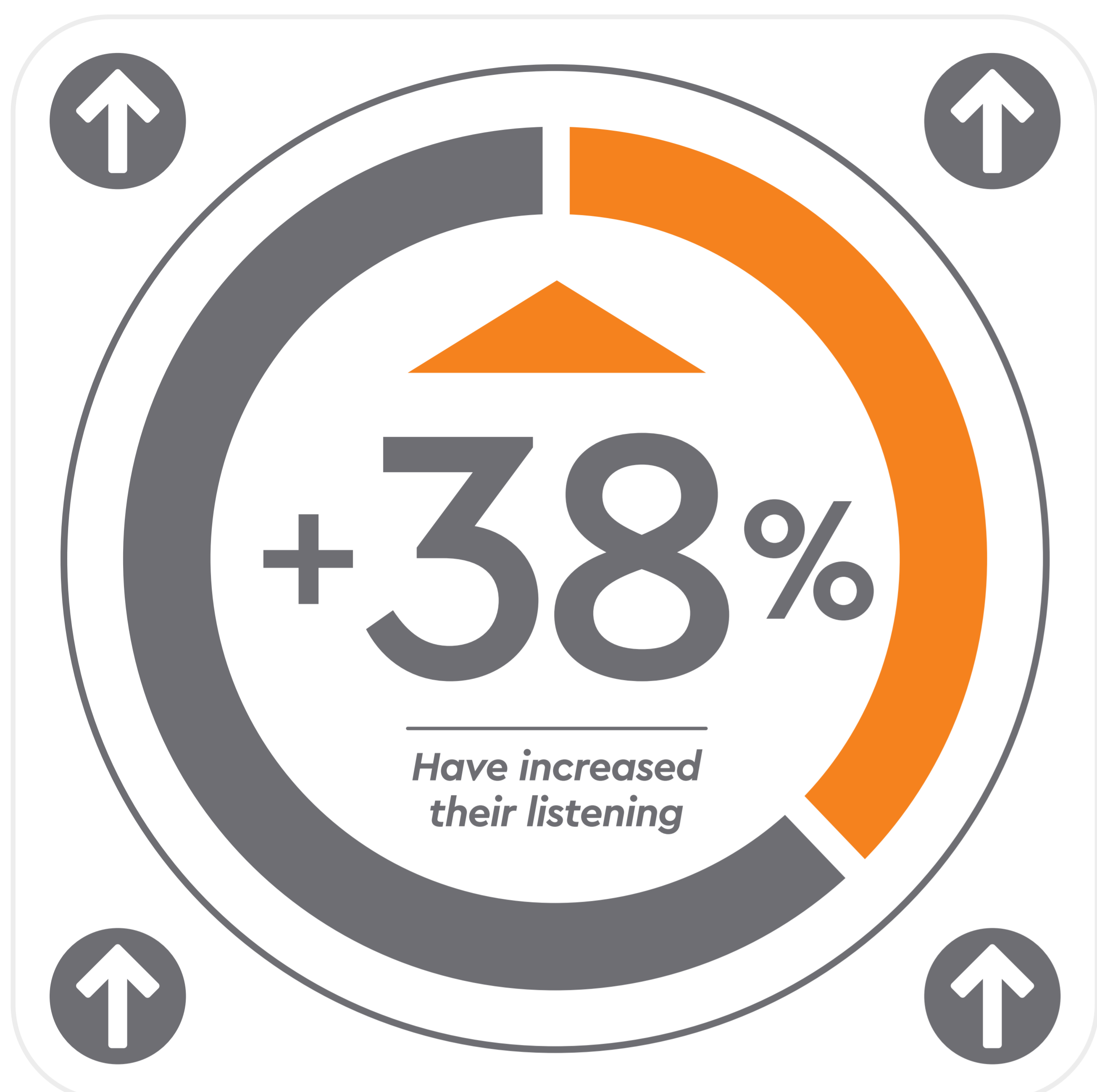


# Staying Connected During the COVID-19 Crisis

Radiocentre commissioned research agency DRG to explore how the coronavirus crisis has changed listening behaviour among commercial radio listeners in the short-term...

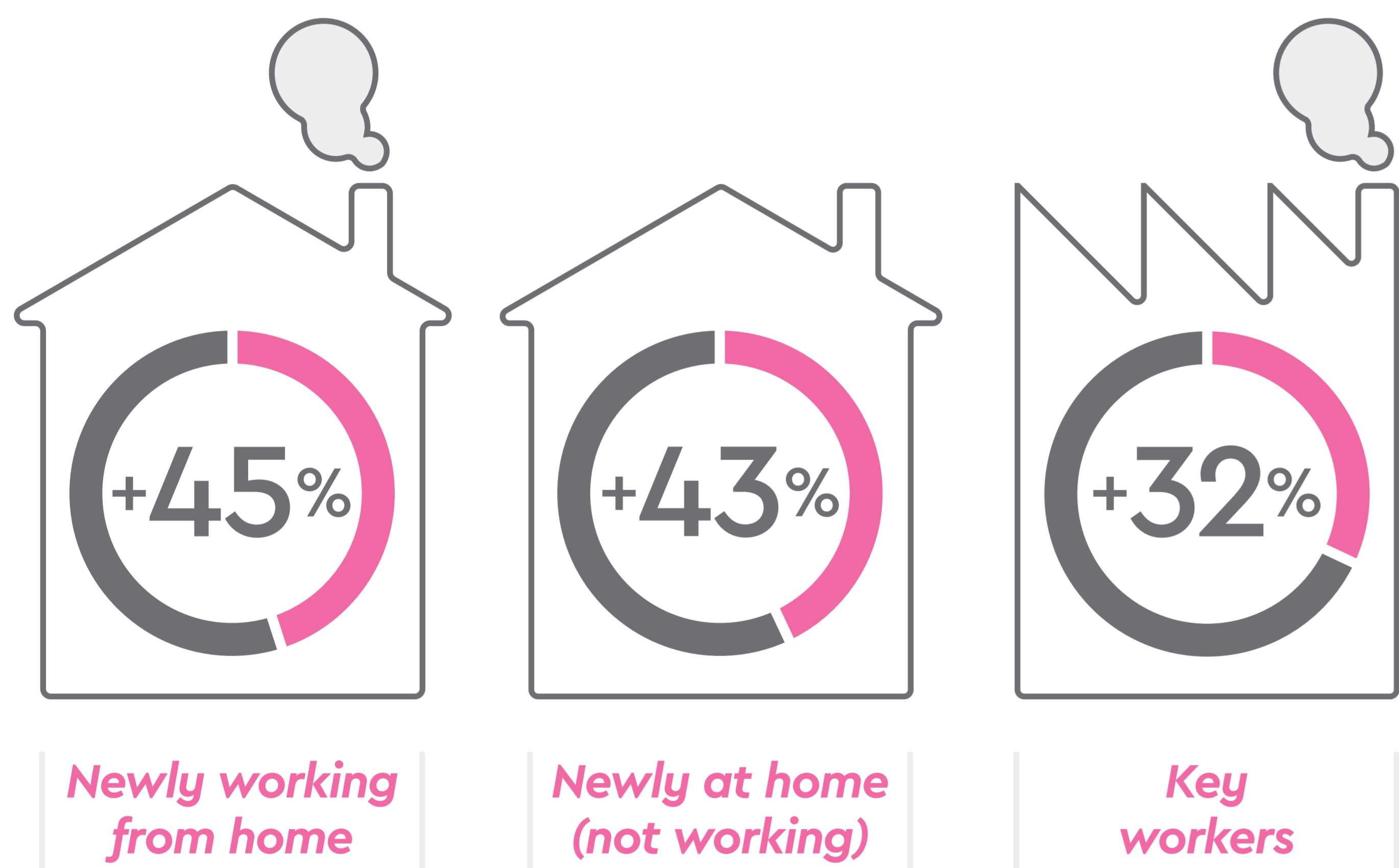
## Commercial radio listeners are listening to more radio than before lockdown



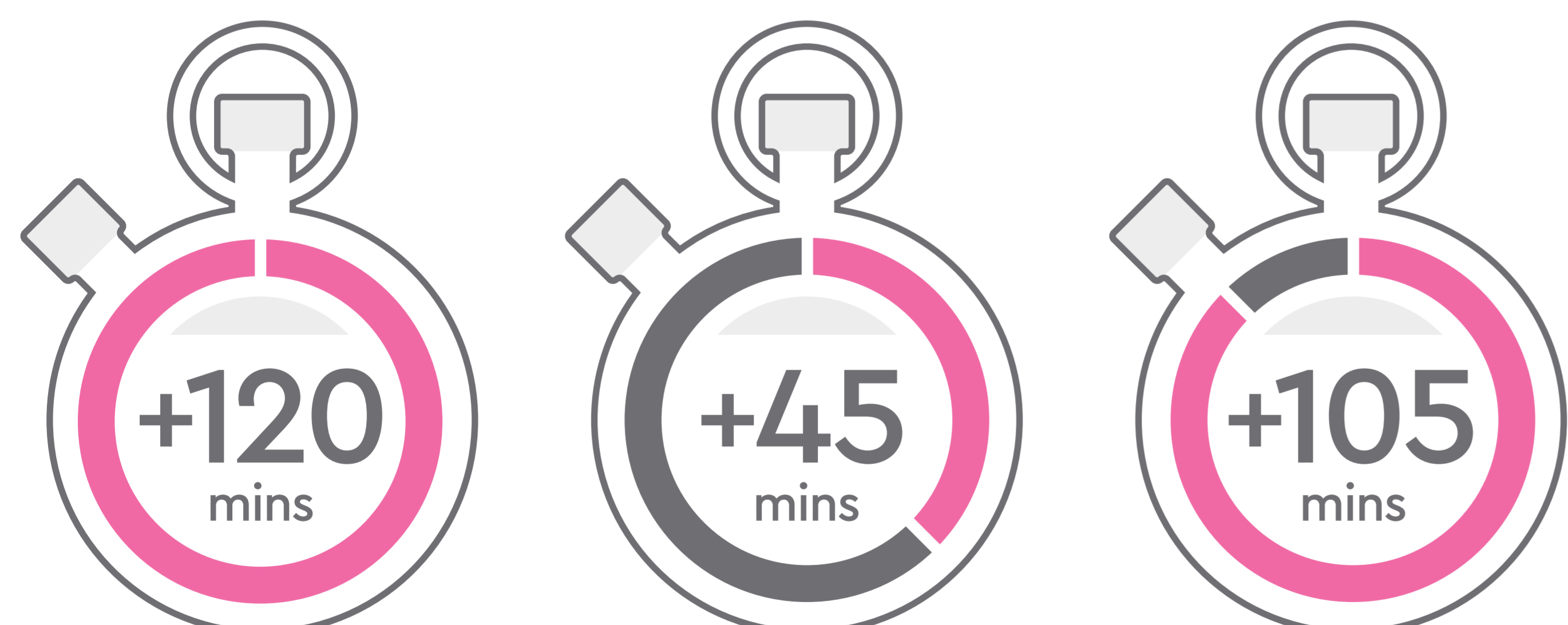
### Who is listening more?

This is driven primarily by those newly working from home or those newly at home but unable to work (non-essential/furloughed workers).

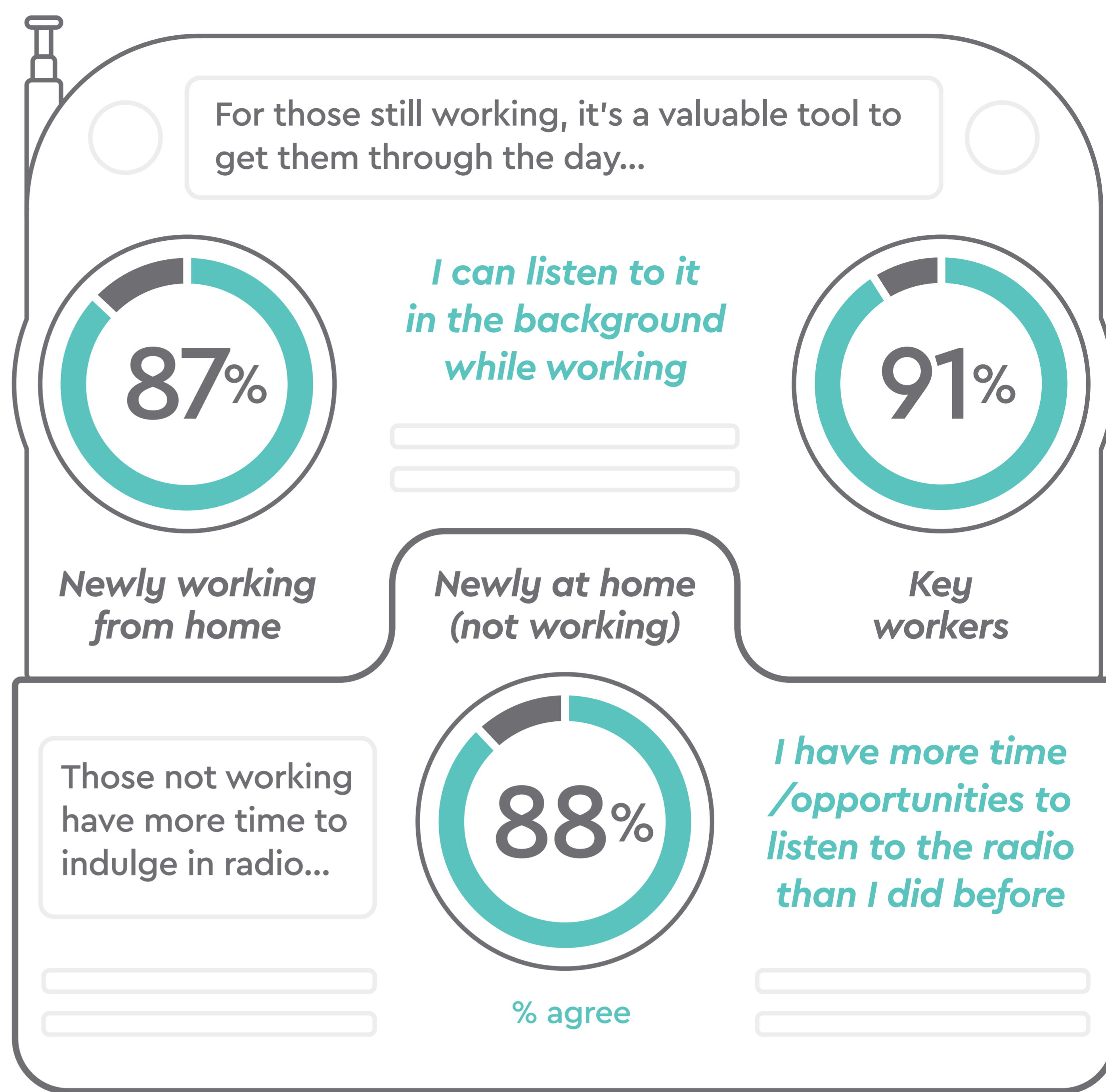
It's business as usual for key workers but a third of them are listening to more radio too...



### How much more are they listening?

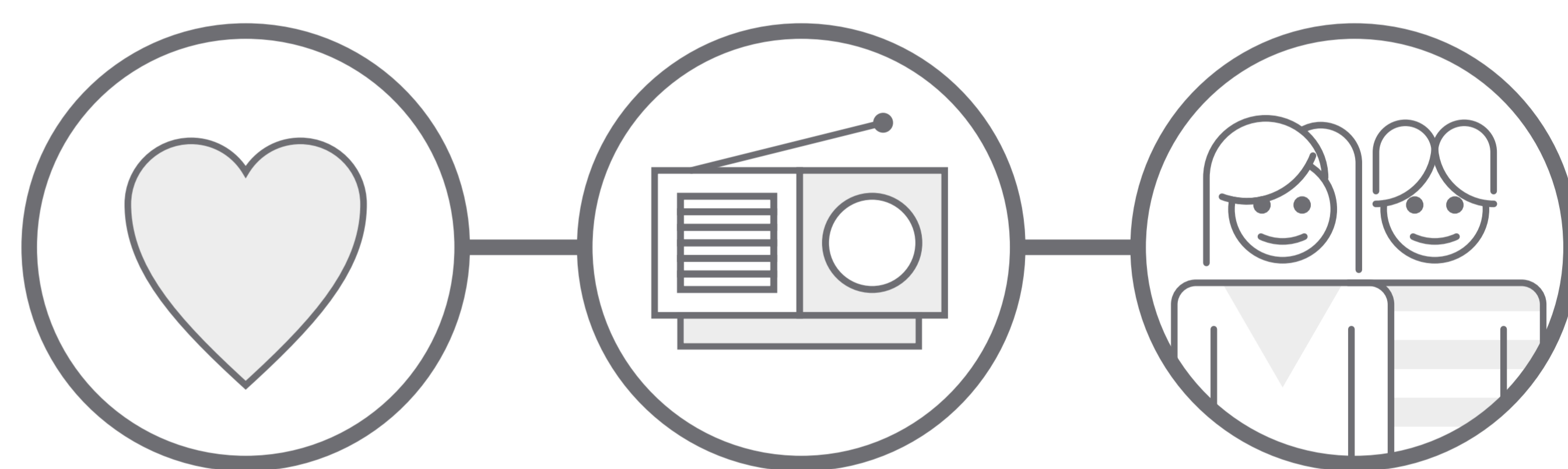


## Why are people listening to more radio?



## How does radio help in people's lives?

Radio has an emotional role to play in people's lives, keeping them connected even in isolation...



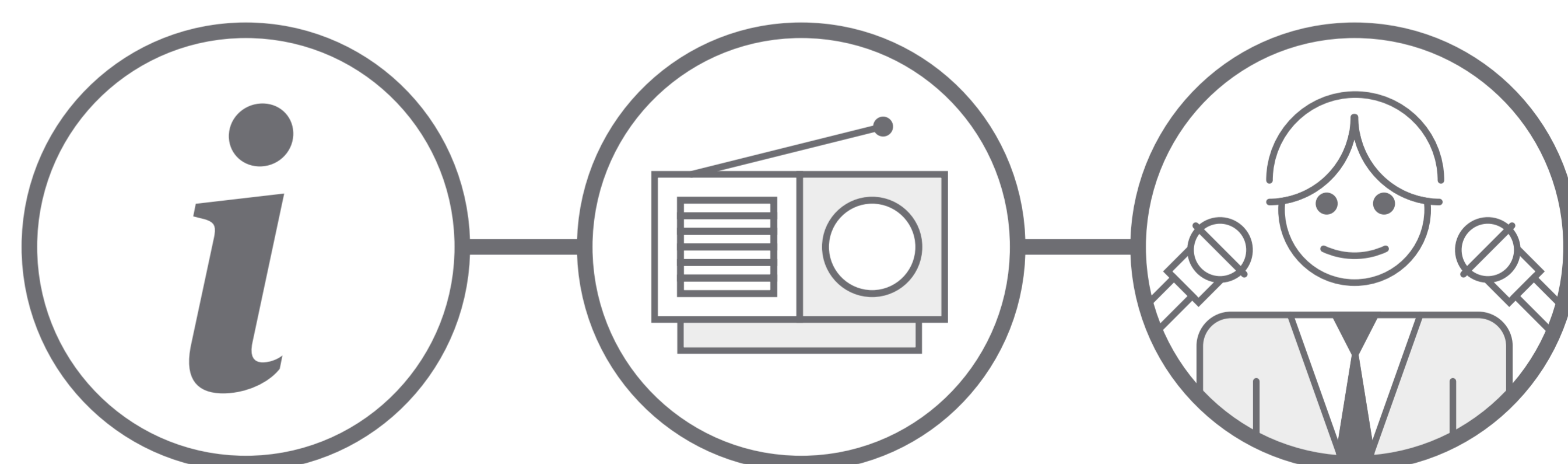
It keeps me in touch with the outside world ...



It keeps me company ...



As well as serving as a trusted source of information...



It keeps me informed ...



It delivers trusted news ...



% agree