

SUMMER LISTENING

Radio continues to engage listeners over summer, providing advertisers with the opportunity to reach target audiences over the summer holiday period.

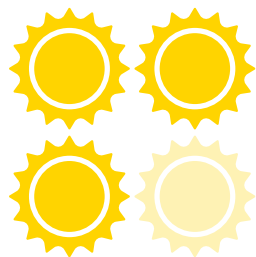
RADIO REMAINS HOT IN SUMMER

Summer listening has remained steady as radio continues to play an important role in summer –

Almost **9 out of 10** radio listeners listen to radio as much or more in summer

In regional areas

91% of listeners listen as much or more during summer



Almost **3 in 4**

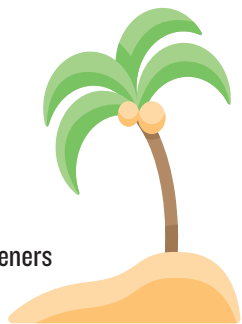
listeners agree

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

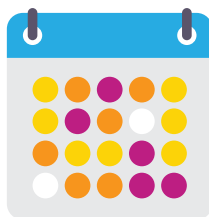
63% of radio listeners

and

2 in 3 regional listeners



listen to radio at their holiday destination



9 out of 10

listeners agree

that radio provides ideas or inspiration about things to see and do in summer

YOUNGER LISTENERS

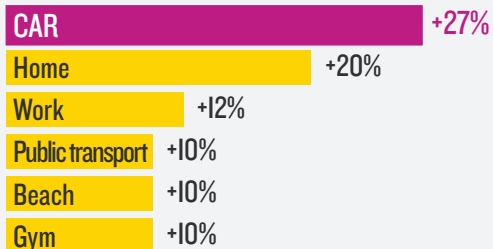
Younger audiences (10-24) are the most engaged radio listeners in summer months –



Over 8 in 10 agree they are more likely to listen to media than watch it

Their radio listening is increased in summer, across all locations –

% listen more in summer



Younger audiences like to engage with radio across multiple devices and channels –

91%

engage as much or more with a radio **social media page**

49%

love interacting with radio across **a range of platforms**

35%

listen to radio via **smartphones**

17%

listen to radio via **DAB+**

17%

listen to radio via **smart speaker**

CONNECTED & INFORMED

Radio plays an important role in keeping listeners informed, particularly in times of emergency.

“Just to keep me in touch with what’s going on around the country.”

“Because of the bush fires. I needed & wanted to know the updates & where the fires were.”

– Listeners on why radio listening increased in summer



94% of listeners agree that radio is a great source of information in summer



74% of listeners agree that they would turn to radio for information in an emergency situation



68% of listeners agree that radio is the place they turn to for information on local events/news