

20%

**Time spent in
AM/FM radio
occurred via
streaming**

Swipe to know more about
cross-platform listeners



Motivated Listening

Top motivations

Learn +
expand
knowledge

Specific
interest/
hobby

Stay
informed on
current
events

Entertain-
ment
on-the-go

Seek
in-depth
content



Ritualistic Listening

Activities while listening

Relaxing	70%
Cooking	67%
Household chores	64%
Exercising	63%
Getting ready/commuting	52%



Receptive To Ads

“ **8 in 10** agree –
“Open to try new products/services”.

7 in 10 are willing to wait
through ads for audio content.

6 in 10 made a purchase
based on an audio ad.*



On-The-Move

At least 80% more likely to start a family –
Get married / Expect birth of a child.

Almost 70% more likely to –
Start a business / Buy a house /
Move to a new city.

Note: Compared to average audio listeners



Ready-To-Buy

Planning to purchase in next 12 months

Vacation

Smart phone

New household appliances

Furniture

Home improvement /renovation

