

Radio is audio of choice for 8 out of 10 Australians

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Australian radio has grown its audience to 81% of the population and is the number one choice for in-car listening, according to Infinite Dial 2024 Australia released today by Commercial Radio & Audio (CRA) and Edison Research.

The 8th annual report, presented at a webinar by Edison Research president Larry Rosin and CRA chief commercial officer Jo Dick, also found Australian radio's reach is five times larger than ad-supported music streaming such as Spotify, with just one third of Spotify listeners able to be reached by advertising.

"The Infinite Dial 2024 Australia shows that more than 8 out of 10 Australians are tuning in to radio, with significant engagement across all demographics, proving Australia is a world-leader for radio listening," Ms Dick said.

"The number of 25-54 year olds listening to radio online has more than doubled in the past three years, demonstrating audiences are embracing the way radio and audio fits into their lifestyle.

"The results show Australian radio continues to go from strength to strength, delivering content to audiences whenever and wherever they choose to listen," Ms Dick said.

Mr Rosin said: "The Infinite Dial 2024 Australia study demonstrates the strong global position of the Australian audio industry, with robust engagement across different platforms, including traditional AM/FM/DAB+ radio, online radio, and podcasts.

"These findings underscore the industry's ability to adapt and innovate, providing diverse and compelling audio content for listeners."

Radio is the top choice for in-car listening, with 88% using it as an audio source in cars, and in-car streaming radio listening has risen 75% in two years.

"Radio continues to be a popular and important part of people's everyday lives, but the findings are also timely reminder of why we need to work with both government and industry to ensure that radio remains easily and reliably accessible in connected cars and on smart speakers," said Ms Dick.

The report also showed smart speaker ownership in Australia has doubled in four years, now matching US adoption rates, with 65% of owners listening in the past month. For more insights from the Infinite Dial 2024 Australia, click [here](#).

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About Infinite Dial:

The Infinite Dial 2024 Australia study explores the penetration of audio in Australia including radio listening as well as the online platforms Australians are using. It mirrors the Infinite Dial US report, the longest running survey of digital media consumer behaviour in the U.S. The study was conducted by Edison Research in the first quarter of 2024 in a national survey of 1,719 respondents in Australia aged 12 and over. The research was sponsored by CRA, SCA, Nine Radio, ARN, and Nova Entertainment.

About Edison Research

Edison Research conducts survey research and provides strategic information to a broad array of clients worldwide, having conducted research in 66 countries. Edison Research is the leading podcast research company in the world, producing the only survey-based data on podcast listening in the U.S., Edison Podcast Metrics, and has conducted research for many companies in the space. Edison Research's The Infinite Dial® series has been the survey of record for digital audio, social media, podcasting, smart speakers, and other media-related technologies since 1998. The company's Share of Ear® survey is the only single-source measure of all audio in the U.S. Since 2004, Edison Research has been the sole provider of election data, race projections and analysis to the National Election Pool (ABC News, CBS News, CNN, NBC News) for every presidential primary and general election.

About Commercial Radio & Audio

CRA is the peak industry body representing the interests of commercial radio broadcasters across Australia. CRA promotes the effectiveness of radio and audio to advertisers, manages audio research and insights, metropolitan and regional audience measurement surveys, the Australian Podcast Ranker, revenue reporting, industry innovation, industry codes and standards, and regulatory and legislative matters. CRA hosts the ACRA Awards and HEARD, the audio industry showcase.

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