

# COMMERCIAL RADIO HIGHLIGHTS

## GFK SURVEY 3

FIVE METRO CAPITAL CITIES



A RECORD **11.8M** LISTENERS TUNED INTO COMMERCIAL RADIO EACH WEEK

**5%**

OR 580,000 INCREASE IN WEEKLY LISTENERS AGED 10+



**8.7%**

YOY INCREASE IN LISTENERS AGED 25-39



**2.3M**

PEOPLE TUNING IN TO DAB+ STATIONS (UP 39% YOY)\*



**5.63M** PEOPLE LISTENED VIA **DIGITAL PLATFORMS** (DAB+ AND STREAMING), A **24%** INCREASE OVER THE PAST YEAR<sup>^</sup>



### PLACE OF LISTENING BY SHARE#

HOME

**46.3%**



CAR

**33.4%**



WORK

**18.2%**



“More Australians are listening to commercial radio than ever before, driven by a strong surge in digital listening. According to GfK Survey 3, the commercial radio audience has grown by **5%** year on year to a new record total of **11.8 million** weekly listeners across the five metro city markets. The key driver of growth is the success of the digital platforms, with listening via DAB+ and live streaming growing by **25%** and **34%** respectively. These are great results and as the growth of digital audio platforms continues there is more growth to come.”

- FORD ENNALS  
CEO, COMMERCIAL RADIO AUSTRALIA



[commercialradio.com.au](http://commercialradio.com.au)