

RADIO: A LOVE STORY

This AudienScope survey looks at the enviable relationship between a radio station and its audience – with a bit of help from some iconic Australian songs from the last few decades. Listeners are highly attached, eager to share their experiences, passionate, and loyal. A perfect platform to build strong engagement.

SOMEBODY THAT I USED TO KNOW

You miss the things you love.

9 in 10 listeners would miss their favourite radio show if it was taken off air permanently.

ABSOLUTELY EVERYBODY

Each week, **1 in 2** listeners talk to others about what they heard on radio.

The majority of people (95%) listen at least weekly* ...with over three quarters (77%) listening daily.*

"Most of my friends listen to the same radio station as me in the mornings, so it's something we talk about when we meet."

TRULY, MADLY, DEEPLY

Compared to other media, radio listeners are around **twice as likely** to have just one favourite radio station.

% who have one favourite:

Radio Station (63%)	Newspaper (36%)	TV Station (33%)
Website (33%)	Magazine (20%)	

NEVER TEAR US APART

4 out of 5 listeners have been listening to the same radio station for more than two years.

AudienScope, a quarterly national online survey of radio behaviour, provides an additional perspective to the Australian radio ratings. AudienScope looks for deeper, more holistic, insights into the radio listening habits of Australians.

All information is based on data from the AudienScope study, except where indicated by asterisks (*)

*Australian Radio Ratings, Survey 4, 2014