

YOUNG PEOPLE LIKE LISTENING TO RADIO



CLOSE EXERCISE

ACTIVITIES



- While reading the short text below, fill in the blanks with the following words: digital – households – habits – pilot – ages – future.

A recent study has been published by the Radio Advertising Bureau (RAB) about the listening **1** of 15-24 year olds. The research, called “Radio and the Digital Native – How 15-24s are using radio – and what this tells us about the **2** of the medium”, has found that this age-group listens to **3** radio more than they listen via FM (an average of 23.7 hours via the Internet compared to 19 hours via FM), but most interesting of all is that young people listen to more radio via the Internet than they do via DAB (Digital Audio Broadcasting).

Young Adults Do Listen to Radio is the headline of a recent **Advertising Age** article. Results from the leading media-measurement company’s first U.S. **4** study of radio listening indicate high levels of listenership among young listeners.

There is a large body of research that shows that despite streaming, iPods and similar devices, listeners of all **5** continue to use radio in large numbers.

According to this research cellphone-only homes listen to radio an average 23 hours per week, while the total sample spent just more than 19 hours listening to radio. Those younger **6** also tuned in to an average of 3.5 stations vs. less than three for landline homes.

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