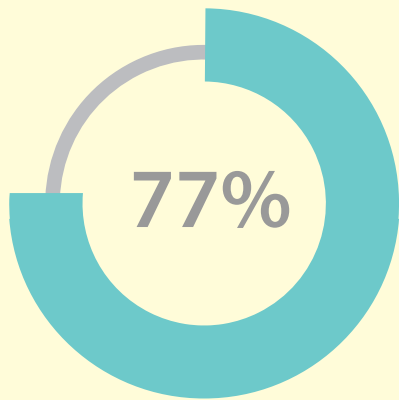
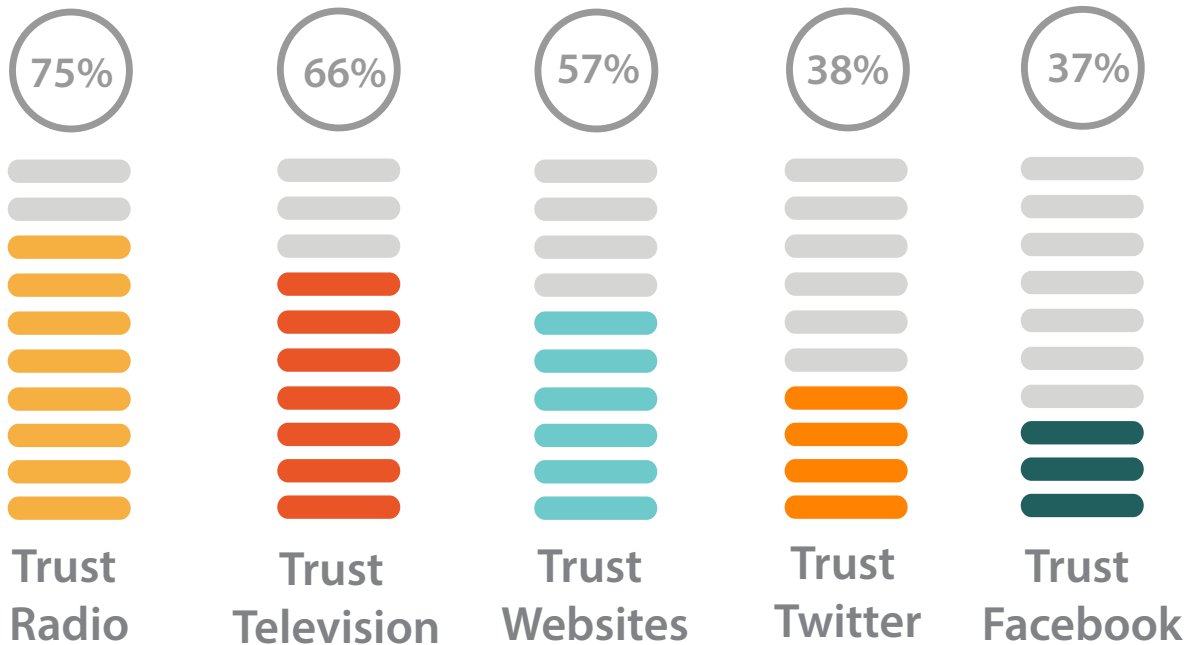


Radio Trustworthiness

The trustworthiness study was conducted by Engagement Labs from July 27-29 among radio listeners ages 18-69. The findings released also include data from Engagement Labs TotalSocial, fielded from July 2019 - July 2020.



More than 3/4 of respondents trust the information they receive from their favorite on-air hosts.

“ Heavy radio listeners were found to wield robust word of mouth power for advertisers, having more brand conversations and more influence than heavy internet users and TV viewers. ”



An overwhelming majority of respondents indicated that radio improves their mood, helps them feel less isolated and more connected to their community.





The Most Trust Is Given to MWF SW MI Stations Followed By The CDC/NIH

% of U.S. Respondents Who Say They "Completely Trust" Each Source to Provide Answers and Solutions to the Coronavirus Outbreak

