

COMMERCIAL RADIO HIGHLIGHTS

GfK SURVEY 5

FIVE METRO CAPITAL CITIES



ANOTHER BEST-EVER RESULT FOR
COMMERCIAL RADIO WITH A **900,000**
YOY INCREASE IN WEEKLY LISTENERS

81%[^]

OF AUSTRALIANS
LISTEN TO
COMMERCIAL RADIO



12M

WEEKLY LISTENERS
AGED 10+



387,000

INCREASE IN LISTENERS
AGED 25-39



97% OF COMMERCIAL STATIONS
INCREASED CUMULATIVE AUDIENCES
COMPARED TO SURVEY 5 2021**



27%[#]

YOY INCREASE IN
LISTENERS VIA
STREAMING



41%^{*}

INCREASE IN
AUDIENCE FOR DAB+
COMMERCIAL STATIONS



35 min

WEEKLY INCREASE IN
IN-CAR LISTENING



COMMERCIAL RADIO AUDIENCES DRIVE TO NEW RECORD LEVEL

Commercial radio achieved another best-ever result in GfK Survey 5, with weekly listeners up 8% year on year to more than 12 million people across the five metro capitals.

The result was boosted by increased in-car listening and a surge in younger listeners. The growth in driving post lockdowns saw time spent listening to commercial radio in-car climb by 35 minutes to five hours and 21 minutes per week compared to a year ago.

At the same time audiences in the 18-24 age group increased by 9% or 113,000 people and those aged 25-39 jumped by 13% or 387,000.

“These are fantastic figures and show that radio remains fresh, stimulating and relevant, with strong audience growth across all age groups,” said CRA chief executive Ford Ennals.

“It’s no surprise that young people continue to find radio an important part of their day – 81% of 18-24’s and 89% of 10-17’s tune in weekly. This reflects the quality and increased choice of content available, and augurs well for establishing radio as part of a long-term media habit.”[^]

Overall 81% of Australians aged 10+ listened to commercial radio each week across the five metros during the survey period. Nearly 70% listened via AM and FM, 26% listened via DAB+ and 23% listened via streaming[^]. Streaming listeners rose by 27% to a record high of 3.4 million[#].

Commercial DAB+ stations, which include 80s, 90s, hip hop, country and heavy metal music formats, enjoyed a 41% year on year increase to 2.6 million weekly listeners.*