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...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

- 42% Trustworthy
- 47% Authentic
- 41% Information is trusted

TV

- 24% Trustworthy
- 24% Authentic
- 29% Information is trusted

Online

- 18% Trustworthy
- 20% Authentic
- 21% Information is trusted

Newspaper/magazines

- 15% Trustworthy
- 12% Authentic
- 18% Information is trusted

Outdoor

- 3% Trustworthy
- 4% Authentic
- 4% Information is trusted

Radio 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

- 53% Think radio is a credible source of news

Trusted

- 51% Think radio is a trusted source of news

Quality

- 52% Think radio is a quality source of news

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
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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.

77% Think radio has frequent updates on traffic
74% Use radio for updates on traffic incidents/road closures
77% Use radio for information in an emergency (e.g. bushfires, flooding etc.)

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

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?

83% Playlist/Music
70% Presenters/Announcers
44% News/Traffic reports

Top 5 most important characteristics of a radio presenter

72% Sense of humour
46% Knowledgeable
41% Honesty
36% Well-mannered
32% Authenticity

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.

71% Think radio is a great companion
61% Think radio is like an old friend
54% Think radio creates personal connections

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