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New GfK AudienScope research shows radio best at starting conversations

GfK's latest AudienScope research released today shows radio continues to lead TV and print media for its ability to tell real stories, start conversations and be interactive.

GfK has released qualitative insights from the research via a video featuring a range of interviews with focus group respondents.

Dr Morten Boyer, General Manager of GfK Media, said: "To understand why radio creates a more 'human' relationship with its audience, we had to take AudienScope beyond questionnaires and have an actual conversation. When we did this, people told us they are more engaged with radio because it is authentic and less scripted. More real."

Joan Warner, chief executive of industry body Commercial Radio Australia, said: "These insights reinforce the fact that radio is one of the best ways for brands to start a conversation with their customers or take that conversation to a deeper level."

Quantitative research undertaken alongside the focus groups backed up the findings, showing that 28% of people picked radio as the medium they most associated with "having the human touch", followed by TV on 21% and newspapers/magazines with 13%.

The research also showed that 38% of people considered radio the most communicative and interactive medium, compared to just 13% for TV and 8% for newspapers/magazines.

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

The video can be viewed at the GfK website [here](#).

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