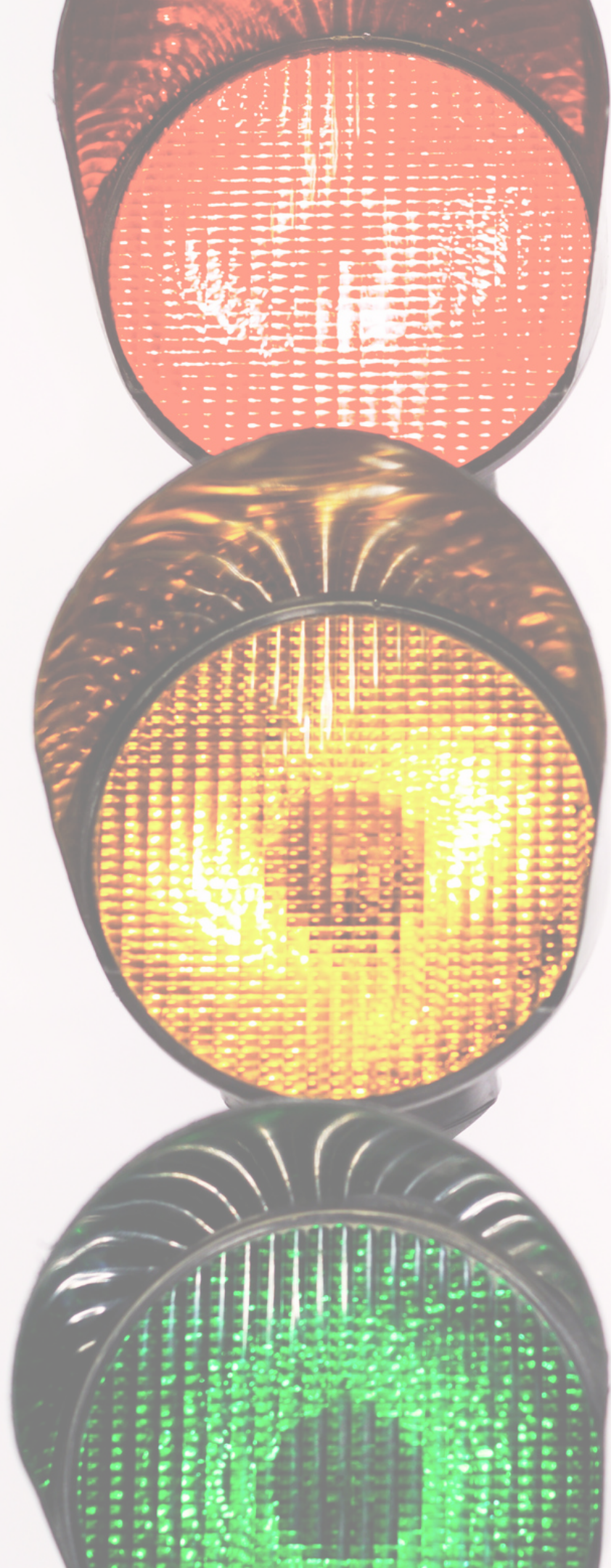




GTN
UNITED KINGDOM

Traffic and Travel Research 2023



Large Scale Quantitative

2000 listeners via Online Panel

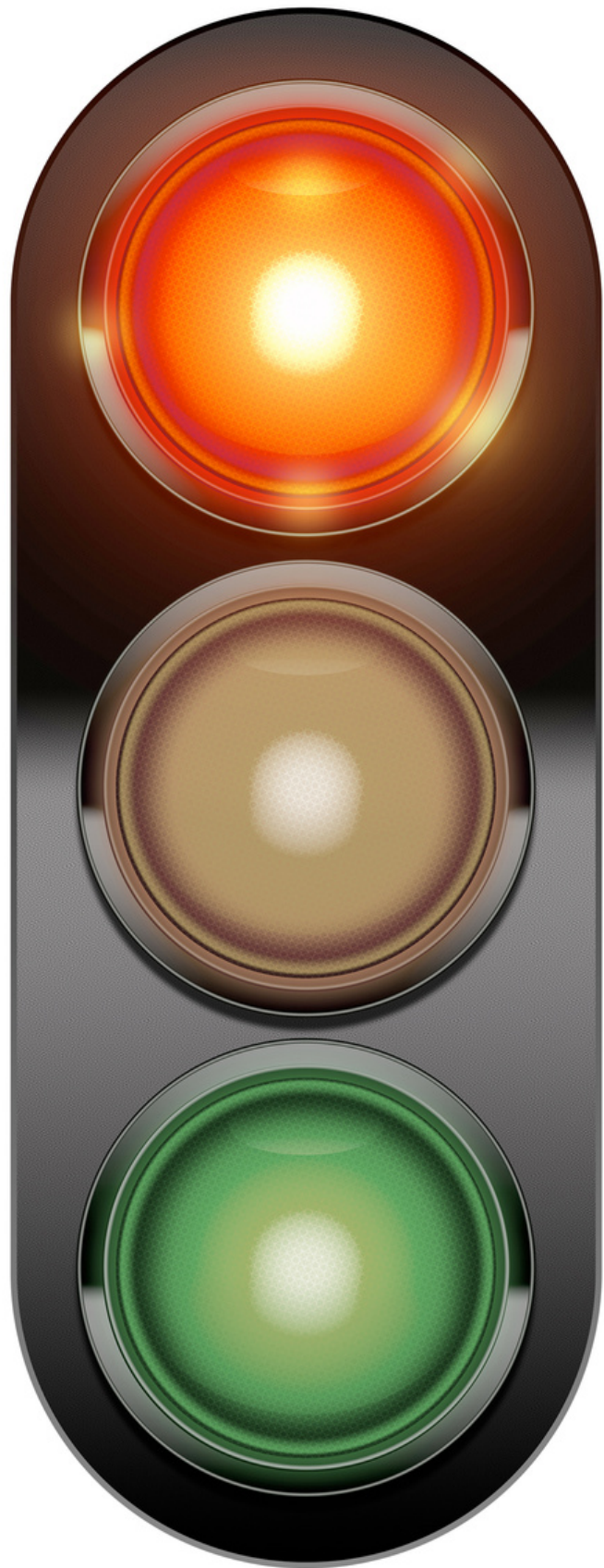
Short, Sharp Quantitative

250 listeners via Online Panel to Smartphone

Short Narrative Qualitative

100 listeners via Online Panel

PERCEPTION



7 in 10 listeners will get traffic and travel updates from the radio as part of their morning routine

For top-of-mind awareness, radio is by far the dominant source at 49% - **37 percentage points higher** than its strongest competitor - *Google Maps* (12%)

Radio is still considered the most "*Useful*", "*Reliable*", "*Trustworthy*" and "*Accurate*" T&T source (**58%**), vs Mobile Apps (**48%**) and Social Media (**22%**)

84% of listeners rely on radio for their traffic and travel updates when they're in the car

REALITY



When listeners report back their '**on-the-day**' behaviour for sourcing their morning T&T updates, Radio jumps up from **70%** to **76%**



When listeners focus on the T&T bulletins they got on a particular day, **79%** will say they have been important (**vs 70% based on Stage 1 "perception"**)



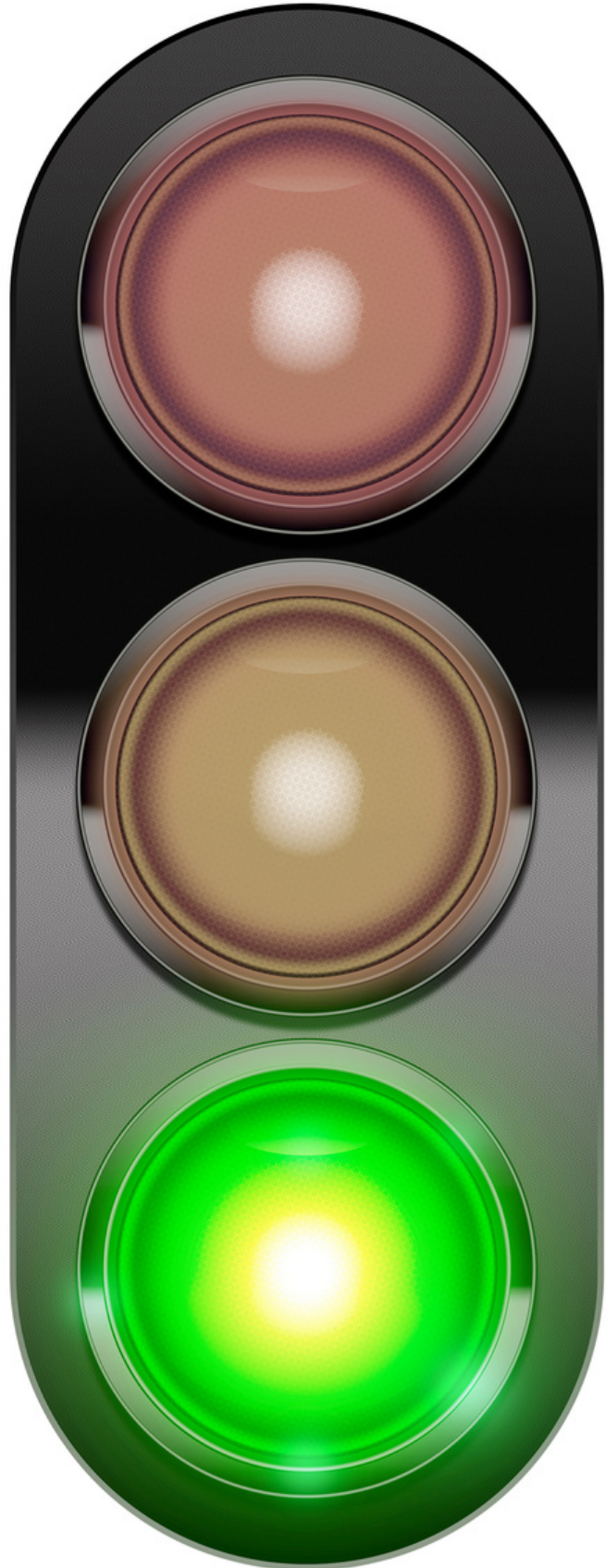
When listeners report back their '**on-the-day**' behaviour for sourcing their morning T&T updates, *Apps* (**-32%**), *TV* (**-69%**) & *Web* (**61%**) all fall dramatically



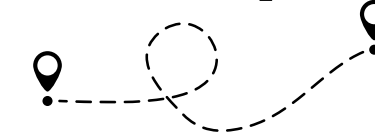
When in-car, **82%** get their T&T from **radio**. In terms of **reality** vs perception:

OOH drops from 69% to **18%**,
Apps drop from 56% to **25%**
Web drops from 38% to **10%**

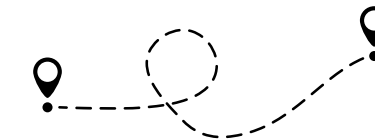
HOME TRUTHS



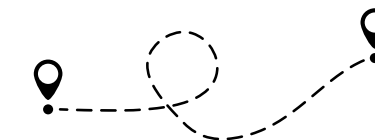
*"Maps are not always reliable but radio bulletins are **better for 'on the go'**, and they can tell you about public transport".*



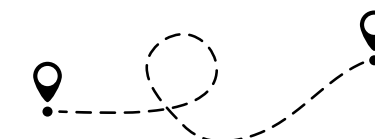
*"Radio bulletins are important because **while driving** you can't realistically check traffic by any other method".*



*"I get my updates from the radio, because **I am listening to it anyway**".*



*"Always listen to local radio stations. **Prefer to listen to radio whilst getting ready. Do not trust social media**".*



*I usually get my information from the **local radio stations** i.e. Capital, Heart or Radio Wales. These stations are local to my area here in South Wales.*



For more information:

Full Report: <https://gtn.uk.com/research>

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