

RADIO LISTENING: SUMMER HIGHLIGHTS

Summer 2021 looked a little different this year, as more people holidayed at home or within Australia. Restrictions impacted consumer behaviour, however one trend was recurrent – radio listening remained strong. The accessibility of radio on a growing range of devices and technologies, including AM/FM, DAB+, mobile, PC/tablet and smart speakers, enabled listeners to tune into their favourite radio station from any location.

3 in 4
listeners feel radio plays a bigger role in their life during summer

9 in 10
radio listeners consume as much or more radio over summer

3 in 4
listeners are more likely to listen to media than watch it



70%
find radio a great companion



68%
listen to feel more connected



62%
tune in from their holiday destination

RADIO APPEALS TO THE YOUNG & OLD

10-24 YEAR OLD LISTENERS

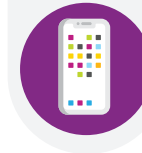
1 in 2
would feel lost without radio



29%
listen to more radio in the car over summer



1 in 2
listen to radio via smart phone over summer



40-64 YEAR OLD LISTENERS

89%
listen to radio for entertainment

83%
select a radio station because it's informative

80%
agree that radio keeps them up-to-date

RADIO IMPROVES MOOD & PROVIDES INSPIRATION

9 in 10

listeners confirm radio provides inspiration for things to see and do



Radio enhances happiness levels and time spent with loved ones

7 in 10

listeners tune into radio to improve their mood