

RADIO: CONVERTING "LIKE" TO LOVE

This edition of AudienScope shows the positive impact of radio's social media presence. As demonstrated in previous AudienScope surveys, radio is leading the way in building deep, lasting relationships. So it is no surprise that radio is triggering a superior level of social media interaction, resulting in a broader, stronger level of audience engagement.

RADIO IS TRENDING NOW!

Radio generates an impressive level of social media interaction with its audience:

61%	52%	36%	33%
Radio	TV	Newspaper	Magazine

Base: listeners who have interacted with radio/TV/magazine/newspaper social media pages (eg, Facebook, Twitter, Instagram, Snapchat) in the last month

#YOUTH ARE FOLLOWING @RADIOSOCIALMEDIA

Under 25s are the most likely to engage with radio social media, with **1 in 3 interacting** with a radio social media page in the last month.

"Younger people who use radio social media are also heavier radio listeners. 28% more hours of listening per week compared to "non-users"

HEARING, SEEING, READING, SPEAKING

Social media expands the communication options of radio.

Top 3 reasons people interact with a radio social media page:

44%	42%	39%
Seeing the video/photos from a radio show/program	Reading about or commenting on music-related content	Reading about or commenting on non-music content e.g., celebrities/current affairs

ROR (RETURN ON RELATIONSHIP)

Social media strengthens the relationship with listeners.

Of those who engage with radio social media pages, **52%** reported it had strengthened their relationship with the station in some way:

27%	26%	25%	21%
Spoke more to others about the radio station	Felt more connected to the radio station	Increased their trust in the radio station	Spent more time listening to the radio station