

2 July 2015

New GfK AudienScope insights show radio is batting above the average

GfK's latest AudienScope report shows that Australian radio audiences have grown by 7% in the last five years, 19% of people are listening to more radio now than they were a year ago and driving while listening to live radio is the top multi-tasking activity.

AudienScope 1, 2015, released by research company GfK, indicates that radio is a constant companion throughout the day, with nearly half (48%) of all listeners choosing to stay on the same station for long periods of time, demonstrating its value as a multi-tasking medium that is often consumed in conjunction with other activities. The number one activity while listening to radio is driving, with 66% of people listening to the radio while driving.

The report shows that while other traditional media platforms fragment, radio is on throughout the day and keeps listeners informed, relaxed and feeling good, even more so than TV, print magazines, newspapers and the internet.

The research also indicates that radio talent is the key attraction to listeners' favourite stations. Six in ten (59%) people listen to their favourite radio station because of the personality-driven content. The top five qualities listeners want in a presenter were revealed and more than 82% of listeners agreed that the attribute they most preferred in a presenter was a sense of humour.

Joan Warner, chief executive of Commercial Radio Australia, said: "This report showcases radio's unique ability to connect with audiences for longer periods of time. The loyalty between stations and their listeners contributes to an exceptional level of trust that extends to brands that advertise on radio."

Dr Morten Boyer, General Manager of GfK Media, said: "The first edition of AudienScope in 2015 shows that radio is a constant in people's lives. Listeners are drawn to the human aspects of radio: its presenters, its role as a companion, and its ability to make them laugh. This strengthens and sustains people's relationship with their favourite station."

AudienScope is a national online survey of radio behaviour, providing context and additional perspective to the Australian radio ratings. The research is released quarterly and involves 5,000 respondents per year.

AudienScope results can be downloaded at the GfK website [here](#).

Media contact: Melissa Fleming – 0417 499 529 or Louise Alley on 0422 348 652.

www.commercialradio.com.au

Get social with CRA on:

Twitter: @ComRadioAU Facebook: [facebook.com/commercialradioaustralia](https://www.facebook.com/commercialradioaustralia)

Instagram: [instagram.com/comradioau](https://www.instagram.com/comradioau)