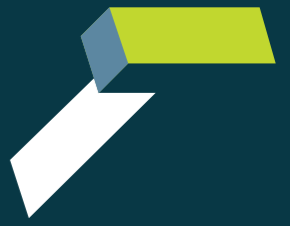


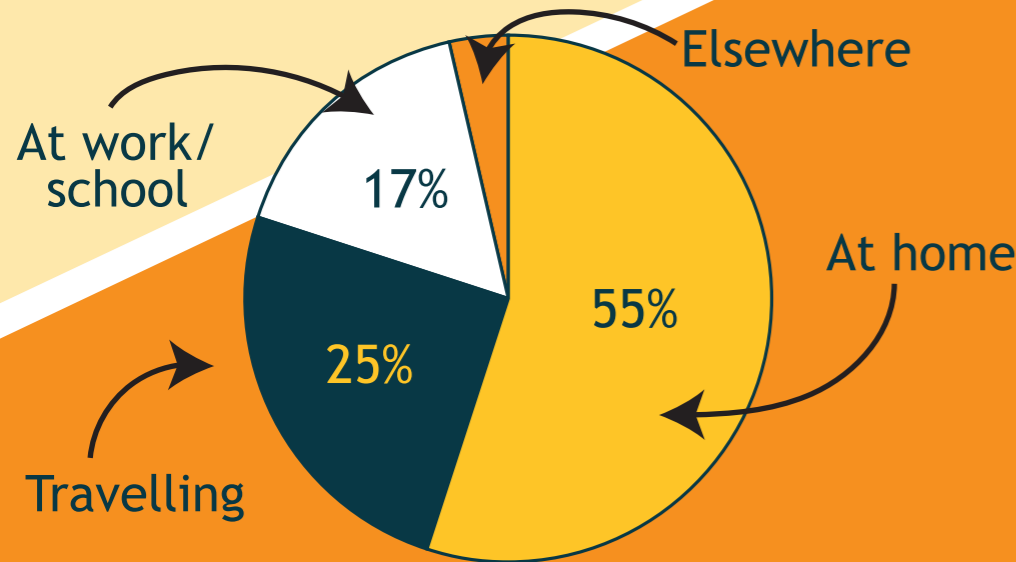
Radio

TouchPoints

Top 10 Facts



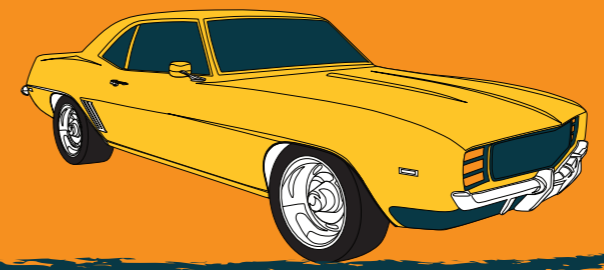
Share of radio listening time by location



GB adults listen to the radio for an average* of 2 hours and 56 minutes per day



41% of GB adults listen to a car radio at least once a day



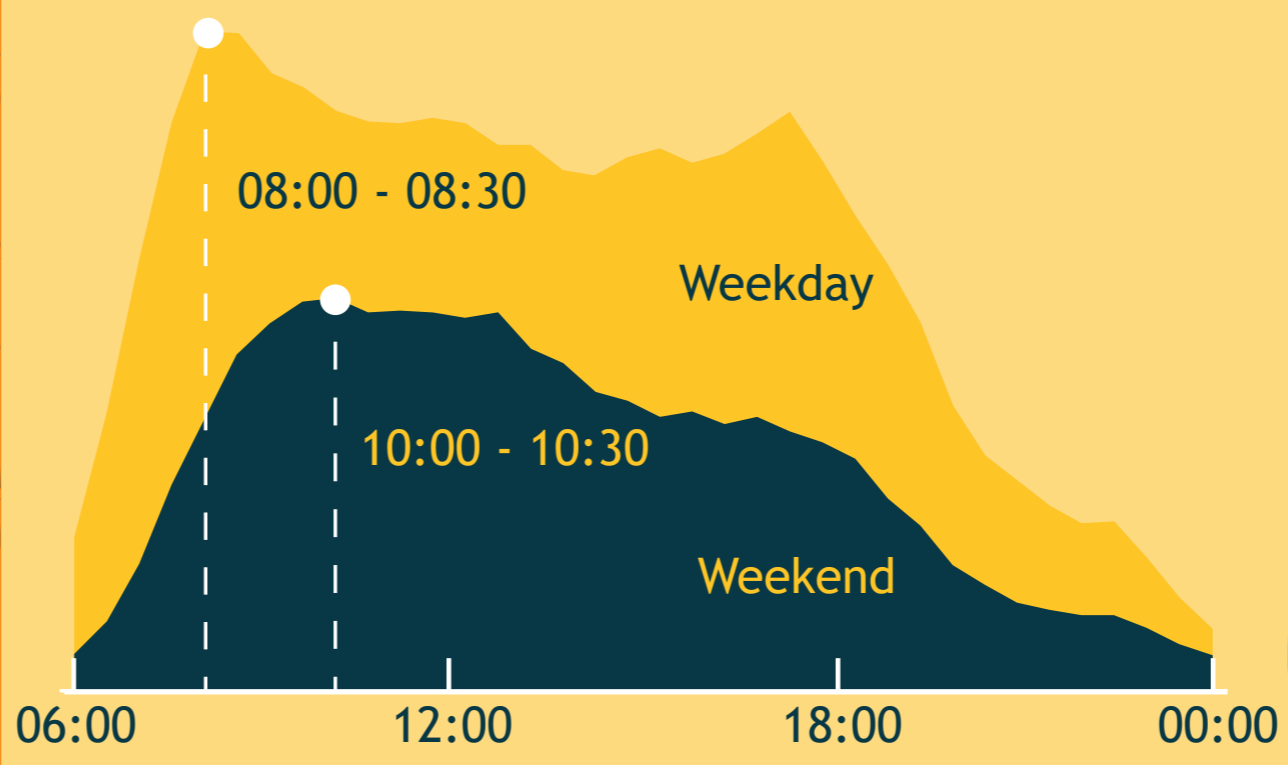
Reach of activities while listening to the radio



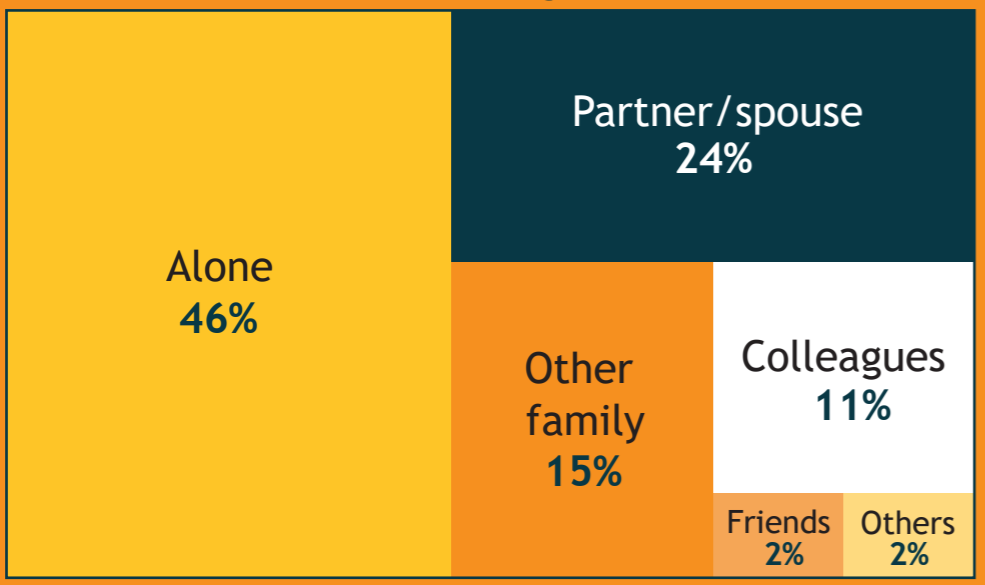
Daily radio listeners are 25% more likely than the average adult to be passionate about gardening**



Weekday vs Weekend Radio Listening Peak Times



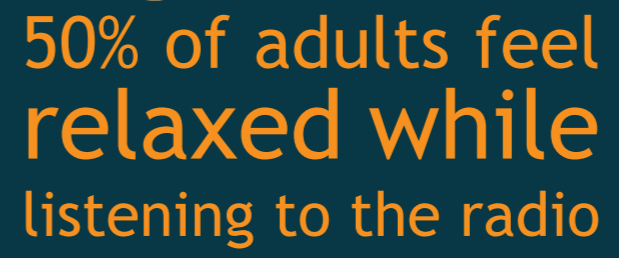
Share of radio listening time with others



69% of adults agree "I would miss the radio if it wasn't there"



50% of adults feel relaxed while listening to the radio



81% of adults and 70% of millennials listen to radio each week



*Average hours per day based on days participated
**Based on category catalysts