

# Commercial Radio Reach & Frequency

## a dominant media choice

- Radio can greatly extend coverage and frequency among key groups.
- Across 2010 around 95% of Australian's listened to the radio in an average week.
- Commercial radio attracted an average cumulative audience of 9.19 million of all people each week in metropolitan markets during 2010. This figure was a 250,000 increase over 2009, when 8.94 million people tuned in on average each week.
- On average, Australians spent over 16 hours per week listening to **commercial radio** during 2010, or 2hrs 30mins per day.
- Commercial radio provides more opportunities for a message to impact the listener.
- Across all day parts, an average of 1.1 million people listen to **commercial radio** at any one time in metropolitan markets.
- Breakfast is the most listened to session. 7 million people tuned into **commercial radio** in metro areas during breakfast in 2010.
- The frequency of radio ads can jog the memory to reinforce the message. Radio allows advertisers to extend the frequency of the message to achieve specific objectives.
- **Commercial radio** listening midnight to dawn shows that:
  - 14% of Australians listen each week during this time slot.
  - 8% of people 10-17yrs listen.
  - 13.5% of people 18-24yrs listen.
  - 81% of listeners are over 25yrs+.

Source: The Nielsen Company, Radio Ratings, Average of Five Capital Cities, Survey 1-8, 2010. All people 10yrs+, Monday-Sunday 5.30am-12mn. Midnight to Dawn Source: Average of Five Capital Cities, Survey 1-8, 2010, Mon-Sun 12MN-5.30am, All people 10yrs+ unless otherwise stated.

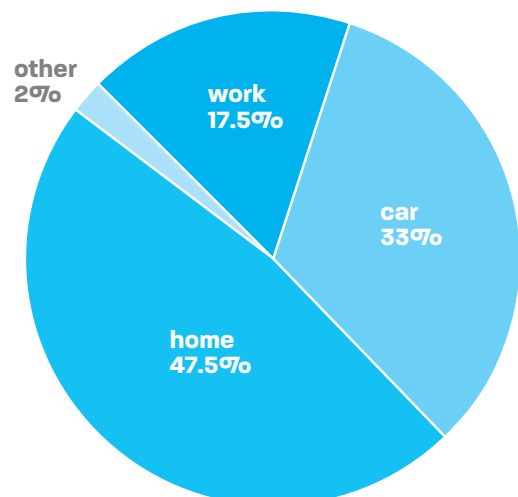
### Commercial Radio – Weekly Cumulative Audience % (Reach %)

Day-part	People 10yrs+	People 10-17yrs	People 18-24yrs	People 25-39yrs	People 40-54yrs	People 55yrs+
<b>Mon-Sun 05:30 AM-12:00 MN</b>	74%	84%	78%	75.5%	76.6%	64%

Source: The Nielsen Company, Radio Ratings, Average of Five Capital Cities, Survey 1-8 2010.

### Place of Listening for commercial radio

- Commercial radio travels with audiences. A highly portable and flexible medium, commercial radio acts as a companion to listeners, delivering timely and relevant messages.
- In 2010 the majority of commercial radio listening occurred at home, 47.5%.
- In car listening represents 33% of all commercial radio listening, up from 26% in 2001, and up 1% from 2009.
- The remaining 19.5% of commercial radio listening occurs at work with an additional 2% designated as "other".



Source: The Nielsen Company, Radio Ratings, Average of Five Capital Cities, Place of Listening, Monday to Sunday 5.30am-12mn, Survey 1-8, 2010.

## Place of Listening – Weekly Reach % by Location

Monday to Sunday

	Home	Car	Work	Other
People 10yrs+	48%	33%	17%	2%
People 10-17yrs	50.6%	38.5%	4.8%	6%
People 18-24yrs	24.7%	41%	30.8%	3.4%
People 25-39yrs	28%	43%	27%	2%
People 40-54yrs	40%	39%	20%	1%
People 55yrs+	76.6%	16.6%	6%	1%

- Over 50% of commercial radio listening by people 10-17yrs and people 55yrs+ occurs at home, 50.6% and 76.6% respectively.
- With in-car listening growing across most age groups, growth has been most significant among youth who have become more mobile. 38.5% of listening among people 10-17yrs now occurs in the car.
- A high level of commercial radio listening among people 18-24yrs and 25-39yrs occurs at work, 30.8% and 27% respectively.
- People 40-54yrs consume 40% of all commercial listening at home and another 39% in the car.

Source: The Nielsen Company, Radio Ratings, Average of Five Capital Cities, Place of Listening, Monday to Sunday 5.30am-12mn, Survey 1-8, 2010.

## Radio Audience Measurement

The Nielsen Company currently hold the contract to conduct radio audience measurement on behalf of the industry.

There are 8 metropolitan Radio surveys released per year.

The Nielsen Company uses the Sticker Diary method to collect the ratings information and utilises Single Person Placement (recruiting one person aged 10yrs and over per household) to recruit the Radio sample. Individuals are recruited using the Last Birthday Method (i.e. the person identified in the home that has had the most recent birthday).

Radio is in survey for 39 weeks of the year from mid to late January to late November/early December and uses a Rolling Survey Methodology to construct a survey schedule. This means the data from part of one survey wave is carried forward into the following wave.

With the switch on of Digital Radio (DAB+) in metropolitan markets across Australia, the industry is tracking how people listen to their favourite radio stations; known as platform listening.

The industry tracks whether people are listening via analogue am/fm radio, online streaming or via a DAB+ digital radio.

The 2011 Single Source categories data available in Radio Advisor provide a plethora of information about commercial radio listeners and are extremely useful when analysing the radio listening data.

Some of the 2010 Single Source categories for lifestyle/purchase intentions are air travel, interstate or overseas, home and/or contents insurance, motor vehicle purchase intention, white goods, air conditioning, heaters, furniture, audio/visual equipment, DAB+ digital radio, and computer tablet device purchase intention.

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