



Commercial Radio *Beyond the Bubble*

Commercial radio news connects with audiences other media struggle to reach.

Over 12 million people rely on commercial radio as their principle source of information and are far less likely to seek news elsewhere, providing a powerful route to a largely untapped audience for public figures and policy makers.

Background

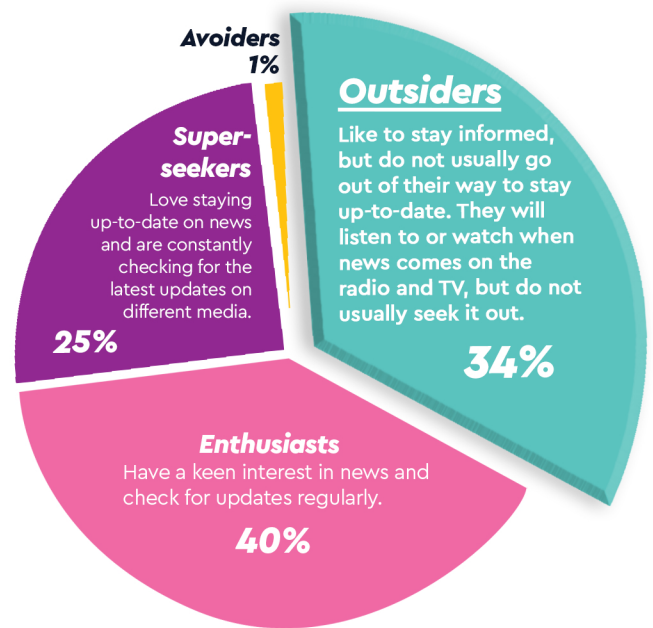
Beyond the Bubble identified four distinct listener groups based on their preferences for news consumption, including a very small group (around 1%) that actively avoids news.

Audiences Beyond the Bubble

Commercial radio has **36 million listeners** and its news reaches all four distinct audience types.

The 12 million overlooked Outsider news consumers value commercial radio news especially highly.

Outsiders are less engaged in political news and less politically aligned, but significantly more likely to vote than average.



Commercial radio's unique role

Outsiders are

- Least likely to avoid commercial radio news, but most likely to avoid news on TV or social media.
- More likely than other groups to rely on commercial radio in the morning, for regular updates and during emergencies.
- Twice as likely to rely on commercial radio over the BBC for regular news updates.

Radio is the most trusted source of news among ALL audience groups, with 77% saying they trust radio

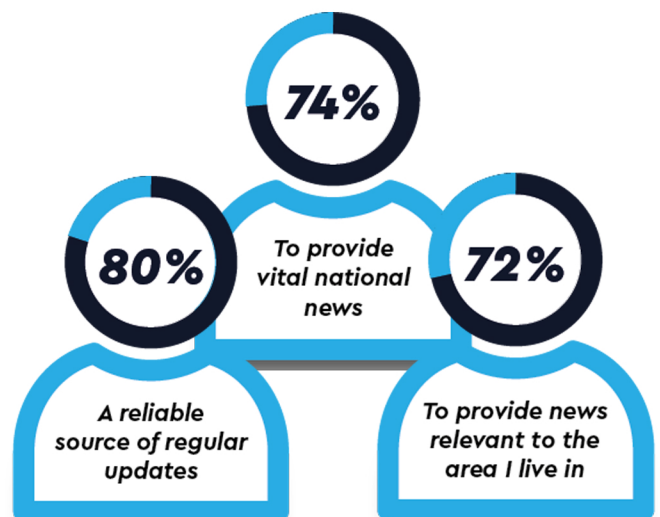
Find out more

Beyond the Bubble launched in December 2020 and is available to read in full [here](#).

For more information contact Michael Ireland, Radiocentre's Head of Public Affairs at michael.ireland@radiocentre.org

Radio news during Covid-19

The pandemic made listeners realise how much they rely on radio as:

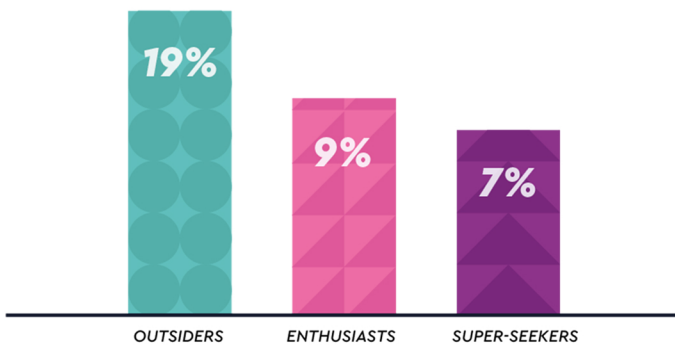


Key take outs for political stakeholders

Commercial radio has a particular connection Outsiders, who are less likely to access news on other media and are more likely to be floating voters.

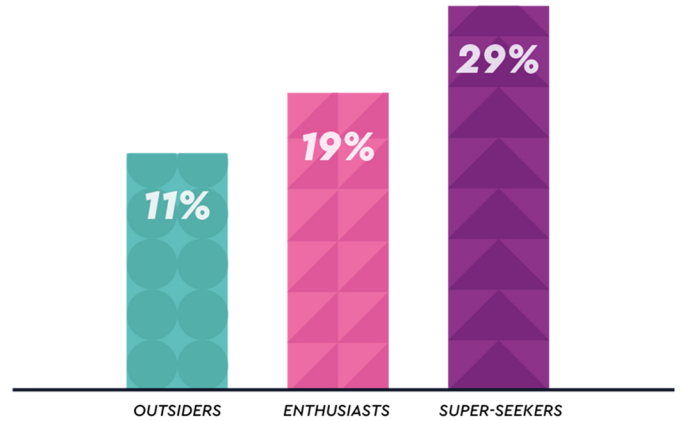
Outsiders are nearly three times more likely not to wish to disclose a political affiliation than Super-seekers, which implies that they are less likely to have clear voting

Outsiders less likely to be politically aligned, with 19% identifying as 'prefer not to say'



Question: Where would you place yourself on the political spectrum?

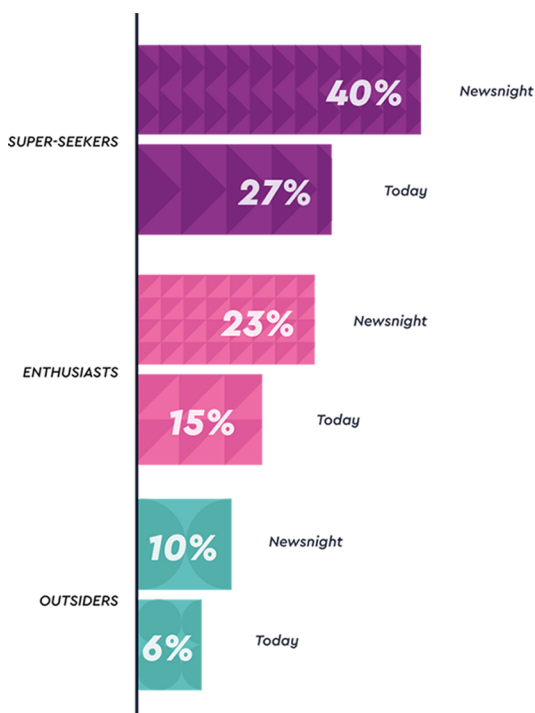
Outsiders less likely to read about political news



Question: When you read a newspaper (either in print or online), which of the following sections do you go to first most of the time?

This is a key result as it underscores the significantly lower likelihood of Outsiders to actively consume political news. They are also twice as likely to say that they never read a newspaper and much more likely to say that they don't use social media compared to other groups.

Outsiders much less likely to watch or listen to political news programmes – commercial radio is how they keep up



Question: How often, if ever, do you watch or listen to the following programmes?

But when it comes to turning out to vote, eight out of 10 (77%) of Outsiders said that they voted in the last general election – significantly higher (a 15% uplift) than the total turnout (67%).

Outsiders are highly likely to vote



Outsiders



Overall 2019 general election turnout

Question: Did you vote in the last general election?

Connect with commercial radio listeners

Find out more about engaging with local commercial radio news from Radiocentre's Head of Public Affairs, Michael Ireland at michael.ireland@radiocentre.org