

SUMMER LISTENING

Radio listening is strong over the summer months, providing advertisers with the opportunity to reach key audiences at a time when spending is high.

SOUNDS LIKE SUMMER

Radio keeps listeners entertained and informed over summer, and the portability of radio means that listeners can engage with radio no matter where they are.

RADIO REMAINS AN IMPORTANT WAY TO CONNECT WITH AUDIENCES IN SUMMER –



85% of radio listeners listen to radio as much or more in summer



2 in 3 radio listeners agree that during the summer months they are more likely to listen to media than watch it

60% of listeners listen to radio stations at their holiday destination



ALL RADIO FORMATS CONTINUE TO ENGAGE LISTENERS DURING SUMMER –

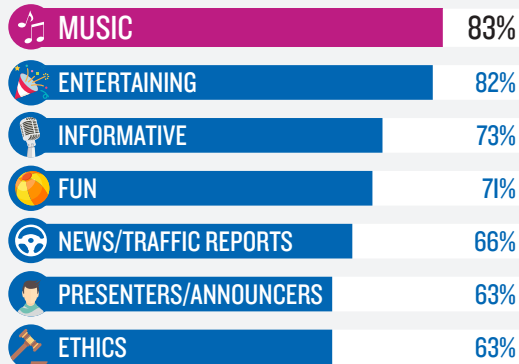
89% are listening to as much or more **MUSIC**

79% are listening to as much or more **NEWS**

61% are listening to as much or more **TALKBACK**

54% are listening to as much or more **SPORT**

THE MOST IMPORTANT THINGS when choosing a radio station to listen to during summer are –



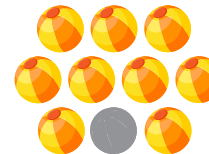
SUMMERS OF OUR YOUTH

RADIO CONTINUES TO ENGAGE YOUNGER AUDIENCES (10-24 year olds) OVER SUMMER.



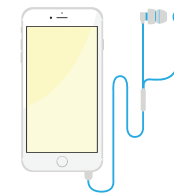
1 in 5 listen to more radio in summer

Over 1 in 5 listen to more radio in the car in summer



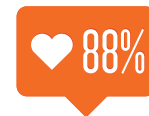
Almost 9 in 10 agree they are more likely to listen to media than watch it

Over 1 in 3 listen to radio via smartphones over summer



"I'm going out more in summer & turn the radio on while in the car."

– Listener, 18-24



engage as much or more with a radio **SOCIAL MEDIA PAGE**



engage as much or more with a radio station's **WEBSITE**

INFORMER

RADIO IS AN IMPORTANT WAY FOR LISTENERS TO KEEP UP TO DATE WITH NEWS, EVENTS AND INFORMATION.

"To hear about traffic news, weather forecast & current affairs."

– Listener, 40-54



92% of listeners agree that radio is a great source of information in summer



90% of listeners agree that radio keeps me informed when out and about in summer



1 in 5 listeners say that radio gives them ideas or inspirations about things to do and see in summer



3 in 4 listeners agree 'radio keeps me up to date'

GfK Radio Insights is an online radio survey which provides additional perspective to the GfK Australian Radio Ratings. n=1,304 representative sample by age, gender, location of Australians (Radio listeners n=1,046/ Non-listeners n=258), people 10+. Survey period 17-28 January 2019. For more information please visit radioalive.com.au or gfk.com/au.

