

COMMERCIAL RADIO HIGHLIGHTS

GfK SURVEY 4

FIVE METRO CAPITAL CITIES



A RECORD **12M** LISTENERS TUNED INTO COMMERCIAL RADIO EACH WEEK

7.6%

OR 844,000 YOY INCREASE IN WEEKLY LISTENERS



80%

OF AUSTRALIANS 10+ LISTEN TO COMMERCIAL RADIO



79%

OF 18-24S LISTEN WEEKLY



5.8M PEOPLE LISTENED VIA DIGITAL PLATFORMS (DAB+ AND STREAMING), A **24%** INCREASE OVER THE PAST YEAR



8.2M

PEOPLE LISTEN AT BREAKFAST



7%

INCREASE IN AFTERNOON LISTENERS TO 7.6M



12%

INCREASE IN WEEKEND LISTENERS



HUGE AUDIENCE GAINS FOR COMMERCIAL RADIO

Commercial radio gained **844,000** listeners in GfK Survey 4 to reach a cumulative weekly audience of **12 million**, the highest figure ever and a **7.6%** jump over the past year.

Nearly **5.8 million** people listened to commercial radio via digital platforms (DAB+ and streaming[#]), up **24%** compared to last year[^].

“This is an outstanding result with a record number of Australians listening to commercial radio, almost 850,000 more listeners than last year. Commercial radio growth is being driven by radio’s digital evolution with the number of people listening via digital streaming up **34%** year on year and via DAB+ up by **27%**,” said Commercial Radio Australia chief executive officer Ford Ennals.

“There was increased listening to commercial radio across all ages with a solid increase in younger listeners with **79%** of 18-24s tuning in weekly. One in five of this age group listened to commercial DAB+ stations during the survey period, up **63%** compared to a year ago*.”

Overall **80%** of Australians 10+ tuned into commercial radio each week across the five metros with strong growth across all parts of the day. There was a **7%** lift in breakfast audiences, an **11%** increase in mornings (9AM to midday) and a 12.2% surge in weekends.

commercialradio.com.au