

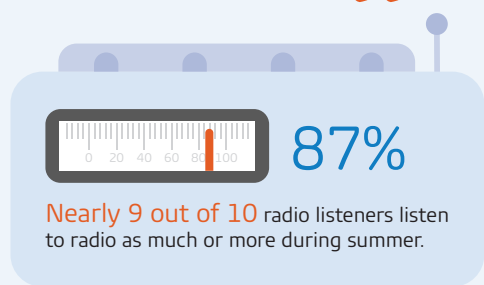
SUMMER LISTENING

Radio continues to engage with listeners over summer, reaching audiences while they're out and about over the summer period. Radio provides advertisers with the opportunity to reach key audiences, with radio listeners increasing spending on eating out and groceries over summer.

SOUNDS OF SUMMER

Radio plays an important role in listener's lives over summer, providing them with entertainment, music and information.

Summer is all about listening to the radio.



1 in 2 radio listeners strongly agree that during the summer months they are more likely to listen to media than watch it.

Nicer weather to be outside and chillout and listen to the radio and watch less tv due to being not stuck inside.

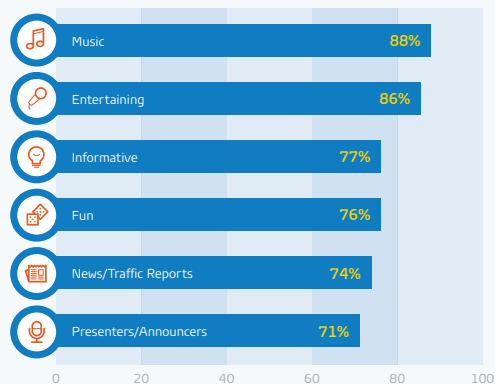
ALL RADIO FORMATS CONTINUE TO ENGAGE LISTENERS DURING SUMMER:



62% of listeners listen to radio stations at their holiday destination.

1 in 5 radio listeners spend more time listening to radio in the car over summer.

THE MOST IMPORTANT THINGS WHEN CHOOSING A RADIO STATION TO LISTEN TO DURING SUMMER ARE:



SUMMER YOUTH

Younger audiences (**10-24 year olds**) continue to increase their engagement with radio over summer.

1 in 5 listen to more radio in summer.

3 in 4 agree that they are more likely to listen to media than watch it.

1 in 3 listen to more radio in the car in summer.

I have had more time, and it also just gets you into a more up beat mood and provides a 'summery' vibe.
Radio Listener 10-17 years

63% engage as much or more with a radio social media page.

63% engage as much or more with a radio station's website.

39% phone a radio station as much or more.

HUNGRY FOR MORE

Radio listeners are more likely than non-listeners to say they increase spending on groceries and eating over summer.

	Radio Listeners	Non Listeners
Groceries	27%	21%
Eating Out	26%	17%
Fast Food	19%	11%

RADIO LISTENERS AGED 18-24 ARE MORE LIKELY TO INCREASE THEIR SPENDING OVER SUMMER:

30% spend more on groceries.

39% spend more on eating out.

35% spend more on fast food.

GfK Radio Insights is an online radio survey which provides additional perspective to the GfK Australian Radio Ratings. n=1263 representative sample by age, gender, location of Australians (Radio listeners n=1004/Non-listeners n=259), people 10+. Survey period January 15 to January 25 2018. For more information please visit the GfK website at www.gfk.com/au

