

COMMERCIAL RADIO HIGHLIGHTS
GfK SURVEY 6

FIVE METRO CAPITAL CITIES



BREAKFAST BOOM HELPS COMMERCIAL RADIO SET ANOTHER RECORD HIGH OF NEARLY **12.1** MILLION WEEKLY LISTENERS

81%[^]

OF AUSTRALIANS LISTEN TO COMMERCIAL RADIO



847,000

YOY INCREASE IN WEEKLY LISTENERS AGED 10+



1.4M

MORE LISTENERS AT BREAKFAST COMPARED TO LAST YEAR



AUDIENCE GAINS ACROSS ALL PARTS OF THE DAY AS LISTENERS ADAPT TO HYBRID WORKING ARRANGEMENTS



20%

YOY GROWTH IN LISTENERS AT BREAKFAST



14%

YOY GROWTH IN LISTENERS AT DRIVE



16%

YOY GROWTH IN WEEKEND LISTENERS



BREAKFAST RADIO AUDIENCE SOARS 20% IN GfK SURVEY 6

The number of Australians tuning into commercial radio at breakfast soared by 20% to more than 8.4 million people across the five major metro markets, compared to 7.0 million a year ago, according to the latest GfK radio ratings.

The number of commercial drive time listeners increased by 14% to more than 7.2 million people, while weekend listening surged nearly 16% to 9.8 million people.

Overall, GfK Survey 6 showed nearly 12.1 million people listened to commercial radio each week, beating the all-time high of 12 million recorded in GfK Survey 5 released in August and up from 11.2 million in GfK Survey 6 in 2021.

“We’re thrilled that commercial radio is continuing to break audience records with each survey and is growing listeners across all parts of the day,” said Commercial Radio & Audio chief executive officer Ford Ennals.

“Listening in car and at work have both shown healthy increases and breakfast radio has also come roaring back as Australians adapt to hybrid working arrangements.”

Eighty-one percent[^] of Australians aged 10+ listened to commercial radio each week during the survey period.

Commercial DAB+ stations again performed strongly with nearly 2.8 million* weekly listeners, up 35% from 2.04 million a year ago. Nearly 4.2 million people listened to commercial radio via a DAB+ radio and nearly 3.6 million# listened via live streaming, a 15% increase over the past year.