

COMMERCIAL RADIO HIGHLIGHTS
GfK SURVEY 2 - 2023

FIVE METRO CAPITAL CITIES

COMMERCIAL RADIO LISTENING SOARS **ONE HOUR MORE** EACH WEEK



12.2 MILLION

WEEKLY LISTENERS



25%

AVERAGE AUDIENCE INCREASE YOY
PEOPLE AGED 18-24~



12%

AVERAGE AUDIENCE INCREASE YOY
PEOPLE AGED 25-54~



COMMERCIAL RADIO LISTENERS INCREASED ACROSS ALL DAY PARTS

OVER 1 MILLION

YOY MORE LISTENERS AT BREAKFAST



706,000

YOY GROWTH IN AFTERNOON LISTENERS



591,000

YOY INCREASE IN WEEKLY LISTENERS UP 5.1%



TOP 10 COMMERCIAL DAB+ ONLY STATION BRANDS*

STATION BRANDS	CUMULATIVE AUDIENCE (000)	NETWORK
THE 90S ARN (SMBA)	355	ARN
COLES RADIO (SMBAP)	339	NOVA
RNB FRIDAYS RADIO (SMBAP)	333	SCA
THE 80S ARN (SMBAP)	328	ARN
OLDSKOOL 90S HITS (SMBAP)	315	SCA
MMM CLASSIC ROCK (SMBAP)	246	SCA
EASY 80S HITS (SMBAP)	236	SCA
SMOOTH RELAX (SM)	232	NOVA
TIKTOK TRENDING (SMBAP)	227	ARN
SMOOTH FM DAB+ (BAP)	206	NOVA

*Source: GfK Survey 2. Cumulative audience signifies combined metropolitan audiences as signified S: Sydney M: Melbourne B: Brisbane A: Adelaide P: Perth

33.7% YOY GROWTH IN LISTENERS OF COMMERCIAL DAB+



COMMERCIAL RADIO LISTENING SOARS WITH PEOPLE LISTENING AN HOUR MORE EACH WEEK YOY
GfK SURVEY 2 REVEALS

Weekly commercial radio cumulative audiences have hit new highs and people are listening to an hour more commercial radio each week (year on year), GfK Survey 2 has revealed. The total average time people listened to commercial radio across the five major metro markets was 13 hours, 22 minutes a week.

The key 25 – 54 buying demographic average audience surged 11.7% year on year, with commercial radio listening up 38 minutes a week. Cumulative audiences increased by 308,000 or 5.4% year on year for the demographic.

Young people 18 - 24 are embracing commercial radio, with a 7.2% increase in cumulative audience and a 25% increase in average audience year on year, driven by time spent listening surging 1 hour 30 minutes per week.

Commercial DAB+ stations again performed strongly with nearly 2.8 million weekly listeners, up 33.7% from 2.08 million a year ago.

“The quality and variety of commercial DAB+ stations have been embraced by the Australian listening community. And it’s across all demographics,” said Ford Ennals, CEO of CRA.

“Commercial DAB+ only stations are attracting significant audiences, with over 300,000 weekly listeners for each of the top five station brands.”

The top five commercial radio DAB+ only station brands for GfK survey 2 were The 90s, Coles Radio, R&B Fridays Radio, The 80s and OLDSKOOL 90s HITS.

GfK survey 2 revealed a record* 12.2 million people listened to commercial radio, up 591,000 people year on year. Eighty-two percent of Australians aged 10+ listened to commercial radio each week during the survey period.

“GfK Survey 2 reaffirms the strength of commercial radio. Australians love commercial radio, and with the addition of new DAB+ content and stations, the industry is giving them more to love,” Mr Ennals said.

commercialradio.com.au



*GfK Survey 2 2023 commercial radio total cumulative audience 12.203 million listeners. GfK Survey 8 2022 commercial radio total cumulative audience 12.201 million listeners.

Source: GfK Radio Ratings, SMBAP S2 2023 compared with S2 2022, Commercial Stations (Simulcast & DAB+), Cume (000's), Mon-Sun 12mn-12mn, Breakfast Mon-Fri 0530-0900, Morning Mon-Fri 0900-1200, Afternoon Mon-Fri 1200-1600, Drive Mon-Fri 1600-1900, Evening Mon-Fri 1900-12mn, Weekend Sat-Sun 0530-12mn, All People 10+ (unless otherwise stated)