

HALF OF CONSUMERS ARE 'READY TO GO' — READY TO SPEND AND LISTENING MORE, TOO

Nielsen's consumer lifestyle surveys found that **53%** of consumers as of October are 'ready to go.' They feel that life is becoming more normal and are more likely to resume usual activities and shopping patterns as restrictions ease.

**PEOPLE WHO ARE 'READY TO GO'
ARE READY TO SPEND**

Index vs. total/plan to spend within a month now that COVID-19 restrictions have begun to ease in many places

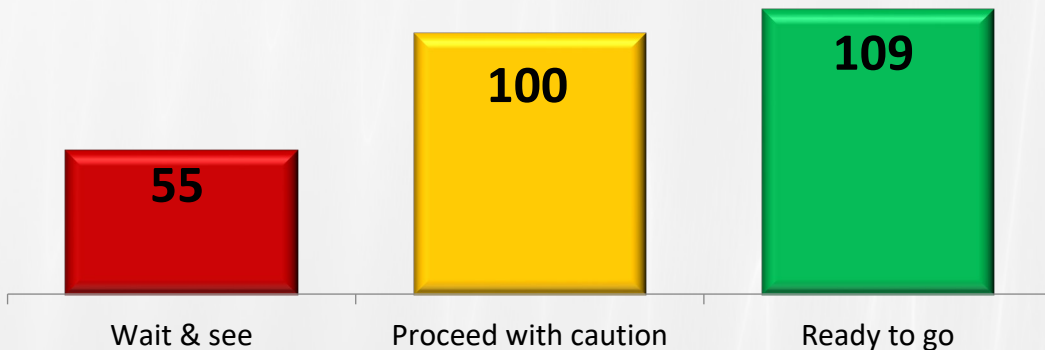
HOME IMPROVEMENT	PROFESSIONAL SERVICES	AUTO PARTS/ REPAIR	SHOPPING	FOOD & DINING	TRAVEL
3% MORE LIKELY	6% MORE LIKELY	9% MORE LIKELY	14% MORE LIKELY	19% MORE LIKELY	25% MORE LIKELY

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HALF OF CONSUMERS ARE 'READY TO GO' — READY TO SPEND AND LISTENING MORE, TOO

PEOPLE WHO ARE “READY TO GO” ARE HEAVY RADIO LISTENERS

Index vs. total/heavy listening to AM/FM Radio in
Typical Day: Wave 4



The ‘ready to go’ cohort has an attractive qualitative profile—they’re more likely to be aged 25-to-54, have children, earn over \$100,000 annually, and work outside the home. Turns out they are heavy radio listeners, too; because they spend more time away from home they consume more radio than those who stay put.

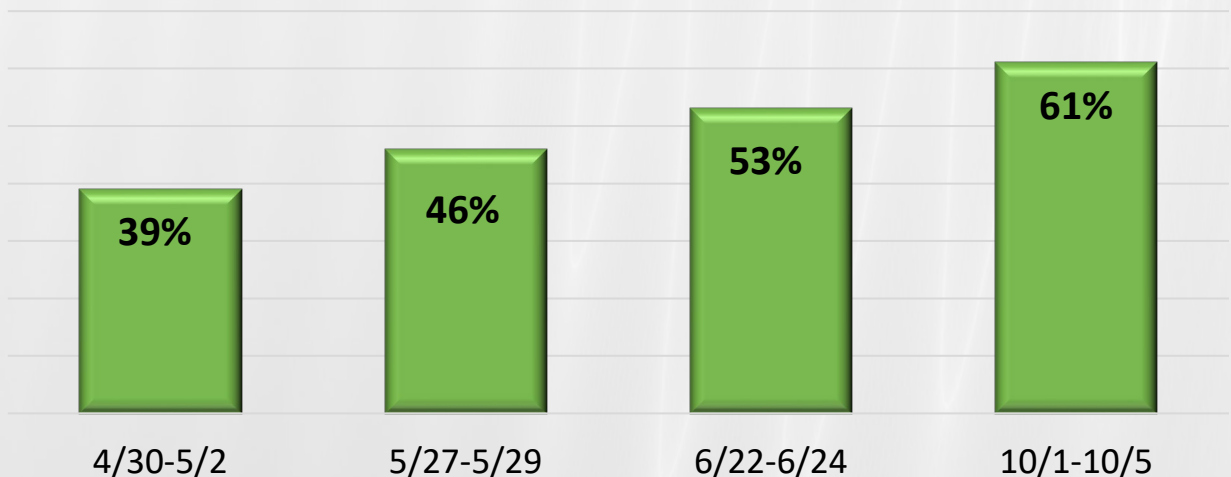
How to read: This data compares each cohort against the total for heavy listening to radio, by index. ‘Ready to go’ consumers are 9% more likely to be heavy radio users.

MORE EMPLOYED AMERICANS ARE RETURNING TO WORK OUTSIDE THE HOME

More employed Americans are returning to work outside the home, spending increasing amounts of time in their vehicles, and getting back into the schooling routine. The pandemic significantly altered the work-life balance for millions of consumers this spring. According to Nielsen's series of consumer lifestyle studies, fielded in April, May, June and October, behavior is beginning to shift. Specifically, time in the car is increasing, where radio is the top source of audio.

AMONG THOSE EMPLOYED, MORE WORKING OUTSIDE THE HOME

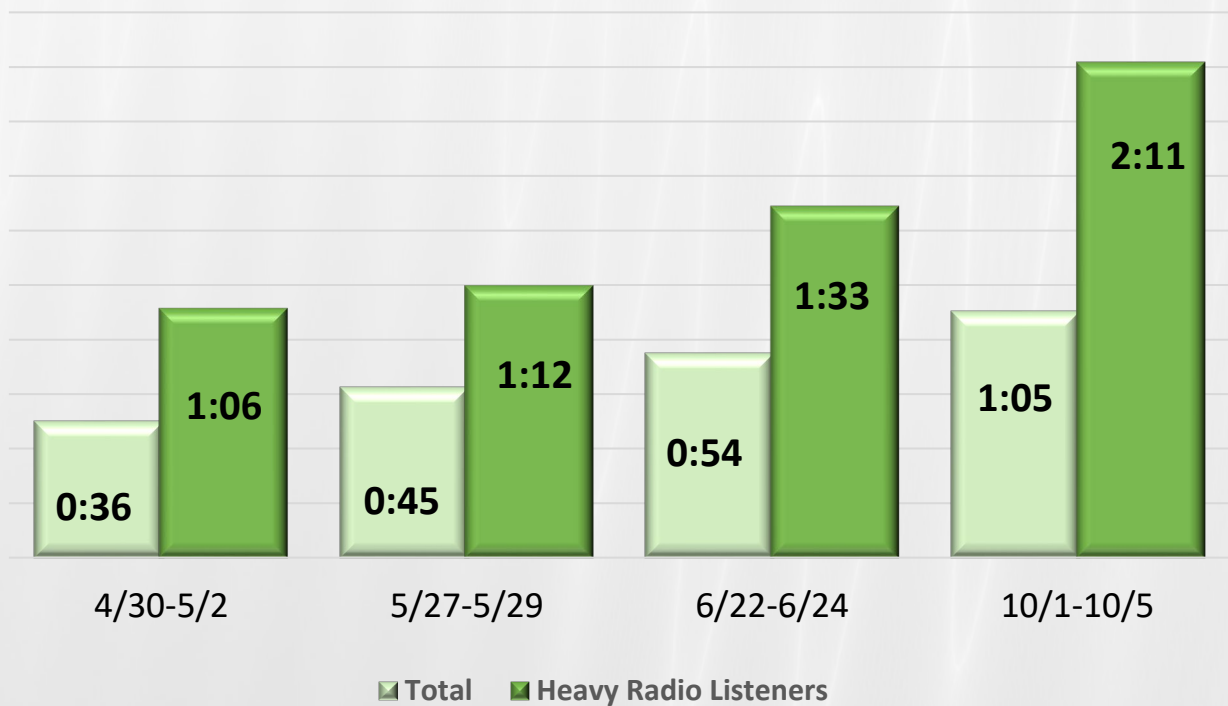
Employed Persons: continue to work outside the home; stopped going into the workplace when COVID-19 started but have recently started to go back in; furloughed or laid off but have since gone back to work*



*For those who said they were “furloughed or laid off and have since gone back to work” assumes the same ratio of those who work outside the home (56%) as the total employed population

TIME SPENT IN VEHICLE CONTINUES TO RISE ESPECIALLY AMONG HEAVY RADIO LISTENERS

How much time did you spend in your car/truck yesterday? (Hr:Min)

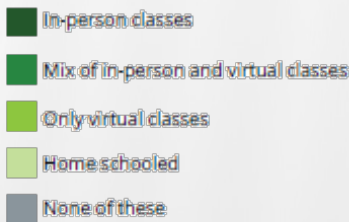
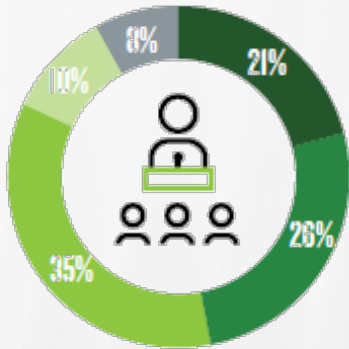


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Source: Custom Nielsen study conducted 4/30-5/2, 5/27-5/29, 6/22-6/24 & 10/1-10/5, 2020 via an online survey, based on a weighted sample of 1000, Persons 18+

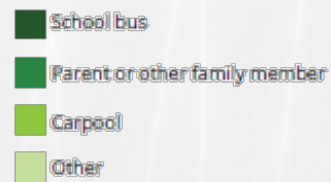
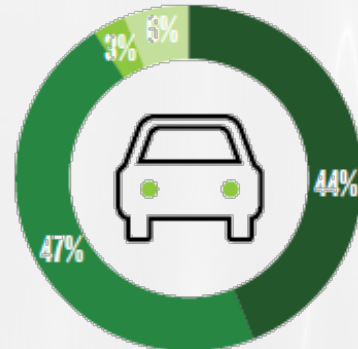
NEARLY HALF ARE ATTENDING SOME IN-PERSON CLASSES

Which of the following best describes your child(ren)'s current schooling situation?



AMONG THOSE ATTENDING CLASSES, HALF GET TO SCHOOL IN A VEHICLE

How are your children being transported to school?



RADIO IS ON DURING THE DRIVE TO SCHOOL

During the drive to school, how frequently are you/your children listening to the radio?

