

Monday, 15 August 2016

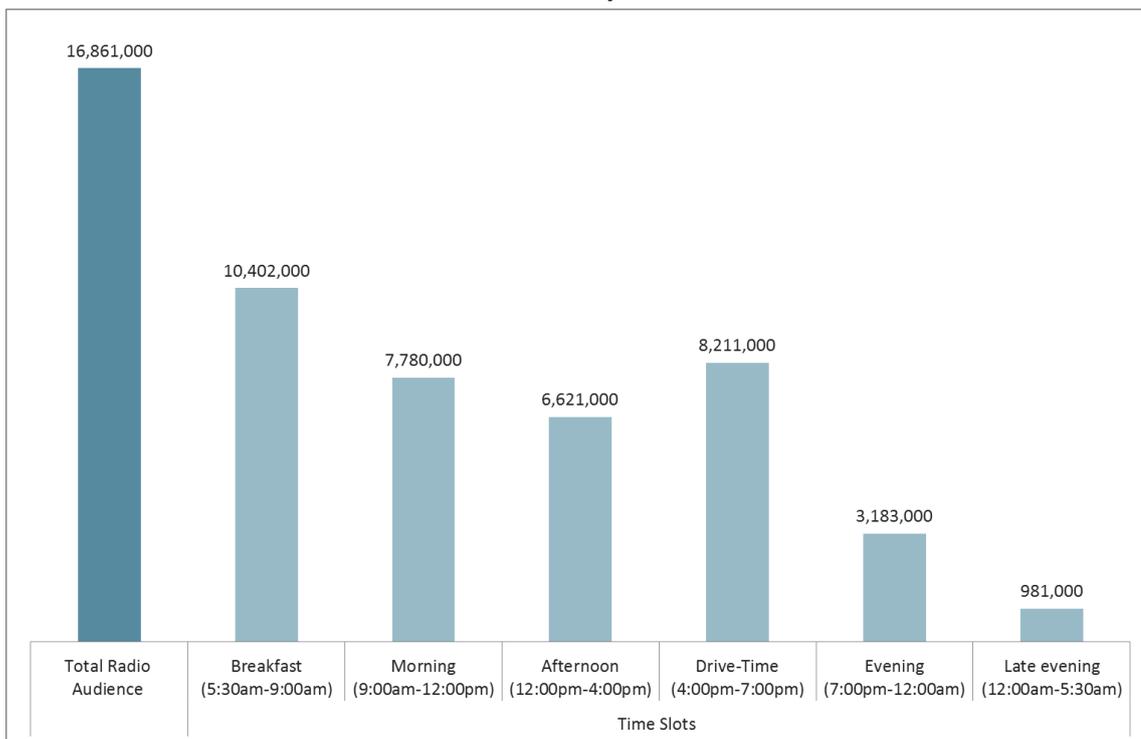
Over half of Australians listen to breakfast radio

Nearly 17 million Australians 14+ (86%) listen to radio during the week, Roy Morgan Research shows—and over seven in 10 listeners tune in at multiple time slots.

The total national radio audience in an average week is 16,861,000. Across the week, the Breakfast time slot reaches a net 10,402,000 listeners (53%), ahead of Drive-Time (8,211,000, 42%), Morning (7,780,000, 40%) and Afternoon (6,621,000, 34%).

At peak television viewing time, the Evening radio slot still reaches 3,183,000 listeners (16%), while almost a million of us are listening late at night (or very early in the morning) between midnight and 5:30am (981,000, 5%).

Number of Radio Listeners by Time Slot over a week



Sources: Roy Morgan Single Source Australia, April 2015 – March 2016 n = 50,392 Australians 14+

Over seven in 10 radio listeners tune in at multiple different time slots in a 7-day period: 38% listen at two different time slots and 31%—5.2 million Australians—have by week’s end lent their ears to three or more different time slots.

Michele Levine, CEO – Roy Morgan Research, says:

“With the rise of smartphones, radio is now accessible to most Australians anywhere and anytime throughout the day. 77% of radio listeners now have a smartphone, and these owners are more likely to listen to multiple time slots.

Discover your edge

“The most cross-over happens between the two peak periods: 70% of Drive-Time listeners also tune in at Breakfast during the same week. Meanwhile the Morning slot has the highest proportion of unique audiences: 17% of listeners between 9am and midday only listen during that slot.

“Macquarie’s News Talk Radio audience is the most likely to listen to radio at three or more different time slots during the week.”

To learn more about Roy Morgan’s radio data call (+61) (3) 9224 5309 or email askroymorgan@roymorgan.com

Please click on this link to the [Roy Morgan Online Store](#)

About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices throughout Australia, as well as in Indonesia, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years’ experience in collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2

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