



## ALL WE HEAR IS RADIO HAHA

*- Tune into the podcast that's SIX HOURS of the sounds of laughter -*

- **Inspired by slow radio SpareRoom has launched Radio Haha: a 6 hour podcast featuring nothing but the sounds of people laughing**
- **Radio Haha is designed to highlight the importance of laughter in a happy flatshare**
- **85% of housemates believe laughter is important for a happy flatshare**
- **87% of SpareRoom ads that mention laughter have a living room, demonstrating the importance of communal spaces in creating happy houses**
- **Laughter has real health benefits, helping alleviate stressful emotions and drawing people closer together**
- **Radio Haha is available to stream and download from [here](#)**

It's said that laughter is the best medicine and that's especially true when it comes to flatshares. In fact, the overwhelming majority of housemates (**85%**<sup>1</sup>) believe that laughter is important for a happy flatshare. What's more, science has shown that laughter can create a positive emotional climate in groups of people<sup>2</sup>.

Today, to highlight the importance of laughter in the making of happy house shares, SpareRoom has taken inspiration from the worlds of slow radio and ASMR\* by launching Radio Haha: an epic six-hour podcast that consists of nothing but the sounds of people laughing.

While Radio Haha has been designed mainly as an unorthodox way to encourage more housemates to share a little laughter together (and realise laughter's house-bonding benefits), the podcast could also have direct therapeutic benefits for its listeners. Indeed, aside from the potential relaxing and stress-reducing benefits of slow radio and ASMR-style content, research shows that simply listening to the sound of others laughing can trigger laughter and have a positive effect on a person's mood<sup>3</sup>.

Matt Hutchinson, Communications Director at SpareRoom, said: "Studies have shown that laughter has a wide range of benefits: it can decrease stress, boost the immune system, improve your mood and even provide a bit of a workout. But more than the benefits to body and mind, when it comes to a house share, laughter can be the social glue that binds the house together, turning tenants from people who simply share a property into good friends who genuinely enjoy one another's company. With Radio Haha we wanted to do something out of the ordinary to encourage house shares everywhere to laugh together as much as possible."

In addition to promoting more laughter in house shares, Radio Haha also hopes to encourage landlords to consider keeping living rooms in properties rather than turning them into extra bedrooms.

Invariably socialising – and laughter – between housemates takes place in the communal living spaces, none more so than the living room, which is often the heart of the house share. Perhaps tellingly, a cross-section analysis of SpareRoom ad descriptions reveals the vast majority of (87%) of ads that mention laughter come from properties with a living room<sup>4</sup>.

Radio Haha is available to download and stream for free, click [here](#).

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For more information please contact [spareroom@cowpr.com](mailto:spareroom@cowpr.com) or 020 7234 9150

1. According to a SpareRoom poll of over 800 people, conducted in March 2018
2. According to research compiled by helpguide.org based on data from scientific journals [Date Accessed March 2018) <https://www.helpguide.org/articles/mental-health/laughter-is-the-best-medicine.html>
3. <https://www.helpguide.org/articles/mental-health/laughter-is-the-best-medicine.html>
4. According to analysis of 2,727 property ads listed on SpareRoom, 2,383 contain the keyword 'laughter' and are properties with a living room.

\*ASMR stands for 'Autonomous Sensory Meridian Response. ASMR videos feature repetitive ambient sounds that viewers claim can induce a tingling feeling in the viewer and have become an internet phenomenon: <https://www.smithsonianmag.com/science-nature/researchers-begin-gently-probe-science-behind-asmr-180962550/>

### **About SpareRoom**

SpareRoom is the UK's leading flat and house share site with over 7 million registered users. Founded in the UK in 2004, the company expanded into the US market in 2011 and has currently helped almost half a million people find a room or roommate.

SpareRoom holds weekly [SpeedFlatmating](#) events, helping people find their ideal flatmate in a relaxed, social setting, in London, Manchester and New York.