



MEDIA RELEASE

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Audiences turn to radio to inform and entertain over summer

Listeners consider radio a valuable source of entertaining and informative content, with 94% saying that radio is the place to turn to for information during the summer season, according to the 2020 GfK Radio Insights Summer Listening Report released today by Commercial Radio Australia. This is particularly true in times of emergency, with 74% of listeners looking to radio to provide information during an emergency situation.

Summer, even with major on-air teams taking a break, still yields a high level of radio listening. Summer radio listening has maintained steady reach over the past three years, with over 80% of radio listeners switching on radio the same amount or more and almost three in four radio listeners saying they are more likely to listen to media than watch it.

Radio has the power to provide relevant and current information in times of emergency and to keep regional communities connected and informed. 68% of listeners agree that radio is where they turn to for information on local news and events, and 81% say that radio keeps them up to date. Meanwhile, 91% of regional listeners listen to radio just as much if not more in the summer.

“Of 261 commercial radio stations, 220 are in regional areas. Our regional stations understand their vital role, both during and after emergencies, to be right there broadcasting locally and continuously in order to share news and important information. Often broadcast radio is the only place people in regional areas can turn to in times of emergency, with mobile phone towers damaged or overloaded and access to other broadcast channels made difficult by the situation and the conditions,” said Joan Warner, chief executive officer of Commercial Radio Australia.

70% of listeners consider radio to be a broadcast medium that they can access anywhere in summer, meaning that they can listen wherever they happen to be. Radio is not only where audiences turn to for entertainment and information, but also a source of inspiration, with nine out of 10 listeners saying that radio helps give them ideas about what to do in summer. Plus, radio can be listened to while on the move, with 90% of listeners stating that radio keeps them informed when they are on the go in summer and one in five listening to more radio in the car during the summer months.

Demographically, young people aged 10-24 are the most engaged radio listeners in summer, as 82% are more likely to listen to media than watch it and one in five state that they listen to more radio during that time. When it comes to location, 27% listen more in the car in summer (compared to 19% of all listeners 10+) and 20% listen more at home. Over summer, younger audiences engage with radio across several devices and channels, with over one in three (35%) listening to radio via smartphones, 17% listening via smart speakers, 17% listening via DAB+ and 49% listening to radio across a range of platforms.

View the 2020 GfK Radio Insights Summer Listening report infographic [here](#).

GfK Radio Insights is an online radio survey which provides additional perspective to the GfK Australian Radio Ratings, with a 1255 representative sample of people 10+ by age, gender, location of Australians. Survey period January 14 to January 24 2020.

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