

AUSTRALIANS ARE TURNING TO RADIO DURING THE COVID-19 CRISIS

72% OF AUSTRALIANS 18+
are listening to radio the same amount or more

INCREASED ENGAGEMENT WITH RADIO

People **18-44** are more likely than people 45+ to have **increased engagement** with radio during the COVID-19 crisis



Over **1 in 5** are listening to **more radio** during the COVID-19 pandemic

“I think I can trust more in radio news & I hear it while I cook or do more things.”

“To take my mind off things & get information on the virus.”

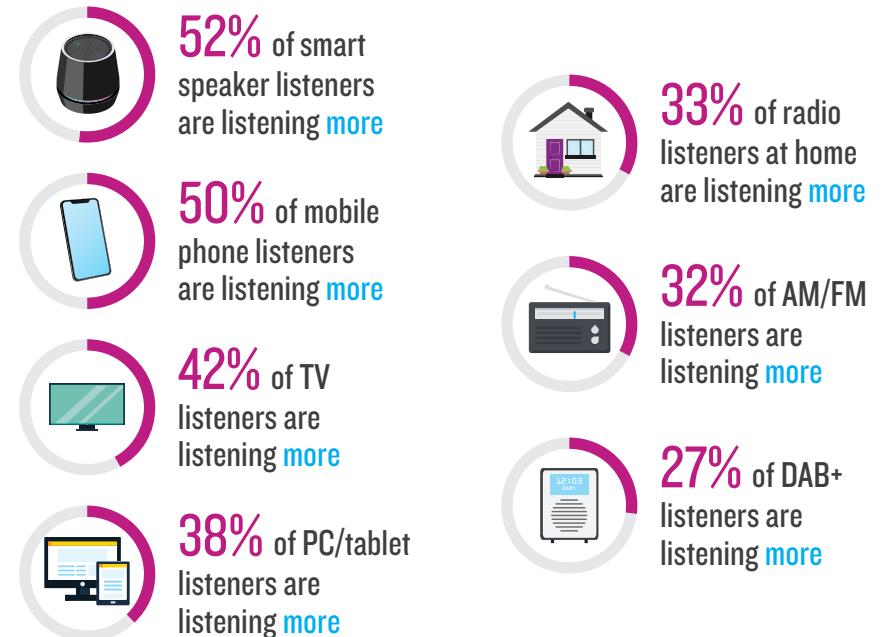
“To get updates about state & local response to the COVID-19 spread.”

SOURCE OF INFORMATION & COMFORT

Radio is a **trusted & reliable source** of COVID-19 information, providing listeners with a **sense of connection** –

- 72%** “I trust radio to provide **up-to-date information** about COVID-19”
- 68%** “Radio is a **good source of information** about COVID-19”
- 64%** “Radio **keeps me connected** with my local community”
- 63%** “I **trust** the information I get from my **favourite radio presenters**”
- 62%** “Radio makes me **feel less alone**”
- 59%** “Radio **helps me know** which stores/services are still open”
- 58%** “I trust that what I hear on radio is **accurate**”

CONSUMPTION OF RADIO



Source: GfK COVID-19 Study, 1-2 April 2020, Nationally representative online study, People 18+, n=511 (n=426 radio listeners / n=252 People 18-44 / n=259 People 45+). For more information please visit radioalive.com.au or gfk.com/au.

