

THE POWER OF RADIO

June 2020



Radio is a strong
brand building medium,
driving immediate call-to-action.

Radio is a **high reach medium**
that delivers long-lasting
engagement and **tangible**
results for advertisers.



95% of
AUSTRALIANS
listen to radio
each week

RADIO IS AT THE HEART OF THE ECONOMIC LIFE OF REGIONAL COMMUNITIES

Commercial radio helps to build the
awareness and profile of local
businesses and local issues

RADIO ALLOWS COMMUNITIES TO **STAY CONNECTED** AND **INFORMED**, PARTICULARLY DURING EMERGENCY SITUATIONS



74% of listeners say
that they turn to radio
for information in
emergency situations

REGIONAL COMMERCIAL RADIO LISTENER PROFILE



71%

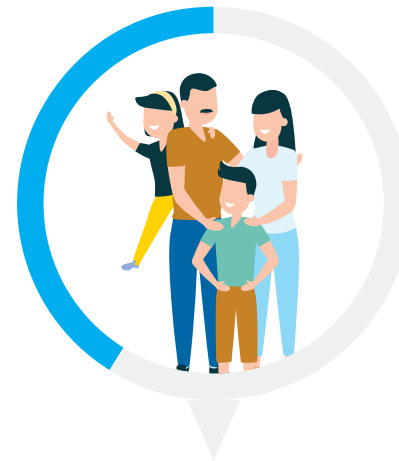
are homeowners/
mortgagees



61%

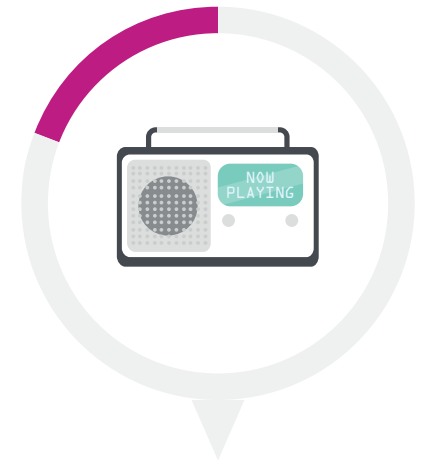
are main grocery
buyers

Average weekly
grocery spend: \$142



41%

have kids at
home



19% more

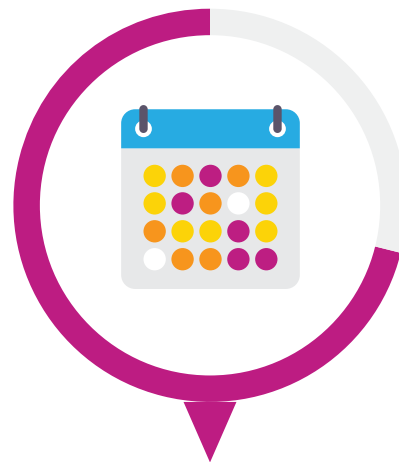
radio listeners
got their news
yesterday via radio
than on their mobile

LIVE AND LOCAL REGIONAL COMMERCIAL RADIO LISTENING



81%

try to shop
locally



7 in 10

like to know what's
going on in their local
community



55%

listen to radio for info/
news about what is
happening in their city

REGIONAL COMMERCIAL RADIO V ONLINE AUDIENCES

Commercial radio listeners have a higher profile than online audiences of:

Main grocery
buyer

Parents with
kids at home

Homeowners/
mortgagees

Higher
household
income

Higher
weekly grocery
spend

LISTENING DURING COVID-19

Commercial radio listening on average increased around 1 hour 46 minutes per week during COVID-19 compared to the weeks prior to lockdown*



listen to as much or more radio during COVID-19^



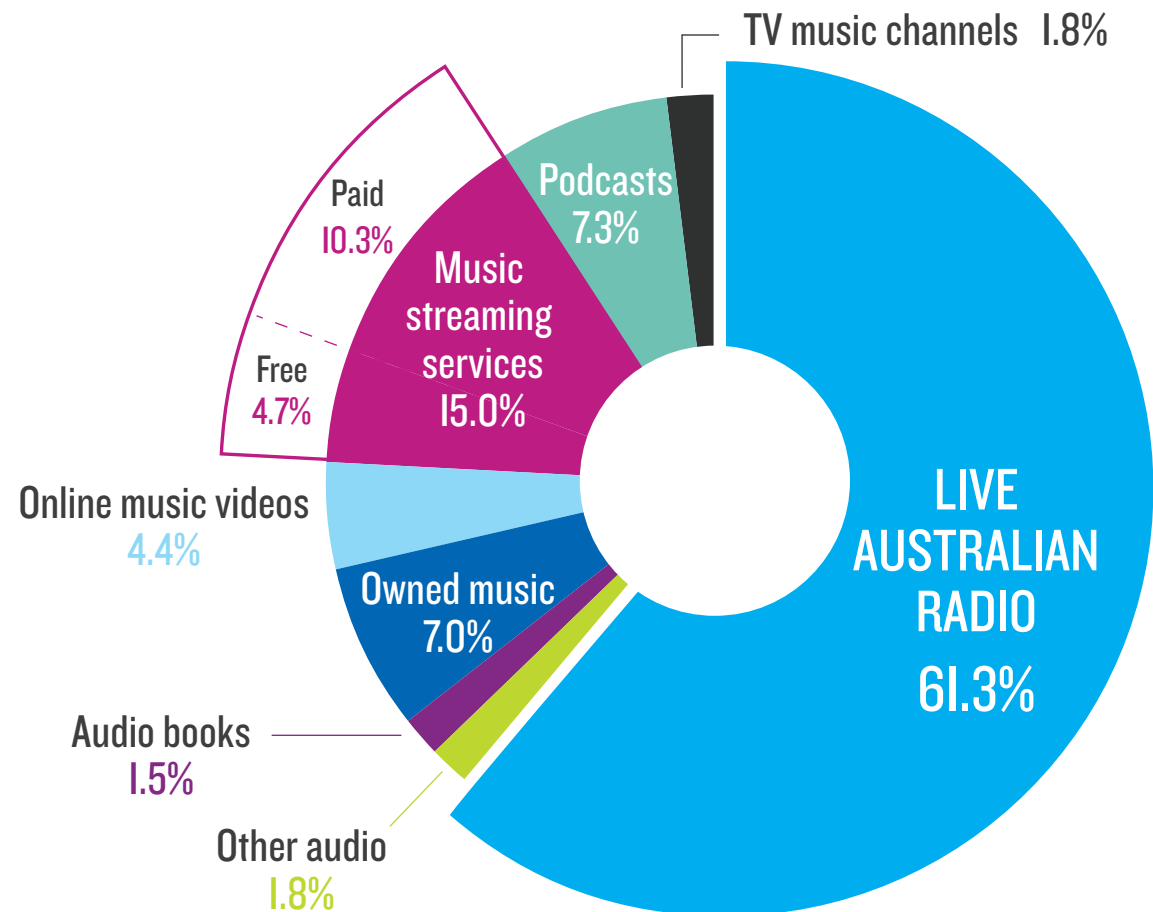
are listening to radio at home during COVID-19;
TSL at home up
by over 4 hours each week*



trust radio to give them up-to-date information about COVID-19^

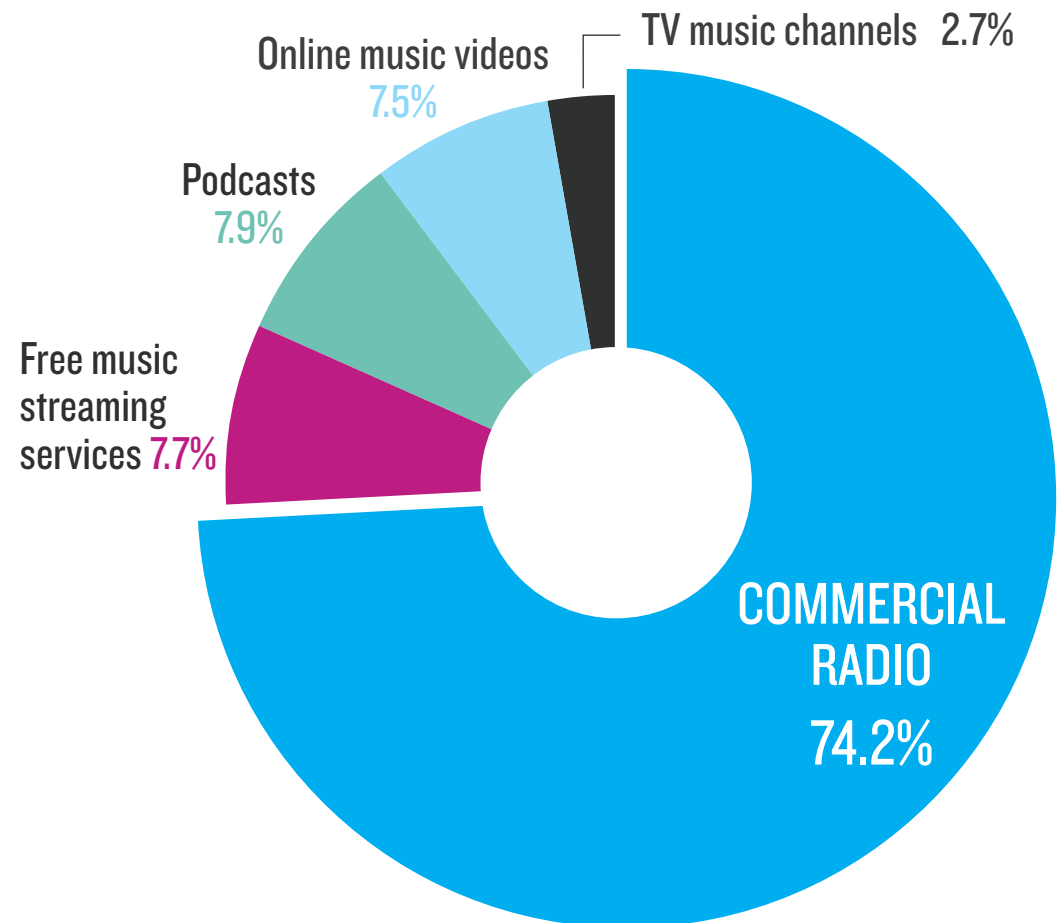
LIVE AUSTRALIAN RADIO CONTINUES TO DOMINATE THE AUDIO LANDSCAPE IN AUSTRALIA

Australians spend an average of 3 hours 28 minutes listening to audio every day, with 2 hours 7 minutes spent listening to live Australian radio



LIVE AUSTRALIAN COMMERCIAL RADIO IS THE #1 COMMERCIAL AUDIO PLATFORM ACROSS ALL DEMOS

Live Australian commercial radio accounts for nearly three quarters of all listening on audio platforms that have advertising



RADIO DRIVES DIGITAL BEHAVIOUR

People are
6 times more likely
to look for a
specific brand online
if they've heard it
advertised
on radio

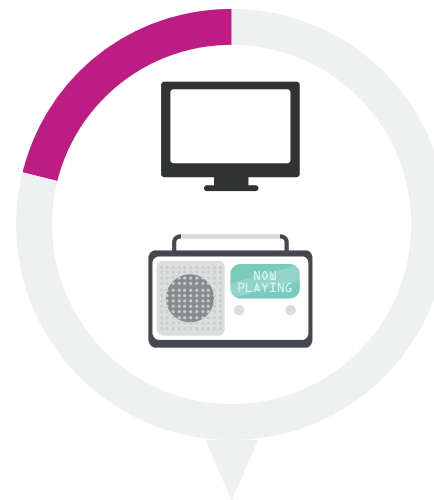
COMMERCIAL RADIO INCREASES ROI

Radio delivers an ROI of more than 20% when combined with TV or online



23%

Online + Radio

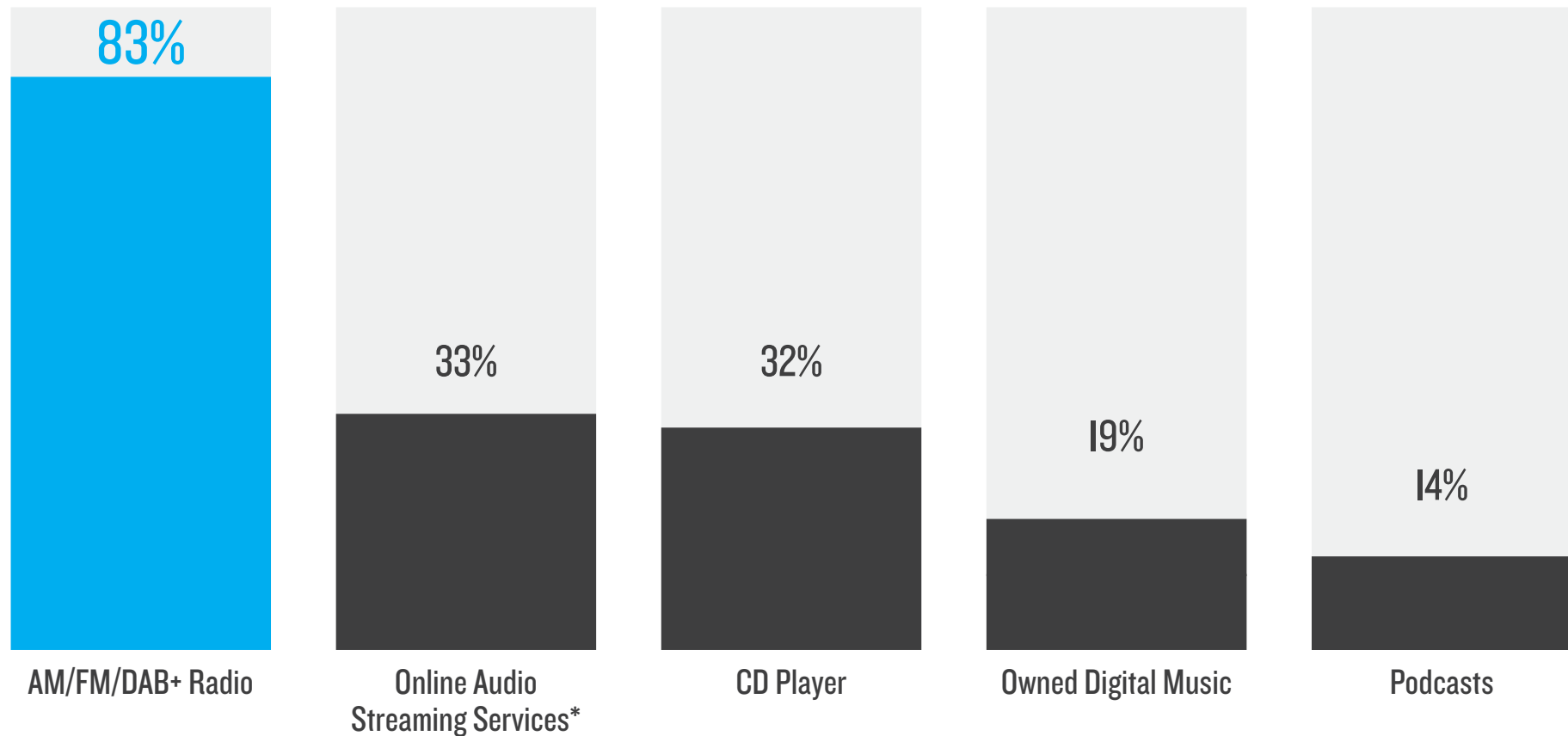


21%

TV + Radio

RADIO IS THE MOST PREFERRED IN-CAR AUDIO

Audio sources used in car in Australia – 2020



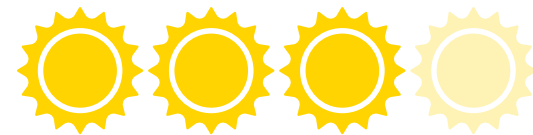
RADIO REMAINS AN IMPORTANT WAY TO CONNECT WITH AUDIENCES IN SUMMER

Radio listening is strong over the summer months, providing advertisers with the opportunity to reach key audiences.



91% of radio listeners

in regional areas listen to radio
as much more more in the summer



Almost 3 in 4 listeners agree

that they are more likely to listen to media
than watch it during the summer months,
up from 2 in 3 in 2019

RADIO IS A COST-EFFECTIVE ADDITION TO ANY MEDIA PLAN

Radio enables organisations to **build their share of voice**, while also amplifying the impact of other channels

WANT MORE INFORMATION?



Visit radioalive.com.au

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