

Commercial radio winning with younger and older audiences to reach new high

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Australian commercial radio audiences have reached a new record, according to GfK Survey 2 2024, with 12.27 million listeners tuning in.

Commercial Radio & Audio (CRA) welcomed the latest results, which showed growth in the number of listeners aged between 10 and 24, as well as those aged over 65.

“Commercial radio keeps reaching new records when it comes to the number of Australians that choose to make it part of their everyday lives, whether they are younger or older listeners” said Jo Dick, CRA chief commercial officer.

“We love to see commercial radio continue to defy the stereotype that young people don’t listen, with more than 2.7 million listeners aged 10 to 24 tuning in, a year-on-year increase of 1.6%.

“Survey 2 also shows strong growth for listeners aged over 65, up 6.2% to almost 2 million when compared to the same time last year.”

The results also stayed strong for listeners in the 25-54 demographic, with 5.9 million tuning in every week and listening for 11 hours and 5 minutes.

Those who tune into commercial radio at work are listening longer, adding over an hour of extra listening a week to lift that figure (YOY) to 12 hours 9 minutes, ahead of at-home listening at 9 hours 47 minutes.

More than a quarter of listeners are choosing to stream commercial radio, with 3.13 million listeners spending 4 hours 22 minutes listening via streaming. Commercial radio streaming showed continued strong growth, boosted by people aged 18 to 24, which grew by 6.8% with 29.7% of that demographic using streaming radio across an average week.

“While we are seeing more people tuning in via digital radio or streaming, there are still many who listen the traditional way, whether that is on a radio at home or in the car – the beauty of radio is that there are so many options for people to listen and it can go with you wherever you are,” Ms Dick said.

Source: [GfK 360 Radio Ratings](#), SMBAP S2 2024, compared to S2 2023, All people 10+, Mon-Sun 12mn-12mn, Cume (000's), unless otherwise stated. Weekly Time Spent Listening (hh:mm). All numbers refer to commercial radio results unless otherwise stated

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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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