

Zero to one person listens to the radio per household in Singapore, a national survey on radio finds

- *Nationwide survey conducted by SMU on perceptions of radio consumption revealed that the radio beats the TV six times over with a very significant 86% of consumers in Singapore turning to the radio for music*
- *Yet more than 76% households have nobody to less than half of the family listening to the radio, due to the availability of customised online music listening, and sheer lack of interest in the radio*

13 December 2022 (Tuesday), Singapore – In Singapore, where the TV is the go-to for an average of 80.33% of consumers for entertainment and news, it is music where the radio whips the TV, beating the TV six times over with a very significant 86% who turn to the radio for music.

Yet more than 76% households have nobody to less than half of the family listening to the radio. This means that with Singapore's average resident household size of 3.15 persons, zero to one person listens to the radio. A study conducted by the [Singapore Management University \(SMU\)](https://www.smu.edu.sg/) revealed these perceptions of radio consumption.

The principal reason for this is the availability of customised online music listening through channels like Spotify and YouTube, followed by sheer lack of interest in the radio.

SMU Principal Lecturer of Statistics, Rosie Ching, created and carried out the nation-wide study with 158 students from August to November this year, interviewing 7,015 people across Singapore through face-to-face interviews, telephone calls and online, adhering closely to Singapore demographics in gender and race.

Code-named Do.Re.Mi, this student study delved into people's current tastes in radio listening. Despite our tech-savvy nation, an overwhelming majority of 77% still listen to conventional bedside, tabletop or vehicle radios. Even for those who subscribe to streaming radio, 60% rate their listenership at less than half the time compared to listening through conventional means.

Even in the pandemic with many staying home, 76% indicated that their volume of radio-listening has stayed largely unchanged, with a rise in listenership by 13.14%.

70% think radio content like in music overlaps excessively amongst radio stations, with too many radio advertisements. Gen X forms the biggest slice of radio listeners in Singapore at 76.67% who have listened to the radio in the past year, higher than all other ages. The Malay population evince the highest affinity for the radio, followed by the Chinese, but all races and age groups have very low affinity for radio listening, especially the baby-boomers and Gen Z. More than 50% of radio listening takes place in the 6-10 AM time slot, with almost 90% tuned in for mainly less than 1 hour to up to 3 hours.

Almost half of Singaporeans listen to the radio chiefly for music, with a quarter saying the radio for them acts primarily as background accompaniment. Yet they still have chosen "more music and entertainment with competitions and rewards" as the most effective means to boost radio listenership in Singapore, with a lowly 6% choosing news and current affairs.

The survey also found that more than 75% of Singaporeans prefer listening to a “live” DJ on air than without a “live” DJ and say that watching or engaging DJs on social media is no better than just listening to them at work on air. The top radio stations ranked Number One amongst listeners are: 987, KISS92 and YES933.

Said Ms. Rosie Ching, “The world knew the legendary Marilyn Monroe listened to radio when she cooed, *“It’s not true I had nothing on, I had the radio on.”* The radio is a worldwide instrument of extraordinary versatility, a staple and often a constant in many childhoods, adolescences, adulthoods. To delve into its current status in society, I did this study with the support of the Voice of Singapore Mr. William Xavier, to statistically examine how we regard and use the radio in 21st-century Singapore.”

-END-

Background Information on Do.Re.Mi

[Rosie Ching, Principal Lecturer of Statistics at SMU](#), created and conducted Do.Re.Mi, an original nationwide statistical study she did with her students around Singapore from August to November 2022.

SAMPLE SIZE: 7015

NATIONALITY:

97% Singaporeans, adhering to the population demographics of race.

RACE:

Chinese: 75.7%; Eurasian: 2%; Malay: 9.1%; Indian: 8.7%

AGE:

Gen Z: 15.38%; Millennials: 42.42%

Gen X: 39.50%; Baby-boomers: 2.7%

GENDER:

Male: 48.27% ; Female: 51.73%

MAYORAL DISTRICTS COVERAGE:

North-East: 22.58%; North: 11.32%; Central: 25.30%; West: 19.43%; East: 21.37%

SURVEY RESULTS: www.screeningstatistics.com/doremi

About Statistics-X (STAT-X)

Rosie Ching has been awarded Innovative Teacher, Excellent Teacher by SMU five times and is the first name on the Honour Roll at SMU. In 2021, she won the prestigious, international Wharton-QS Presence Learning and Teaching Award (Silver) for her *Statistics for Social Impact* at the Wharton-QS Reimagine Education, the Oscars of Higher Education.

STATISTICS-X is the only subject of its kind since 2016, where Rosie Ching leads her undergraduate students through a project to applying everything learnt onto in Singapore's societal problems with issues like dementia, suicide, end-of-life preparations, public toilet hygiene, breast cancer-screening rates, mobility challenges and stigma facing the visually-impaired, and more. With more than 40,000 surveyed in active fieldwork countrywide, Ms. Ching's projects give students high-level training for analysis and mixes creativity in live application directly on society, leading to unprecedented exposure and impact in government and on citizenry. Her students include champions of Early Career Statisticians and Young Statisticians competitions held by Statistical Society of Australia, internationally-certified Tableau Ambassadors and many who realise and take to heart how closely these projects intertwine with their lives.

About Singapore Management University

Established in 2000, Singapore Management University (SMU) is recognised for its disciplinary and multi-disciplinary research that address issues of global relevance, impacting business, government, and society. Its distinctive education, incorporating innovative experiential learning, aims to nurture global citizens, entrepreneurs and change agents. With more than 12,000 students, SMU offers a wide range of bachelors, masters and PhD degree programmes in the disciplinary areas associated with six of its eight schools - Accountancy, Business, Computing, Economics, Law and Social Sciences. Its seventh school, the SMU College of Integrative Studies, offers degree programmes in deep, integrative interdisciplinary education. The College of Graduate Research Studies, SMU's eighth school, enhances integration and interdisciplinarity across the various SMU postgraduate research programmes that will enable our students to gain a holistic learning experience and well-grounded approach to their research. SMU also offers a growing number of executive development and continuing education programmes. Through its city campus, SMU focuses on making meaningful impact on Singapore and beyond through its partnerships with industry, policy makers and academic institutions. www.smu.edu.sg