



# From Attention to Impact

May 2022



Phase  
Two

1,100  
Adults

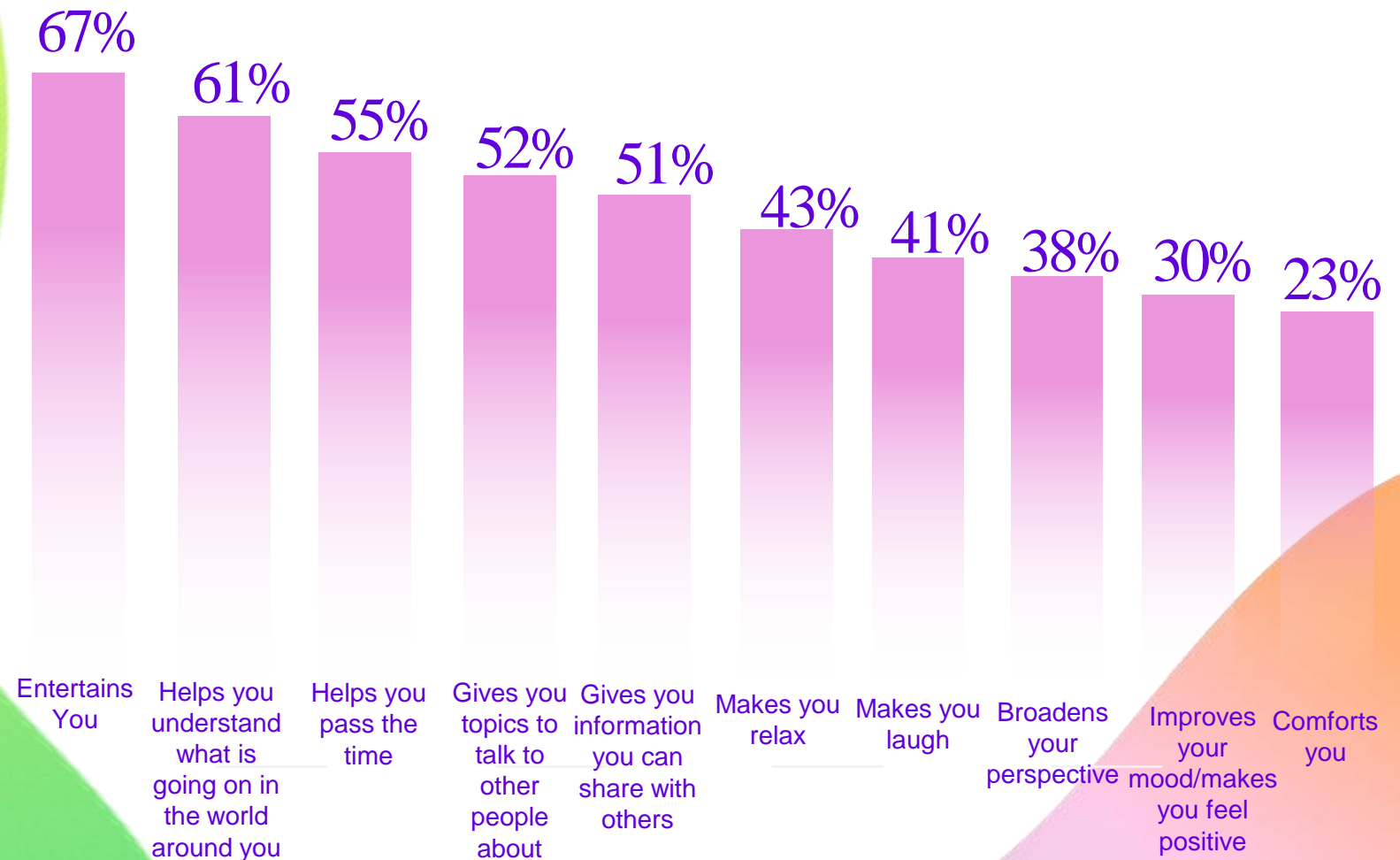
April  
2022



—— **Radio is Emotional**



# Radio is emotional



Which of the following moods do we associate with radio?

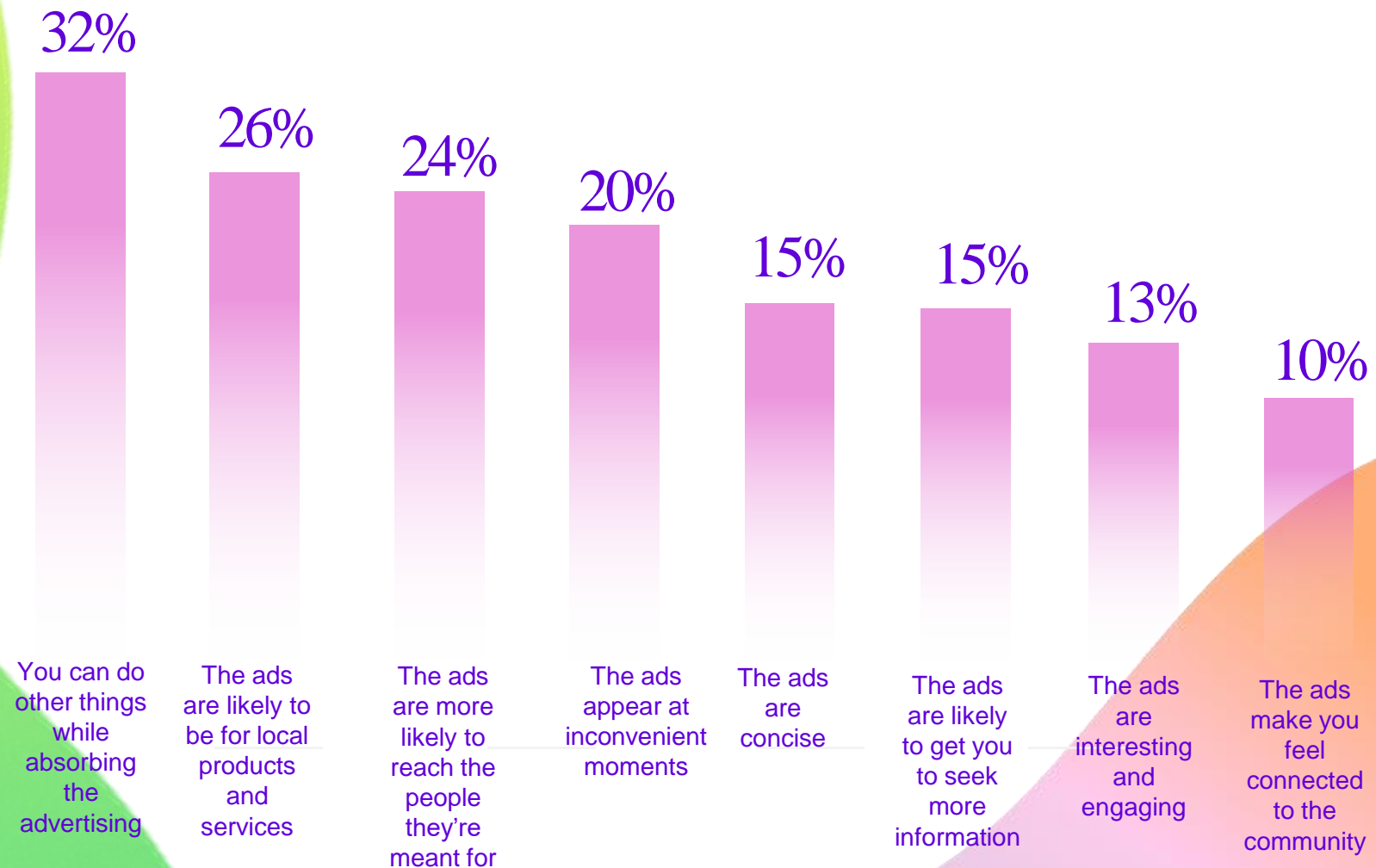
Source: Amárach Survey for Radiocentre Ireland April 22



— It's a matter of  
distraction



# It's a matter of distraction



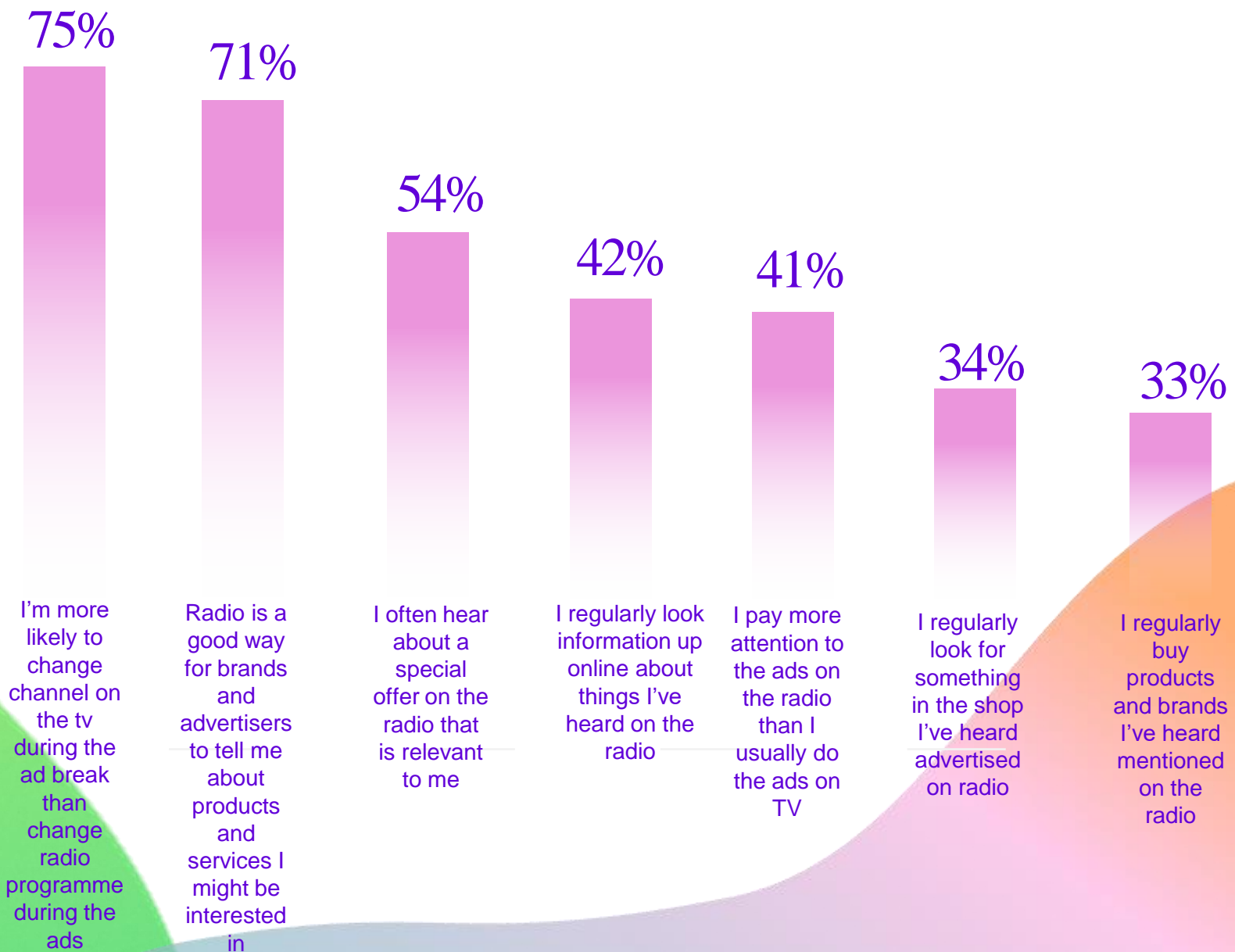
Which of the following statements are true in general about radio advertisements?

Source: Amárach Survey for Radiocentre Ireland April 22

—— Radio wins the  
war for attention



# Radio wins the war for attention



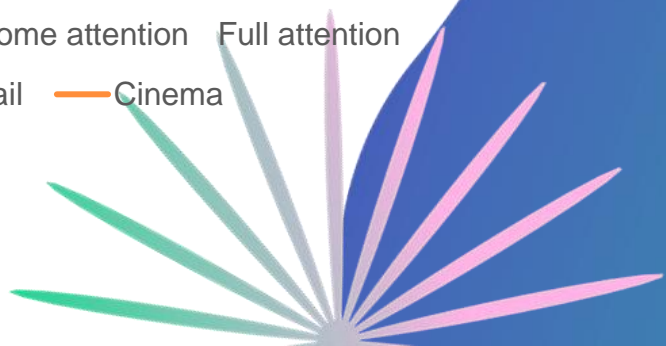
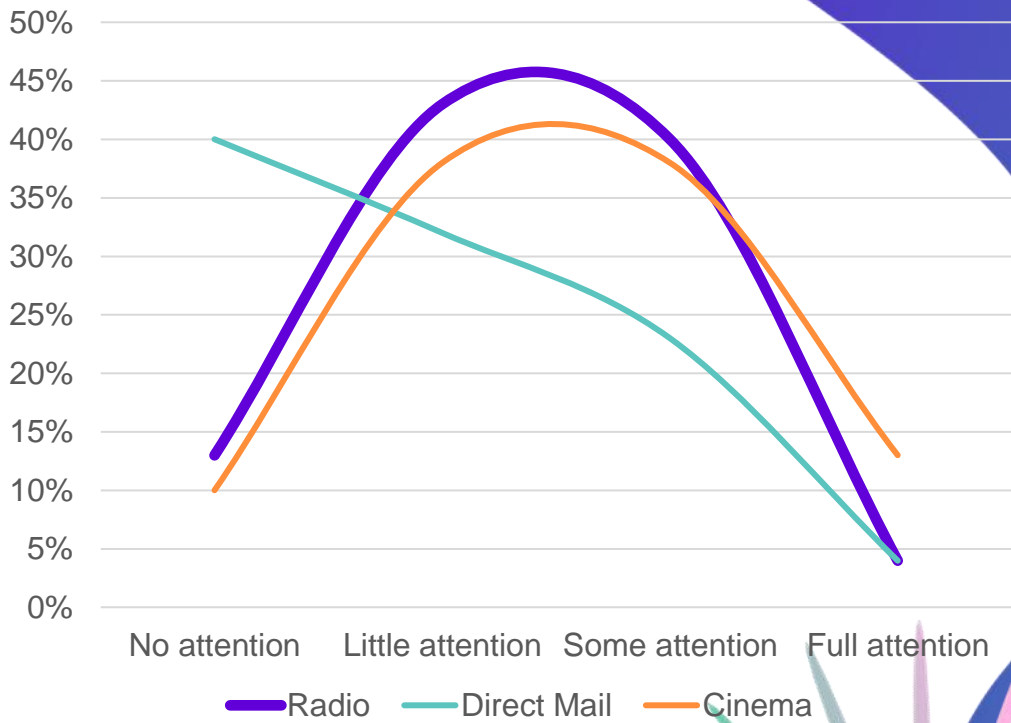
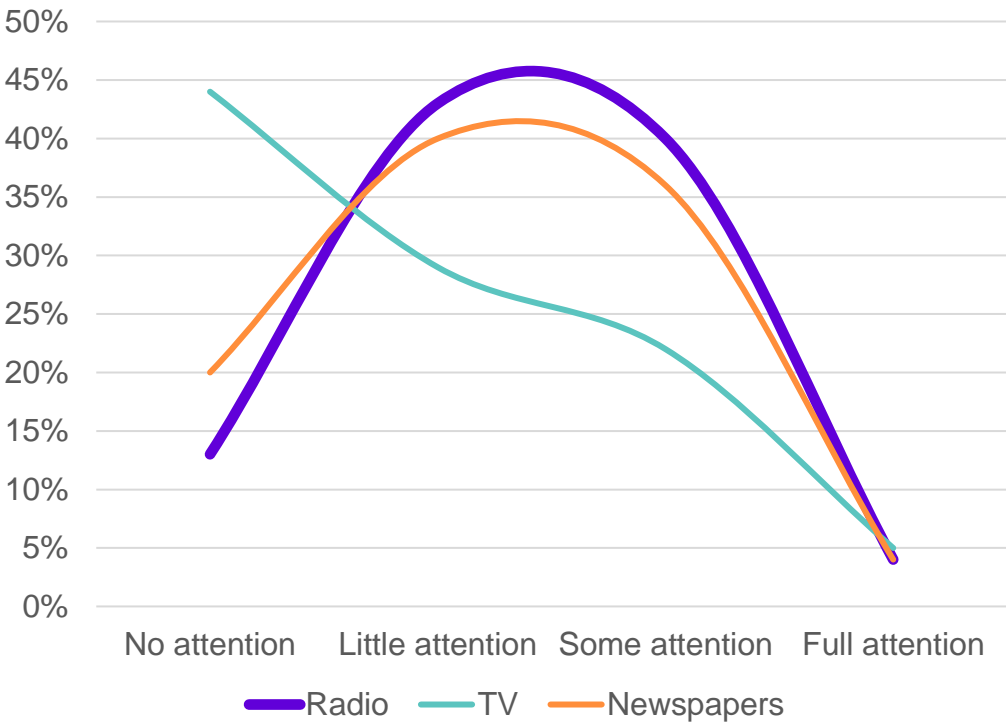
Thinking about listening to the radio, to what extent do you agree or disagree with the following statements:  
% Agree - Base all adults



# Winning the war for attention

When you [consume each medium], what proportion of the ads do you pay attention to? Base: all consumers of each medium

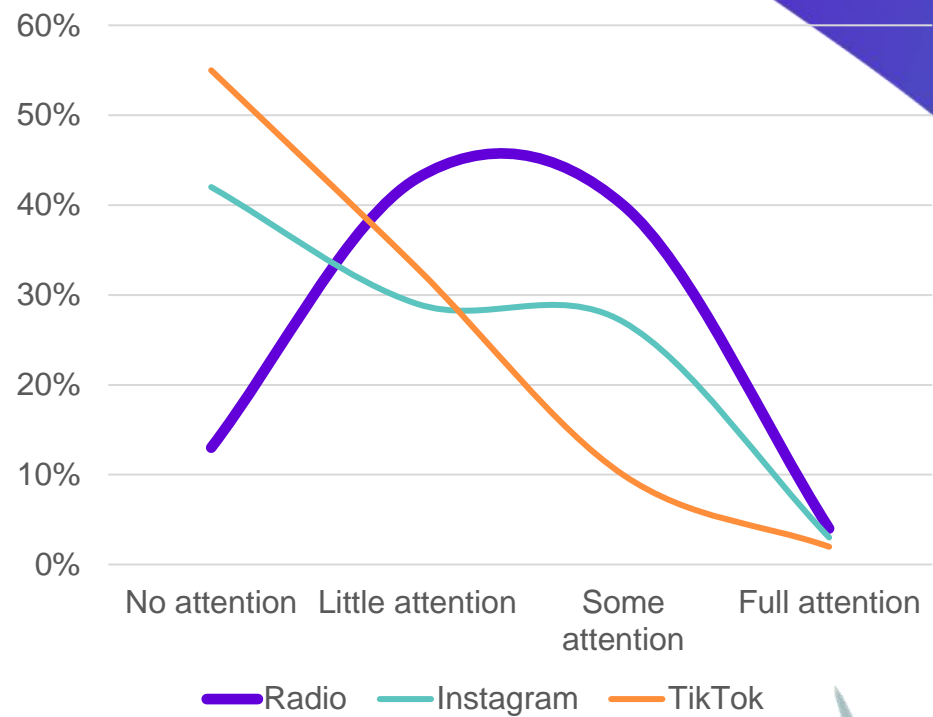
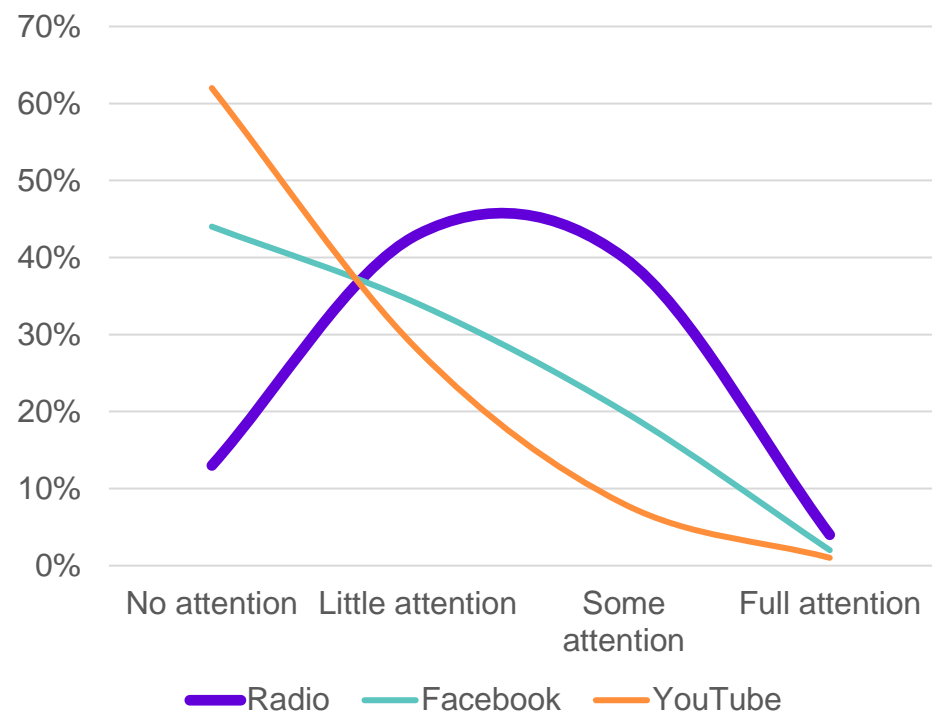
Source: Amárach Survey for Radiocentre Ireland April 22



# Winning the war for attention

When you [consume each medium], what proportion of the ads do you pay attention to? Base: all consumers of each medium

Source: Amárach Survey for Radiocentre Ireland April 22



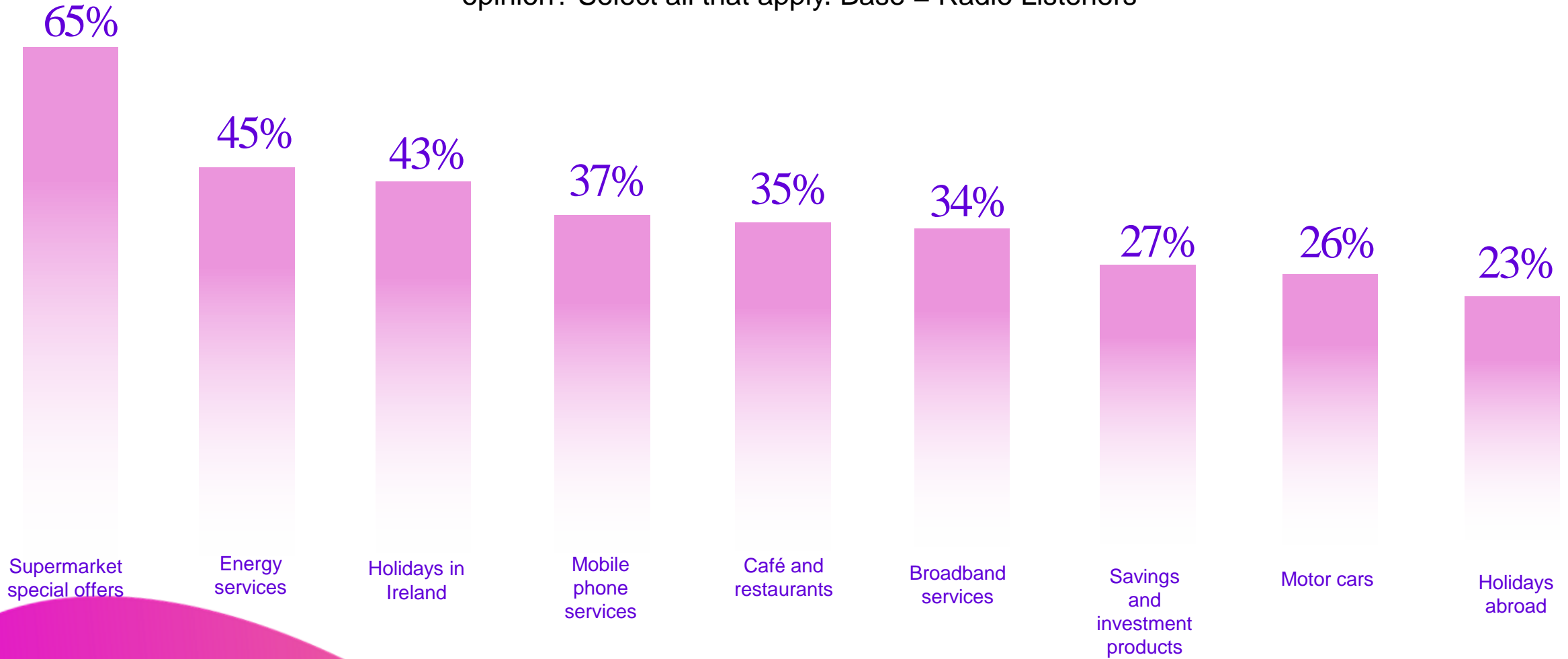


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**Radio drives  
awareness and  
conversion**

# Radio drives awareness and conversion

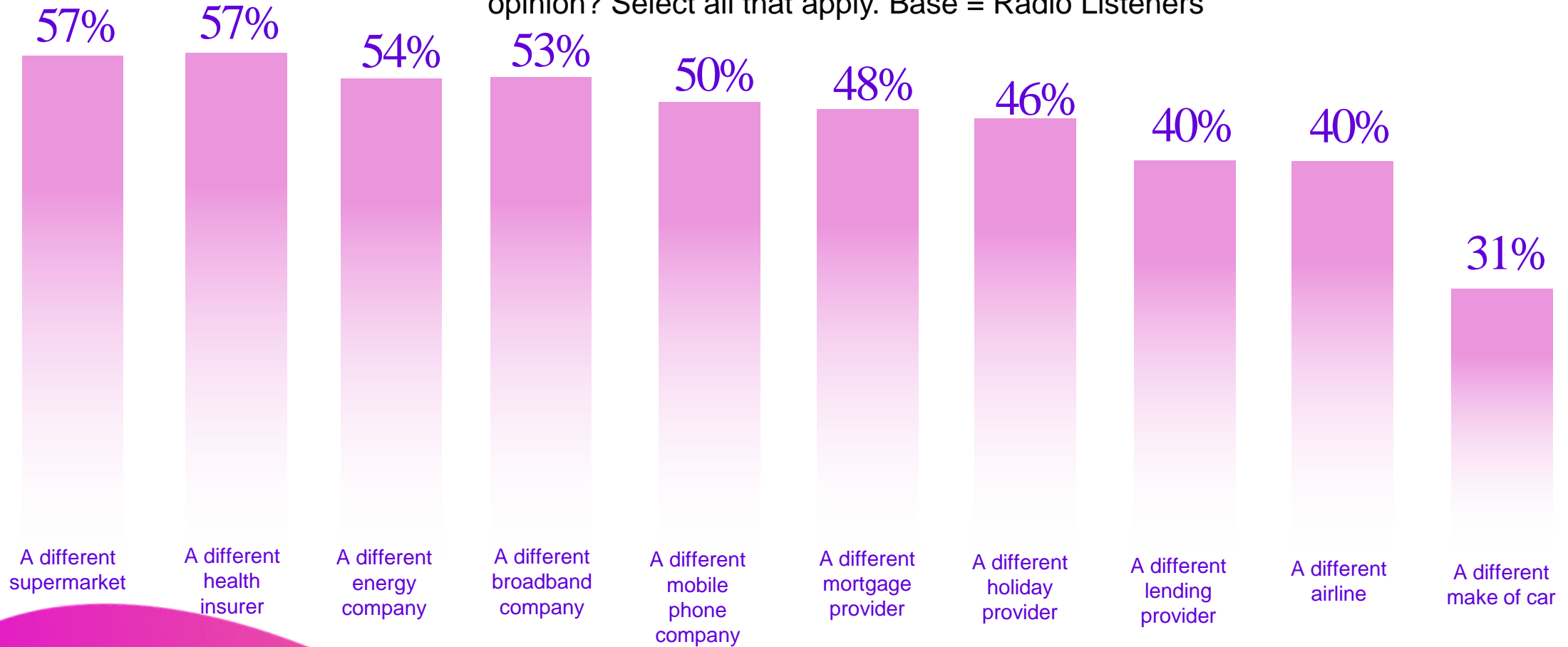
Which of the following types of products or services are best suited to advertising on the radio in your opinion? Select all that apply. Base = Radio Listeners





# Radio drives awareness and conversion

For each of the following types of advertisers, please say which media they should use to persuade people like you to switch, assuming they are different to your current provider? % Selecting Radio opinion? Select all that apply. Base = Radio Listeners





Start  
listening

- Radio relationships are **deeply emotional** – priming audiences for powerful and meaningful messages.
- Radio listening is a unique experience that **lowers psychological barriers** to advertising and sales messages.
- Radio outperforms most media in terms of consumer rejection and winning **the war for attention**.
- Radio can play an impactful role in driving **awareness, consideration and switching** across a range of sectors.
- So start listening!



**Amárach** more than research



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