

# RADIO USERS SURVEY 2017



**Suruhanjaya Komunikasi dan Multimedia Malaysia**  
Malaysian Communications and Multimedia Commission

## **MALAYSIAN COMMUNICATIONS AND MULTIMEDIA COMMISSION, 2017**

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## INTRODUCTION

### SURVEY BACKGROUND AND OBJECTIVE

Radio Users Survey 2017 (RUS 2017) is a survey launched by the Malaysian Communications and Multimedia Commission (MCMC) to study radio listeners' listening habits, content preferences and awareness on digital radio. The RUS 2017 covers the following:

1. Demographic of radio listeners and non-listeners
2. Trend and activities
  - a. Internet usage;
  - b. Non-listeners' views;
  - c. Radio listening habit;
  - d. Radio stations and language;
  - e. Radio content; and
  - f. Music consumptions.
3. Digital radio: awareness and readiness

Findings from RUS 2017 is imperative for policy development on the radio industry and to understand radio listenership in Malaysia.

## METHODOLOGY

The sample population was drawn from the main users of hand phones with Mobile Station International Subscriber Directory Number (MSISDN) identical to randomly generated numbers.

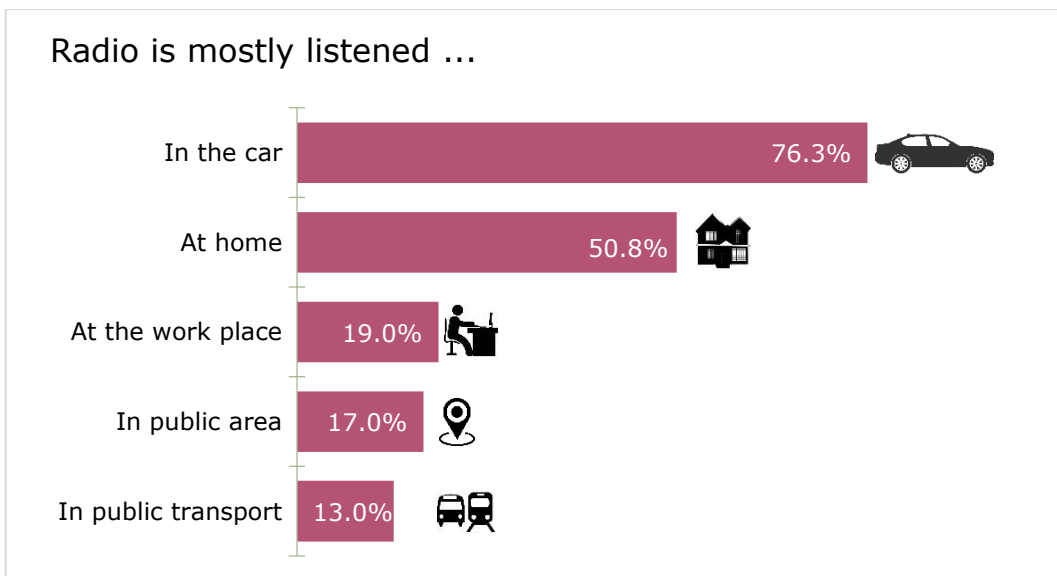
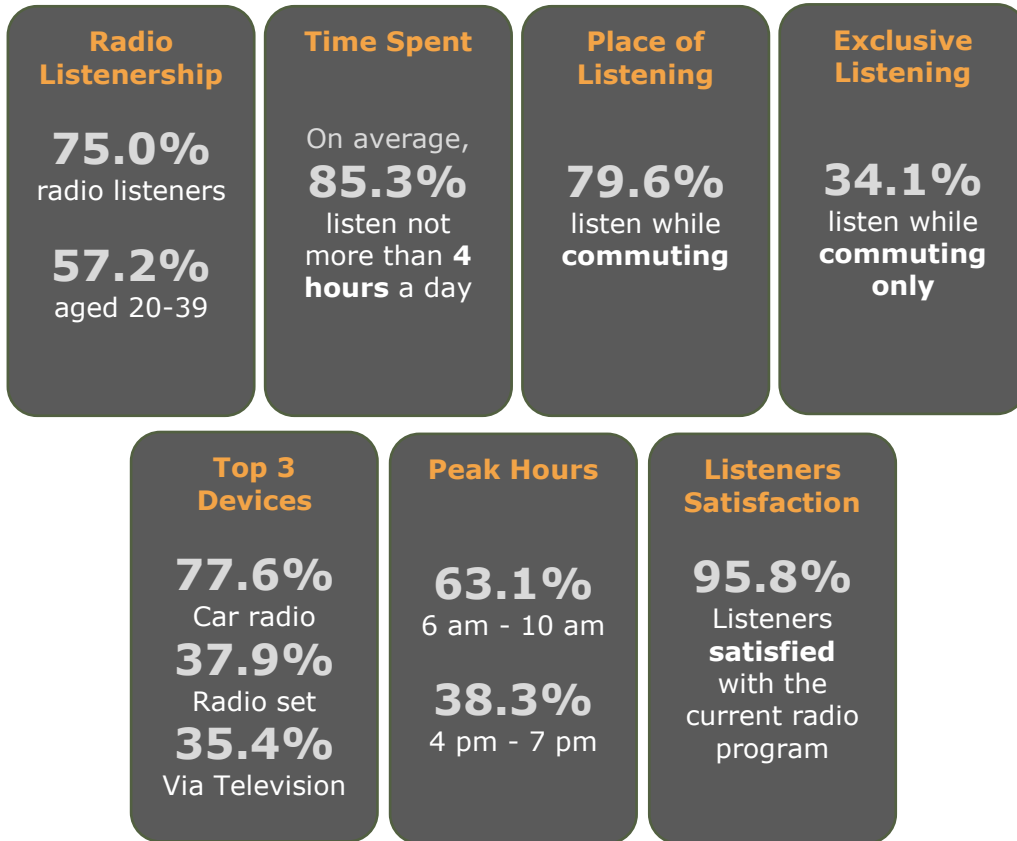
The survey adopted confidence level of 95% and precision of  $\pm 2\%$  for radio listeners while  $\pm 5\%$  for non-listeners. There was only one stage of sample selection as the survey adopted a simple random sample (SRS) approach. Sampling was done across mobile networks with probability proportional to size of the networks in terms of subscriptions.

The survey was canvassed and administrated using a Computer Assisted Telephone Interview system operating out of MCMC CATI Centre in Cyberjaya. Fieldwork for this survey started on 6 February 2017 and ended on 2 March 2017. The survey reached to a sample of 2,401 radio listeners and 384 non-listeners.

Data quality check was administered throughout the survey fieldwork and upon its completion. Next, basic frequency count was computed to assess the results pattern. Cross-tabulation was imposed between relevant indicators to identify significant relationships that would deduce meaningful inferences pertinent to the objectives.

Information from external sources are included as supplementary data to support any findings. Full results of the survey are appended in the form of percentage tables at the end of this report.

## RADIO LISTENERSHIP AT A GLANCE



## MAIN FINDINGS

### RADIO LISTENERS AND NON-LISTENERS

#### Radio listenership

RUS 2017 established that 75.0% of Malaysia's population in 2017 were radio listeners, with 57.2% of them were from age group 20-39 years old. The remaining 25.0% of population were non-listeners<sup>1</sup>.

When asked about reasons for not listening to radio, respondents cited that they prefer to source for information via other medias (32.5%) and do not own a radio set (30.6%) as main reasons for not listening to radio. Figure 1 listed reasons for not listening to radio.

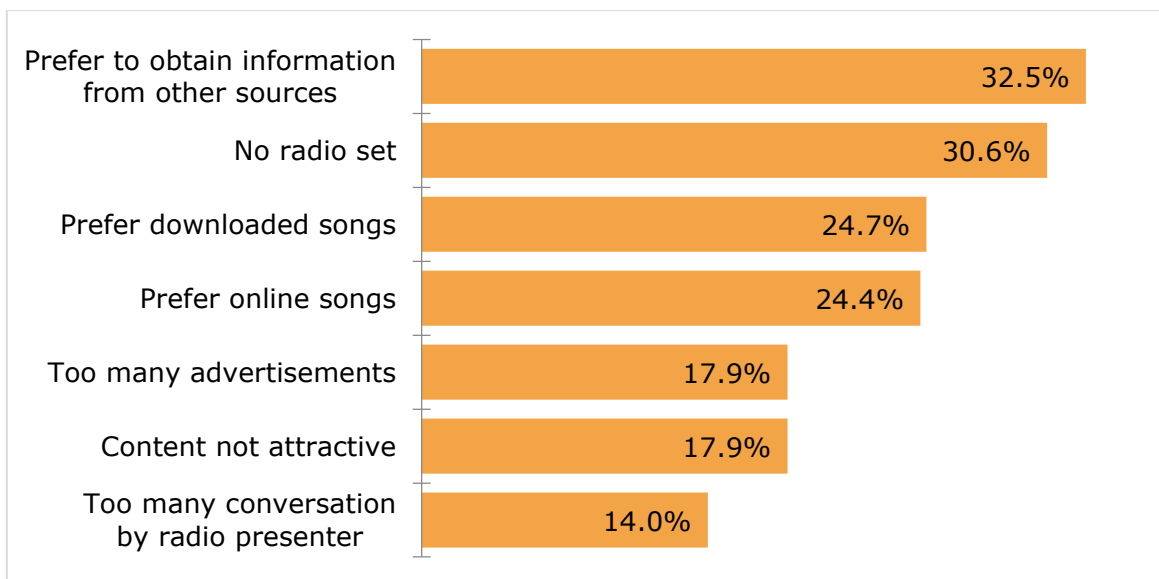


Figure 1: Reasons for not listening to radio

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<sup>1</sup> Among non-listeners, 12.6% were ex-listeners while 87.4% exclusively not listening to radio.

## Internet usage

Radio listeners who used internet were generally frequent Internet users. However, the frequency of usage is somewhat the same regardless of radio listener or non-listener. Usage above 8 hours is only common to about one fifth of the respondents.

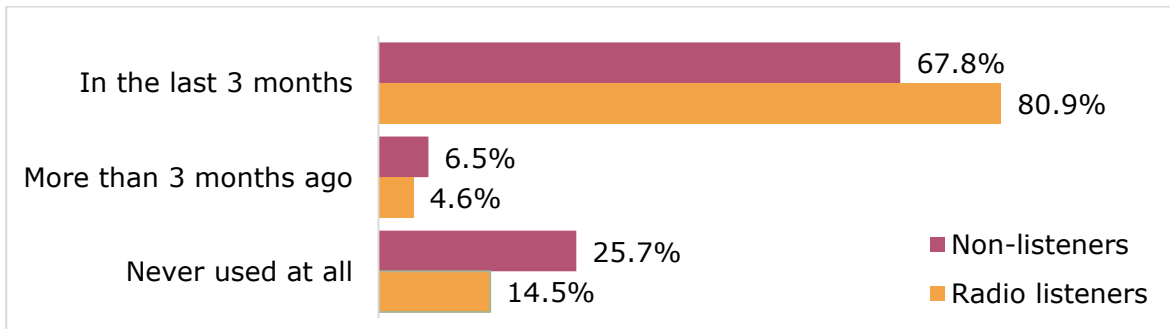


Figure 2: Internet usage experience among listeners

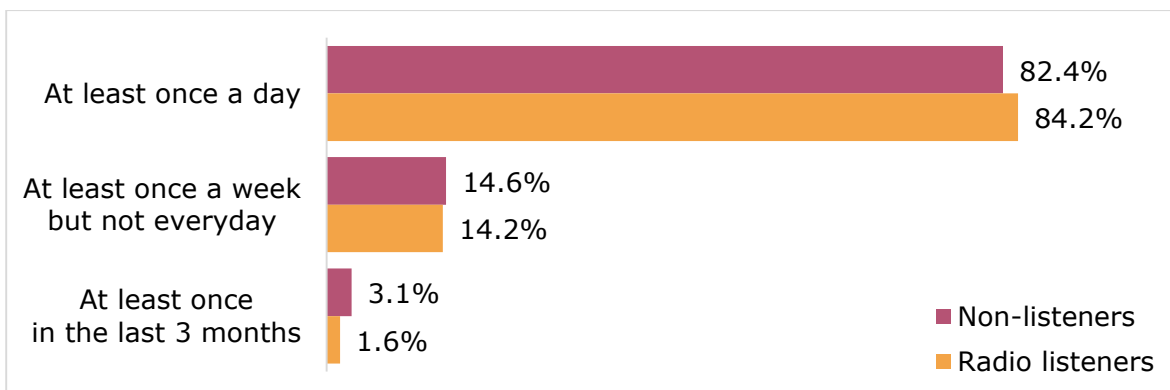


Figure 3: Frequency of Internet usage

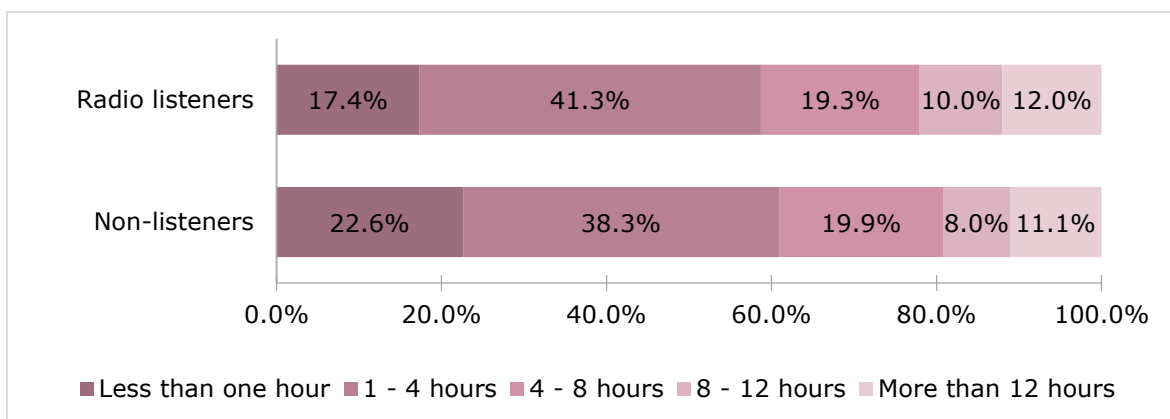


Figure 4: Hours spent on Internet



## TRENDS AND ACTIVITIES

### Places of access

The survey found that the majority of radio listeners (79.6%) listened to radio while commuting only. This includes commuting via public transport. Car radio is among the easiest access to entertainment while travelling. As a result, listening radio in the car as highly preferred choice of place for listeners. The second preferred place is at home. 41.1% of listeners who listen to radio in the car also listen to the radio at home.

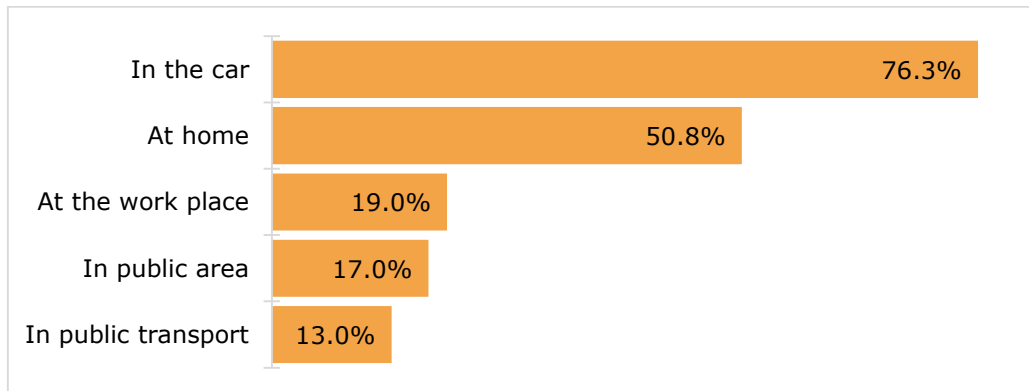


Figure 5 : Preferred places for listening to radio

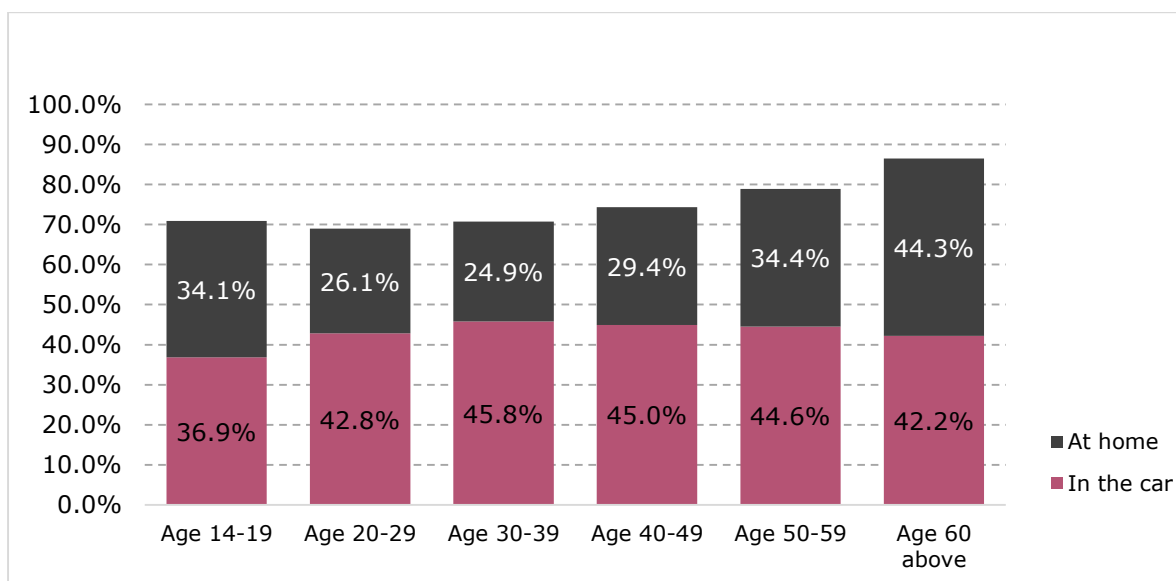


Figure 6 : Top two preferred places by age group

## Access devices

Listeners cited that the car radio was most popular device for listening to radio (77.6%), followed by radio set and television with 37.9% and 35.4% respectively. The car radio topped the list of devices for all age groups. Young listeners aged 15-29 years old chose television as their second preferred device to listen to the radio. On the other hand, listeners aged 30 and above preferred radio set as their second option.

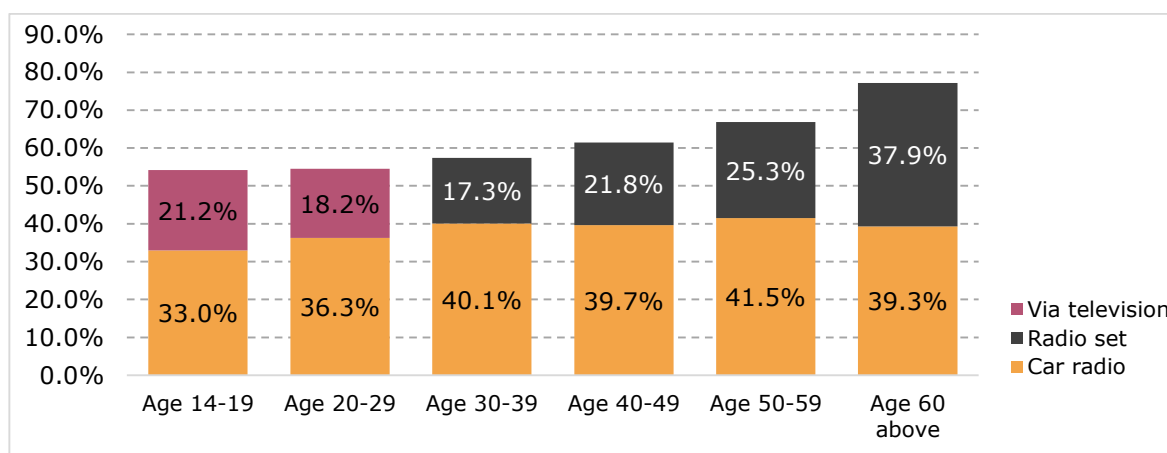


Figure 7 : Top two preferred devices for listening to radio by age group

Built-in radio in hand phone (does not require Internet connectivity), showed a declining trend as age group increase. Listening via website/podcast appeared to be the least preferred option among listeners of any age group. Radio apps on mobile devices (requires Internet connectivity) was the second least preferred choice.

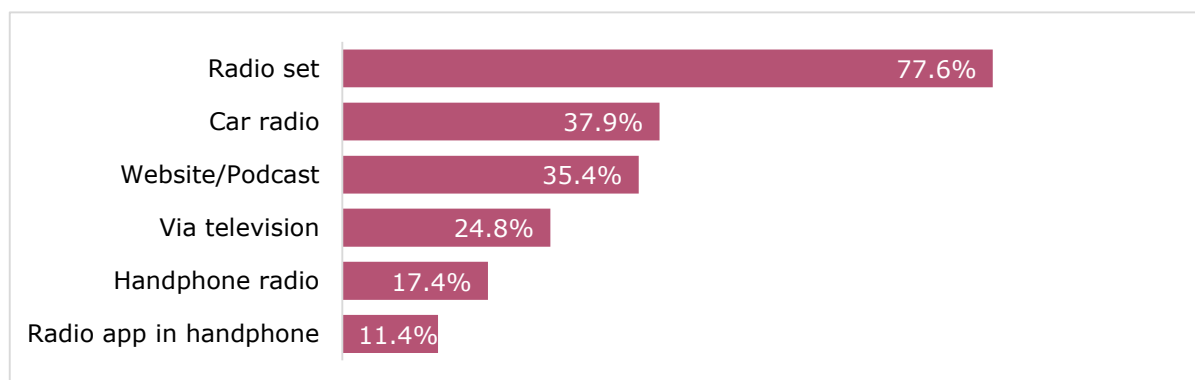


Figure 8 : Devices used for radio listening

## Listening habits

On average radio listeners in Malaysia spent less than four (4) hours a day listening to the radio. The peak listening time mostly from 6am-10am (63.1%) and from 4pm-7pm (38.3%).

When asked about number of radio station/s they listened to, 26.0% listened to only one (1) station, 31.4% listened to two (2) stations, 25.0% listen to three (3) stations. Only a small portion of listeners (6.2%) listened to more than four (4) stations. The choice of listening to single or multiple radio stations may reflect not only to the loyalty of listeners to their preferred radio station/s but also to their favoured programs. In general, 74.0% of listeners listen to two (2) or more radio stations.

## Radio content

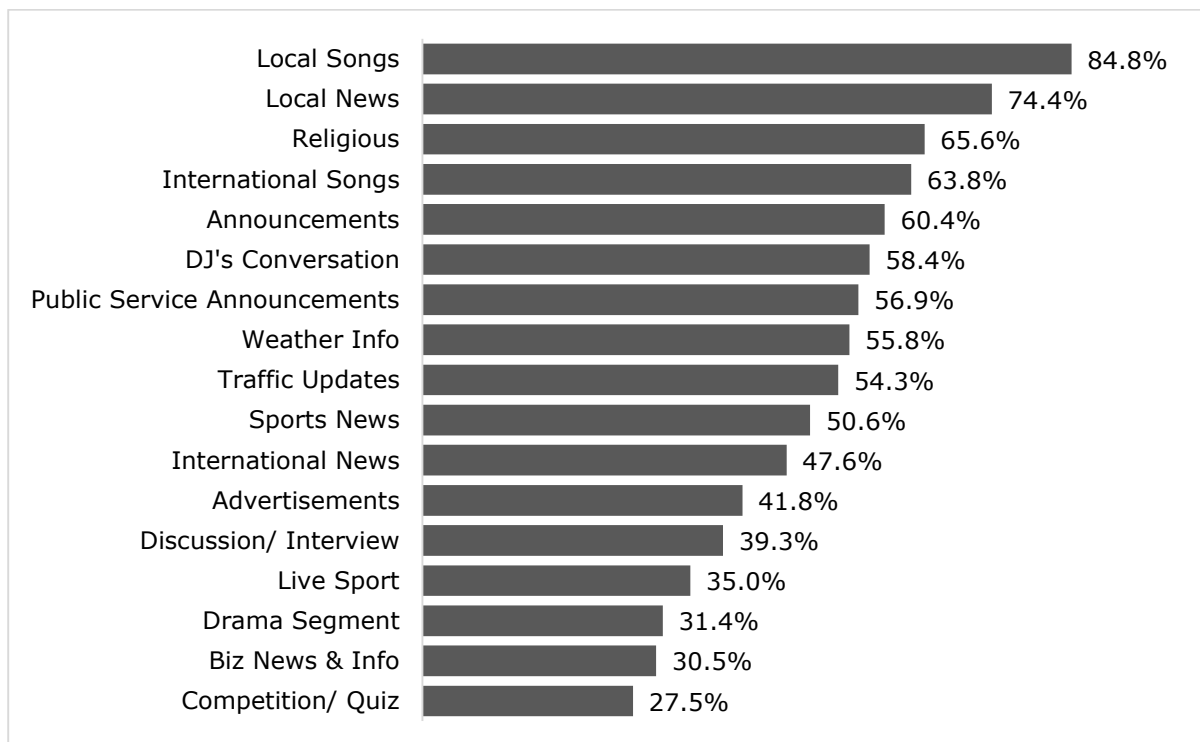


Figure 9 : Preferred radio program and/or content

Figure 9 shows preferred radio content of radio listeners in Malaysia. Top three (3) preferred contents among radio listeners were from local contents, reflecting a strong support for local production. More than 50.0% of listeners tuned to contents related to weather information (55.8%) and traffic updates (54.3%) as their preferred contents. Nonetheless, drama segments (31.4%), business news (30.5%) and competition/quiz (27.5%) were the least preferred content among listeners in Malaysia.

The Public Service Announcements (PSAs) is a special licence condition imposed on the CASP(I) licensees to forge closer links with the community, raise awareness of the public’s social obligations and address the well-being of Malaysians through acts of goodwill. As such, each radio station in Malaysia is required to broadcast PSAs content for a duration of at least two minutes during one hour of transmission.

When asked about the effectiveness of PSAs, majority of respondents (91.4%) believe that PSAs is effective.

Overall, satisfaction of radio listeners in Malaysia towards their favourite radio station/s was at 95.8%.

### Music consumption

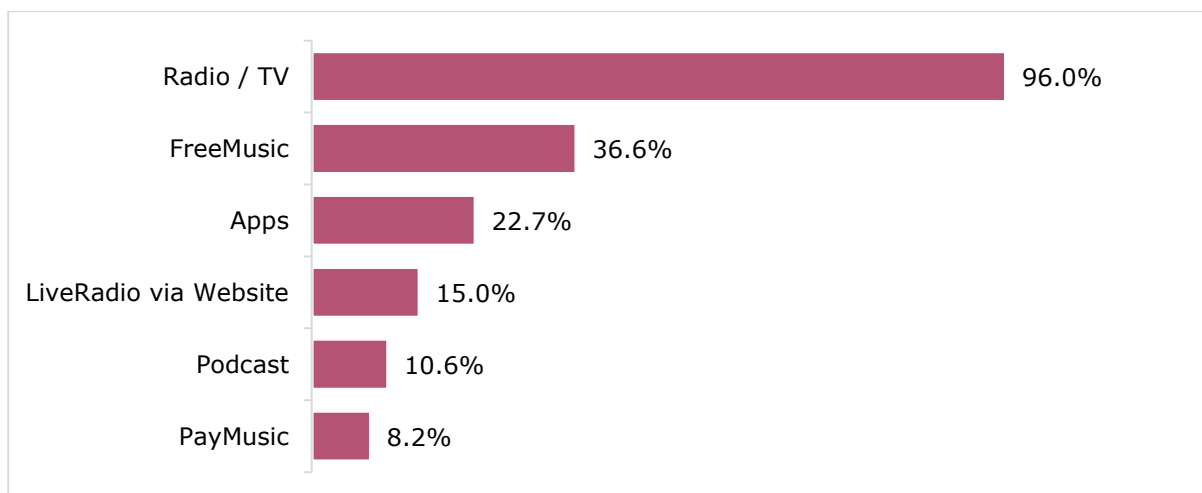


Figure 10 : Listeners’ choice in accessing music

Conventional method of listening to music was still the top choice where 96.0% of listeners confirmed using either radio or television. It was a daily activity for 69.1% of the listeners, whereas 27.7% listened to it a few times in a week.

Activities of downloading or listening to free music via Internet (36.6%) and listening from online apps (22.7%) such as Raku, Spotify etc. were among the listeners' choice to access music. About 38.9% of listeners downloaded or listened to free music via Internet a few times in a week, while 29.9% of them a few times in a month.

Even though the listenership for online apps is relatively low but the engagement was higher, with 39.1% listeners listening to music via apps daily and 41.8% listen a few times in a week.

While there were a small fraction of listeners listening to live radio via website (15.0%) and podcasts (10.6%), there were a small portion of listeners (8.2%) who paid to download or listen to their preferred music. Of which, 12.2% of them purchased the music on daily basis.

## DIGITAL RADIO

### **Awareness and readiness**

Digital radio or Digital Audio Broadcasting (DAB) is being operated in several regions worldwide, either in the form of full commercial services or on a feasibility study. There is a growing user base in countries such as, Denmark, Norway, Germany, Belgium, Switzerland and South Korea<sup>2</sup>.

Malaysia has taken up many efforts to study and familiarize the DAB system and gain relevant experience and confidence with the DAB technology before its implementation<sup>3</sup>. Part of the study includes

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<sup>2</sup> <http://www.worlddab.org/country-information/>

<sup>3</sup> [http://www.worlddab.org/country-information/malaysia#!current\\_situation](http://www.worlddab.org/country-information/malaysia#!current_situation)

understanding the awareness about digital radio and the readiness among radio listeners.

Radio industry is moving towards digital. Among the advantages of digital radio are as follows:

- Listeners do not need to adjust the frequency while travelling across the country;
- Listeners may easily search for the radio station by the name itself;
- Details of every radio program are displayed

Only 22.4% of radio listeners have heard about digital radio, of which 73.4% of radio listeners were interested to own a digital radio set and the remaining 26.6% were not interested.

### Suggestions for type of content on digital radio

Digital radio also offers more choices of radio stations. If there will be new radio stations, what type of content do you suggest for this new radio station?

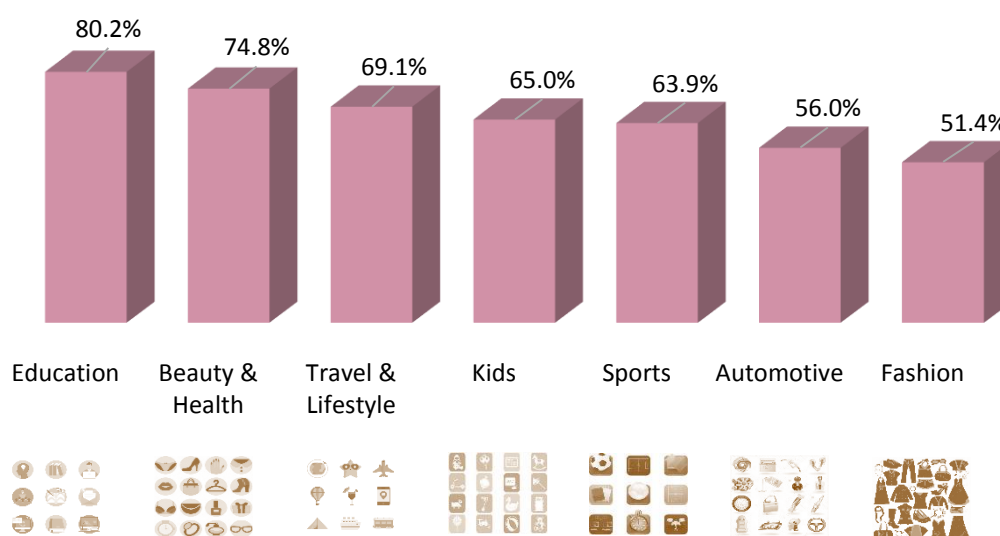


Figure 11 : Types of content suggested for new radio stations

Listeners look forward towards the flexibility of digital radio in offering more and attractive contents. Among their favourites were education (80.2%), beauty/health (74.8%) and travel/lifestyle (69.1%). Other topics such as kids, sports, automotive and fashion received quite a favourable response too.

## DEMOGRAPHICS AND SOCIO-ECONOMICS

### Gender

A comparison by gender among the radio listeners showed that male outnumbered female listeners.

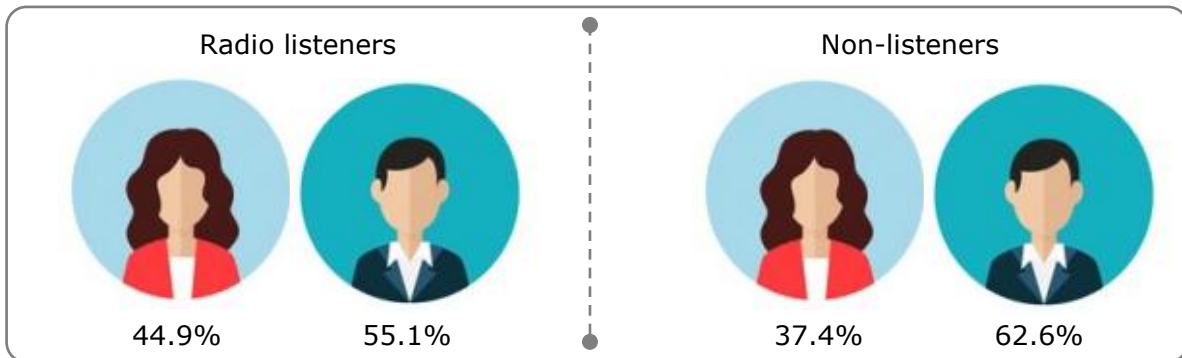


Figure 12 : Gender comparison for radio listeners and non-listeners

### Age group

The age distribution for both radio listeners and non-listeners showed a similar trend except with some hikes among elderly group of non-listeners. Generally, radio listeners outnumbered non-listeners in each age group except in age group 30-34, 55-59 and above 65.

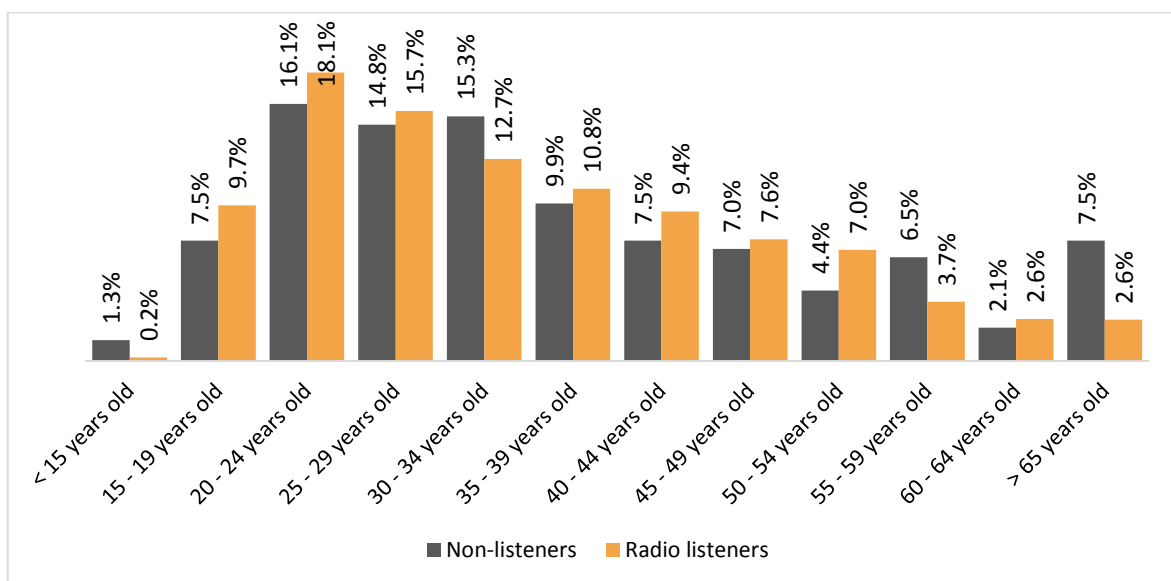


Figure 13 : Age distribution for radio listeners and non-listeners



## State of residence

The percentage share of radio listeners is highest in Selangor with 23.5%, followed by Johor with 11.1% and Sabah with 9.3%. Kuala Lumpur and Sarawak ranked fourth (8.7%) and fifth (7.3%) respectively. On the other hand, the percentage share of non-listeners is also highest in Selangor with 24.9% followed by Kuala Lumpur with 11.2% and Sabah with 10.1%. Some of the notable differences between the percentage share and actual population base can be seen among radio listeners in Selangor, Kuala Lumpur and Sabah and non-listeners in Pulau Pinang, Selangor, Kuala Lumpur, Johor and Terengganu.

State	Population based	Radio listeners	Non- listeners
Johor	11.5%	11.1%	6.5%
Kedah	6.7%	5.5%	4.9%
Kelantan	5.7%	5.3%	5.5%
Melaka	2.9%	3.1%	1.3%
Negeri Sembilan	3.5%	3.6%	3.4%
Pahang	5.1%	6.4%	6.5%
Perak	7.8%	6.2%	7.3%
Perlis	0.8%	0.8%	0.8%
Pulau Pinang	5.4%	4.2%	7.8%
Sabah	12.1%	9.3%	10.1%
Sarawak	8.6%	7.3%	8.1%
Selangor	19.9%	23.5%	24.9%
Terengganu	3.8%	4.3%	1.6%
W.P Kuala Lumpur	5.6%	8.7%	11.2%
W.P Labuan	0.3%	0.3%	0.0%
W.P Putrajaya	0.3%	0.4%	0.3%

Figure 14 : Percentage of radio listeners and non-listeners by state of residence compared with national population estimates.

## Employment and educational attainment

In terms of employment, the survey found that at least 69.9% of listeners were income earners. This includes self-employed respondents.

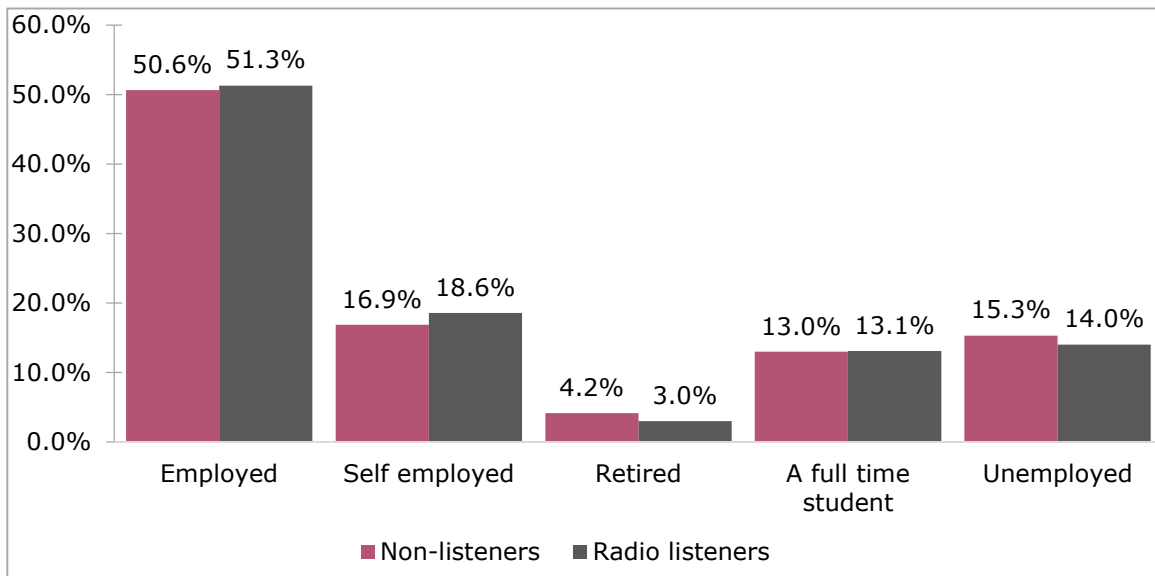


Figure 15: Radio listeners and non-listeners by employment

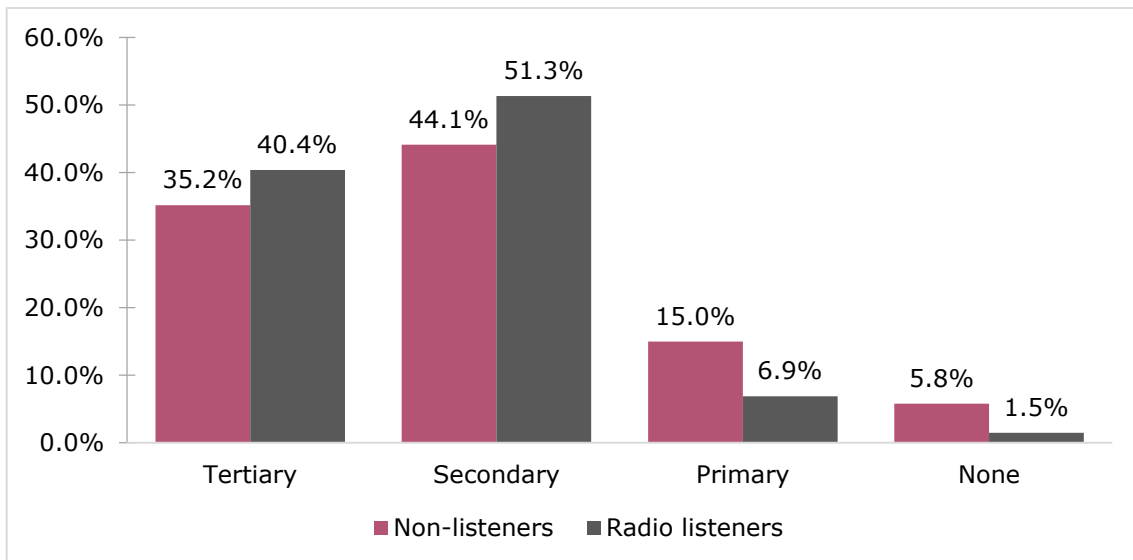


Figure 16: Educational attainment for radio listeners and non-listeners

The disparities between listeners and non-listeners while comparing their employment status and educational attainments are almost insignificant. This shows that our target respondents for radio listeners and non-listeners were well distributed.

## CONCLUSION

In the age of digital world, radio continues to be a preferred medium for Malaysians to source for entertainment and information. However, listening behaviours are evolving in line with technological change and age. The changing demographic has an impact on the content preference and consumption which may affect radio consumption in the future. Radio stations are moving towards meeting their listeners' demand by providing access on multiple platforms available on the Internet.

Awareness on digital radio among Malaysian is relatively low as only 22.4% of respondents were aware of digital radio, of which 78.3% were interested to own digital radio device. This is good feedback for MCMC to gauge the consumer readiness to adopt digital radio.

Most radio listening happens while commuting, either in the car or public transport, this shows that the future success of digital radio depends on the availability of in-car and personal devices.

The strong preference for local contents is an opportunity for content providers to continue creating radio contents for future digital radio.

## TABLES

Caution is required in the use of the estimates tabulated below.

While the MCMC takes every care to minimise non-sampling errors, which cannot be quantified, the estimates presented are also subject to sampling error, which is a measure of the chance variation that occurs because a sample, and not the entire population is canvassed. The sampling error of an estimate is usually expressed as a percentage of that estimate to give the relative sampling error (RSE) of that estimate.

In general, estimates that are small are subject to high RSEs. As a guide, only estimates with RSEs of 25% or less are considered reliable for general use. Estimates with RSEs greater than 25% but less than or equal to 50% are denoted with one asterisk in these tables and should be used with caution; while estimates with RSEs greater than 50% are denoted by two asterisks and are considered too unreliable for general use. However, these estimates may be aggregated with others until an RSE of less than 25% is obtained.

Confidence intervals for very small estimates should be based on the binomial distribution rather than the normal approximation to the binomial. As an alternative, the method of Korn and Graubard, 1998 may also be used.

Percentages may not add up to 100 because of rounding.

## LISTENERSHIP

	Percentage	RSE
Radio listener	75.0 %	1.2
Non-listener	25.0 %	3.5

## REASONS FOR NOT LISTENING TO RADIO

	Percentage	RSE
No radio set	30.6 %	7.7
Too many advertisements	17.9 %	10.9
Content not attractive	17.9 %	10.9
Too many conversation by radio presenter	14.0 %	12.6
Prefer downloaded songs	24.7 %	8.9
Prefer to listen to online songs	24.4 %	9.0
Prefer to obtain information from other sources	32.5 %	7.4

## STATE OF RESIDENCE

	Percentage	RSE
Johor	11.1 %	5.8
Kedah	5.5 %	8.5
Kelantan	5.3 %	8.6
Melaka	3.1 %	11.4
Negeri Sembilan	3.6 %	10.5
Pahang	6.4 %	7.8
Perak	6.2 %	7.9
Perlis	0.8 %	22.3
Pulau Pinang	4.2 %	9.7
Sabah	9.3 %	6.4
Sarawak	7.3 %	7.3
Selangor	23.5 %	3.7
Terengganu	4.3 %	9.6
W.P Kuala Lumpur	8.7 %	6.6
W.P Labuan	0.3 %*	37.7
W.P Putrajaya	0.4 %*	33.3

## URBAN RURAL DISTRIBUTION

	Percentage	RSE
Urban	63.7 %	1.5
Rural	36.3 %	2.7

## NATIONALITY

	Percentage	RSE
Malaysian	94.3 %	0.5
Non-Malaysian	5.7 %	8.3

## GENDER

	Percentage	RSE
Male	55.1 %	1.8
Female	44.9 %	2.3

## ETHNICITY

	Percentage	RSE
Malay	67.1 %	1.5
Chinese	12.9 %	5.5
Indian	7.4 %	7.4
Bumiputra Sabah/Sarawak	12.4 %	5.6
Orang Asli	0.2 %*	44.7

## AGE GROUP

	Percentage	RSE
Below 15	0.2 %*	44.7
15 - 19	9.7 %	6.2
20 - 24	18.1 %	4.3
25 - 29	15.7 %	4.7
30 - 34	12.7 %	5.4
35 - 39	10.8 %	5.9
40 - 44	9.4 %	6.3
45 - 49	7.6 %	7.1
50 - 54	7.0 %	7.5
55 - 59	3.7 %	10.4
60 - 64	2.6 %	12.4
65 and above	2.6 %	12.5

## EDUCATIONAL ATTAINMENT

	Percentage	RSE
Degree or higher (include Advance Diploma)	17.8 %	4.4
Diploma	15.2 %	4.8
STPM/STAM/Certificate/UEC-Senior Middle Three	7.3 %	7.3
SPM/SPVM	35.6 %	2.7
Sijil 4 Thanawi/SMA	0.7 %	24.2
PT3/PMR/UEC-Junior Middle Three	6.2 %	8.0
Secondary school	8.8 %	6.6
Primary school	6.9 %	7.5
None	1.5 %	16.8

## INCOME CATEGORY

	Percentage	RSE
RM 5,000 and above	7.3 %	7.3
RM 3,000 – RM 5,000	10.2 %	6.1
RM 1,000 – RM 3,000	39.1 %	2.6
Below RM 1,000	13.0 %	5.3
Dependent	30.4 %	3.1

## INTERNET USAGE BY RADIO LISTENERS

	Percentage	RSE
In the last 3 months	80.9 %	1.0
More than 3 months ago	4.6 %	9.3
Never used at all	14.5 %	4.9

## FREQUENCY USE OF INTERNET

	Percentage	RSE
At least once a day	84.2 %	1.0
At least once a week but not everyday	14.2 %	5.6
At least once in the last 3 months	1.6 %	17.5

## HOURS SPENT ON INTERNET

	Percentage	RSE
1 - 4 hours	41.3 %	2.7
4 - 8 hours	19.3 %	4.6
8 - 12 hours	10.0 %	6.8
Less than one hour	17.4 %	5.0
More than 12 hours	12.0 %	6.1

## PLACES OF ACCESS

	Percentage	RSE
At home	50.8 %	2.0
At the work place	19.0 %	4.2
In public area	17.0 %	4.5
In public transport	13.0 %	5.3
In the car	76.3 %	1.1

*Multiple responses*

## LISTENING DEVICES

	Percentage	RSE
Car radio	77.6 %	1.1
Hand phone radio	24.8 %	3.6
Radio app in hand phone	17.4 %	4.5
Radio set	37.9 %	2.6
Via television	35.4 %	2.8
Website/Podcast	11.4 %	5.7

*Multiple responses*

## HOURS LISTENING TO RADIO

	Percentage	RSE
Less than one hour	37.2 %	2.7
1 - 4 hours	48.1 %	2.1
4 - 8 hours	8.3 %	6.8
8 - 12 hours	4.3 %	9.6
More than 12 hours	2.0 %	14.1

## USUAL TIME OF LISTENING TO RADIO

	Percentage	RSE
6 am – 10 am	63.1 %	1.6
10 am – 1 pm	25.4 %	3.5
1 pm – 4 pm	25.1 %	3.5
4 pm – 7 pm	38.3 %	2.6
7 pm – 12 am	29.9 %	3.1
12 am – 6 am	6.8 %	7.5

*Multiple responses*

## PREFERRED RADIO STATIONS LANGUAGE

	Percentage	RSE
Malay	75.9 %	1.1
English	34.8 %	2.8
Chinese	11.4 %	5.7
Local dialect	11.4 %	5.7
Tamil	7.0 %	7.5
Others	0.4 % *	31.6

*Multiple responses*



## NUMBER OF RADIO STATIONS LISTENED TO

	Percentage	RSE
1	75.9 %	1.1
2	34.8 %	2.8
3	11.4 %	5.7
4	11.4 %	5.7
More than 4	7.0 %	7.5

## PREFERRED RADIO PROGRAM AND/OR CONTENT

	Percentage	RSE
Local Songs	84.8 %	0.9
Local News	74.4 %	1.2
Religious	65.6 %	1.5
International Songs	63.8 %	1.5
Announcements	60.4 %	1.7
DJ's Conversation	58.4 %	1.7
Public Service Announcements	56.9 %	1.8
Weather Info	55.8 %	1.8
Traffic Updates	54.3 %	1.9
Sports News	50.6 %	2.0
International News	47.6 %	2.1
Advertisements	41.8 %	2.4
Discussion/ Interview	39.3 %	2.5
Live Sport	35.0 %	2.8
Drama Segment	31.4 %	3.0
Biz News & Info	30.5 %	3.1
Competition/ Quiz	27.5 %	3.3

*Multiple responses*

## SATISFACTION ON RADIO PROGRAM

	Percentage	RSE
Extremely not satisfied	0.5 %*	30.1
Somewhat not satisfied	3.7 %	10.3
Somewhat satisfied	60.5 %	1.6
Extremely satisfied	35.3 %	2.8

## EFFECTIVENESS OF PUBLIC SERVICE ANNOUNCEMENT

	Percentage	RSE
Yes	91.4 %	0.6
No	8.6 %	6.6

## PREFERRED MEANS OF LISTENING TO MUSIC

	Percentage	RSE
Radio / TV	96.0 %	0.4
FreeMusic	36.6 %	2.7
Apps	22.7 %	3.8
LiveRadio via Website	15.0 %	4.9
Podcast	10.6 %	5.9

*Multiple responses*

## DIGITAL RADIO AWARENESS

	Percentage	RSE
Aware	22.4 %	3.8
Not aware	77.6 %	1.1

## INTEREST IN OWNING A DIGITAL RADIO SET

	Percentage	RSE
Yes	73.4 %	1.2
No	26.6 %	3.4

## PREFERRED RADIO PROGRAM AND/OR CONTENT

	Percentage	RSE
Education	80.2 %	1.0
Beauty & Health	74.8 %	1.2
Travel & Lifestyle	69.1 %	1.4
Kids	65.0 %	1.5
Sports	63.9 %	1.5
Automotive	56.0 %	1.8
Fashion	51.4 %	2.0

*Multiple responses*