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Australians continue love affair with radio in the car

Listening to live and local commercial radio, particularly while in the car, continues to be the activity of choice for Australians, with the summary of commercial radio listening for 2013, showing commercial radio grew its weekly cumulative audience by 2.4%.

More than 9.7 million people listen to commercial radio each week in the five metropolitan capital cities alone and commercial radio reaches 62.5% of Australians in the car.

The listening data, released today, indicates that home was still the main place of listening in 2013, accounting for 45% of all commercial radio listening, while listening in the car continued to rise reaching 36% - up from 34% in 2012, 32% in 2010 and 28% in 2008. 17% listen at work and 2% elsewhere.

Breakfast remained the most listened to timeslot throughout 2013 with more than 7 million people listening each week (Mon-Fri) and almost 6.5 million people listening during drive time (Mon-Fri) in 2013 in the five metropolitan capital cities.

The data shows people aged 10-17 years were the highest cumulative audience for commercial radio with 85.6% of this age group tuning in and 80.4% of 40-54 year olds listening.

Ms Joan Warner, chief executive officer of industry body Commercial Radio Australia, said 2014 promises to be an exciting year for listeners with many new on-air teams across networks throughout Australia.

"Australians continue to support commercial radio, listening to their favourite station in the car, at work, on DAB+ digital and at home," said Ms Warner.

Figures released today by Commercial Radio Australia are based on an average of the eight ratings surveys in the five capital city markets during 2013, compared with the previous year and the final release of information from Nielsen. GfK became the radio audience measurement provider from 1 January 2014 and have commenced interviewer briefings around the country.

Survey 1, 2014 begins on 19 January and results will be released by GfK on 11 March 2014. Media should register at the GfK website [here](#) to receive radio audience survey summaries in 2014.

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www.commercialradio.com.au

Commercial Radio Australia is on [Facebook](#), [Twitter](#) and [Instagram](#).

Source: Nielsen - Radio Ratings Survey #1 to #8, 2013 and Survey #1 to #8, 2012. 5 metro markets. Total People 10+, Mon-Sun midnight to midnight unless stated otherwise.