

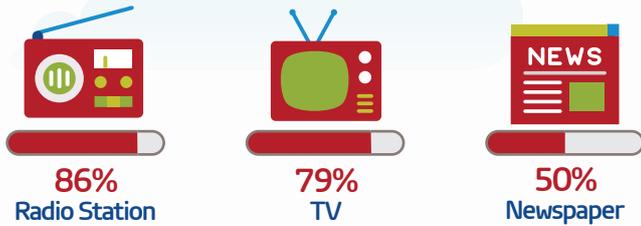
# THE SOUND OF SUMMER

Summertime brings changes to people's lifestyle and media consumption. This GfK Radio Insights research highlights summer radio listening habits, demonstrating that radio continues to be the perfect engagement and reach medium when audiences are out and about over the summer period. Radio shows strong levels of engagement for audiences in both metropolitan and regional markets.



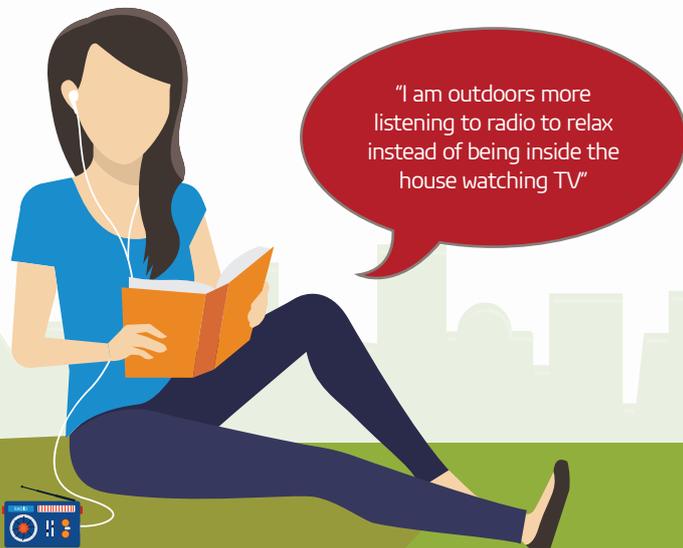
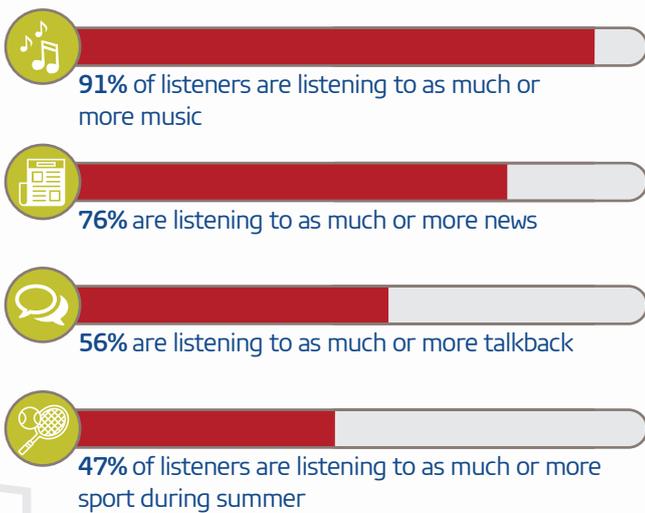
## SUMMER INSPIRATION

Radio continues to be the most engaging medium during the summer months, with nearly **9 out of 10 listeners (86%)** listening as much or more in summer! Three quarters of listeners are looking for fun and information when choosing a radio station during the summer months.



One in two radio listeners (50%) agree that during the summer months they are more likely to listen to media than watch it.

All genres of radio have strong engagement during the summer months:



"I am outdoors more listening to radio to relax instead of being inside the house watching TV"



## YOUNG SUMMER

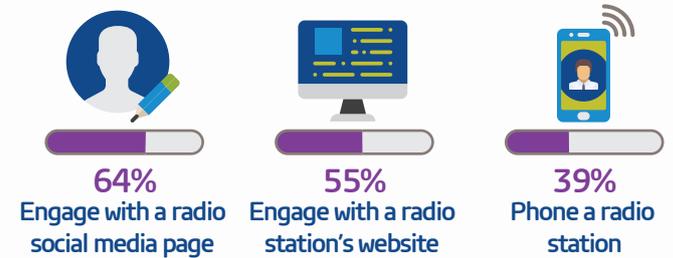
Across all age groups, the younger audience (10-24 year olds) continue to show the most engagement throughout summer:



28% say they listen to more radio in summer compared to the rest of the year

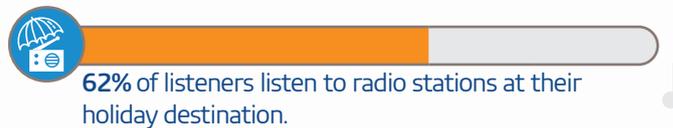


Engagement with a radio station across channels is highest for the younger age groups:



## ON THE MOVE!

Nearly a quarter (24%) of radio audiences indicate that they spend more time in summer listening to the radio in their car compared to the rest of the year. The top three travel destinations by car are:



I've been listening to the radio more in summer because....

"I do more travelling around and go/drive to holiday destinations so we have the radio on longer"  
- Metropolitan radio listener

"More time in the Car. More time not at work. Plus I feel like listening to music more when it's hot."  
- Regional radio listener

GfK Radio Insights, formerly known as AudienScope, is an online radio survey which provides additional perspective to the GfK Australian Radio Ratings. A deeper, more holistic insight into the radio listening habits of Australians. n=1295, people 10+, survey period Jan 19 to Jan 31 2017.

For more information please visit the GfK website at [www.gfk.com/au](http://www.gfk.com/au)