

RADIO: A SUMMER OF LOVE

Summer brings change to consumers' lifestyle, media and radio consumption. This AudienScope survey is a first all of industry insight into summer listening. It shows that radio is the perfect medium to engage and reach audiences when on holidays and out and about in summer.



THE SOUND OF SUMMER

Radio is the medium consumers are most engaged with in summer; with 84% of people listening as much or more in summer.



Radio Station
(84%)



TV
(76%)



Newspaper
(54%)



"On holidays, I literally spend all day listening, rather than just the eight hours at work"

Across age groups, younger people (under 25s) are the most engaged summer radio listeners. **29%** say they listen to more radio in summer vs **18%** for 25+



EVERYWHERE YOU GO

Audiences listen to the radio wherever they are in summer.



Car
94% [+11%]



Home
81% [+26%]



Public Transport
32% [+23%]



Work
41% [+22%]



Friend's House
94%*



Sport Event
27%*



Beach
26%*



Gym
26%*

[% change summer vs. remainder of the year/*no trending possible]

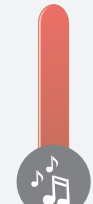
When away on holiday, 64% of radio listeners listen to the radio stations at their holiday destination



SOURCE OF SUMMER

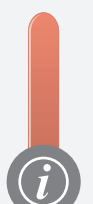


65% of listeners agree that radio gives them **ideas or inspirations** of what to do and see in summer and the school holidays.



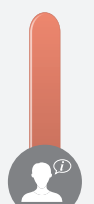
68%

a great source of entertainment in summer



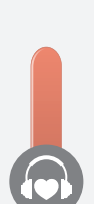
66%

a great source of information in summer



66%

keeps me informed when out and about in summer



49%

plays a bigger part in my life in summer



OUT & ABOUT IN SUMMER

Summer audiences' spending significantly increases in these categories (% of radio listeners):



Eating Out
43%



Attractions & Fun parks
42%



Cinema
31%



Fast Food
29%



Groceries
23%