The first study to investigate the unique relationship between radio listeners and purchase behaviour.
Commercial Radio Australia worked with Colmar Brunton to conduct an extensive study, the first of its kind in Australia to determine how listening to radio impacts mood, energy levels, openness to advertising messages and behavioural outcomes. By examining the difference between those exposed and not exposed to commercial radio, Colmar Brunton was able to deliver valuable findings regarding how radio acts as a strong emotional multiplier, and in turn, encourages brand search and purchase behaviour.

**Radio listeners are in the mood for your brand**

There is a direct correlation between mood, happiness, trust and openness to advertising messages. The happier we are, the better mood we are in, the more likely we are to process advertising messages in an emotional and instinctive way. **Two thirds (67%) of radio listeners are open to advertising messages, the highest across any form of media.¹**

**Radio influences search and purchase behaviour**

When listeners love and trust, or have a strong affinity for their favourite station, they are more receptive to the advertising messages that they are exposed to throughout the day. **Consumers are more than 43% more likely to search and 41% more likely to purchase a brand, after hearing it advertised on radio.¹**

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### People are most open to advertising messages on radio¹

<table>
<thead>
<tr>
<th>Media</th>
<th>Openness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>67%</td>
</tr>
<tr>
<td>FTA TV</td>
<td>63%</td>
</tr>
<tr>
<td>Pay TV</td>
<td>61%</td>
</tr>
<tr>
<td>Search</td>
<td>65%</td>
</tr>
<tr>
<td>Social Media</td>
<td>61%</td>
</tr>
</tbody>
</table>

*Rating 6 or more

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"**Commercial radio can reach more than 18 million people each week!**"
Radio delivers ideas and prompts action

Radio’s authenticity and ability to create a theatre of the mind helps listeners to generate ideas and prompts a call to action. Radio advertising builds awareness, prompts ideas and encourages brand search and purchase. **Two thirds (68%) of listeners take action after hearing a brand advertised on radio.**¹

“Over 75% of people who hear radio advertising interact online within 24 hours”

Listener Loyalty

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

Radio brands are loved and trusted

Almost three quarters (72%) of radio listeners believe that their favourite radio station is a wonderful brand.¹ This brand love engenders trust. For listeners, hearing an advertising message on their favourite radio station is like receiving a referral from a trusted friend.

The overwhelming majority (90%) of radio listeners would miss their favourite radio show if it was taken off air permanently.² Radio listeners are loyal and twice as likely to have just one favourite radio station, when compared with other media.²

For more information about radio advertising, visit www.radioitsalovething.com
Radio is a multi-tasking medium

With consumers now increasingly mobile, radio provides listeners with the ability to engage throughout the day, when they are performing their ordinary day-to-day tasks and when they are feeling relaxed, happy and engaged. The vast majority (86%) of listeners state that radio is informative, providing them with updates, when they are at home, work, commuting, exercising or in the car.¹

Radio improves happiness and energy levels

Radio listening has a positive impact on mood as it relaxes, entertains and provides company. Listeners are 9 times more happier and energised when listening to the radio.¹

Radio performs strongly when integrated with other media

When used in conjunction with other media, such as television or online, radio improves the likelihood of action. Radio provides the ability for advertisers to extend their messaging to a specific audience at a specific time of the day, in a targeted and cost effective manner.

Radio is very much relevant, despite significant technological change. The total cumulative audience is increasing. There are now more than 10 million people listening to commercial radio each week in the five metropolitan capital cities alone.³

Radio Matters

- 7 out of 10 feel that radio is an important part of their lives
- 58% think radio is their companion
- Radio listeners are around twice as likely to have just one favourite radio station²
- 86% love how radio keeps them informed

¹ Colmar Brunton Radio Advertising Effectiveness Study 2013
² GfK Audiencescope Q2 2014
³ GfK Radio Ratings, Survey 6 2014, Total People 10+, Mon-Sun, Midnight to Midnight, all radio listening
⁴ GfK Radio Ratings, Survey 6 2014, Total People 10+, Mon-Sun, Midnight to Midnight, commercial and digital listening only
Radio is live and local

Radio delivers live content, for advertisers to deliver messaging and updates that are timely and current. Radio is also hyper local and a platform for local and national advertisers to tailor their messaging, based on the thoughts and needs of that community.

“People who love their radio station will love your brand!”

72% think their radio station is a wonderful brand

78% think their radio station makes them feel good

60% are attached to their favourite radio station

67% love their radio station

*Average brand love score is 50%*
Brand Purchase by Category

Radio delivers a highly engaged audience who are the most receptive to advertising messages, and likely to take action in response to advertising. Consumers who are exposed to radio advertising are 43% more likely to search and 41% more likely to purchase advertised brands.¹

Purchase uplift by category

- Cars and trucks: 7 times more likely (X7)
- Online services: 6 times more likely (X6)
- Sporting tickets: 4 times more likely (X4)
- Home or hardware products: 4 times more likely (X4)

Other categories that experienced a significant increase in brand purchase included department stores, food products, credits and sponsorships, telecommunications and apparel retailers.

Colmar Brunton Research Comments

“We had previously conducted research that had highlighted the strong impact that radio advertising had on building brand awareness and stimulating digital activity such as website visitation and browsing for information on a brand or category. However, the missing piece of the puzzle was an understanding of the extent to which radio advertising influences consumers to buy advertised brands.

We embarked on a comprehensive multi-stage study that brought together data on claimed and actual consumer behaviour to confirm the strong link between radio advertising and brand buying. Consumers who are exposed to radio advertising were significantly more likely to search for and to buy advertised brands.

This is significant finding for the radio industry and provides compelling evidence on the effectiveness of radio advertising for media buyers and advertisers.”

Adrian Morgan,
Research Director, Colmar Brunton

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¹ Source: Colmar Brunton Research