

# RADIO...TRUSTED AND AUTHENTIC

Radio is more human, interactive, and more community-focussed than any other media, this continues to drive radio's strengths against other media. Radio personalities enhance the close connection that listeners have with their favourite radio stations. Moreover, news content on radio is more trusted, seen as more credible and higher quality than any other media.



## RADIO: MOST TRUSTED AND AUTHENTIC

Compared to other media, listeners say radio is the most trusted and authentic media, rating it almost twice as high as TV and more than double online.

### Radio



### TV



### Online



### Newspaper/magazines

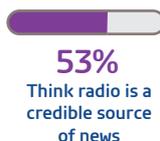


### Outdoor

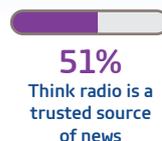


Radio also leads the way in providing credible and trusted news content for listeners, with over half of listeners saying that online is full of 'fake news'.

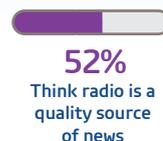
### Credibility



### Trusted

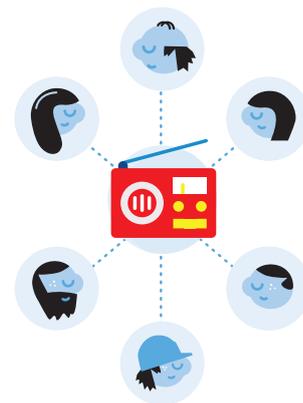


### Quality



## RADIO CONNECTS LOCAL COMMUNITIES

Amongst radio listeners, radio excels at providing relevant local news and content, and updates on local/community events when compared to other media; almost twice as much as TV and almost three times as much as print or online.



55% Think radio connects them more to their community



63% Think radio provides relevant local news and content

Particularly amongst those living in regional areas, radio is important to keep up-to-date on local news (metro 58% vs regional 74%) and community events (metro 58% vs regional 76%)



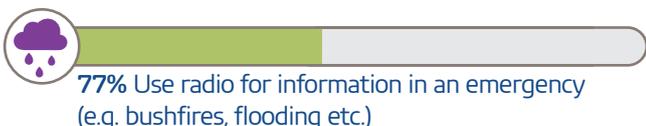
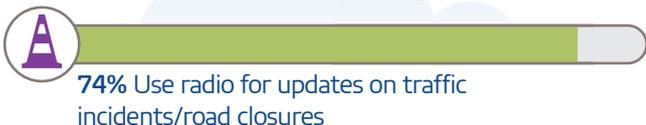
GfK Radio Insights, is an online survey which provides additional perspective to the GfK Australian Radio Ratings. A deeper, more holistic insight into the listening habits of Australian radio listeners. n=1267 (Metro 853/Regional 414), people 10+, survey period May 11 to May 22 2017.

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

# RADIO...TRUSTED AND AUTHENTIC

## TUNING TO RADIO FOR TRANSPORT AND EMERGENCY INFORMATION

Listeners are nearly four times more likely to turn to radio in case of emergencies instead of TV. Radio is the most associated medium that listeners engage with for traffic updates, road closures and where they turn in case of emergencies.



Over 80% of those living in regional areas agree that radio is the media they turn to for updates and emergency situations

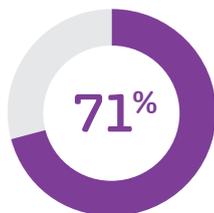


## RADIO - MORE HUMAN AND ACCESSIBLE THAN ANY OTHER MEDIA



Radio is the media most associated with being spontaneous, human, everywhere accessible, personal, intimate, and trustworthy.

This leads listeners to see radio more as a friend and companion which is a valuable context for advertisers to appear in.



Think radio is a great companion



Think radio is like an old friend



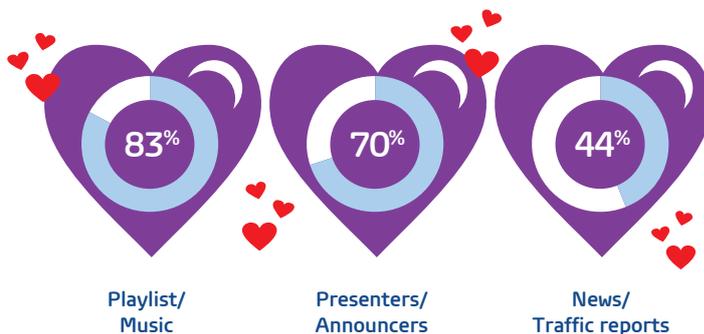
Think radio creates personal connections

## RADIO PERSONALITIES CONNECT LISTENERS TO RADIO

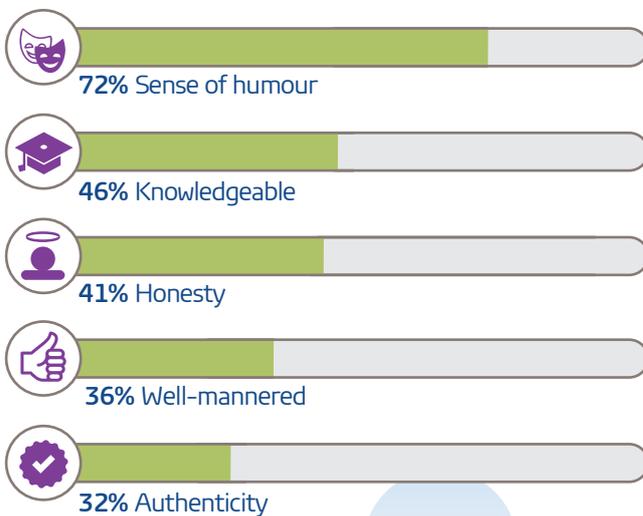
70% of radio listeners rank the personalities or announcers amongst the top 3 reasons why they chose their favourite radio station. The radio personality traits enrich the characteristics of radio and strengthen listener's loyalty to radio.

8 out of 10 listeners indicate they would switch stations if their favourite presenter moved and 20% of them would then only listen to that new station.

### What is it about your favourite radio station that you especially like?



### Top 5 most important characteristics of a radio presenter



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