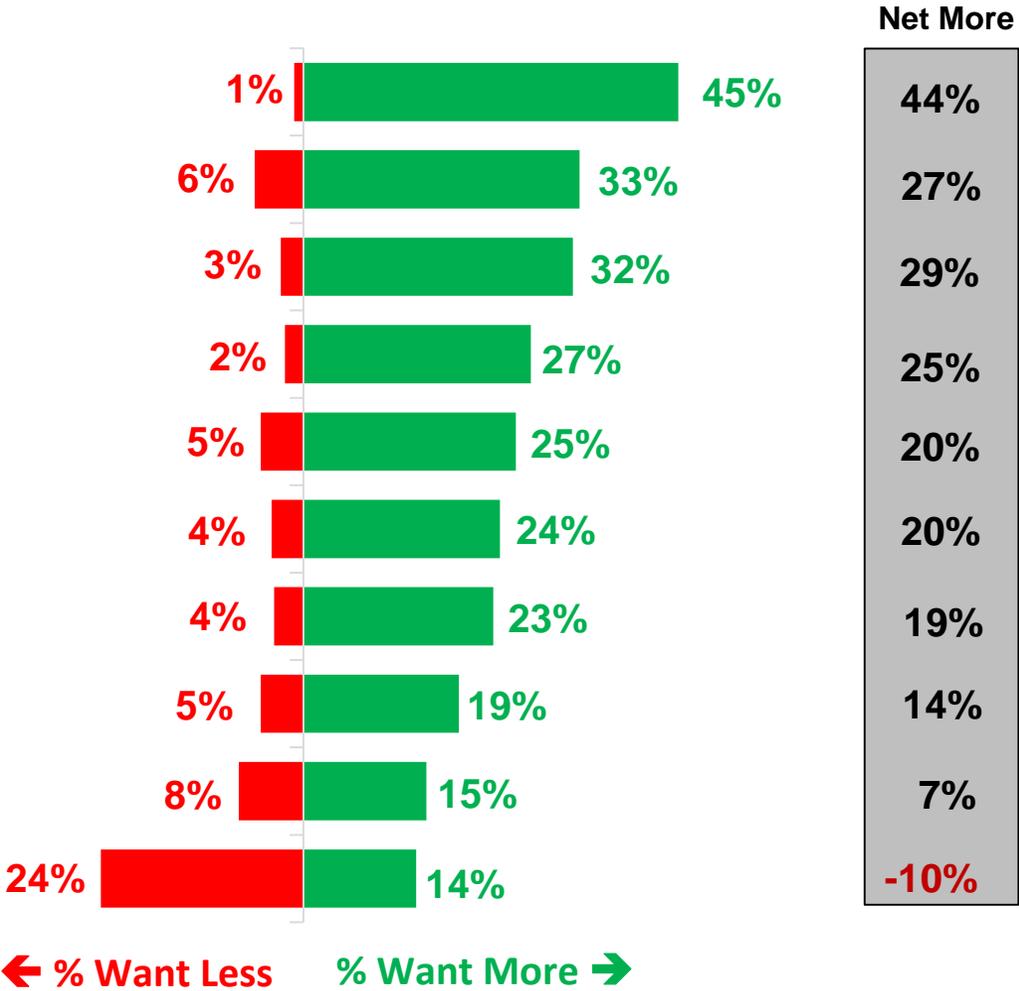
Breaking news alerts as they happen

Updates from your local communities (conditions, closings, etc.)

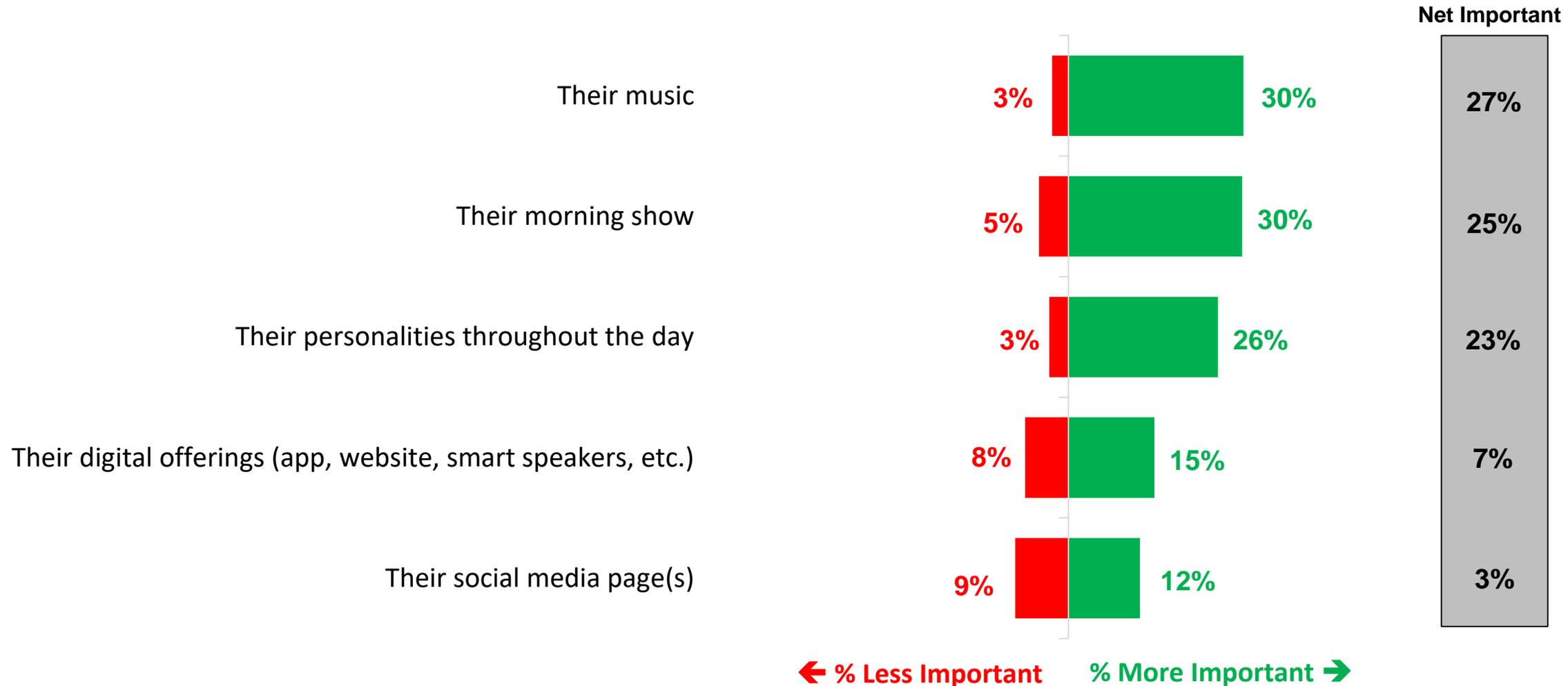
Opportunity to interact more with the station's personalities

Brief news updates about coronavirus

Opening the phones to listeners to tell their stories



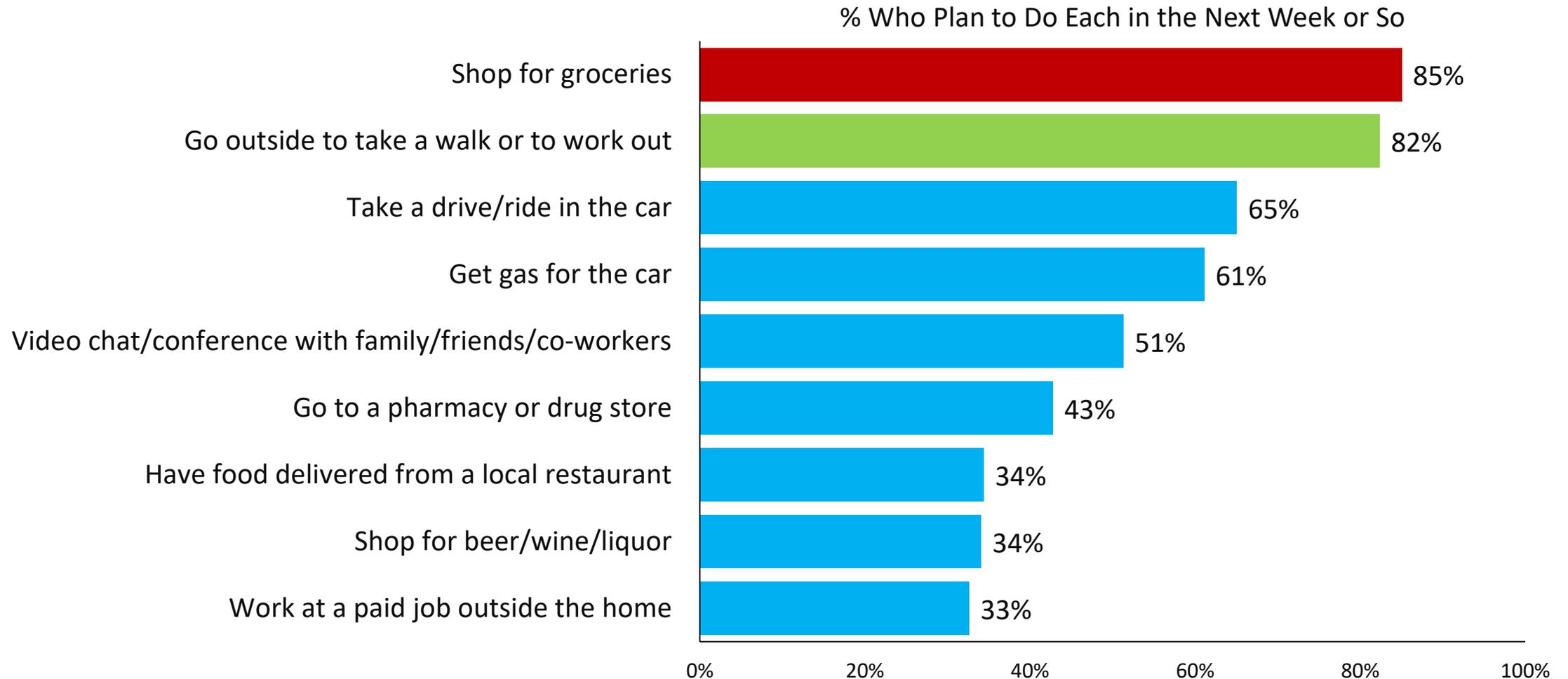
Listeners Say Music and Personalities, Both Mornings and Throughout the Day, Are Even More Important Now



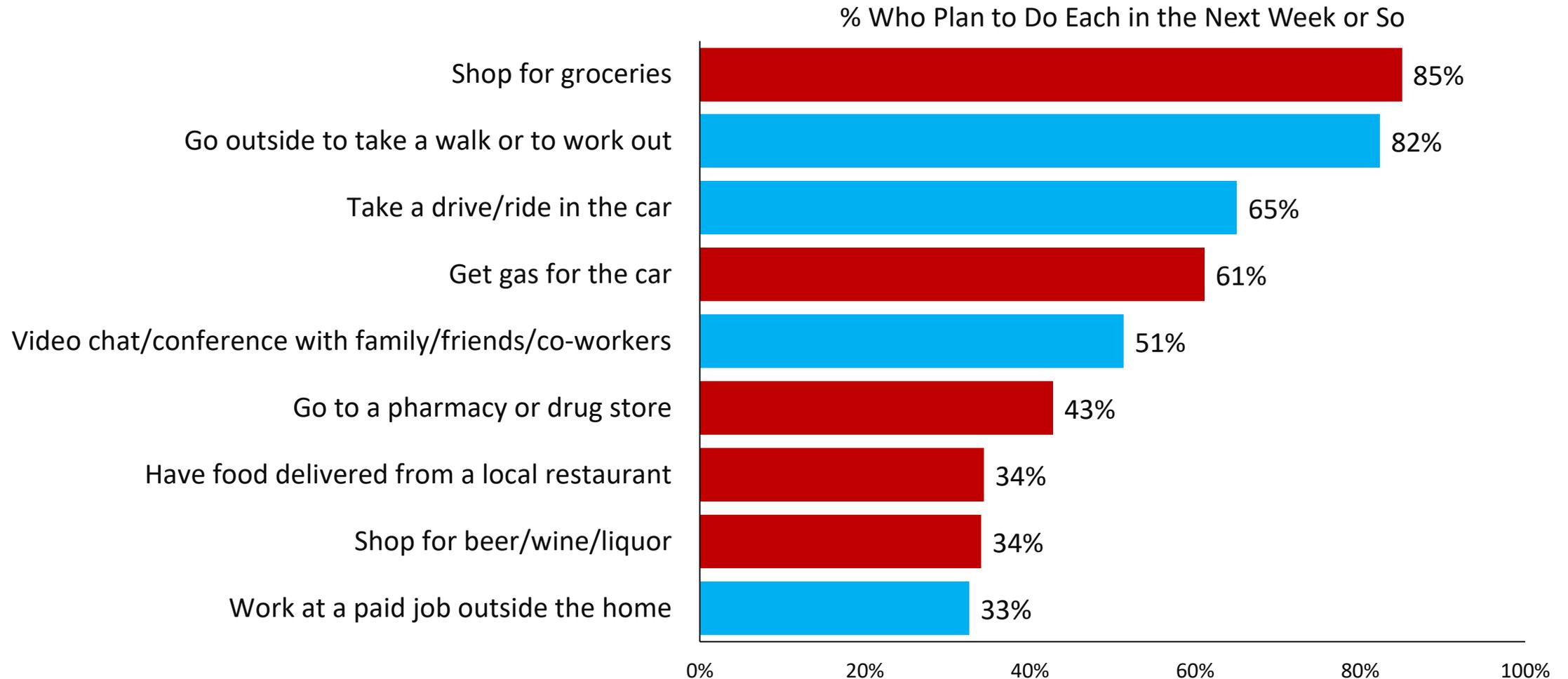


Consumer Buying & Shopping Behavior

In the Coming Week, More Than Eight in Ten Plan to Grocery Shop & Get Outside For a Walk/Workout



In the Coming Week, More Than Eight in Ten Plan to Grocery Shop & Get Outside For a Walk/Workout





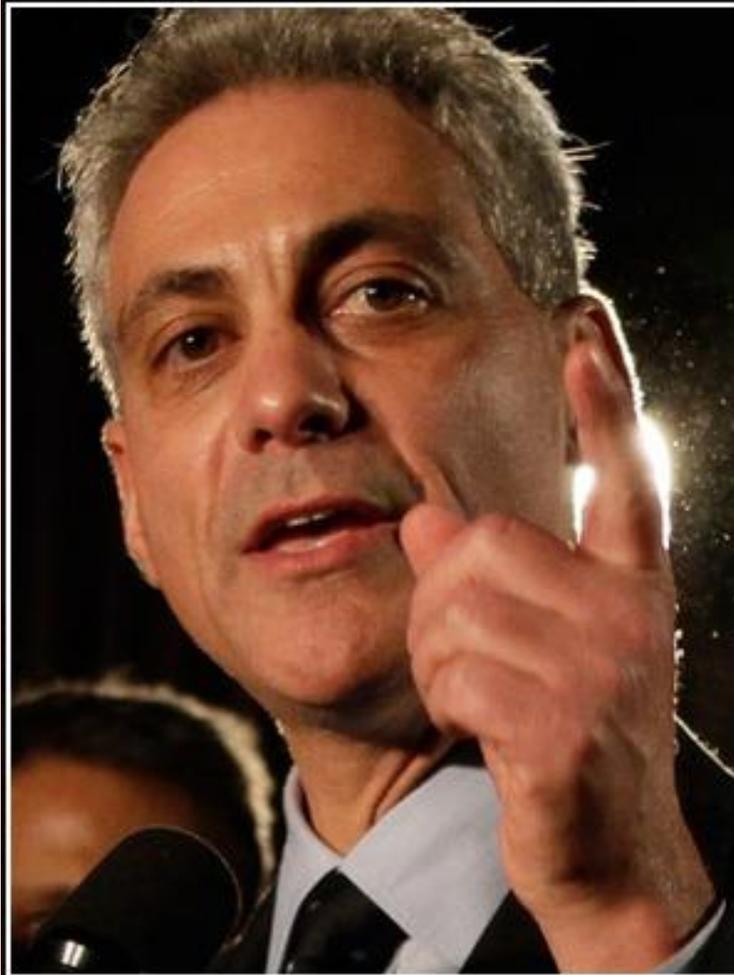
Takeaways & Action Steps

Key Findings

- The audience is out of their comfort zones – physically & mentally
 - They're in odd locations, situations
 - Many are out of work and/or worrying about their jobs
 - Not good for a “habit medium” like radio
- This is a full-blown crisis, it will end, but things will be different
- Most are more concerned about the welfare of a friend/family member than themselves
- It's the economy, stupid.
- They are less depressed, angry, and afraid – they are more “up & down”
- They miss many things but especially interactions with others

Key Findings

- They don't trust politicians, but they *do* trust their favorite radio stations
- Favorite radio stations earn “excellent” scores & points for covering COVID-19 with the right balance
- They are consuming *lots* of video, but radio is hanging in, despite disappearing radios at home
- They are listening to radio on streams on computers, phones, smart speakers
- They want their favorite station to remain consistent, with an emphasis on music, mornings, personalities, & contests
- They'd like to hear more salutes, tributes, thanks to local “essential” workers
- Despite the pandemic, they are still shopping – especially for groceries

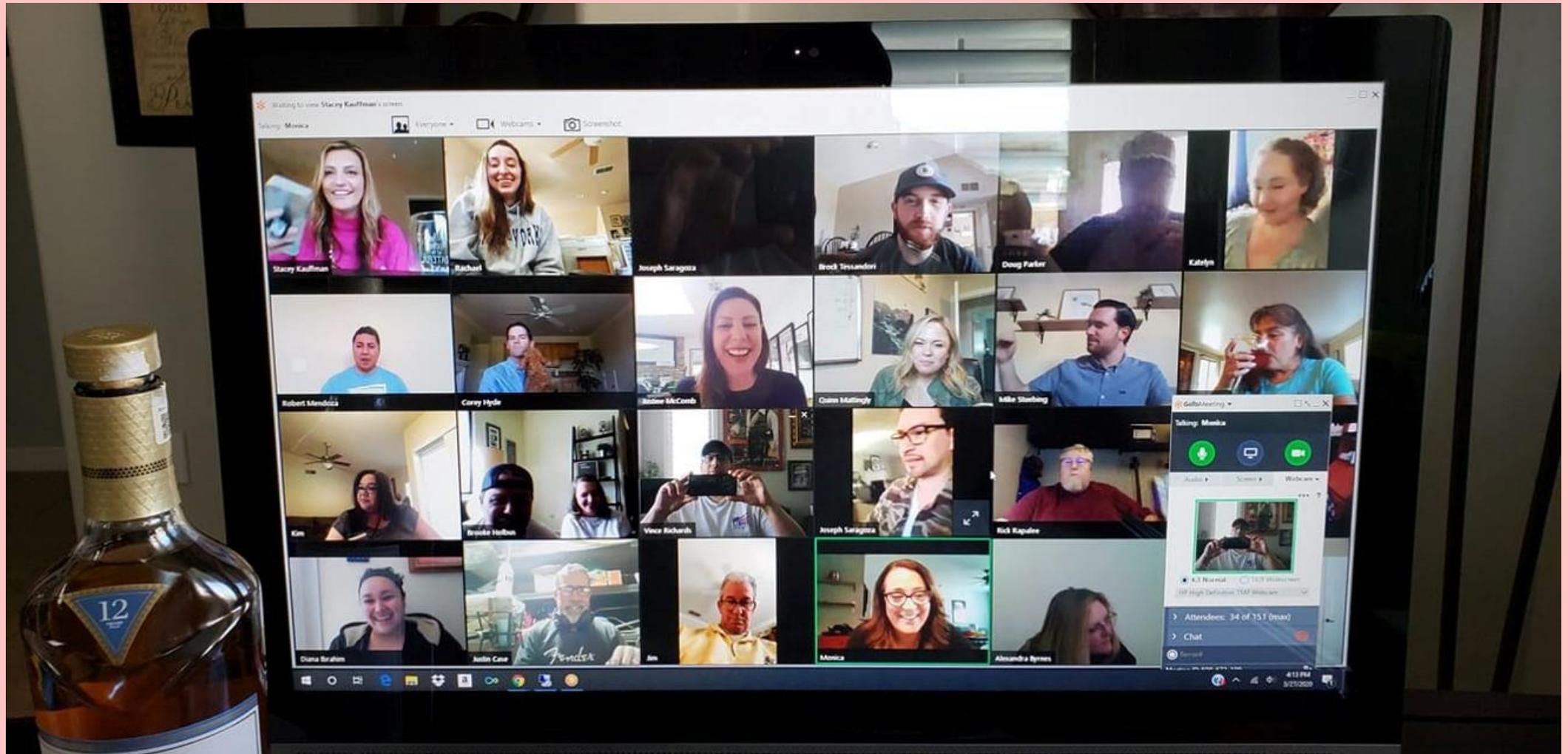


You never let a serious crisis go to waste. And what I mean by that: it's an opportunity to do things you think you could not do before.

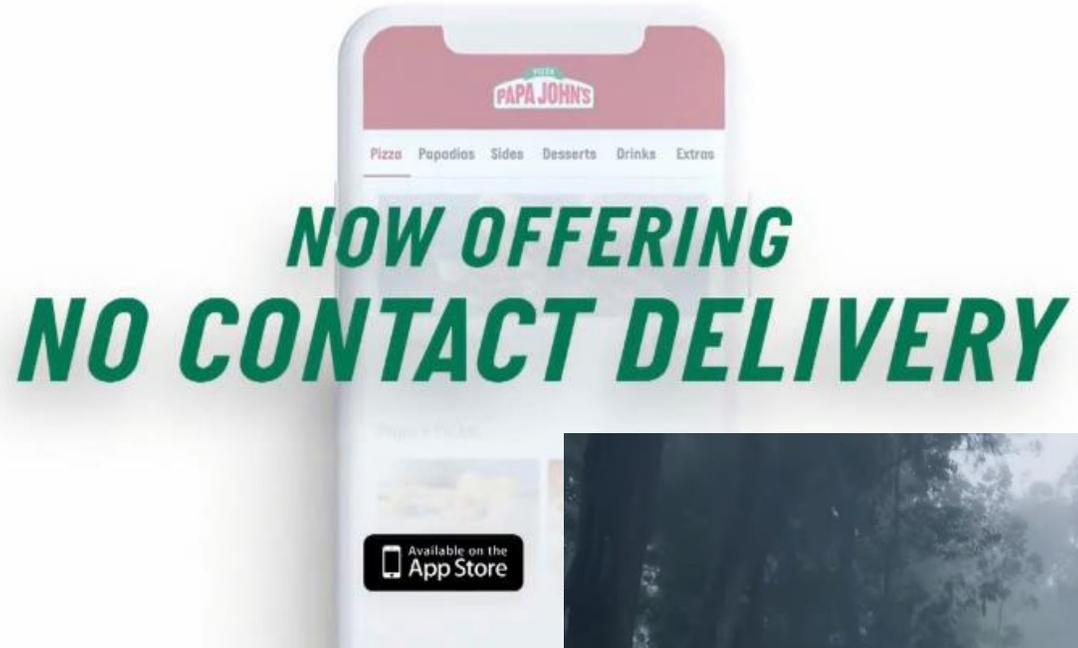
— *Rahm Emanuel* —

AZ QUOTES

Any Brand Can Emerge In A Crisis



Re-Examine Your Model



Re-Examine Your Messaging



**THE SAFER
WAY TO BUY OR
TRADE A CAR**

Shop for cars 100% online from the safety and comfort of your home,
with touchless delivery to keep our customers and employees even safer.

CARVANA



PRESTON & STEVE
Mornings
No subscription required.

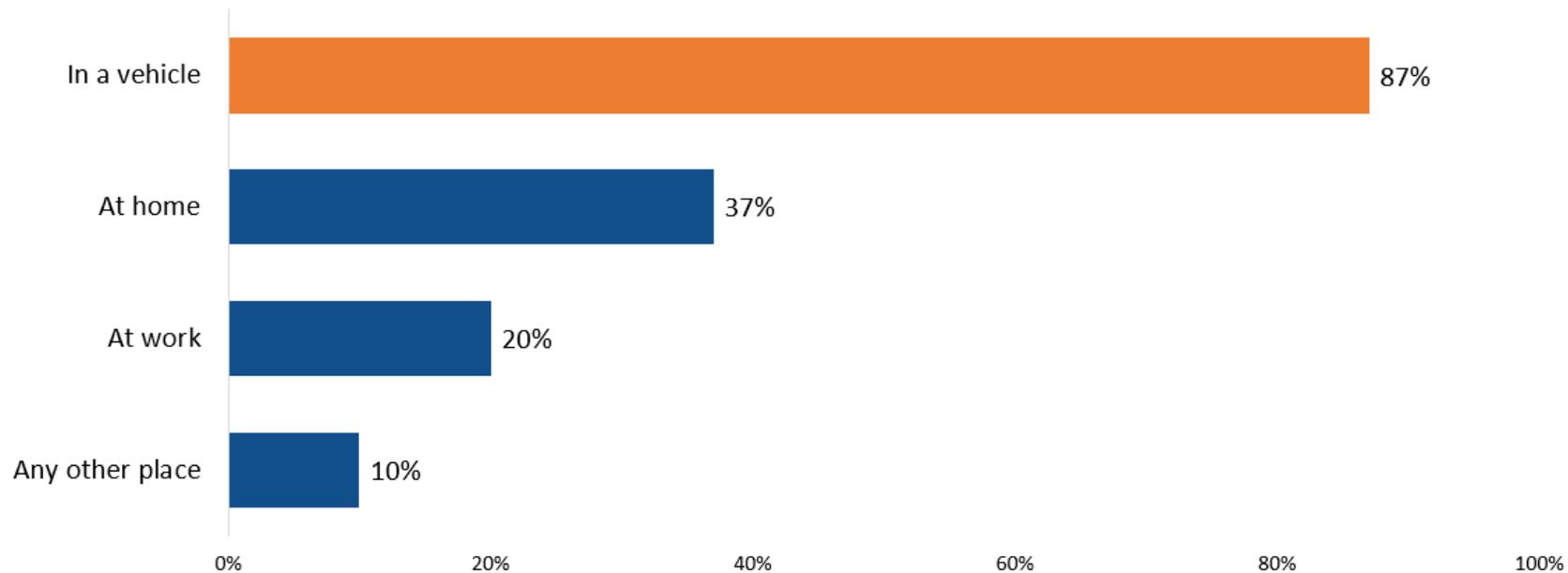
**93.3
WMMR
ROCKS!**

Re-Examine Your Messaging



Shift Your Location Strategy

Nearly Nine of Ten SiriusXM Subscribers Listen In Their Cars On an Average Weekday

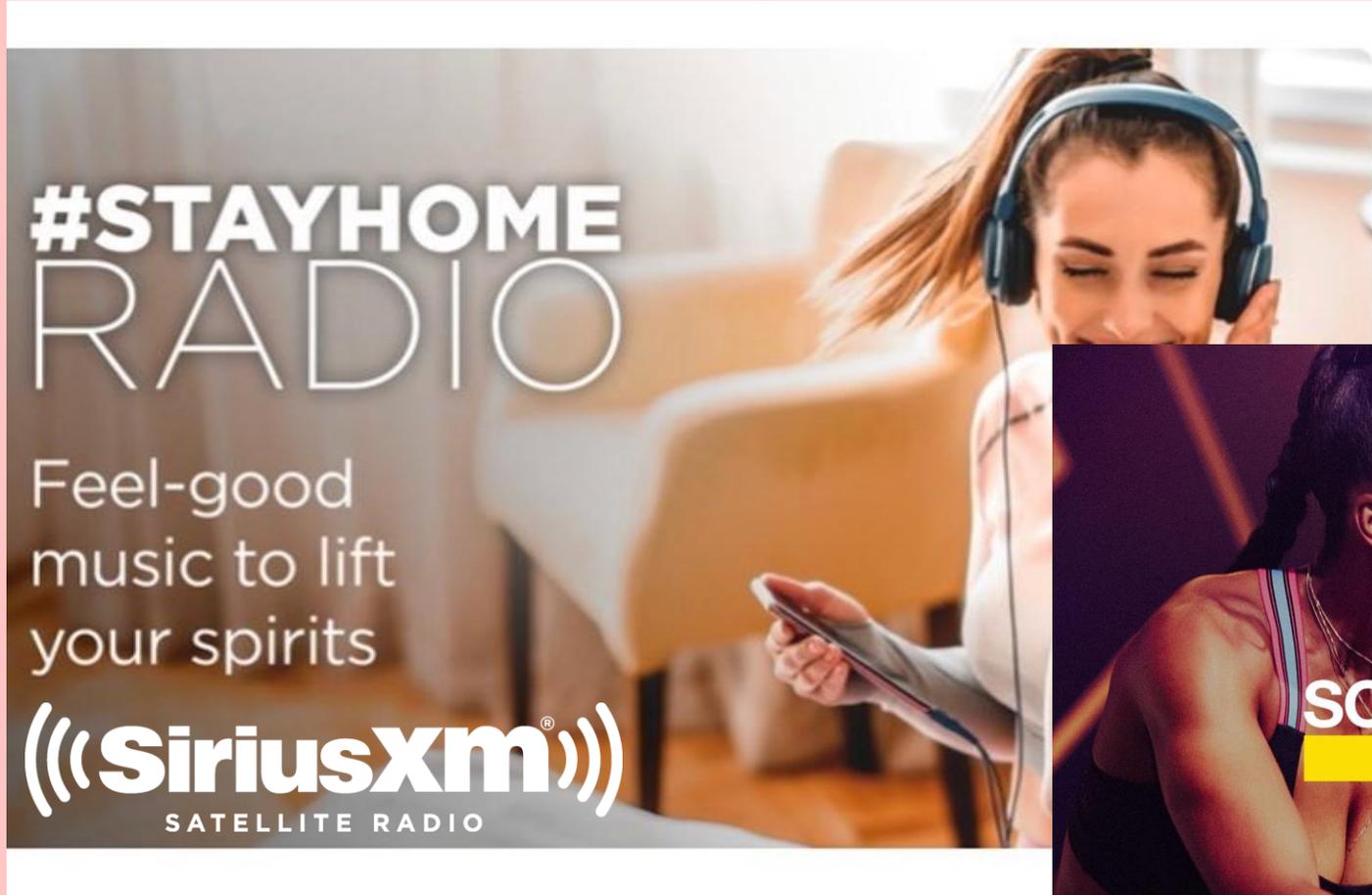


% of SiriusXM satellite radio paid or free/trial subscribers who listen to the service in each location on an average weekday

jacobsmedia.com | [@fnjacobs](https://twitter.com/fnjacobs) | [#TS2020](https://twitter.com/TS2020)

TECHSURVEY
2020 JACOBS MEDIA

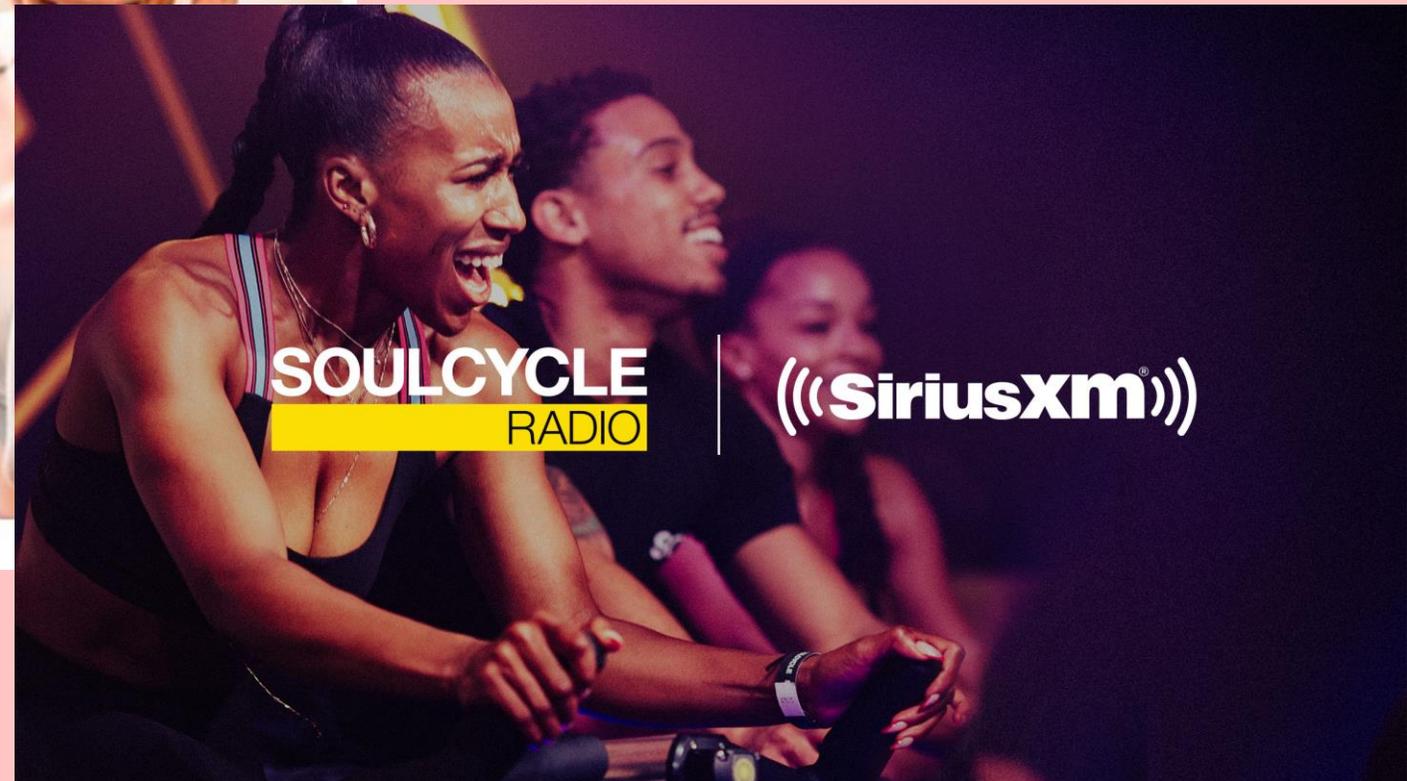
Shift Your Location Strategy



**#STAYHOME
RADIO**

Feel-good
music to lift
your spirits

(((SiriusXm)))
SATELLITE RADIO



SOULCYCLE
RADIO

(((SiriusXm)))

Shift Your Location Strategy



Promote Your Streaming Channels/Gadgets



The banner features a green background with a faint image of a person sitting on a couch. At the top, the SiriusXM logo is on the left, and navigation links for 'Listen Online', 'What's On', 'Try SiriusXM', 'Subscriptions', and 'Shop' are on the right, followed by a search icon. The main text is centered and reads 'Downstairs. It's easy to listen to SiriusXM at home!'. Below this is a paragraph about the company's commitment to listeners and a yellow 'Get Started' button. At the bottom, there are five device categories: Google Nest, Amazon, SONOS, SONY, and Roku, each with an image of the device and its brand name.

SiriusXM Listen Online What's On Try SiriusXM Subscriptions Shop 

Downstairs.

It's easy to listen to SiriusXM at home!

The well-being of our listeners is our highest priority. Information is power at a time like this and we are committed to curating content while you work from home to stay informed and entertained. Listen to SiriusXM on connected home devices with your All Access, Premier, Essential, and Select subscription or trial. Click below to set up your username and password.

[Get Started](#)

[Get a Trial Subscription](#) | [Need help getting started?](#)

 Google Nest

 amazon

 SONOS

 SONY

 Roku

Play on Smart TVs, wireless speakers, media players, and more.

Promote Your Streaming Channels/Gadgets

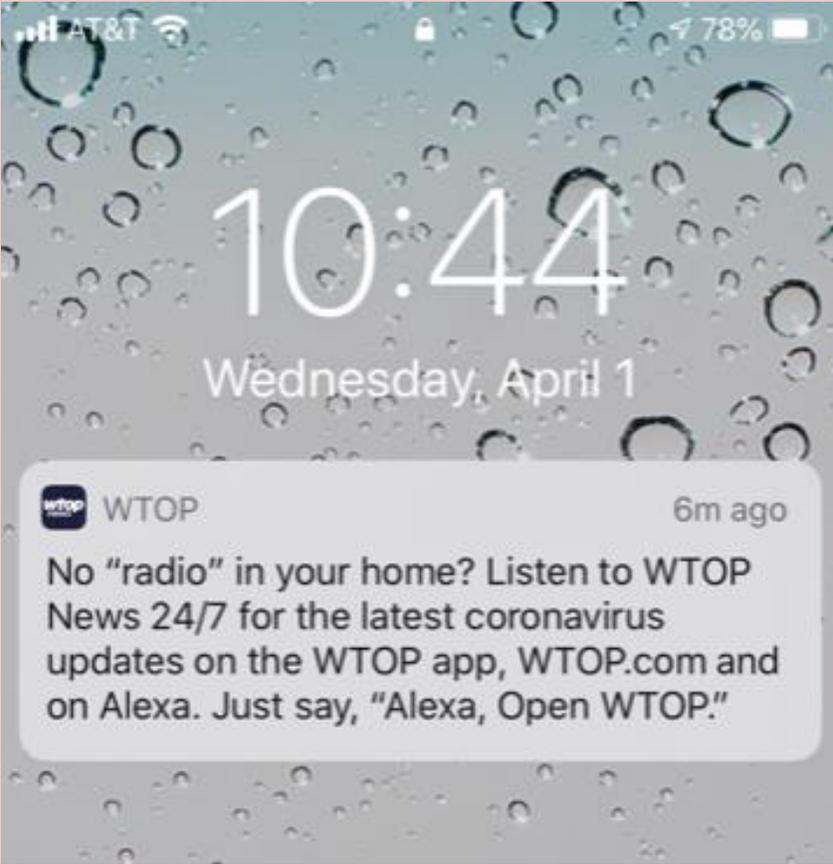


95.5 KLOS

GET KLOS ANYWHERE... ANYTIME
ASK ALEXA, GOOGLE ASSISTANT
OR SIRI TO "PLAY 95.5 KLOS"

Download on the **App Store** GET IT ON **Google Play**

The advertisement features three smartphones. The top-left phone shows the 95.5 KLOS website with a 'RED BLOOD' banner. The top-right phone shows the YouTube channel for 95.5 KLOS. The bottom phone shows the ListenLive app interface with 'On air: Gary Moore' and a 'COOPER' banner. A central logo for '95.5 KLOS' is surrounded by a rainbow border.



AT&T 78%

10:44
Wednesday, April 1

WTOP 6m ago
No "radio" in your home? Listen to WTOP News 24/7 for the latest coronavirus updates on the WTOP app, WTOP.com and on Alexa. Just say, "Alexa, Open WTOP."

The screenshot shows a smartphone lock screen with a grey background and water droplets. The time is 10:44 on Wednesday, April 1. A notification from WTOP is visible, promoting their news service for coronavirus updates.

Stay At Home – A Fashion Statement?



Ariana Grande @ArianaGrande · Aug 14, 2018

hello you've been waiting for these for forever and they are finally dropping today in a couple of hrs 💧 love u ! we are so close i'm honest to god knock me right out shop.arianagrande.com



3K

7.1K

50.5K



Stay At Home – A Fashion Statement?

 **Steve Inskeep** ✓
@NPRinskeep

Good morning. 3:48am in the basement studio, and here we go.



3:53 AM · Mar 23, 2020 · [Twitter for iPhone](#)

98 Retweets 6.3K Likes

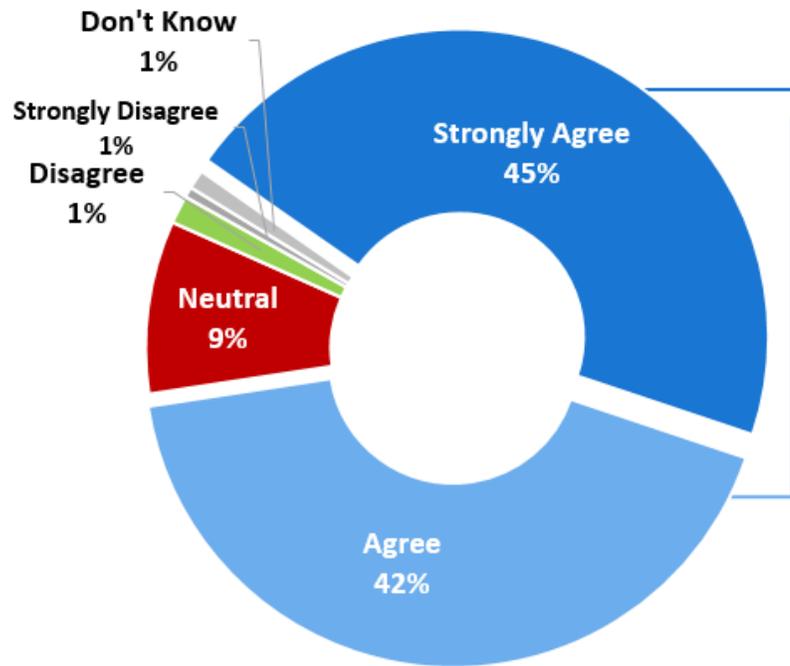


“Stay At Home” – The New Intimacy

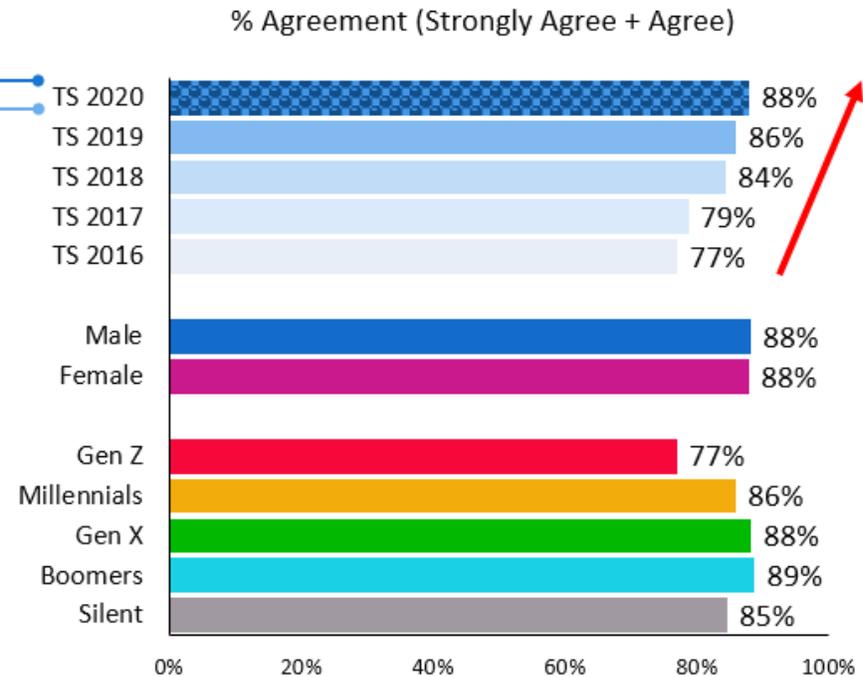


Even Before COVID-19...

Radio's Local Orientation Continues to Grow in Importance, A Big Part of Radio's "Secret Sauce"



"One of radio's primary advantages is its local feel"



Support Your Local “Essential Workers”



Celebrate Local



Support Local Businesses

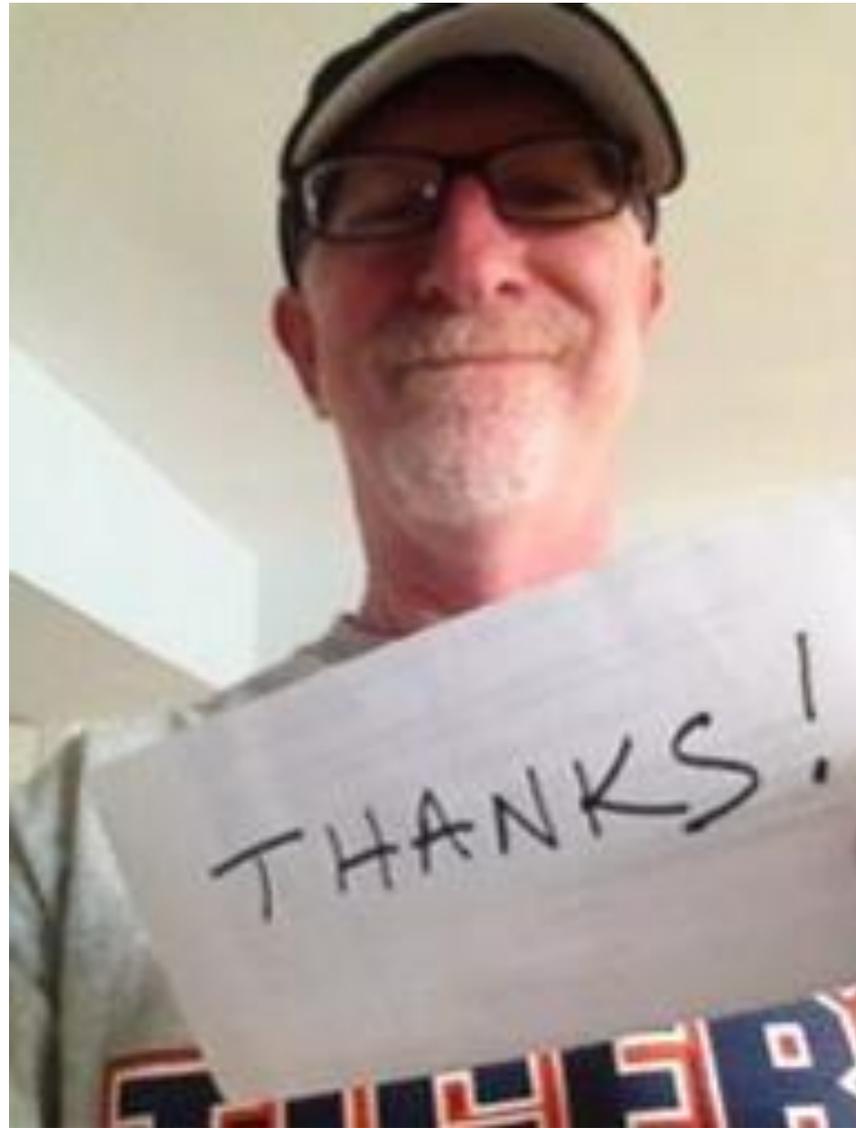


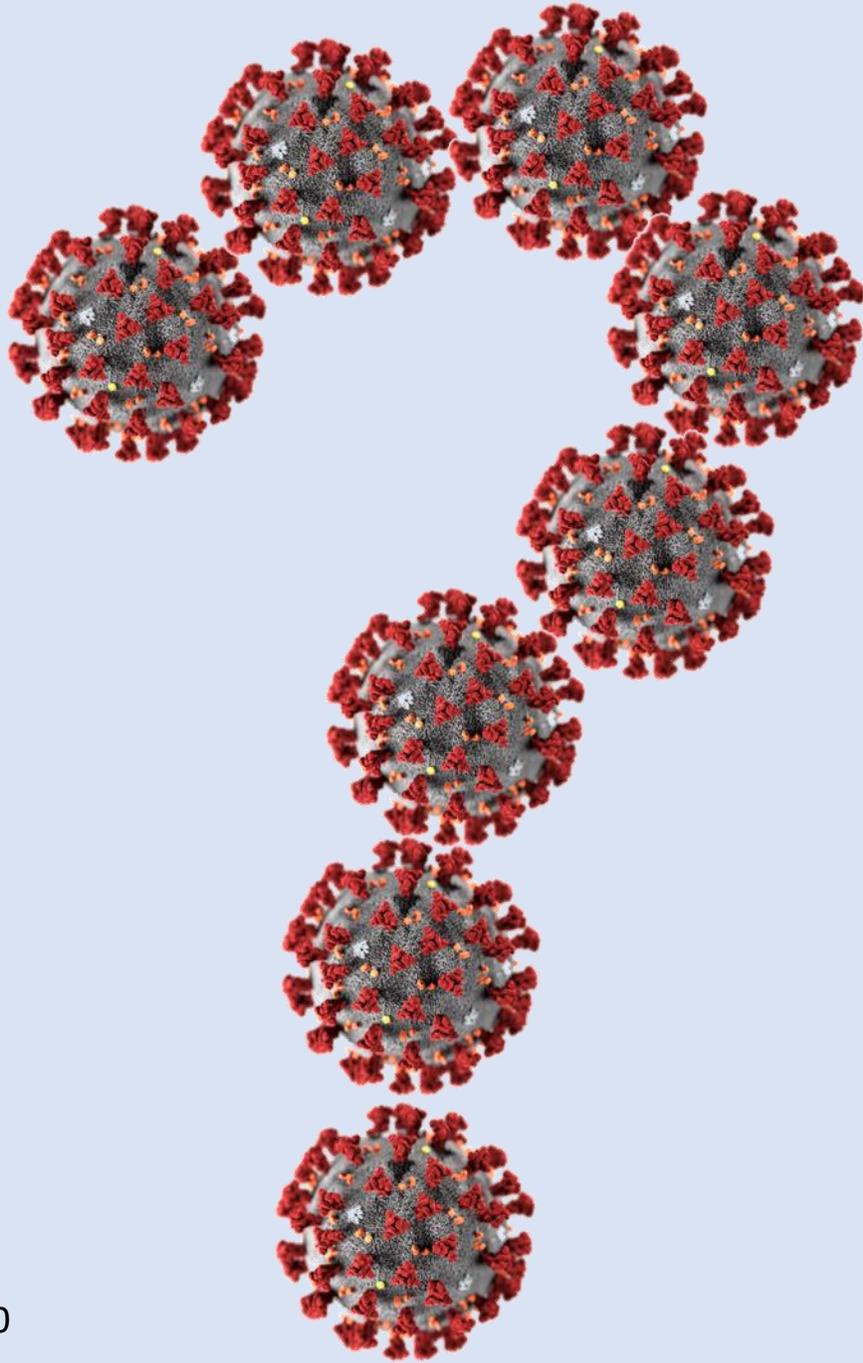
JACOBS MEDIA

CORONAVIRUS  **SURVEY** **2**

Contact Us

- www.jacobsmedia.com
- www.jacapps.com
- fred@jacobsmedia.com
- [@fnjacobs](#)
- [@jacobsmedia](#)
- www.jacobsmedia.com/blog





JACOBS MEDIA
CORONAVIRUS  **SURVEY**

Jacobs
media | research | mobile | social

**Commercial
Radio**

April 2020