

Radio's Pathway Through the Pandemic

JACOBS MEDIA
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SURVEY 2

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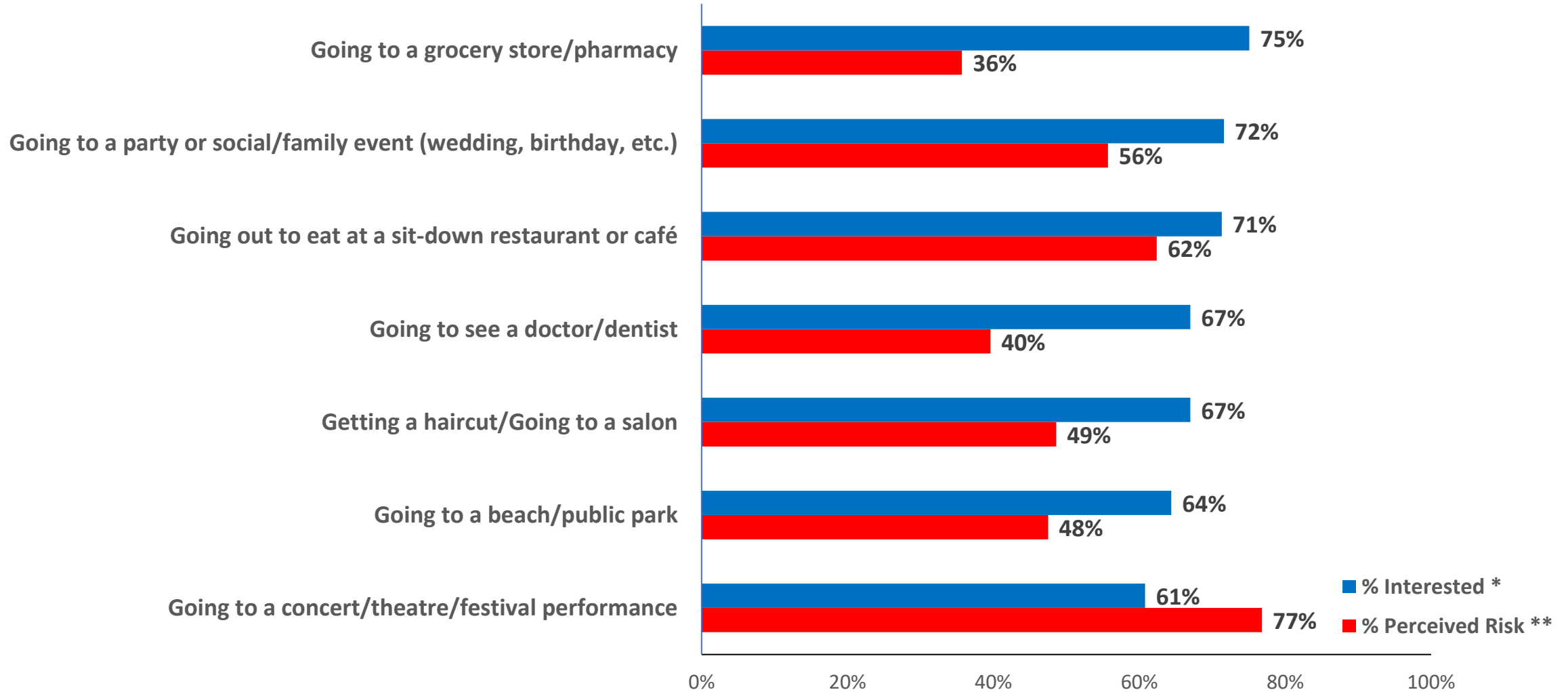
**Commercial
Radio**

May 2020

Methodology

- 98 commercial radio stations in the United States and Canada
 - Separate Public Radio and Christian Music Radio surveys also fielded concurrently
- N = 16,004
- Interview dates: May 12-14, 2020 – a “snapshot” of this point in time
 - Follow-up to CV1 Radio survey conducted March 31-April 2, 2020
- 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./Canadian population.

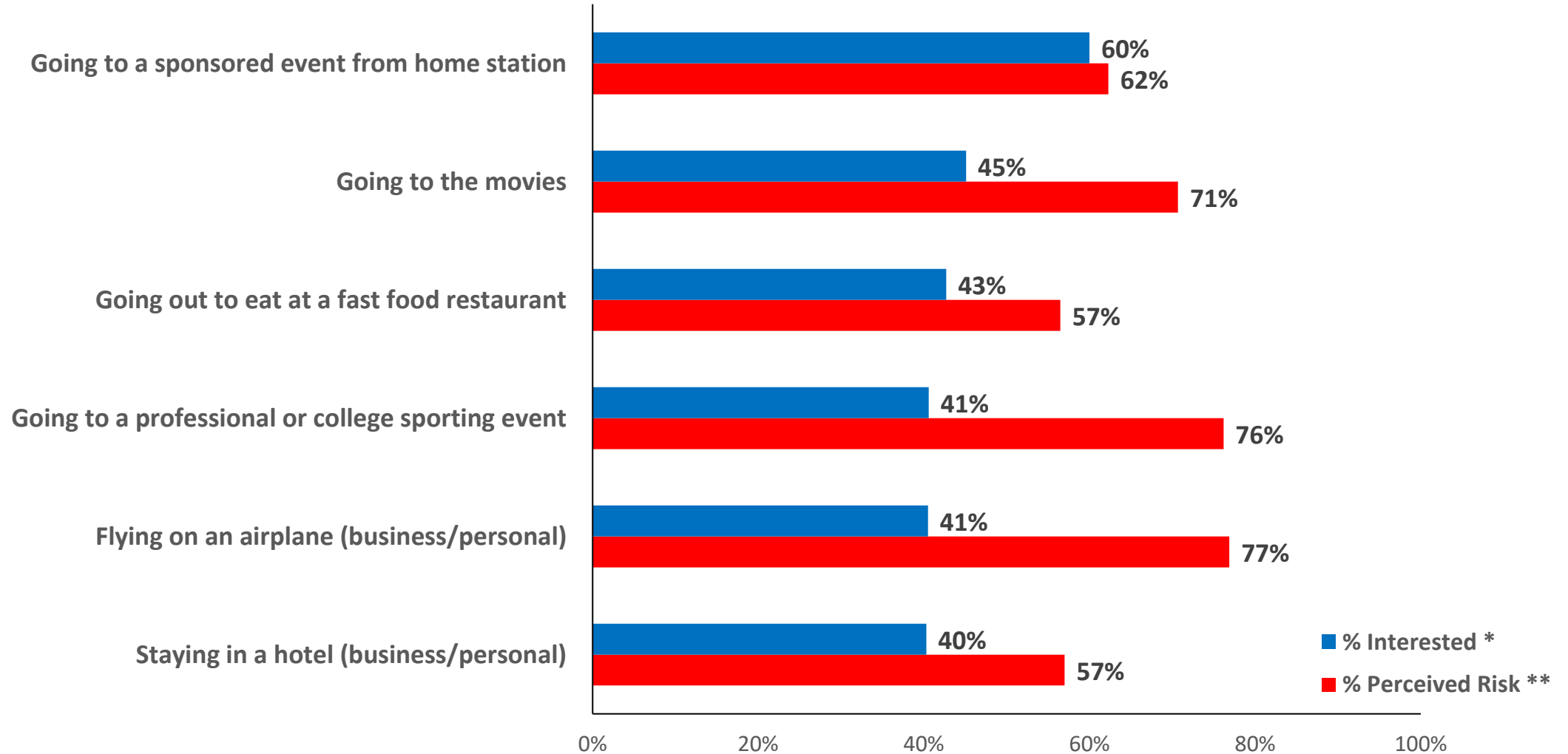
Interest In Resuming Activities vs. Perceived Risk



* 4s and 5s on 5-point scale; 5="Very Interested" in resuming activity

** 4s and 5s on 5-point scale; 5="Very Risky"

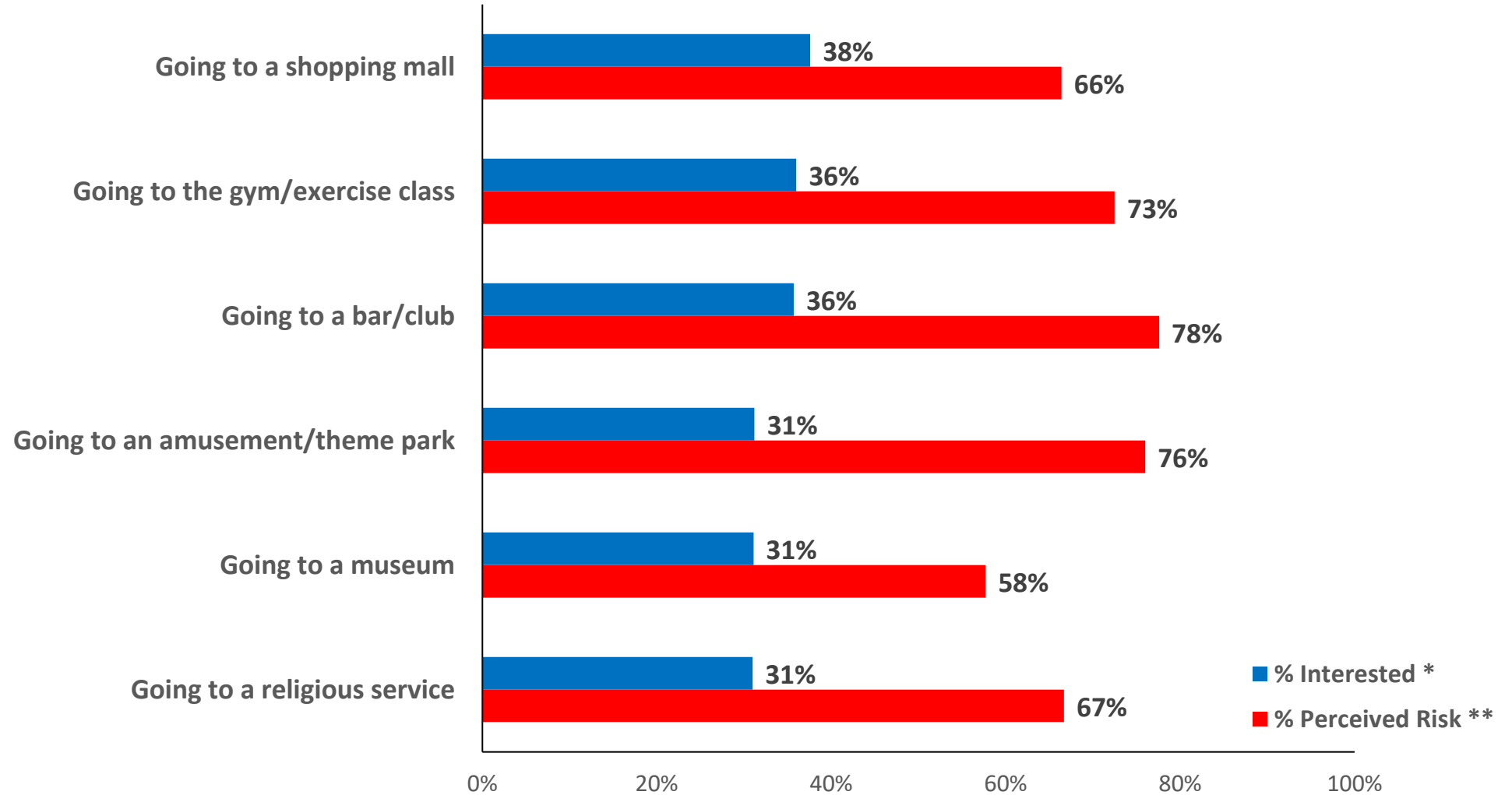
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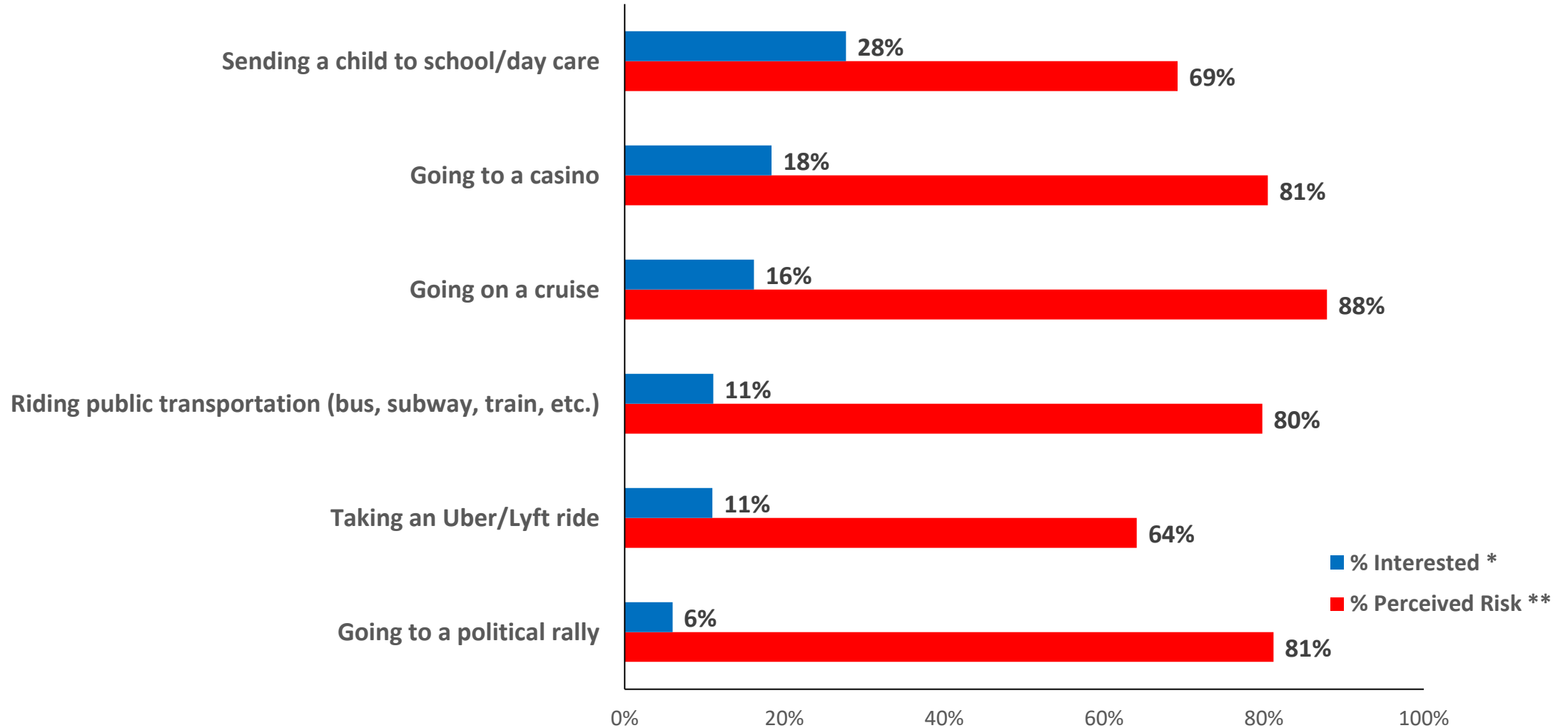
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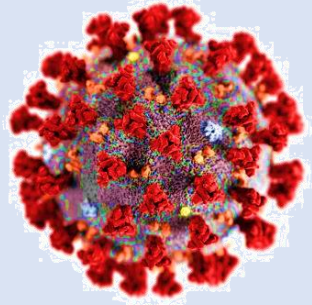
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