

Audio need-states ready reckoner

		KEY IDENTIFYING CHARACTERISTICS <small>re: share of listening time/relative differences between need-states</small>								SHARE OF TOTAL LISTENING <small>within need-state audio format</small>			
NEED-STATE	SUMMARY	SHARE OF OVERALL LISTENING TIME %	AVERAGE WEEKLY REACH %	AVERAGE LENGTH OF LISTENING OCCASION	MAIN LISTENING LOCATIONS	MAIN ACTIVITIES	SOCIAL CONTEXT	PREVALENT MOOD	LISTENER COMMENTS	LIVE RADIO	ON-DEMAND MUSIC SERVICES	PODCASTS	
CONTEXT-LED	HELP ME ESCAPE	Audio provides a sanctuary from the outside world to allow people to sit-back and recharge	10%	36%	74 mins	At Home, When Driving, Public transport	Relaxing, Browsing the internet, Commuting	Mainly Alone, Partner/ Spouse	Relaxed	"Something about listening to radio just takes everyday stress away, especially after work."	65%	17%	18%
	LIFT MY MOOD	Audio is an energiser/pick-me-up when listeners are engaged in other tasks or activities	35%	69%	83 mins	At Home, At Work	Working/ Studying, HH Chores, Exercise	Mainly Alone, Colleagues	Happy, Energised, Uplifted	"I chose what I was listening to in the specific moment to really boost my spirits."	73%	19%	9%
	KEEP ME COMPANY	Audio provides companionship/a human voice when people are on their own	26%	59%	78 mins	At Home, When Driving,	Working/ Studying, Driving, HH Chores, Childcare	Mainly Alone, Children	Relaxed, Happy	"Radio for me is like a friend who's always there. I always listen/ have it on in the background."	79%	10%	11%
	AMPLIFY THE MOMENT	Audio brings people together and sets the tone to make social occasions feel more special	11%	29%	100 mins	At Work, When Driving, At Home	Socialising, Eating/drinking, Shared travel, Working	Colleagues, Family, Friends	Happy, Feelgood, Relaxed	"It was my friend's 30th... we listened to some music on a speaker, it amplified the social aspect & made us feel in a party mood." "When the radio is on at my mum's or when I've got friends round it creates a positive atmosphere."	83%	14%	3%
CONTENT-LED	PROVIDE SOCIAL CURRENCY	Audio gives listeners new things to talk about and helps spark conversations	3%	12%	98 mins	At Work	Socialising, Eating/drinking, Working	Colleagues, Family, Friends	Positive, Uplifted	"Radio can create talking points because of the social aspect with the show hosts." "I enjoyed a podcast so much I recommended it to my friends."	80%	9%	11%
	BROADEN MY HORIZONS	Audio introduces listeners to new topics of interest and helps them discover new music	4%	14%	71 mins	At Home, Public transport	Relaxing, Browsing the internet, Hobbies	Mainly Alone	Interested, Positive, Uplifted	"I'll listen to podcasts to learn something new. The radio is good for when I'm not sure what I want to listen to. It also means I listen to music I might not normally come across."	29%	9%	62%
	KEEP ME IN THE LOOP	Audio seamlessly keeps listeners connected to what's going on in the wider world.	12%	33%	78 mins	At Home, When driving	Working, Commuting, HH Admin, Childcare	Alone, Partner/ Spouse, Children	Informed, Energised, Positive	"The radio helped me feel more connected and up to date with what was going on in the world."	76%	2%	21%