



Radio is the top audio source for Australians in the car

The Infinite Dial 2024 Australia presented by Edison Research and CRA

IMMEDIATE RELEASE

Somerville, NJ July 3, 2024 – Australian radio has grown its audience and is the number one choice for in-car listening, according to The Infinite Dial 2024 Australia released by Edison Research and [Commercial Radio & Audio \(CRA\)](#) with additional sponsors [LiSTNR](#), [Nine](#), [ARN](#), and [Nova](#).

The eighth annual report was presented in a webinar by Edison Research President Larry Rosin, CRA Chief Commercial Officer Jo Dick, and other audio experts. These industry experts shared insights into Australians’ digital audio behaviour on the latest trends including podcast listening, audio streaming services, and smart speaker ownership.

Some key findings from the report include:

- **Australian radio reaches the vast majority of the population:** AM/FM/DAB+ radio over the air or online now reach 81% of weekly audio listeners age 12+ in Australia, with significant engagement across all demographics.
- **Australia has experienced a 20% increase in podcast listenership over two years:** 48% of the Australian population 12+ have listened to a podcast in the last month.
- **The number of Australian 25–54-year-old weekly radio online listeners has more than doubled in the past three years,** demonstrating how audiences are embracing the way radio and audio fit into their digital lifestyle.
- **Radio is the top choice for in-car listening:** 88% of Australians age 18+ who have ridden in a car in the last month currently use radio as an audio source in-car; in-car listening to streaming radio has increased by 75% in just two years.
- **Smart speaker ownership in Australia has doubled to 34% in four years:** 65% of smart speaker owners in Australia age 12+ listened to audio in the last month through the device.

Rosin said, “The Infinite Dial 2024 Australia study demonstrates the strong global position of the Australian audio industry, with robust engagement across different platforms, including traditional AM/FM/DAB+ radio, online radio, and podcasts.”

[Click here to download The Infinite Dial 2024 Australia.](#)



About The Infinite Dial Australia

[The Infinite Dial 2024 Australia](#) study explores the penetration of audio in Australia including radio listening as well as the online platforms Australians are using. It mirrors [The Infinite Dial U.S.](#), America's longest-running survey of digital media consumer behavior, tracked annually since 1998. The study provides important benchmark measures around usage and behavior around streaming audio, podcasting, radio, smart audio, social media, and more. Annual results and trending data from The Infinite Dial are relied upon by its audience of content producers, media companies, agencies, and the financial community.

How the study was conducted

The study was conducted by Edison Research in the first quarter of 2024 in a national survey of 1,719 respondents in Australia aged 12 and over. The research was sponsored by CRA, SCA, Nine Radio, ARN, and Nova Entertainment.

About Edison Research

Edison Research conducts survey research and provides strategic information to a broad array of clients worldwide, having conducted research in 66 countries. Edison Research is the leading podcast research company in the world, producing the only survey-based data on podcast listening in the U.S., Edison Podcast Metrics, and has conducted research for many companies in the space. Edison Research's The Infinite Dial® series has been the survey of record for digital audio, social media, podcasting, smart speakers, and other media-related technologies since 1998. The company's Share of Ear® survey is the only single-source measure of all audio in the U.S. Since 2004, Edison Research has been the sole provider of election data, race projections and analysis to the National Election Pool (ABC News, CBS News, CNN, NBC News) for every presidential primary and general election.

About Commercial Radio & Audio

CRA is the peak industry body representing the interests of commercial radio broadcasters across Australia. CRA promotes the effectiveness of radio and audio to advertisers, manages audio research and insights, metropolitan and regional audience measurement surveys, the Australian Podcast Ranker, revenue reporting, industry innovation, industry codes and standards, and regulatory and legislative matters. CRA hosts the ACRA Awards and HEARD, the audio industry showcase.

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