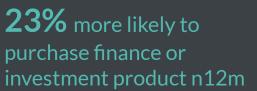# Understanding streaming audiences vs linear audiences

Compared with linear audiences, streaming audiences are...

20% more likely to be younger listeners (10-39)

10% more likely to be in homes with kids

22% more likely to live in a rental property

26% more likely to live in a flat / apartment

20% more likely to buy a car n12m

23% more likely to purchase finance or investment product n12m

18% more likely to buy or sell a house or unit in n12m

10% more likely to have a personal loan

19% more likely to have been to a cinema p1m

11% more likely to have purchased from department store p1m

Source: GfK Radio Ratings Survey 1-6 2022 SMABP

- May 10, 2023 | EMRO Conference

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