



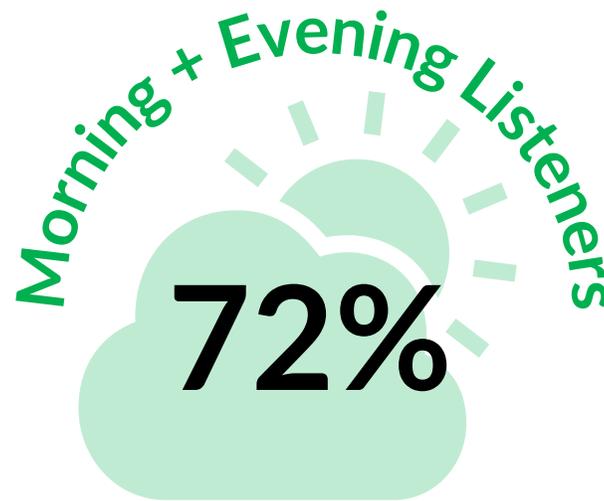
GfK Radio MCO Study – East Malaysia



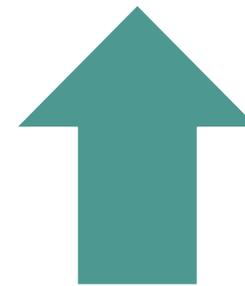
A survey to understand listeners' media habits during the MCO period in 4 main cities
(Kuching, Kota Kinabalu, Miri and Sandakan)

94% of Radio Listeners continue to listen to radio during MCO

Radio continues to be a key source of trusted news, an entertainer and a companion in challenging times



Note : Morning segment refers to 6am to 10am,
Evening segment refers to 4pm to 8pm



34% of listeners aged 15-49
increase their radio listening
compared to pre-MCO times

I listened to more radio during MCO because...



“To release tension”



“More relaxing and more
information regarding the rules and
updates on the situation”



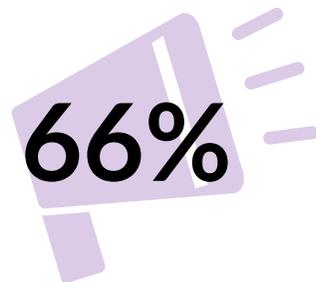
“Since I am spending more time at
home doing chores, I love to brighten
up the environment with some music
and catch up with latest news”

TOP THREE CATEGORIES

Radio content plays an important part at attracting listeners. The following 3 categories rank the highest amongst listeners, providing indication that people are turning to radio for music, latest information and entertainment.



Music
playlist/countdown/
songs dedication



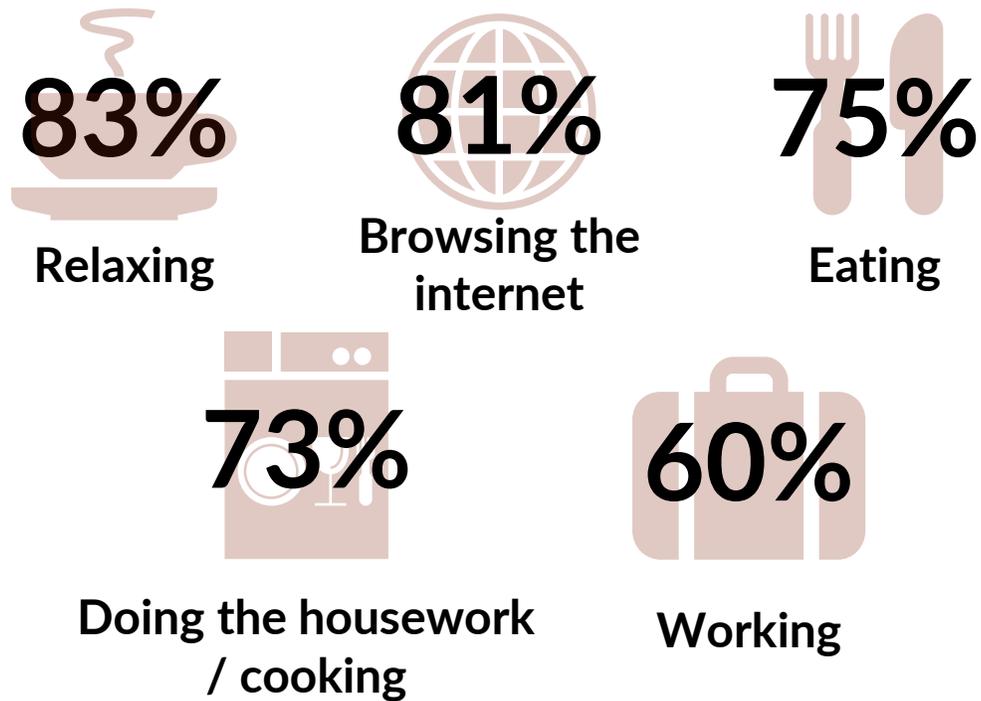
News, Current
Affairs & Politics



Comedy

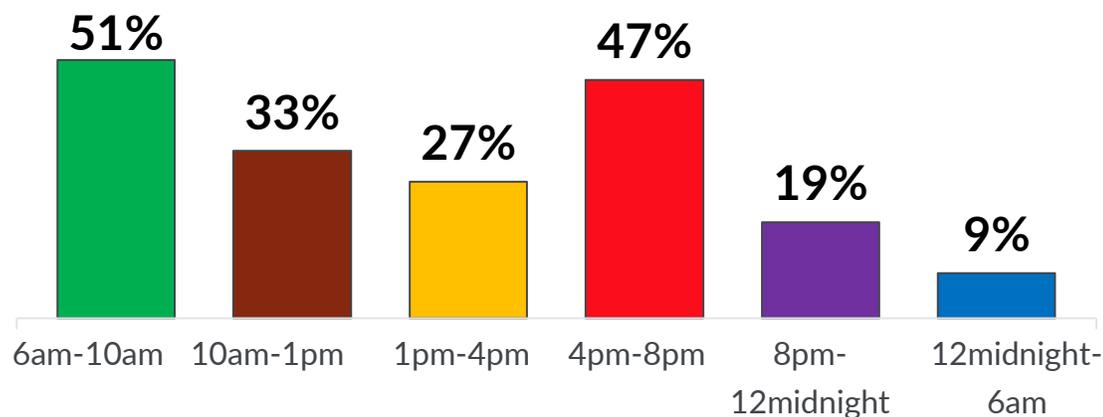
LISTENING TO RADIO ANYWHERE & ANY TIME

Listeners consume radio alongside other activities as they go about their day. They listen to radio while they are...



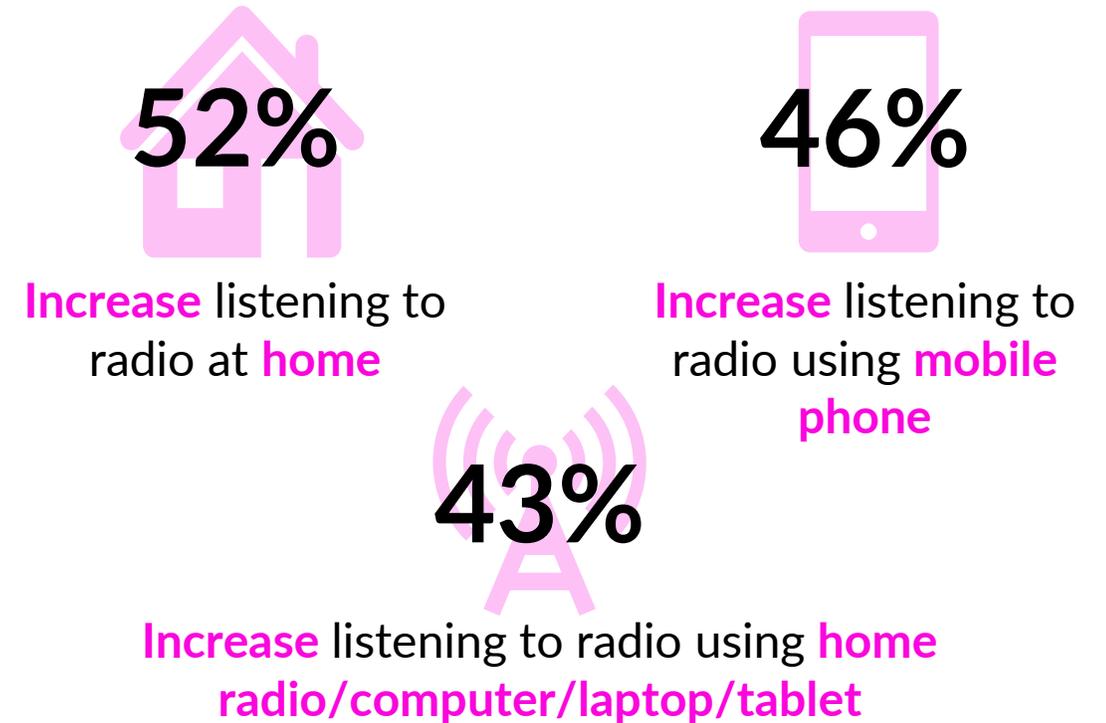
Listeners tune in at different times throughout the day with 6am-10am segment (51%) gains the highest listenership, while 4pm-8pm segment trailing closely at 47%

Base : 15-49 years old



RADIO CONSUMPTION

Listeners are doing more of the following on radio



HIGH ENGAGEMENT

58% say that they have read or interacted with a radio station's/show's/presenter's social media pages during MCO

73% To see the video/photos from a radio show/program/announcer

71% To read about/comment on music/band/music-unrelated news e.g. current affairs

54% To comment on the radio show or announcer / to share photos/personal experiences

Base : Listeners who have read or interacted with (liked/retweeted/commented/shared) a radio station's/show's/presenter's social media pages during MCO

TRUSTED & RELIABLE

The current situation further amplifies our reliance on media which listeners value radio as a medium that delivers timely and trustworthy information



I trust radio to give **up-to-date information** about COVID-19



Radio is a **good source of information** about COVID-19



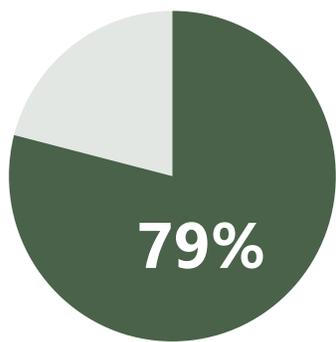
I trust that what I hear on radio is **accurate**



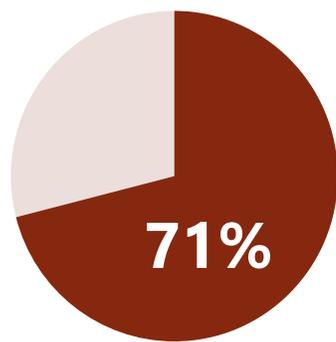
I **trust** the information I get from my **favourite radio presenters**

COMPANIONSHIP & CONNECTION

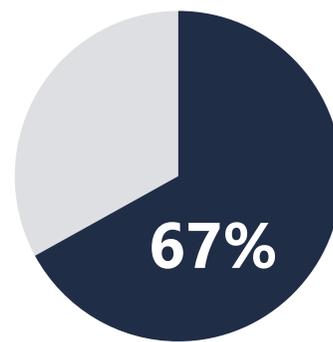
Radio plays the role that is akin to that of a lifestyle support system - providing companionship & connection to the community that listeners incline towards and trust. Listeners agree that listening to radio...



makes them **feel happier/get into a better mood**



keeps them **connected to the community**



makes them **less anxious/worried** when dealing with the current pandemic

YOUNGER LISTENERS (15-24)

37% of listeners aged 15-24 **increase** their radio listening compared to pre-MCO times

I listened to more radio during MCO because...



"I can do my homework while listen to radio"



"Keep up with the latest hits"



"I can received news about MCO and recent activity about COVID-19. It also a source of entertainment for me and my family."

About the study : This is an online study of people aged 15 to 49 years old covering 4 main cities in East Malaysia (Kuching, Kota Kinabalu, Miri and Sandakan) who are radio listeners before the implementation of Movement Control Order (MCO). The purpose of this study is to understand listeners' media consumption behavioral during the MCO period. Fieldwork is conducted from 9 May 2020 to 18 May 2020 with a sample size of 200.