



# Community Radio National Listener Survey



## Summary Report of Findings

Prepared for:

**Community Broadcasting Association of Australia**

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Questionnaire – Sydney

Community Broadcasting Sector Growth 1984/85 – 2005/06

## Background

Community broadcasting plays an important and distinctive role in Australian media as one of several broadcasting sectors – National (ABC and SBS), Commercial, Subscription and Community. Community radio and television stations are operated as independent not-for-profit organisations. The community broadcasting sector distinguishes itself from other media by actively promoting community access and participation in all aspects of broadcast operations. More than 20,000 volunteers work at over 359 community radio stations and six television stations located around Australia. Over 70% of community radio stations are in rural, regional and remote areas.

Stations serve the many needs and interests of local geographic communities and/or specific communities of interest – including youth, senior citizens, arts, fine music, Australian music, sport and other specialist interests, as well as providing specific services for Indigenous, religious, print disabled and ethnic communities.

Community radio has experienced a period of sustained growth with the number of stations trebling since the early nineties (see chart at end of this report). Because of this rapid growth, previous national audience research such as that conducted by Quadrant Research Services Pty Ltd in 1991-1992 and Roy Morgan Research from 1997-2000, is now out-of-date, so it was considered necessary to learn more about the current community radio national audience.

In 2004, the first large-scale survey of the Australian population was conducted in order to measure the size of the audience of community radio throughout Australia. This 2006 report results from the second such large-scale survey and care was taken to replicate the research methodology and sample characteristics. The research was funded by the Department of Communications, Information Technology and the Arts (DCITA), via the Community Broadcasting Foundation Ltd (CBF). The CBF is the national funding agency for community broadcasting services in Australia including specialist services for Ethnic, Indigenous and RPH (Radio for the Print Handicapped) audiences (refer [www.cbf.com.au](http://www.cbf.com.au)). The CBF is committed to an ongoing research program including both quantitative and qualitative audience research.

As was the case in 2004, the Community Broadcasting Association of Australia (CBAA) managed the research project. The CBAA is the national peak body for community radio and television licensees.

This year the CBAA repositioned the Community Broadcasting Database Project known as CBOOnline as a coordination point for sector research and directly engaged McNair Ingenuity Research to replicate the national listener survey in May-June 2006. In late 2005 DCITA and CBF approved CBAA's proposal to reassign resources that had been earmarked for a fourth Community Broadcasting Database (CBD) station data collection, toward a 2006 national listener survey. The intention is each year to draw on funds set aside for Information Technology and Online Initiatives over the next 4 years. The CBAA hopes to be in a position to alternate between a national listener survey and a CBOOnline station operational survey every two years (i.e. each year about).

Broad stakeholder oversight was ensured via a CBAA standing committee – the CBOOnline Consultative Group (CCG) comprised of representatives of the CBF, the CBAA, RPH Australia, the Australian Indigenous Communications Association, the National Ethnic and Multicultural Broadcasters Council (NEMBC), the Association of Christian Broadcasters (ACB) and the Department of Communications, Information Technology and the Arts.

In 2004, McNair Ingenuity Research submitted a proposal in response to a competitive tender, and was successful in being granted commission of the first national audience research project. They were commissioned again in 2006 to conduct this second national audience survey. McNair Ingenuity Research are a fully accredited market and social research organisation in Australia, being one of the first market research firms in Australia to be registered under the new Australian standard AS4752, which incorporates the Interviewer Quality Control Australia scheme that preceded it. The executives are members of the Australian Market and Social Research Society (AMSRS), and conform to the requirements of the Code of Professional Behaviour of the AMSRS. All senior executives are Qualified Practising Market Researchers.

Ian McNair, Executive Chairman of McNair Ingenuity Research, led the research team at McNair Ingenuity Research. The McNair Survey was the first radio audience research in Australia, dating back to the 1930s. Ian McNair is also a Fellow of the Australian Market and Social Research Society, and has written and spoken widely on media and social research in Australia.

The report from the 2004 national listener survey was launched by the Minister for Communications, Information Technology and the Arts on 15 September 2004 and it revealed that more than seven million Australians – or 45% of people aged 15 and over - listen to community radio in an average month. The results from this year's survey are typically stronger in most segments of the audience as can be seen in the results in this report.

Since 2004 the audience measurement figures have proved to be an invaluable tool for:

- Policy development and evaluation;
- Sector development; and
- Growing sponsorship revenue at a station level.

The results from the current 2006 national listener survey are even stronger than those from 2004. The empirical evidence of the audiences for community radio stations continues to add strength to the development and growth of Australia's independent and diverse media sector.

## Methodology

This research was conducted by means of a telephone survey of a representative sample of 5,010 people aged 15 and over throughout Australia. The research methodology was purposely the same as in the previous survey in 2004.

The survey was conducted by trained interviewers from McNair Ingenuity Research’s supervised call centre in Crows Nest, Sydney. The interviewing team comprised trained interviewers accredited under the new Australian standard AS4752, which incorporates the Interviewer Quality Control Australia scheme that preceded it. Interviewing was supervised at all times, and quality control checks included monitoring of 10% of the interviews.

The interviewing was conducted by means of a Computer Assisted Telephone Interviewing (CATI) system, SurveyCraft. A sample of telephone numbers was drawn randomly from the latest electronic version of the white pages phone books for all areas of Australia. The random sample was then programmed into the CATI system, and a rigorous call-back procedure implemented to help ensure that all households were contacted including those where people are not often at home.

Interviewing was conducted among people aged 15 and over, and quotas were used to ensure an equal number of men and women in each area, and a representative spread of age groups.

The CATI system ensured that interviewers followed a meticulous script, ensuring that each interview was conducted in the same way. It also had scripts with regard to any respondent queries about confidentiality and privacy. A freecall number 1800 669 133 was offered to respondents who wished to check the veracity of the interview. Calls on this number were taken by a senior supervisor or executive. As members of the Australian Market & Social Research Society, McNair Ingenuity Research also offered the AMSRS Survey Line number, 1800 364 830 as an external verification source as to the company’s credibility. The McNair Ingenuity Research web site was also offered for information about the company’s privacy policy.

The interviewing program was conducted between May 2 and July 5 2006 inclusive, mainly on weekday evenings and weekends. A total of 5,010 interviews were conducted as follows:

Sydney	550	Western NSW	95
ACT	301	Southern NSW	99
Melbourne	550	Eastern Victoria	158
Brisbane	400	Western Victoria	243
Adelaide	400	Southern Queensland	248
Perth	400	Northern Queensland	154
Tasmania	300	Regional South Australia	300
Northern Territory	300	Regional Western Australia	301
Northern NSW	211	Total	5,010

The results were “weighted” (to potential ‘000s) by age groups within gender within each of the above areas to reflect the known populations in each area, based on the most recent population information provided by the Australian Bureau of Statistics.

The questionnaire was identical for all the above areas, except that the list of community radio stations that were asked about, differed for each area. By way of example, the Sydney questionnaire (which listed all Sydney community radio stations) is shown at the end of this report. Every community radio station in Australia (excluding RIBS stations) was listed in one or more questionnaires.

Most of the questions were purposely the same as those asked in the 2004 survey, so that comparisons of results can be made.

### **Comparison with ACNielsen Surveys (previously McNair Anderson)**

Traditionally, radio audiences have been measured in Australia by the use of a diary which has provision for a respondent to tick quarter-hour by quarter-hour and day-by-day the radio stations that he/she listens to over a seven-day period. It is not possible for the diary to list all of the radio stations that are in each market. Therefore the diary lists only the commercial and ABC stations that are in the market. By and large, these stations are the ones that subscribe to the results.

If a respondent listens to a non-listed station, he/she has to tick the quarter-hour(s) under either of two headings – “other AM” or “other FM”. It can fairly be said that because community radio stations are not listed in the diary, any listening to them is under-reported in the ACNielsen surveys.

The present survey has been structured so that the call-signs and positions on the dial of all community radio stations in a market are read out to respondents. It has not been possible for the individual commercial and ABC/SBS stations to be read out. Because of this, it can fairly be said that any listening to these stations is under-reported in the present survey.

Also it needs to be noted that because the present survey was conducted by telephone, asking people to recall their radio listening over the past seven days and past month, there was undoubtedly some “memory fade” for some respondents. To this extent, the present survey may well under-report all radio listening (not just listening to commercial and ABC/SBS stations).

## Executive Summary

- Overall, 86% of Australians aged 15+ listen to some radio in the course of a typical week. 25% of Australians aged 15+, or 4,034,000 people, listen to community radio in a typical week.
- People who tune in to community radio in an average week tend to have a portfolio of radio listening, with 66% listening to both community radio and commercial radio, and 54% listening to both community radio and ABC/SBS radio.
- Conversely, 34% of community radio listeners in an average week do not listen to commercial radio and 46% do not listen to ABC/SBS radio. 17% of community radio listeners do not listen to either commercial radio or ABC/SBS radio. In other words, about 1 in 6 community radio listeners are exclusive listeners.
- Expressed in another way, 4% of Australians aged 15+, or 685,000 people, are exclusive listeners to community radio in an average week, that is, listen to community radio but not commercial radio or ABC/SBS radio.
- The key reason for listening to community radio is that they have “local information / local news.” This is the main reason given by women, people in the 25-54 age group and most occupation categories.
- For non-metro listeners, “local information/local news” is easily the most cited reason, followed by other statements with a “local” emphasis. For metropolitan listeners and men, “specialist music or information programs” and “they play Australian music / support local artists” are the most frequent reasons.
- People aged 15-24 listen to community radio most frequently for “Australian music / local artists” and people aged 55+ for “specialist music or information programs.”
- The ranking of local content as a reason for listening increases as listening time increases, showing that for more dedicated listeners, local material is increasingly important in their decision to listen to a community radio station.
- Community radio listening varies by State with the Northern Territory having the most listeners in an average week per head of population aged 15+ (41%) while Canberra has the least number of listeners per head (15%). Overall, metropolitan areas have marginally more listeners (26%) than non-metro areas (24%). However, in total audience size, the metropolitan areas account for nearly two-thirds of all community radio listeners.
- Listeners to community radio in an average week spend 7.5 hours listening to community radio per week. Older people aged 55+ listen the most to community radio, averaging 10.4 hours per week. People aged 15-24 average 5.3 hours per week, and people aged 25-54 average almost 7 hours per week.

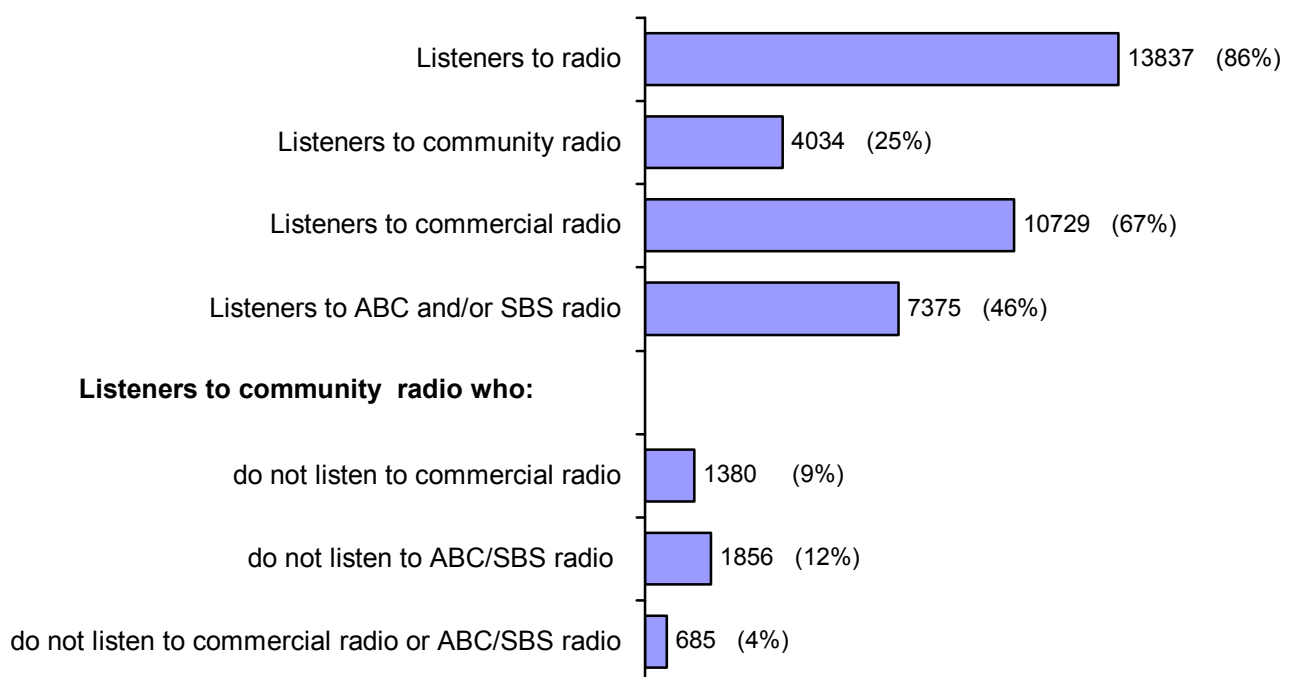
- Non-metro listeners are also likely to listen to community radio for longer, with the time spent listening in non-metro areas averaging 9.1 hours compared to 6.6 hours per week for metro areas. Northern Territory is the State/Territory with the highest level of listening time with 9.5 hours per week. Queensland and Tasmania also have high levels of listening time, averaging 8.6 hours and 8.5 hours per week respectively. ACT has the least listening time averaging 4.4 hours per week.
- Community radio draws its audience from a wide cross section of the community with at least 20% of most demographic groups tuning in to community radio during a typical week. For example, 27% of employed people and of students, and 27% of people whose annual gross income is over \$40,000, listen to community radio during a typical week. 28% of people who regularly speak a language other than English in their household, listen to community radio during a typical week.
- Looking at the demographic composition of the weekly community radio audience, 55% are men and 45% are women, 19% are aged 15-24, 28% aged 25-39 and 54% aged 40 or over. 42% are engaged in full-time work and 21% in part-time work. Comparisons of these percentages with the population are shown in the Fact Sheets later in this report, by States, cities and non-metro areas.
- The Fact Sheets also show monthly audiences as well as weekly. Overall, 93% of Australians aged 15+ listen to some radio in the course of a typical month. 47% of Australians aged 15+, or 7,515,000 people, listen to community radio in a typical month.
- 39% of community radio listeners in an average week have ever visited a radio station's website, 20% have ever listened to a live or streamed radio program on the internet and 12% have ever downloaded a radio program from the internet. Corresponding figures among the population as a whole are 31%, 17% and 8% respectively, indicating that community radio listeners are making especially good use of the internet for listening to radio programs.
- The number of Australians aged 15+ listening to community radio in an average week has risen from 3,767,000 people (24%) in 2004 to 4,034,000 people (25%) in 2006 – an increase of 7% in the total number of people listening.
- The survey shows increases over the two –year period in the number of community radio listeners in an average week in all States/Territories except Western Australia and Northern Territory (where the numbers have stayed about the same), among men and women and all major age groups except the 40-54s (where again the numbers have stayed about the same.)
- The number of Australians aged 15+ listening to community radio in an average month has risen from 7,054,000 people (45%) in 2004 to 7,515,000 people (47%) in 2006 – an increase of 7% in the total number of people listening.

# Summary of Results

## Overall Radio Listening - Australia

- 13,837,000 people aged 15+, or 86% of Australia's population of 16,111,000 people aged 15+, listen to radio in an average week. 4,034,000 people aged 15+ (25%) listen to community radio in an average week. 67% listen to commercial radio and 46% listen to ABC and/or SBS radio in an average week.

**Fig 1. Overall Radio Listening in an Average Week - Australia ('000)**

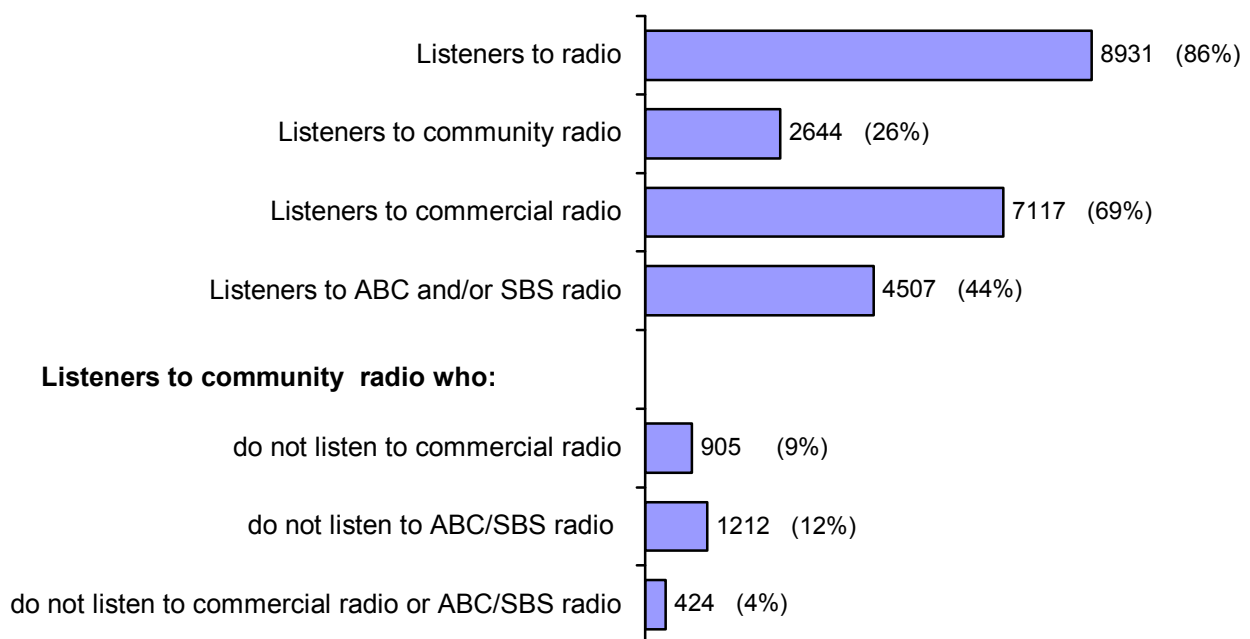


- In an average week, of all people aged 15+ throughout Australia (16,111,000 people):
  - 1,380,000 people, or 9%, listen to community radio but not commercial radio
  - 1,856,000 people, or 12%, listen to community radio but not ABC/SBS radio
  - 685,000 people, or 4%, listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio
- In an average month, 93% of Australians aged 15+ listen to any radio stations, with 47% listening to community radio, 73% listening to commercial radio, and 55% listening to ABC and/or SBS radio.
- Corresponding figures to the above for all main geographical areas of Australia are shown in the Fact Sheets later in this report.

## Overall Radio Listening – National Metropolitan (8 Cities)

- 8,931,000 people aged 15+, or 86% of Australia’s national metropolitan population (8 capital cities) of 10,353,000 people aged 15+, listen to radio in an average week. 2,644,000 people aged 15+ (26%) listen to community radio in an average week. 69% listen to commercial radio and 44% listen to ABC and/or SBS radio in an average week.

**Fig 2. Overall Radio Listening in an Average Week- National Metropolitan ('000)**

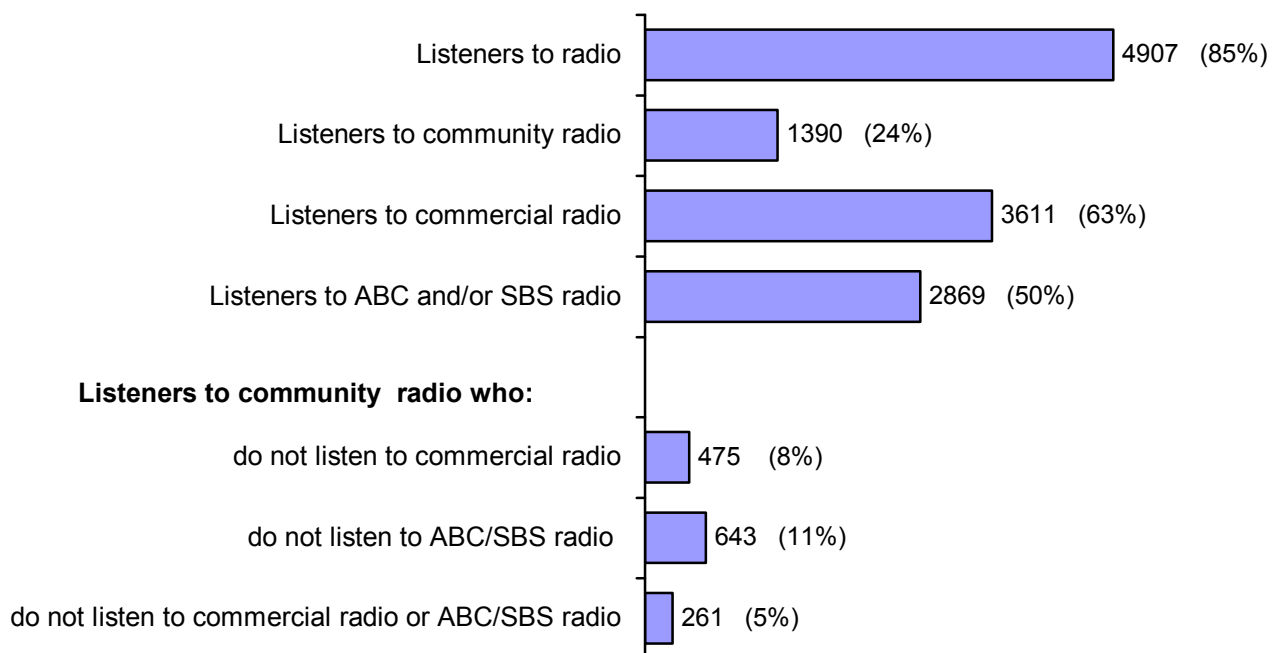


- In an average week, of all people aged 15+ throughout Australia’s national metropolitan areas (10,353,000 people):
  - 905,000 people, or 9%, listen to community radio but not commercial radio
  - 1,212,000 people, or 12%, listen to community radio but not ABC/SBS radio
  - 424,000 people, or 4%, listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio
- In an average month, 93% of Australia’s national metropolitan population aged 15+ listen to any radio stations, with 47% listening to community radio, 75% listening to commercial radio, and 52% listening to ABC and/or SBS radio.
- Corresponding figures to the above for all main geographical areas of Australia are shown in the Fact Sheets later in this report.

## Overall Radio Listening – National Non-Metropolitan

- 4,907,000 people aged 15+, or 85% of Australia’s national non-metropolitan population (Australia minus 8 cities) of 5,757,000 people aged 15+, listen to radio in an average week. 1,390,000 people aged 15+ (24%) listen to community radio in an average week. 63% listen to commercial radio and 50% listen to ABC and/or SBS radio in an average week.

**Fig 3. Overall Radio Listening in an Average Week- National Non-Metropolitan ('000)**

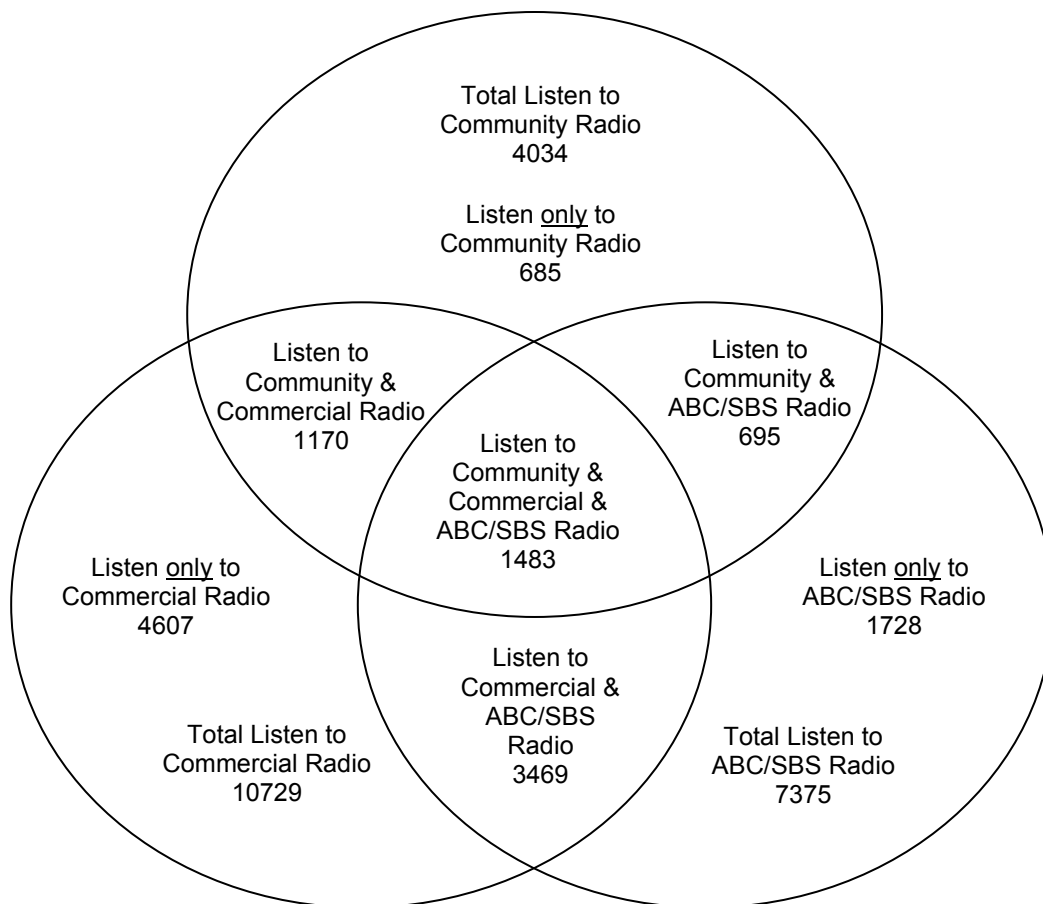


- In an average week, of all people aged 15+ throughout Australia’s non-metropolitan areas (5,757,000 people):
  - 475,000 people, or 8%, listen to community radio but not commercial radio
  - 643,000 people, or 11%, listen to community radio but not ABC/SBS radio
  - 261,000 people, or 5%, listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio
- In an average month, 93% of Australia’s national non-metropolitan population aged 15+ listen to any radio stations, with 47% listening to community radio, 71% listening to commercial radio, and 59% listening to ABC and/or SBS radio.
- Corresponding figures to the above for all main geographical areas of Australia are shown in the Fact Sheets later in this report.

## Overlapping Radio Audiences - Australia

Many people listen to a mix of community, commercial and /or government radio stations:

**Fig 4. Overlapping Radio Audiences – Australia ('000)**



The concentric circles above (not to scale) diagrammatically depict how radio audiences overlap for Australians aged 15+ as a whole. The top circle depicts Australia's 4,034,000 community radio listeners aged 15+ in an average week, and shows how these consist of:

- 1,170,000 people who listen to community radio and commercial radio but not ABC/SBS radio.
- 695,000 people who listen to community radio and ABC/SBS radio but not commercial radio.
- 1,483,000 people who listen to community radio, commercial radio and ABC/SBS radio.
- 685,000 people who listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio.

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Corresponding figures can be derived from the Fact Sheets in this report for an average week and an average month for all main geographical areas of Australia.

The left-hand circle depicts Australia's 10,729,000 commercial radio listeners aged 15+ in an average week, and the right-hand circle depicts Australia's 7,375,000 ABC/SBS radio listeners aged 15+ in an average week. In each case, the circle consists of four segments corresponding to the above four segments for community radio.

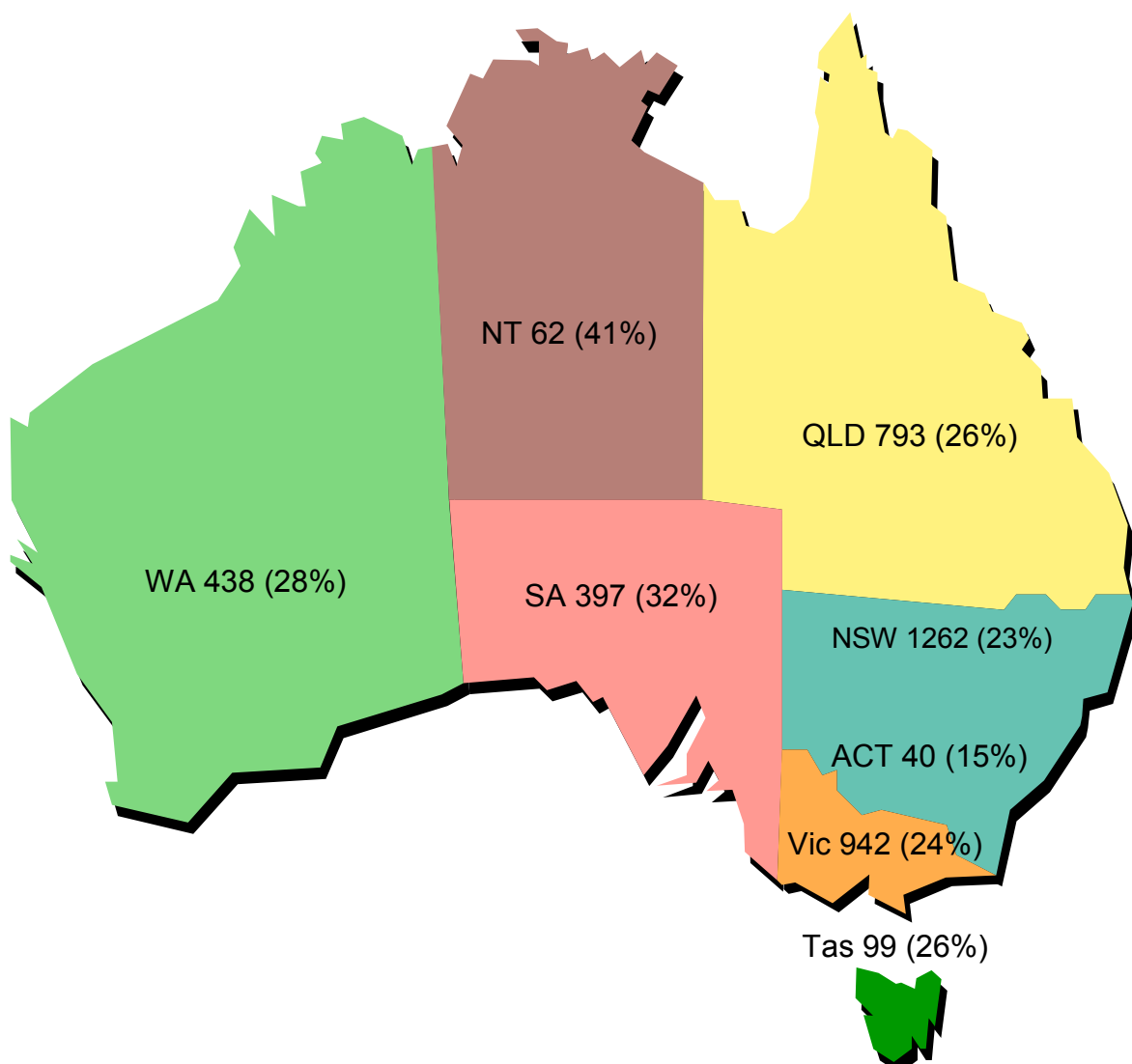
## Listeners to Community Radio by States

Australia's 4,034,000 listeners 15+ to community radio in an average week are shown by States below. The proportions listening to community radio in an average week vary considerably by States from a high of 41% of the population aged 15+ in the Northern Territory to a low of 15% in the ACT.

As shown below, the remaining eastern seaboard States have around one-quarter of their population aged 15+ listening to community radio in an average week. South Australia and Western Australia have slightly higher community radio listening with around 30% of people aged 15+ listening in an average week.

In terms of total audience size, NSW accounts for 31% of community radio listeners in an average week. Victoria and Queensland account for 23% and 20% respectively, giving the eastern mainland nearly three-quarters of the audience.

**Fig 5. Community Radio Listeners Aged 15+ by States  
(‘000 and % of population 15+ in each State)**



## Exclusive Community Radio Listeners by States

The 685,000 people aged 15+ who listen to community radio exclusively in an average week are shown below by States. These people all listen to community radio but not commercial radio or ABC/SBS radio.

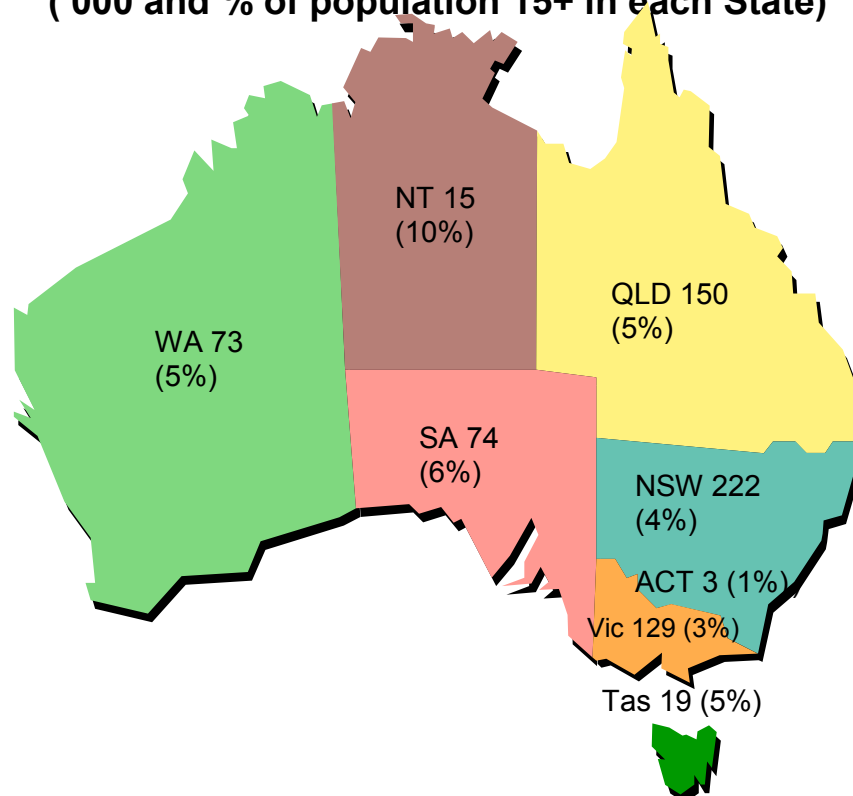
The Northern Territory has the highest level of exclusive community radio listeners with 10% of residents aged 15+ listening to community radio in an average week but not listening to commercial radio or ABC/SBS radio. That is, 1 in 10 people aged 15+ in the Northern Territory listen only to community radio in an average week.

Again, the ACT has the lowest level of exclusive community radio listening with only 1% of ACT residents aged 15+ listening to community radio in an average week but not listening to commercial radio or ABC/SBS radio.

The remainder of the States have between 3% and 6% of their residents aged 15+ exclusively listening to community radio in an average week, with NSW and Victoria at the lower end of the scale.

However, as a percentage of the total exclusive audience, NSW exclusive listeners account for 32% of Australia's 685,000 exclusive community radio listeners aged 15+ in an average week. Queensland contributes 22% and Victoria 19% of all exclusive community radio listeners.

**Fig 6. Exclusive Community Radio Listeners Aged 15+ by States  
(‘000 and % of population 15+ in each State)**



Another interesting analysis is to look at the proportion of community radio listeners who are exclusive community radio listeners. This varies from 8% in ACT and 14% in Victoria up to 24% in the Northern Territory. The average for Australia as a whole is 17%.

## Listeners to Community Radio by Metro versus Country

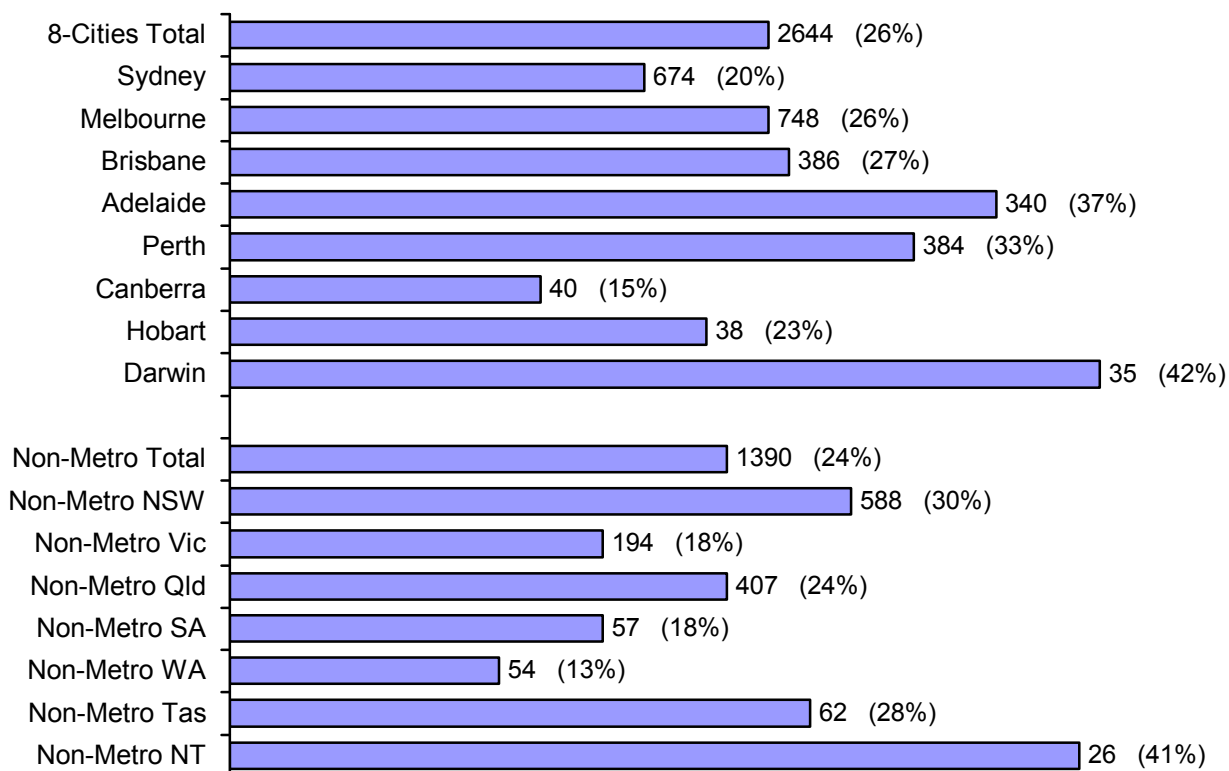
As a proportion of population, Darwin is the capital city with the highest level of community radio listening, with 42% of its residents aged 15+ listening to community radio in the last week. This is slightly higher than the average for the non-metro area of the Northern Territory, which has a community radio listening audience of 41% and which is the area with the second highest level of community radio listening in this survey.

At the other end of the spectrum, Canberra has one of the lowest proportions of its residents aged 15+ listening to community radio, with 1 in 7 having listened in the last week. At a similar level of listening is non-metro WA, with just 1 in 8 of its residents aged 15+ listening to community radio in the last week.

While the non-metro area of WA has a relatively low level of tuning in to community radio, one-third of the Perth population aged 15+ listen to community radio in an average week.

Across Australia, the proportion of residents aged 15+ in metro areas who listen to community radio in an average week (26%), is marginally greater than in non-metro areas (24%). The biggest variations between cities and regional areas occur in NSW (where city residents are less likely to listen to community radio) and in WA where the inverse situation arises, with city residents being nearly three times more likely to listen to community radio than regional residents.

**Fig 7. Community Radio Listeners Aged 15+ by Metro vs Country**  
(‘000 and % of population in each area)

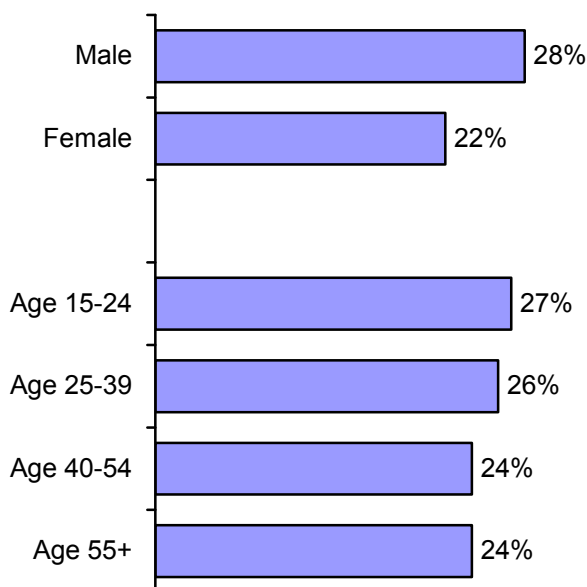


## Listeners to Community Radio by Demographic Groups

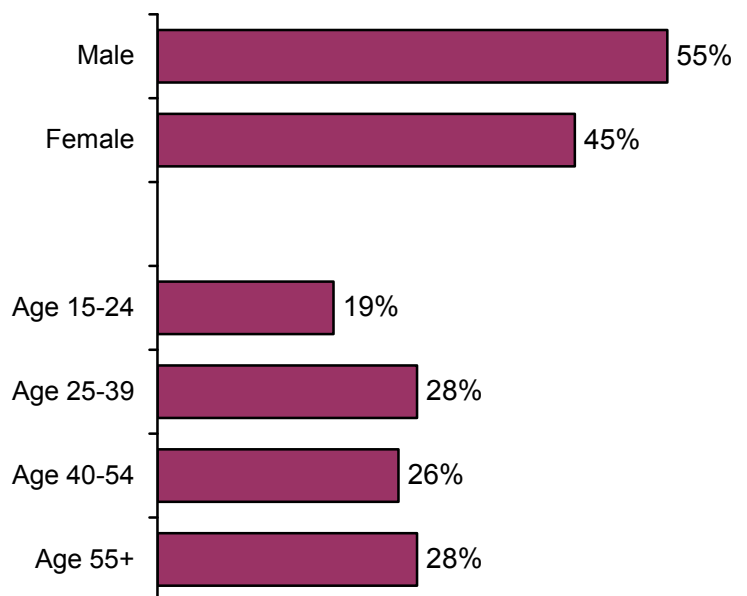
Over one-quarter of all Australian men aged 15+ listen to community radio in an average week. Women are slightly less likely than men to listen to community radio, with just under one-quarter of all women aged 15+ listening to community radio in an average week.

Around one-quarter of all people in each age group listen to community radio in a typical week, with 15-24 year olds having the greatest proportion of listeners (27%), followed closely by people aged 25-39 (26%) and then people aged 40-54 (24%) and people aged 55+(24%).

**Fig 8. Community Radio Listeners Reach**



**Fig 9. Community Radio Listeners Profile**



**Reach:** The percentage of a group/sub-group who listen to community radio. For example, 28% of all men aged 15+ listen to community radio in an average week.

**Profile:** As a proportion of all community radio listeners, what percent are from each group/sub-group. For example, men aged 15+ account for 55% of all community radio listeners aged 15+ in an average week.

When comparing reach to profile figures it is important to remember which audience you are describing. Reach figures describe the wider population while profile figures describe the community radio listener population.

Looking at the profile figures, men account for more than half of community radio listeners in an average week. In terms of age groups, people aged 15-24 account for 19% of listeners. The other three age groups each contributes over one-quarter of listeners, with e.g. people aged 25-39 accounting for 28% of listeners.

Comparing these figures with the Australian population aged 15+, 17% of the population are aged 15-24, and 27% of the population are aged 25-39. On average, community radio therefore does especially well in these two age groups.

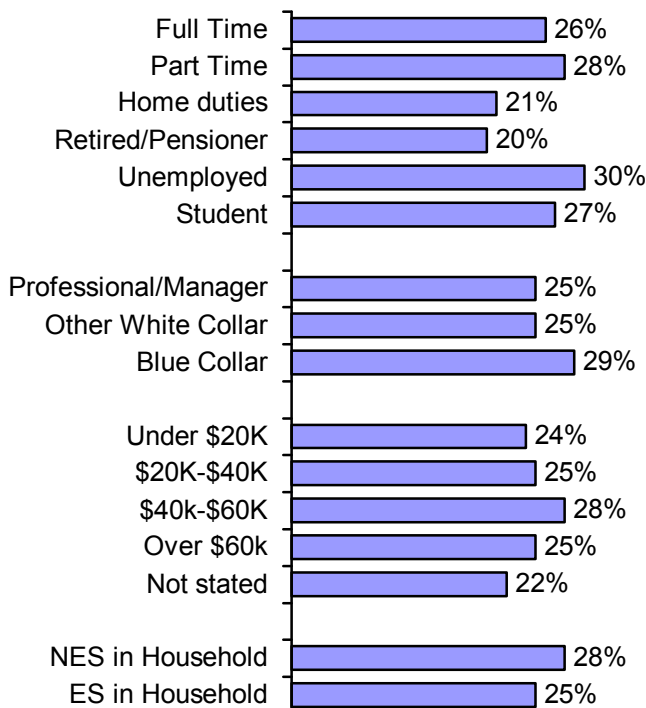
Over one-quarter of all full-time workers and of all part-time workers listen to community radio in a typical week. Students and unemployed people are also likely listeners with over one-quarter listening in a typical week. People who are retired or doing home duties are less likely to listen to community radio, with 1 in 5 tuning in over a typical week.

About one-quarter of professionals/managers and other white collar workers are likely to listen to community radio in an average week, and blue collar workers are even more likely to be listeners.

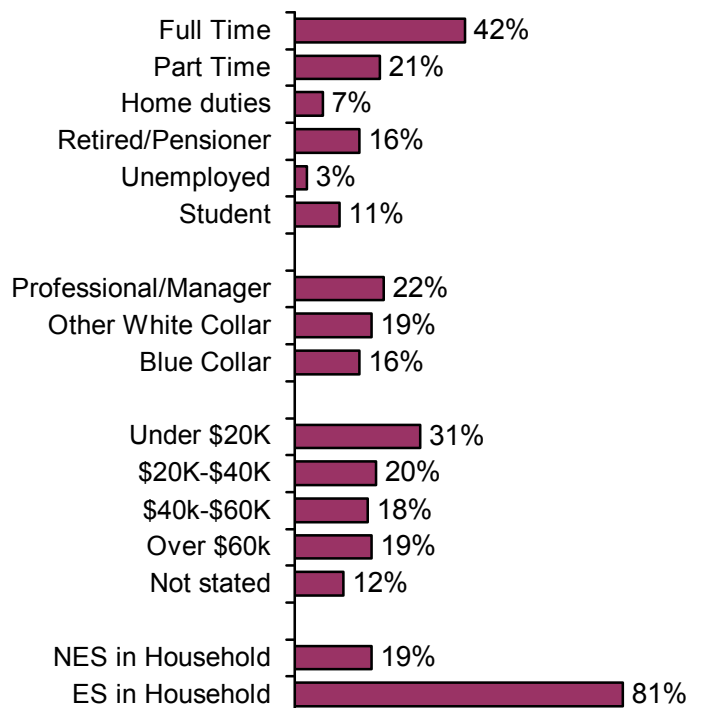
Community radio listening is marginally more likely among people whose gross income is between \$40,000 and \$60,000 per year, but income is not a significant indicator of listening.

Over one-quarter of people who regularly speak a language other than English in their household, listen to community radio in an average week. This is slightly higher than for people who speak English in their household.

**Fig 10. Community Radio Listeners Reach**



**Fig 11. Community Radio Listeners Profile**



NES = non-English speaking

ES = English speaking

In terms of describing the community radio listening population in an average week, 42% are employed full time with a further 21% employed part time. Pensioners/retired people account for 16% of listeners and students make up just over 1 in 10 listeners.

Community radio listeners tend to be in professional/managerial roles (1 in 5); however 19% work in other white collar roles and 16% in blue collar occupations.

19% of community radio listeners in an average week, belong to households where English is not regularly spoken. The remaining listeners are all English-speaking in their households.

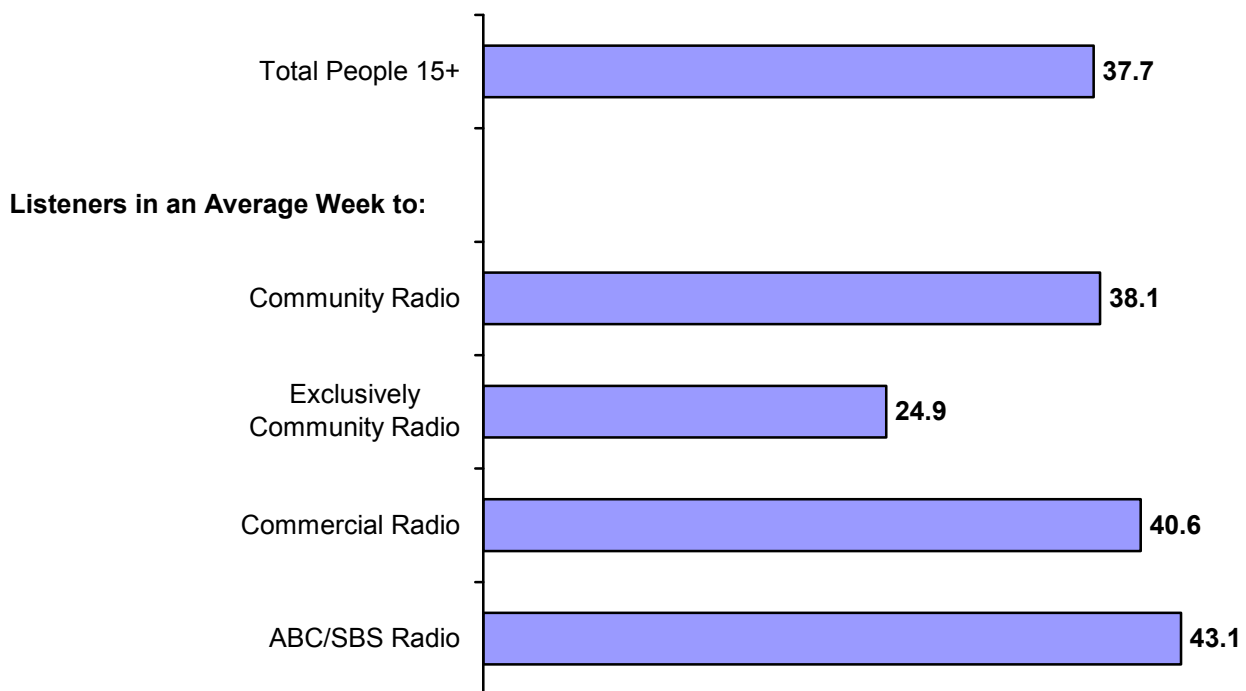
As a proportion of community radio listeners in an average week, 19% earn over \$60,000 pa gross including tax, 18% earn \$40-\$60,000 and 20% earn \$20 - \$40,000. 31% earn less than \$20,000. 12% did not state their income.

Community radio listeners' income is marginally higher than for the overall Australian population.

Compared to the average annual gross income for all Australians aged 15+ (\$37,700), community radio listeners in an average week earn marginally more (\$38,100). Commercial radio listeners and more particularly ABC/SBS listeners are even higher income earners.

Those people who exclusively listen to community radio tend to be lower income earners, averaging \$24,900.

**Fig 12. Average Income (\$000)**



## Time Spent Listening to Community Radio

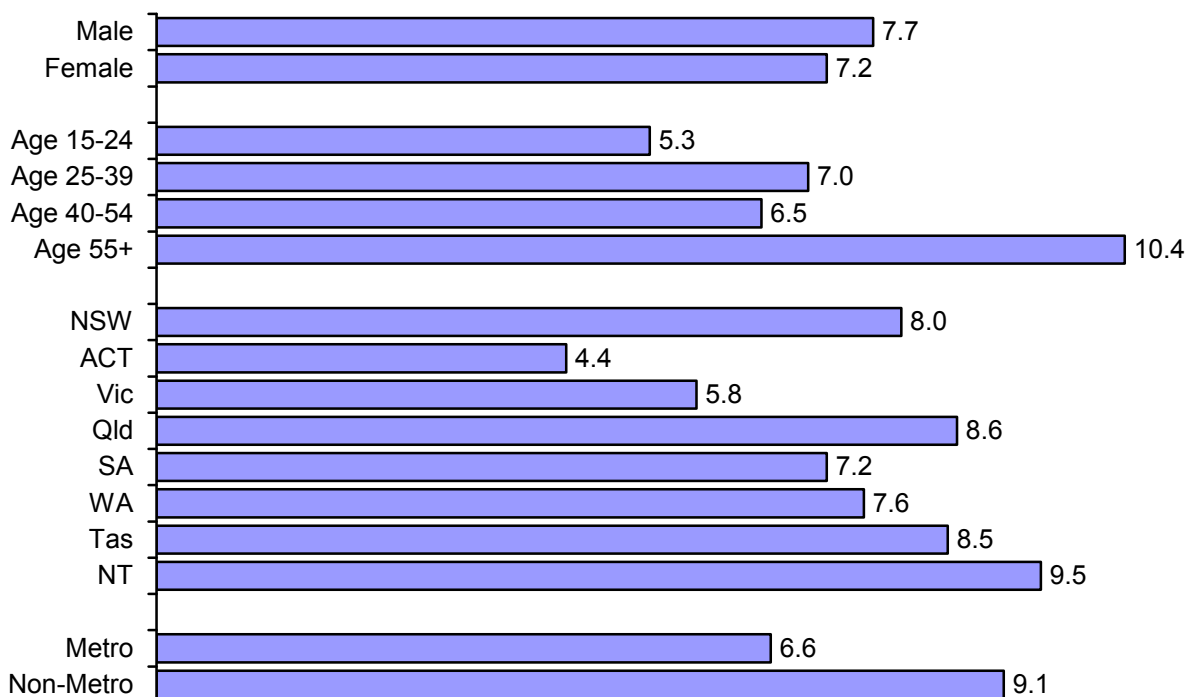
On average, community radio listeners in an average week spend 7.5 hours listening to community radio per week. On a State basis, listening peaks at 9.5 hours per week for Northern Territory listeners, followed by 8.6 hours for Queensland, 8.5 hours for Tasmanian listeners, 8.0 hours for NSW, 7.6 hours for Western Australia and 7.2 hours for South Australian listeners. Victorian listeners average about 5.8 hours per week, while ACT listeners have the lowest average at 4.4 hours per week listening to community radio.

<b>Fig 13.</b>	Community Radio Listeners '000	Average no. of hours spent listening per week
Australia	4,034	7.5
NSW	1,262	8.0
ACT	40	4.4
VIC	942	5.8
QLD	793	8.6
SA	397	7.2
WA	438	7.6
TAS	99	8.5
NT	62	9.5

Note: The individual State/Territory totals do not sum to the Australian total due to rounding.

Older people and people living in non-metropolitan areas are likely to listen to more community radio than the average listeners.

**Fig 14. Average Time Spent Listening to Community Radio (Hours per Week) by Listeners to Community Radio in an Average Week**



## Reasons for Listening to Community Radio

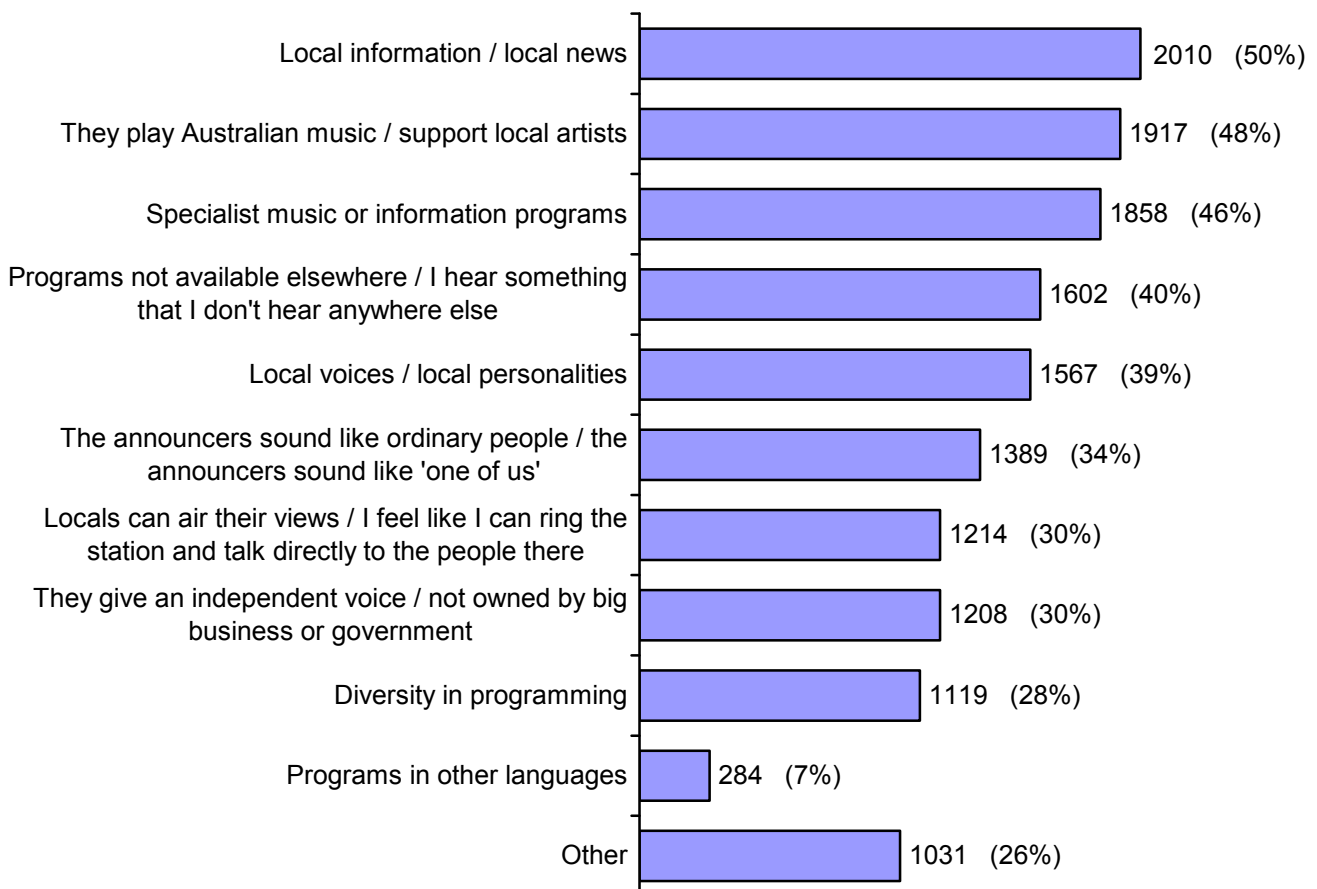
The most cited reason for listening to community radio is because they listen for “local information/ local news”. Half of all community radio listeners provided this response.

Another common theme for listeners is the local nature of the content, with almost half stating that “they play Australian music/ support local artists” as their reason for listening, 46% saying that they listen because they have “specialist music or information programs” and almost 4 in 10 saying “local voices/ local personalities” as their reason for listening. Three in ten listeners say they like the fact that “locals can air their views. I feel like I can ring the station and talk directly to the people there.”

Community radio listeners also relish the fact that the stations have independence and don’t have to follow a corporate culture. 4 in 10 listeners say they like the fact that the “programs are not available elsewhere/ I hear something that I don’t hear anywhere else”. Over one-third of listeners state the fact that “the announcers sound like ordinary people/ the announcers sound like ‘one of us’” as their reason for listening, and almost 3 in 10 listeners say that the “diversity in the programming” is one of their reasons.

7% of the community radio audience say they listen to hear “programs in other languages”.

**Fig 15. Reasons for Listening to Community Radio by Listeners to Community Radio in an Average Week**



## Reasons for Listening to Community Radio by Demographic Groups

For female listeners, listeners aged 25-54 and non-metro listeners, “local information / local news” is the most common reason for listening to community radio. For male listeners, listeners aged 55+ and metropolitan listeners, the most frequent reason for listening to community radio is that it has “specialist music or information programs”. Listeners aged 15-24 really value the “Australian music / local artists” on community radio.

The main difference between metropolitan and non-metro listeners is that non-metro listeners especially appreciate the local aspects of community radio. By contrast, metropolitan listeners rate “specialist music or information programs”, “programs not available elsewhere / I hear something that I don't hear anywhere else”, “diversity in programming” and “programs in other languages” higher than non-metro listeners. The difference between metropolitan and non-metro listeners may be a function of the content offering of community radio in metropolitan versus non-metro areas.

People aged 55+ are the most likely age group to say they listen for the “specialist music or information programs”. For people aged 15-24, “they play Australian music / support local artists” is the most important factor in their listening to community radio.

**Fig 16. Reasons for Listening to Community Radio by Listeners to Community Radio in an Average Week**

	Male	Female	Age 15-24	Age 25-39	Age 40-54	Age 55+	Metro	Non-Metro
	%	%	%	%	%	%	%	%
Local information / local news	46	54	51	48	51	50	43	62
They play Australian music / support local artists	47	49	60	45	46	42	45	52
Specialist music or information programs	48	44	41	46	44	52	48	42
Programs not available elsewhere / I hear something that I don't hear anywhere else	42	37	40	39	39	40	43	33
Local voices / local personalities	38	40	41	39	37	39	36	45
The announcers sound like ordinary people / the announcers sound like 'one of us'	33	36	33	32	33	39	33	38
Locals can air their views / I feel like I can ring the station and talk directly to the people there	29	31	31	28	29	33	27	36
They give an independent voice / not owned by big business or government	29	31	30	32	29	28	30	30
Diversity in programming	30	25	27	34	26	23	31	22
Programs in other languages	7	6	4	10	7	6	9	3
Other	27	24	26	26	25	25	24	28

By occupation, the key reason for listening to community radio for most groups is “local information / local news”. Among students the key reason is that “they play Australian music / support local artists” and for retired people/pensioners the key reason for listening is that they have “specialist music or information programs”.

Full time workers listen to community radio equally for local information / local news, Australian music / local artists and specialist music or information programs.

Part time workers listen mainly for local information / local news and then for Australian music / local artists and local voices / local personalities.

Retired people / pensioners listen mainly for specialist music or information programs and then for local information / local news.

Students, while listening most frequently for Australian music / local artists, are also interested in local information / local news and specialist music or information programs.

Unemployed people listen mainly for local information / local news.

People in full-time home duties listen primarily for local information / local news and also for Australian music / local artists.

**Fig 17. Reasons for Listening to Community Radio  
by Listeners to Community Radio in an Average Week**

	Full Time	Part Time	Home duties	Retired/ Pensioner	Un- employed	Student
	%	%	%	%	%	%
Local information / local news	47	57	56	46	56	46
They play Australian music / support local artists	47	49	49	40	30	59
Specialist music or information programs	46	46	41	51	33	44
Programs not available elsewhere / I hear something that I don't hear anywhere else	41	40	41	40	29	38
Local voices / local personalities	36	48	40	36	24	37
The announcers sound like ordinary people / the announcers sound like 'one of us'	33	41	32	35	17	32
Locals can air their views / I feel like I can ring the station and talk directly to the people there	29	30	31	33	27	32
They give an independent voice / not owned by big business or government	31	35	23	24	18	32
Diversity in programming	32	31	19	22	20	21
Programs in other languages	8	6	7	7	12	3
Other	27	25	20	22	33	28

## Reasons for Listening to Community Radio by Time Spent Listening

Regardless of how long people listen to community radio, local information/ local news is one of the key motivations for listening. As time spent listening increases, local information and local voices are increasingly cited as a reason for listening.

In a similar pattern, listening for “Australian music / local artists” and “specialist music or information programs” is more often mentioned as a reason for listening as time spent listening increases.

**Fig 18. Reasons for Listening to Community Radio by Listeners to Community Radio in an Average Week**

	Total	Time Spent Listening				
		1h	2-5h	6-10h	11-20h	21h+
		%	%	%	%	%
Local information / local news	50	42	50	59	54	58
They play Australian music / support local artists	48	39	48	52	60	55
Specialist music or information programs	46	32	51	49	60	54
Programs not available elsewhere / I hear something that I don't hear anywhere else	40	29	44	34	62	46
Local voices / local personalities	39	30	39	40	52	52
The announcers sound like ordinary people / the announcers sound like 'one of us'	34	28	33	35	47	51
Locals can air their views / I feel like I can ring the station and talk directly to the people there	30	24	31	31	41	34
They give an independent voice / not owned by big business or government	30	25	29	28	43	42
Diversity in programming	28	21	27	28	47	33
Programs in other languages	7	4	8	8	10	10
Other	26	30	25	18	24	24

For the 685,000 people aged 15+ who are exclusive listeners to community radio in an average week, “local information/local news” is again the key motivation for listening. These people listen to community radio for an average of 11.2 hours per week.

## Community Radio Listeners' Use of the Internet

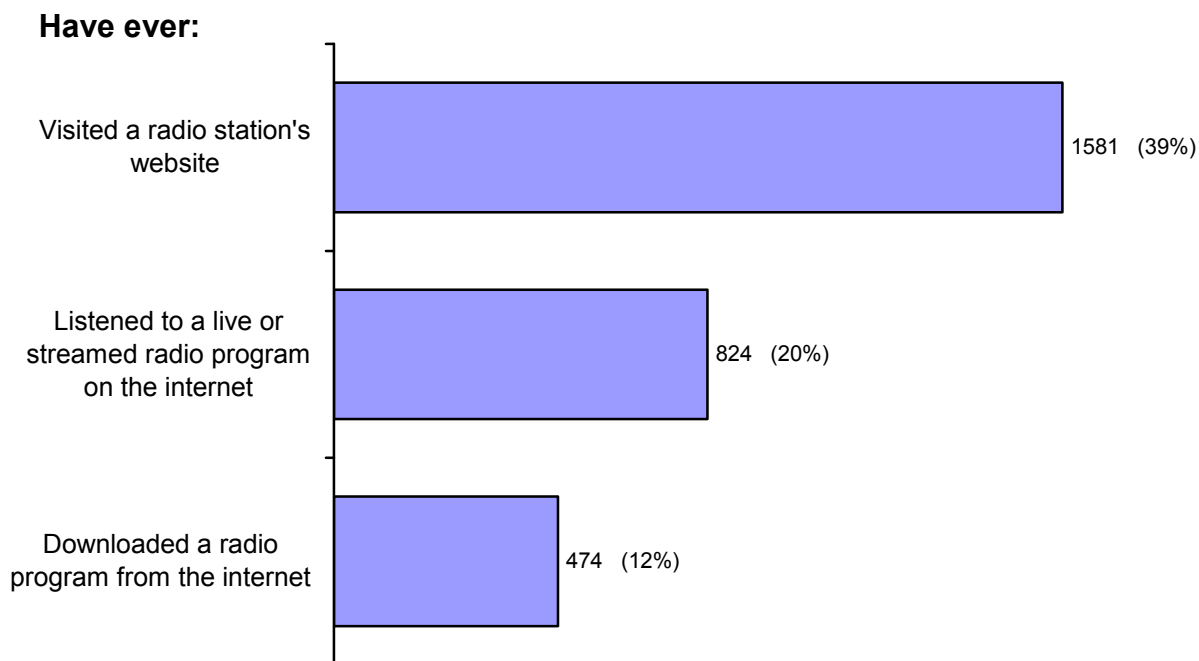
Among the 4,034,000 people aged 15+ who listen to community radio in an average week:

- 39% have ever visited a radio station's website.
- 20% have ever listened to a live or streamed radio program on the internet
- 12% have ever downloaded a radio program from the internet, to listen to a program on the computer or some other device

Corresponding percentages among all Australians aged 15+ are 31%, 17% and 8% respectively, indicating that community radio listeners are making especially good use of the internet for listening to radio programs.

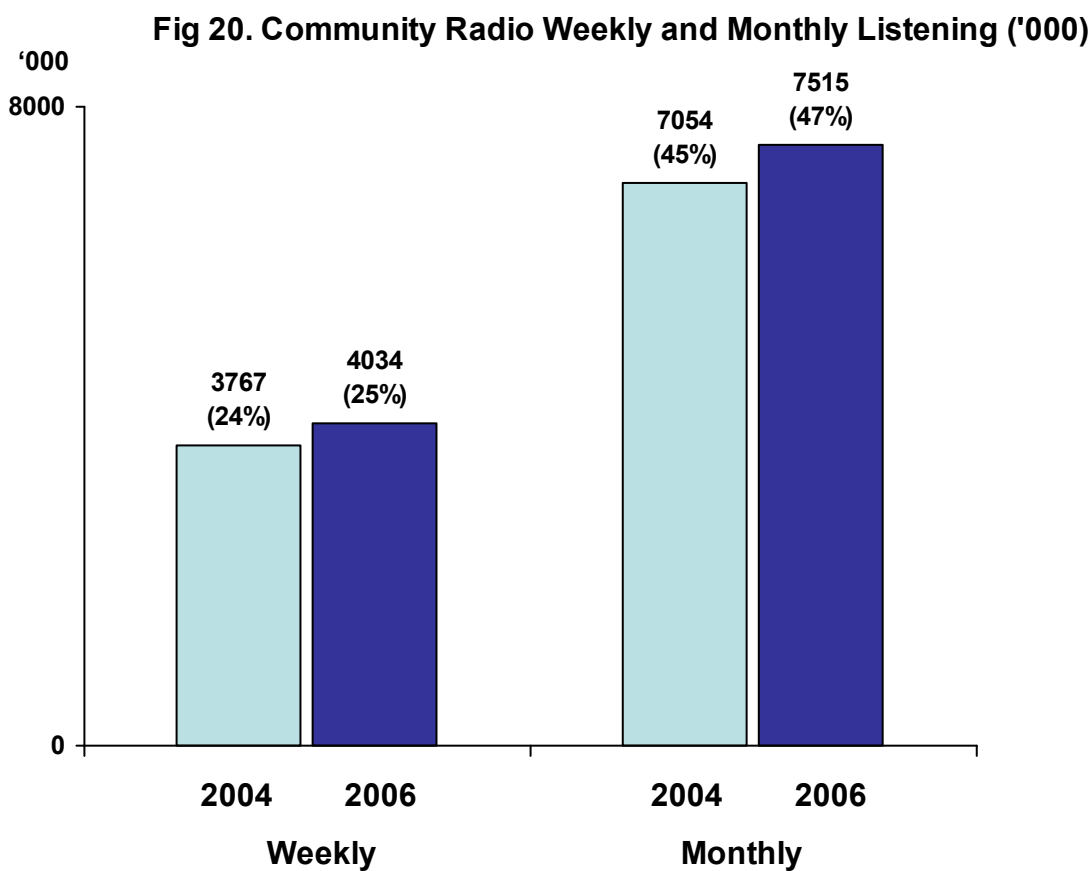
The above percentages are generally higher among men than women, younger than older people, people on higher incomes than lower incomes, and people in metropolitan areas than non-metropolitan areas.

**Fig 19. Community Radio Listeners' Use of the Internet ('000)**



## Community Radio Weekly and Monthly Listening Compared with 2004

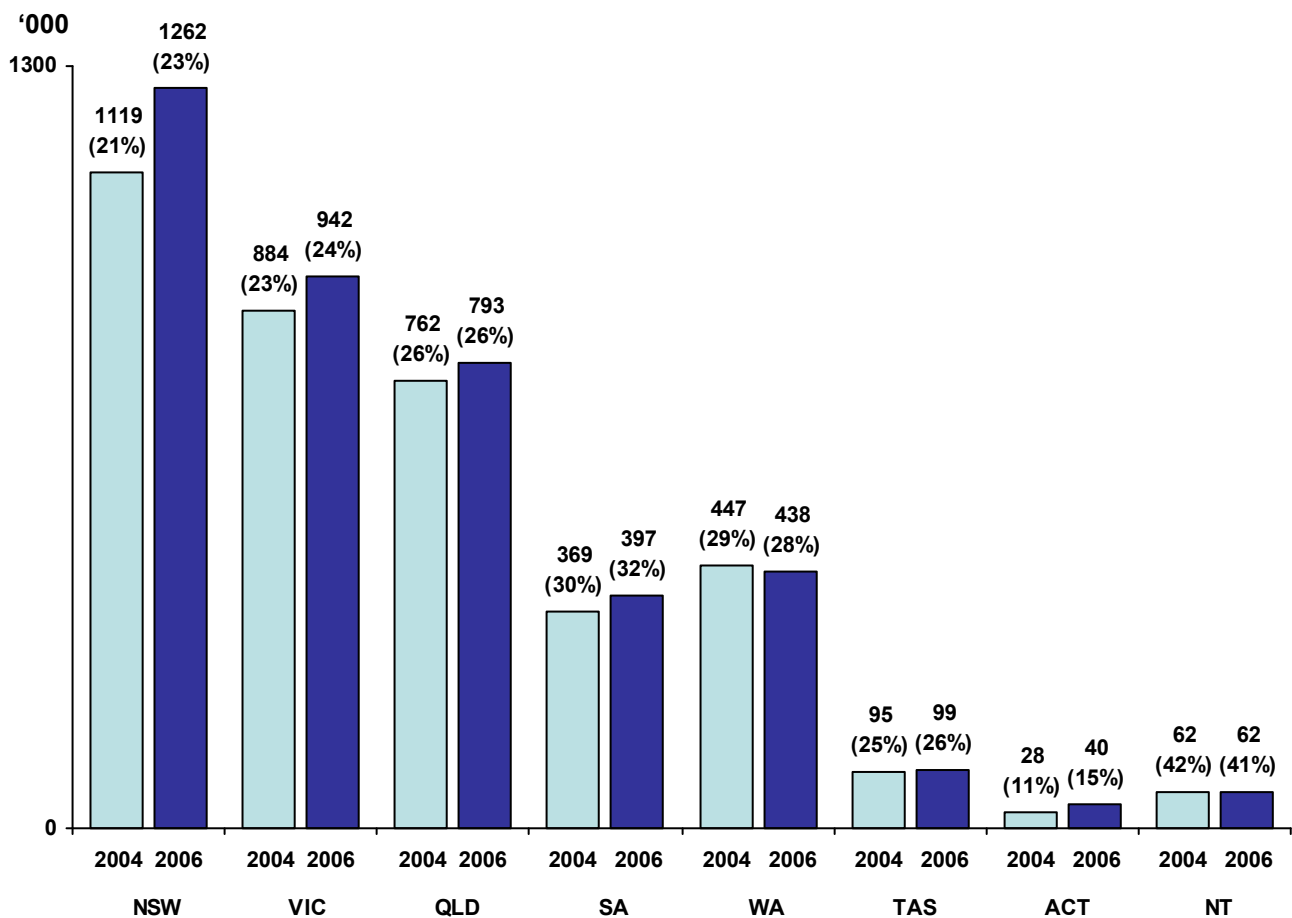
- Since the previous survey conducted in March-May 2004, the estimated number of Australians aged 15+ listening to community radio in an average week has risen from 3,767,000 to 4,034,000.
- During the same period, the estimated number of Australians aged 15+ listening to community radio in an average month has risen from 7,054,000 to 7,515,000.



## Community Radio Weekly Listening by States Compared with 2004

- Since the previous survey conducted in March-May 2004, the estimated number of people in New South Wales aged 15+ listening to community radio in an average week, has risen from 1,119,000 to 1,262,000.
- Comparable results are shown below for each of the other States and Territories.

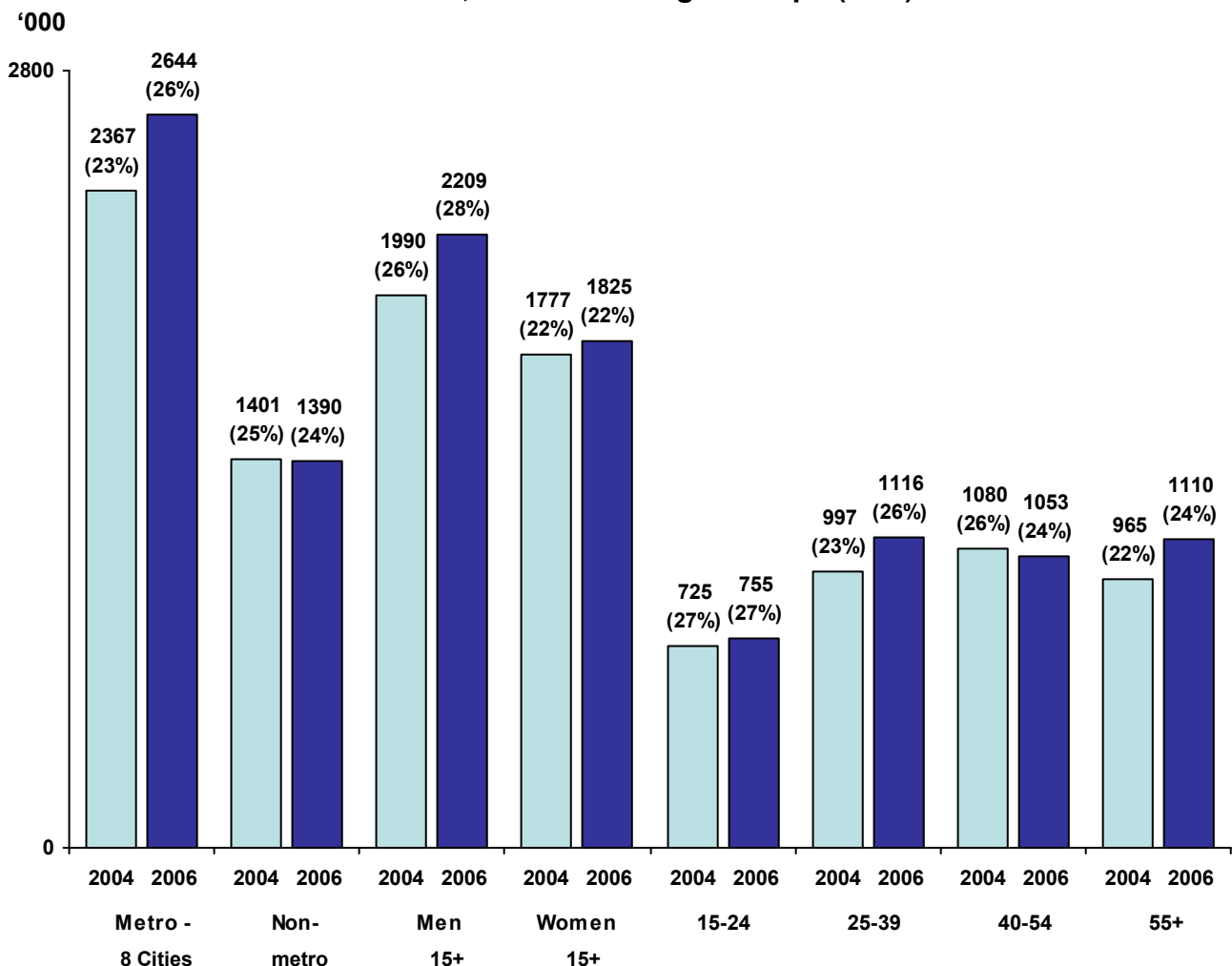
**Fig 21. Community Radio Weekly Listening by States ('000)**



## Community Radio Weekly Listening by Metro vs. Non-Metro Areas, Gender and Age Groups Compared with 2004

- Since the previous survey in March-May 2004, the estimated number of people in metropolitan areas (8 cities) aged 15+ listening to community radio in an average week, has risen from 2,367,000 to 2,644,000.
- Comparable figures are shown below for people aged 15+ in non-metropolitan areas, men, women and various age groups.

**Fig 22. Community Radio Weekly Listening by Metro vs. Non-Metro Areas, Gender and Age Groups ('000)**



# Fact Sheets

## Australia

### OVERALL LISTENING - AUSTRALIA

	'000	%	'000	%
	16111	100	16111	100
	<u>In An Average Week</u>		<u>In An Average Month</u>	
All people aged 15+				
Listeners to radio	13837	86	14920	93
<b>Listeners to community radio</b>	<b>4034</b>	<b>25</b>	<b>7515</b>	<b>47</b>
Listeners to commercial radio	10729	67	11816	73
Listeners to ABC and/or SBS radio	7375	46	8805	55
Listeners to community radio who:				
do not listen to commercial radio	1380	9	1922	12
do not listen to ABC/SBS radio	1856	12	2847	18
do not listen to commercial radio or ABC/SBS radio	685	4	772	5

Average time spent listening to community radio in an average week by listeners to community radio = 7.5 hours

### How to Read:

In an average week, of all people aged 15+ throughout Australia (16,111,000 people):

- 4,034,000 people, or 25%, listen to community radio
- 1,380,000 people, or 9%, listen to community radio but not commercial radio
- 1,856,000 people, or 12%, listen to community radio but not ABC/SBS radio
- 685,000 people, or 4%, listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio

Source: McNair Ingenuity Research Pty Ltd 2006  
Telephone survey of a representative sample of 5,010 people 15+ throughout Australia

**PROFILE OF LISTENERS AND OF THE POPULATION**

**- AUSTRALIA**

**Listeners 15+ to Community Radio**

	<u>In An Average Week</u>		<u>In An Average Month</u>		<u>Population 15+</u>	
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>
Total	4034	100	7515	100	16111	100
<b><u>Gender</u></b>						
Men	2209	55	3988	53	7948	49
Women	1825	45	3527	47	8163	51
<b><u>Age Group</u></b>						
15-24	755	19	1530	20	2762	17
25-39	1116	28	2076	28	4338	27
40-54	1053	26	1944	26	4298	27
55+	1110	28	1966	26	4712	29
<b><u>Work Status</u></b>						
Full time	1704	42	3183	42	6549	41
Part time	842	21	1455	19	2969	18
Home duties	285	7	551	7	1371	9
Retired / pensioner	656	16	1212	16	3211	20
Unemployed	102	3	169	2	340	2
Student	445	11	945	13	1671	10
<b><u>Occupation</u></b>						
Professional / manager/ executive/ farm owner	876	22	1605	21	3467	22
Other white collar	786	19	1501	20	3089	19
Blue collar	660	16	1143	15	2311	14
Other	223	6	389	5	651	4
<b><u>Language Other Than English Is Regularly Spoken in the Household</u></b>						
Yes	760	19	1307	17	2755	17
No	3274	81	6208	83	13356	83
<b><u>Total Annual Gross Income</u></b>						
Less than \$20,000	1268	31	2399	32	5216	32
\$20,000 to \$40,000	814	20	1489	20	3225	20
\$40,001 to \$60,000	723	18	1367	18	2587	16
Over \$60,000	750	19	1394	19	2953	18
Not established	479	12	866	12	2129	13
<b><u>Have Ever</u></b>						
Visited a radio station's website	1581	39	2774	37	5037	31
Listened to a live or streamed radio program on the internet	824	20	1510	20	2680	17
Downloaded a radio program from the internet	474	12	805	11	1361	8

Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 5,010 people 15+ throughout Australia

**FREQUENCY / VOLUME OF LISTENING AND REASONS FOR LISTENING**  
**- AUSTRALIA**

**Base: An estimated 4,034,000 people aged 15+ who listened to community radio in the last seven days**

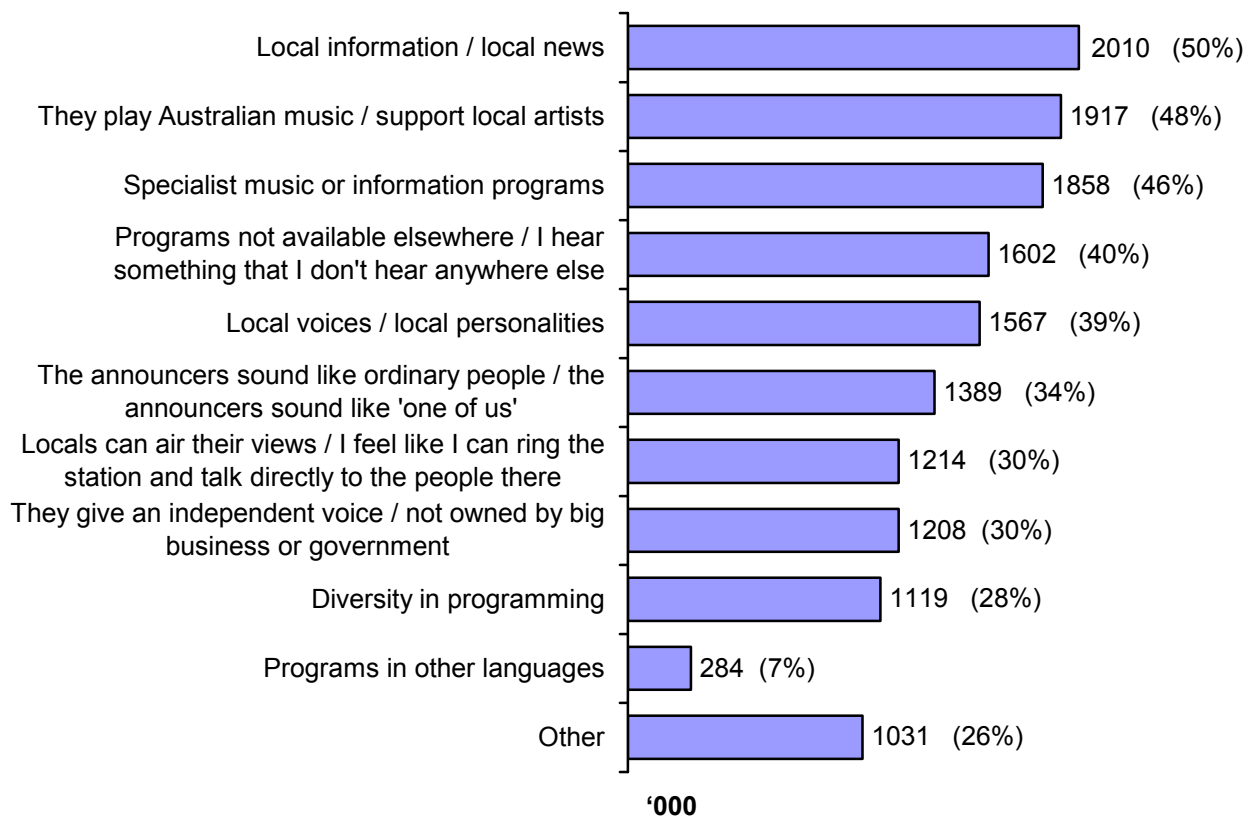
Base: '000 4034 % 100

*“For about how many hours were you listening to or hearing this station (these stations) in the last seven days?”*

Up to 10 hours	3281	81
11 to 20 hours	324	8
Over 20 hours	409	10
No. of hours not established	20	0

Average no. of hours = 7.5 hours

*“Which of the following are your main reasons for listening to this station (these stations)?”*



Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 5,010 people 15+ throughout Australia

## National Metro (8 Cities)

### OVERALL LISTENING - NATIONAL METRO (8 CITIES)

	'000	%	'000	%
	10353	100	10353	100
	<u>In An Average Week</u>		<u>In An Average Month</u>	
All people aged 15+				
Listeners to radio	8931	86	9580	93
<b>Listeners to community radio</b>	<b>2644</b>	<b>26</b>	<b>4831</b>	<b>47</b>
Listeners to commercial radio	7117	69	7715	75
Listeners to ABC and/or SBS radio	4507	44	5412	52
Listeners to community radio who:				
do not listen to commercial radio	905	9	1210	12
do not listen to ABC/SBS radio	1212	12	1870	18
do not listen to commercial radio or ABC/SBS radio	424	4	459	4

Average time spent listening to community radio in an average week by listeners to community radio = 6.6 hours

### How to Read:

In an average week, of all people aged 15+ throughout Sydney, Melbourne, Brisbane, Adelaide, Perth, Canberra, Hobart and Darwin (10,353,000 people):

- 2,644,000 people, or 26%, listen to community radio
- 905,000 people, or 9%, listen to community radio but not commercial radio
- 1,212,000 people, or 12%, listen to community radio but not ABC/SBS radio
- 424,000 people, or 4%, listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio

Source: McNair Ingenuity Research Pty Ltd 2006  
Telephone survey of a representative sample of 2,940 people 15+ throughout Sydney, Melbourne, Brisbane, Adelaide, Perth, Canberra, Hobart and Darwin

**PROFILE OF LISTENERS AND OF THE POPULATION**  
**- NATIONAL METRO (8 CITIES)**

	<b><u>Listeners 15+ to Community Radio</u></b>				<b><u>Population 15+</u></b>	
	<b><u>In An Average Week</u></b>		<b><u>In An Average Month</u></b>		<b><u>'000</u></b>	<b><u>%</u></b>
	<b><u>'000</u></b>	<b><u>%</u></b>	<b><u>'000</u></b>	<b><u>%</u></b>		
Total	2644	100	4831	100	10353	100
<b><u>Gender</u></b>						
Men	1477	56	2598	54	5080	49
Women	1167	44	2233	46	5273	51
<b><u>Age Group</u></b>						
15-24	533	20	1029	21	1839	18
25-39	801	30	1428	30	2933	28
40-54	699	26	1240	26	2730	26
55+	611	23	1134	23	2852	28
<b><u>Work Status</u></b>						
Full time	1153	44	2105	44	4291	41
Part time	534	20	891	18	1796	17
Home duties	174	7	338	7	850	8
Retired / pensioner	378	14	722	15	1998	19
Unemployed	84	3	131	3	246	2
Student	322	12	644	13	1173	11
<b><u>Occupation</u></b>						
Professional / manager/ executive/ farm owner	661	25	1215	25	2505	24
Other white collar	457	17	852	18	1817	18
Blue collar	403	15	661	14	1324	13
Other	166	6	268	6	442	4
<b><u>Language Other Than English Is Regularly Spoken in the Household</u></b>						
Yes	612	23	998	21	2160	21
No	2032	77	3833	79	8193	79
<b><u>Total Annual Gross Income</u></b>						
Less than \$20,000	789	30	1457	30	3267	32
\$20,000 to \$40,000	487	18	862	18	1890	18
\$40,001 to \$60,000	518	20	959	20	1724	17
Over \$60,000	518	20	956	20	1977	19
Not established	331	13	597	12	1495	14
<b><u>Have Ever</u></b>						
Visited a radio station's website	1226	46	2054	43	3629	35
Listened to a live or streamed radio program on the internet	660	25	1137	24	1993	19
Downloaded a radio program from the internet	379	14	619	13	1002	10

Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 2,940 people 15+ throughout Sydney, Melbourne, Brisbane, Adelaide, Perth, Canberra, Hobart and Darwin

**FREQUENCY / VOLUME OF LISTENING AND REASONS FOR LISTENING**  
**- NATIONAL METRO (8 CITIES)**

**Base: An estimated 2,644,000 people aged 15+ who listened to community radio in the last seven days**

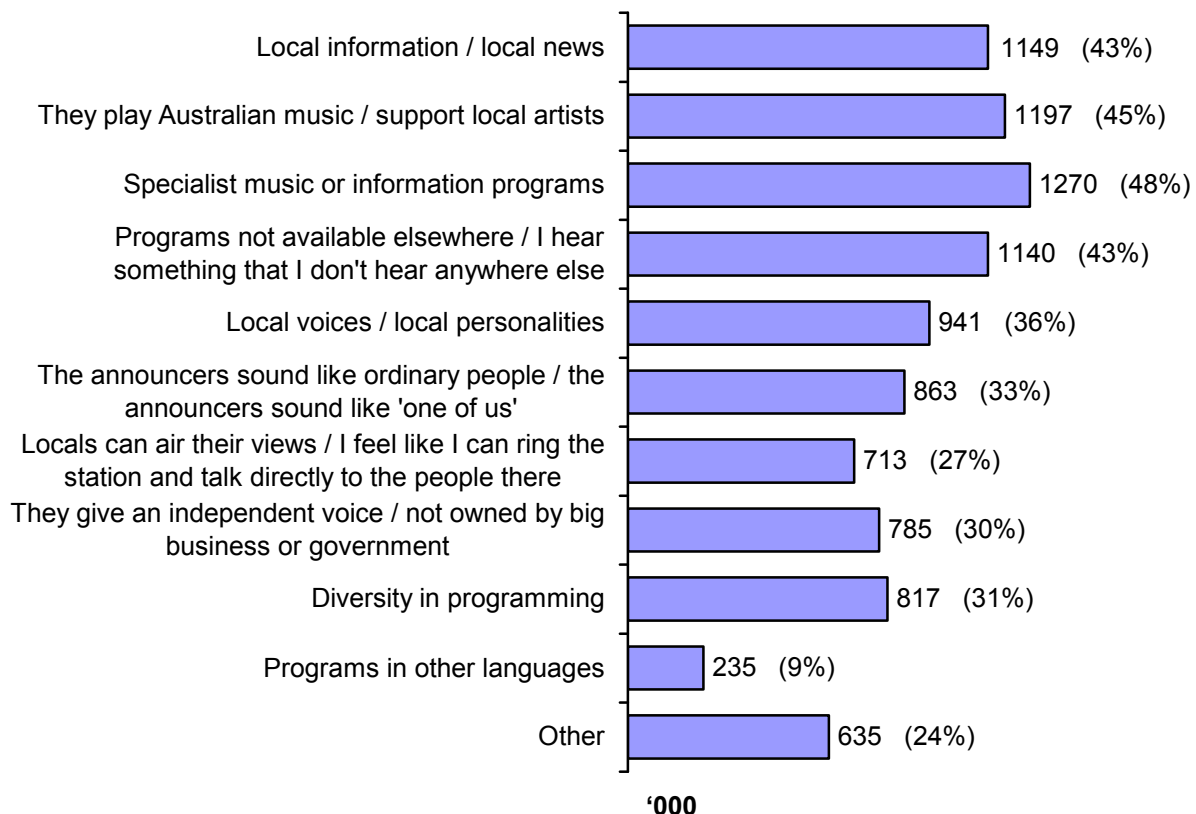
Base:      **'000**              **%**  
                  2644              100

*“For about how many hours were you listening to or hearing this station (these stations) in the last seven days?”*

Up to 10 hours	2218	84
11 to 20 hours	211	8
Over 20 hours	210	8
No. of hours not established	6	0

Average no. of hours = 6.6 hours

*“Which of the following are your main reasons for listening to this station (these stations)?”*



Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 2,940 people 15+ throughout Sydney, Melbourne, Brisbane, Adelaide, Perth, Canberra, Hobart and Darwin

**National Non-Metro (Australia Minus 8 Cities)**

**OVERALL LISTENING**  
**- NATIONAL NON-METRO (AUSTRALIA MINUS 8 CITIES)**

	<b>'000</b>	<b>%</b>	<b>'000</b>	<b>%</b>
	<b>5757</b>	<b>100</b>	<b>5757</b>	<b>100</b>
	<b><u>In An Average Week</u></b>		<b><u>In An Average Month</u></b>	
All people aged 15+				
Listeners to radio	4907	85	5340	93
<b>Listeners to community radio</b>	<b>1390</b>	<b>24</b>	<b>2684</b>	<b>47</b>
Listeners to commercial radio	3611	63	4102	71
Listeners to ABC and/or SBS radio	2869	50	3394	59
Listeners to community radio who:				
do not listen to commercial radio	475	8	712	12
do not listen to ABC/SBS radio	643	11	977	17
do not listen to commercial radio or ABC/SBS radio	261	5	313	5

Average time spent listening to community radio in an average week by listeners to community radio = 9.1 hours

**How to Read:**

In an average week, of all people aged 15+ throughout the non-metro areas of NSW, Vic, Qld, SA, WA, Tas and NT (5,757,000 people):

- 1,390,000 people, or 24%, listen to community radio
- 475,000 people, or 8%, listen to community radio but not commercial radio
- 643,000 people, or 11%, listen to community radio but not ABC/SBS radio
- 261,000 people, or 5%, listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio

Source: McNair Ingenuity Research Pty Ltd 2006  
 Telephone survey of a representative sample of 2,070 people 15+ throughout the non-metro areas of NSW, Vic, Qld, SA, WA, Tas and NT

**PROFILE OF LISTENERS AND OF THE POPULATION**  
**- NATIONAL NON-METRO (AUSTRALIA MINUS 8 CITIES)**

	<b><u>Listeners 15+ to Community Radio</u></b>					
	<b><u>In An Average Week</u></b>		<b><u>In An Average Month</u></b>		<b><u>Population 15+</u></b>	
	<b><u>'000</u></b>	<b><u>%</u></b>	<b><u>'000</u></b>	<b><u>%</u></b>	<b><u>'000</u></b>	<b><u>%</u></b>
Total	1390	100	2684	100	5757	100
<b><u>Gender</u></b>						
Men	732	53	1390	52	2868	50
Women	658	47	1294	48	2889	50
<b><u>Age Group</u></b>						
15-24	222	16	501	19	924	16
25-39	315	23	648	24	1405	24
40-54	354	25	703	26	1568	27
55+	498	36	831	31	1860	32
<b><u>Work Status</u></b>						
Full time	551	40	1078	40	2258	39
Part time	308	22	564	21	1173	20
Home duties	111	8	213	8	522	9
Retired / pensioner	278	20	490	18	1214	21
Unemployed	18	1	38	1	94	2
Student	123	9	301	11	497	9
<b><u>Occupation</u></b>						
Professional / manager/ executive/ farm owner	215	15	390	15	962	17
Other white collar	329	24	649	24	1272	22
Blue collar	257	18	482	18	988	17
Other	57	4	121	4	210	4
<b><u>Language Other Than English Is Regularly Spoken in the Household</u></b>						
Yes	148	11	309	12	595	10
No	1242	89	2375	88	5162	90
<b><u>Total Annual Gross Income</u></b>						
Less than \$20,000	479	34	941	35	1949	34
\$20,000 to \$40,000	326	23	627	23	1335	23
\$40,001 to \$60,000	205	15	408	15	863	15
Over \$60,000	232	17	438	16	976	17
Not established	148	11	269	10	634	11
<b><u>Have Ever</u></b>						
Visited a radio station's website	356	26	720	27	1408	24
Listened to a live or streamed radio program on the internet	164	12	372	14	687	12
Downloaded a radio program from the internet	95	7	187	7	359	6

Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 2,070 people 15+ throughout the non-metro areas of NSW, Vic, Qld, SA, WA, Tas and NT

**FREQUENCY / VOLUME OF LISTENING AND REASONS FOR LISTENING**  
**- NATIONAL NON-METRO (AUSTRALIA MINUS 8 CITIES)**

**Base: An estimated 1,390,000 people aged 15+ who listened to community radio in the last seven days**

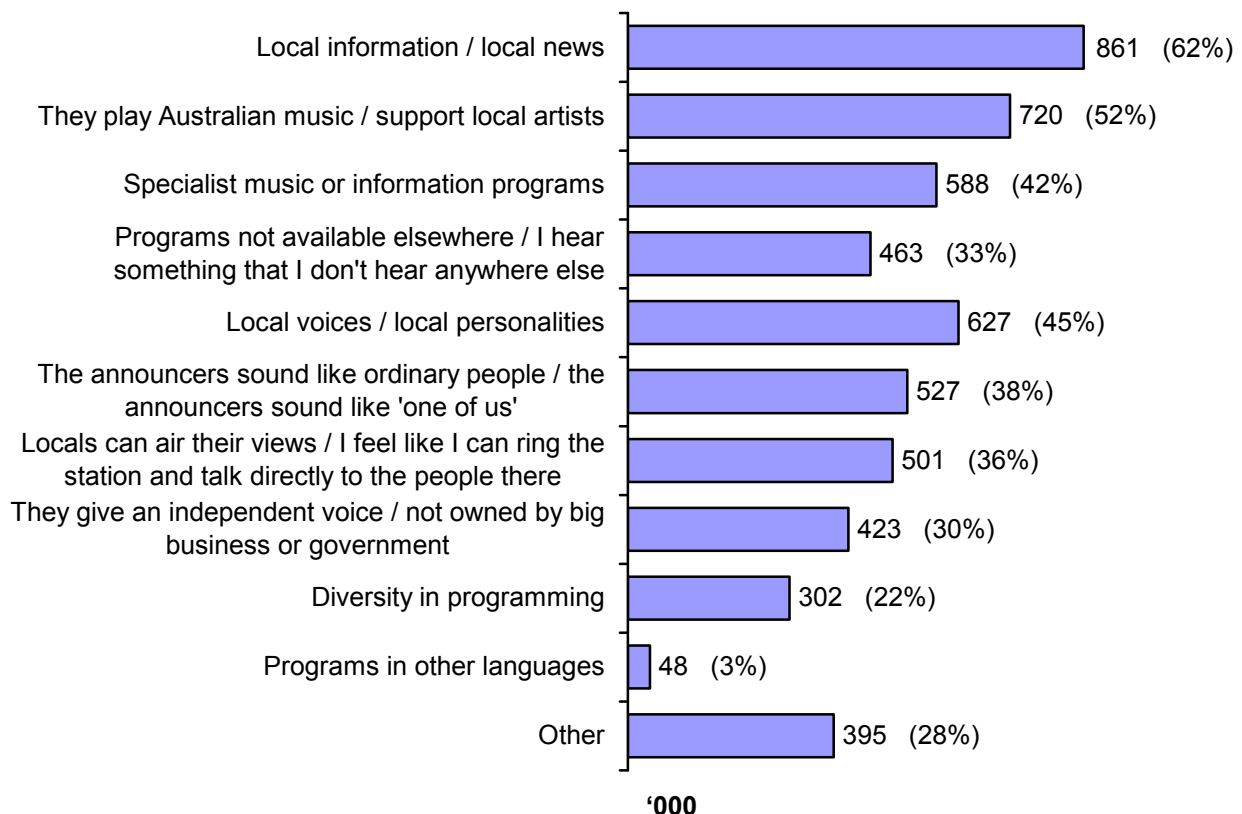
Base:      '000      %  
                  1390      100

*“For about how many hours were you listening to or hearing this station (these stations) in the last seven days?”*

Up to 10 hours	1063	77
11 to 20 hours	114	8
Over 20 hours	199	14
No. of hours not established	13	1

Average no. of hours = 9.1 hours

*“Which of the following are your main reasons for listening to this station (these stations)?”*



Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 2,070 people 15+ throughout the non-metro areas of NSW, Vic, Qld, SA, WA, Tas and NT

## Sydney

### OVERALL LISTENING - SYDNEY

	'000	%	'000	%
	<b>3412</b>	<b>100</b>	<b>3412</b>	<b>100</b>
	<u>In An Average</u>		<u>In An Average</u>	
	<u>Week</u>		<u>Month</u>	
All people aged 15+				
Listeners to radio	2917	85	3134	92
<b>Listeners to community radio</b>	<b>674</b>	<b>20</b>	<b>1295</b>	<b>38</b>
Listeners to commercial radio	2429	71	2601	76
Listeners to ABC and/or SBS radio	1332	39	1653	48
Listeners to community radio who:				
do not listen to commercial radio	220	6	301	9
do not listen to ABC/SBS radio	325	10	544	16
do not listen to commercial radio or ABC/SBS radio	111	3	105	3

Average time spent listening to community radio in an average week by listeners to community radio = 7.5 hours

### How to Read:

In an average week, of all people aged 15+ throughout Sydney (3,412,000 people):

- 674,000 people, or 20%, listen to community radio
- 220,000 people, or 6%, listen to community radio but not commercial radio
- 325,000 people, or 10%, listen to community radio but not ABC/SBS radio
- 111,000 people, or 3%, listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio

Source: McNair Ingenuity Research Pty Ltd 2006  
Telephone survey of a representative sample of 550 people 15+ throughout Sydney

**PROFILE OF LISTENERS AND OF THE POPULATION**

**- SYDNEY**

**Listeners 15+ to Community Radio**

	<u>In An Average Week</u>		<u>In An Average Month</u>		<u>Population 15+</u>	
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>
Total	674	100	1295	100	3412	100
<b><u>Gender</u></b>						
Men	382	57	705	54	1681	49
Women	292	43	590	46	1731	51
<b><u>Age Group</u></b>						
15-24	154	23	289	22	593	17
25-39	216	32	388	30	998	29
40-54	157	23	314	24	893	26
55+	146	22	304	23	928	27
<b><u>Work Status</u></b>						
Full time	305	45	570	44	1447	42
Part time	129	19	252	19	575	17
Home duties	54	8	108	8	331	10
Retired / pensioner	70	10	146	11	608	18
Unemployed	32	5	57	4	77	2
Student	84	12	161	12	373	11
<b><u>Occupation</u></b>						
Professional / manager/ executive/ farm owner	171	25	333	26	859	25
Other white collar	74	11	205	16	534	16
Blue collar	134	20	173	13	455	13
Other	56	8	111	9	174	5
<b><u>Language Other Than English Is Regularly Spoken in the Household</u></b>						
Yes	207	31	337	26	942	28
No	467	69	958	74	2470	72
<b><u>Total Annual Gross Income</u></b>						
Less than \$20,000	205	30	389	30	1113	33
\$20,000 to \$40,000	68	10	165	13	518	15
\$40,001 to \$60,000	149	22	260	20	511	15
Over \$60,000	128	19	258	20	704	21
Not established	122	18	222	17	566	17
<b><u>Have Ever</u></b>						
Visited a radio station's website	276	41	514	40	1138	33
Listened to a live or streamed radio program on the internet	180	27	338	26	745	22
Downloaded a radio program from the internet	64	9	146	11	292	9

Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 550 people 15+ throughout Sydney

**FREQUENCY / VOLUME OF LISTENING AND REASONS FOR LISTENING**  
**- SYDNEY**

**Base: An estimated 674,000 people aged 15+ who listened to community radio in the last seven days**

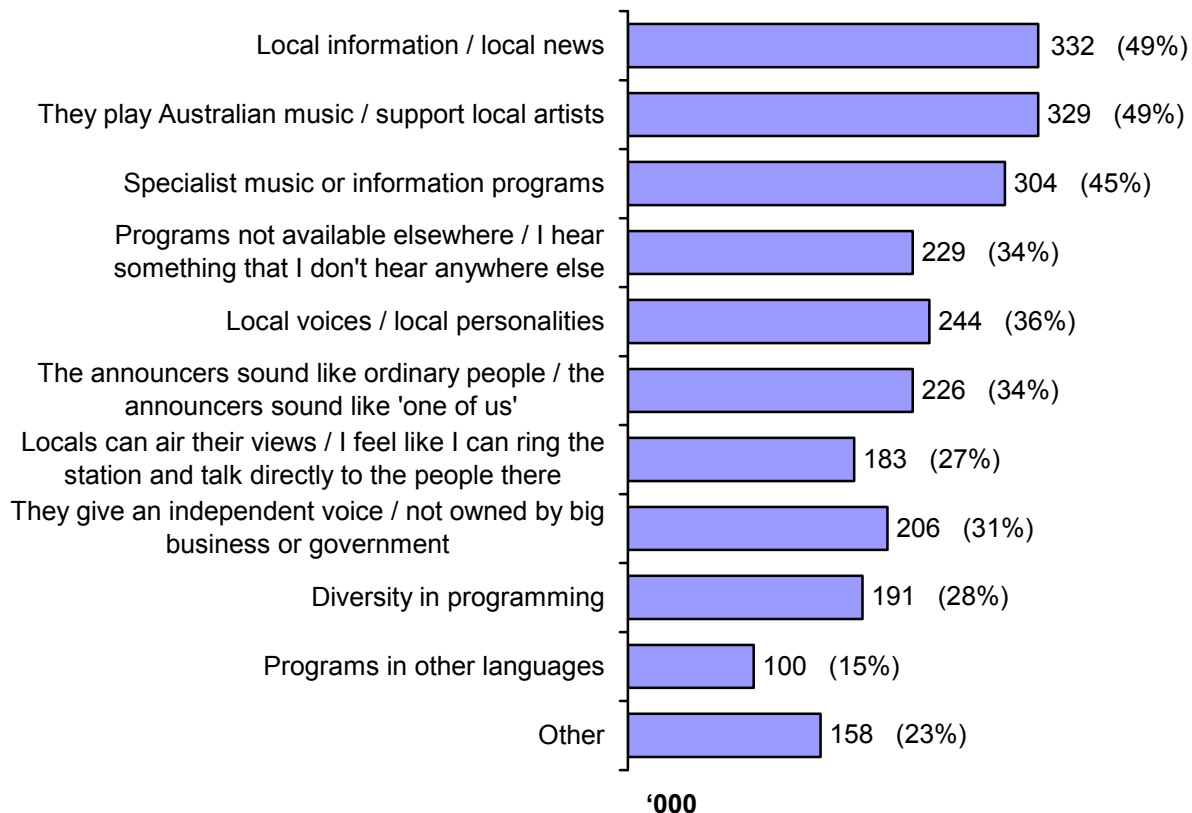
	<b>'000</b>	<b>%</b>
Base:	674	100

*"For about how many hours were you listening to or hearing this station (these stations) in the last seven days?"*

Up to 10 hours	552	82
11 to 20 hours	67	10
Over 20 hours	48	7
No. of hours not established	6	1

Average no. of hours = 7.5 hours

*"Which of the following are your main reasons for listening to this station (these stations)?"*



Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 550 people 15+ throughout Sydney

## Melbourne

### OVERALL LISTENING - MELBOURNE

	'000	%	'000	%
	2918	100	2918	100
	<u>In An Average Week</u>		<u>In An Average Month</u>	
All people aged 15+				
Listeners to radio	2533	87	2731	94
<b>Listeners to community radio</b>	<b>748</b>	<b>26</b>	<b>1423</b>	<b>49</b>
Listeners to commercial radio	2002	69	2203	75
Listeners to ABC and/or SBS radio	1321	45	1618	55
Listeners to community radio who:				
do not listen to commercial radio	262	9	360	12
do not listen to ABC/SBS radio	285	10	464	16
do not listen to commercial radio or ABC/SBS radio	98	3	102	4

Average time spent listening to community radio in an average week by listeners to community radio = 5.2 hours

### How to Read:

In an average week, of all people aged 15+ throughout Melbourne (2,918,000 people):

- 748,000 people, or 26%, listen to community radio
- 262,000 people, or 9%, listen to community radio but not commercial radio
- 285,000 people, or 10%, listen to community radio but not ABC/SBS radio
- 98,000 people, or 3%, listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio

Source: McNair Ingenuity Research Pty Ltd 2006  
Telephone survey of a representative sample of 550 people 15+ throughout Melbourne

**PROFILE OF LISTENERS AND OF THE POPULATION**  
**- MELBOURNE**

	<b><u>Listeners 15+ to Community Radio</u></b>					
	<b><u>In An Average Week</u></b>		<b><u>In An Average Month</u></b>		<b><u>Population 15+</u></b>	
	<b><u>'000</u></b>	<b><u>%</u></b>	<b><u>'000</u></b>	<b><u>%</u></b>	<b><u>'000</u></b>	<b><u>%</u></b>
Total	748	100	1423	100	2918	100
<b><u>Gender</u></b>						
Men	405	54	790	56	1424	49
Women	343	46	633	44	1494	51
<b><u>Age Group</u></b>						
15-24	132	18	283	20	507	17
25-39	235	31	439	31	843	29
40-54	197	26	354	25	756	26
55+	184	25	348	24	812	28
<b><u>Work Status</u></b>						
Full time	297	40	593	42	1157	40
Part time	190	25	278	20	554	19
Home duties	28	4	84	6	213	7
Retired / pensioner	132	18	255	18	587	20
Unemployed	16	2	27	2	74	3
Student	85	11	187	13	333	11
<b><u>Occupation</u></b>						
Professional / manager/ executive/ farm owner	190	25	387	27	738	25
Other white collar	169	23	259	18	544	19
Blue collar	68	9	146	10	301	10
Other	60	8	79	6	129	4
<b><u>Language Other Than English Is Regularly Spoken in the Household</u></b>						
Yes	152	20	280	20	602	21
No	596	80	1144	80	2315	79
<b><u>Total Annual Gross Income</u></b>						
Less than \$20,000	198	27	385	27	826	28
\$20,000 to \$40,000	170	23	276	19	578	20
\$40,001 to \$60,000	134	18	276	19	485	17
Over \$60,000	152	20	312	22	536	18
Not established	93	12	174	12	493	17
<b><u>Have Ever</u></b>						
Visited a radio station's website	414	55	644	45	999	34
Listened to a live or streamed radio program on the internet	213	29	340	24	516	18
Downloaded a radio program from the internet	154	21	231	16	320	11

Source: McNair Ingenuity Research Pty Ltd 2006  
Telephone survey of a representative sample of 550 people 15+ throughout Melbourne

**FREQUENCY / VOLUME OF LISTENING AND REASONS FOR LISTENING**  
**- MELBOURNE**

**Base: An estimated 748,000 people aged 15+ who listened to community radio in the last seven days**

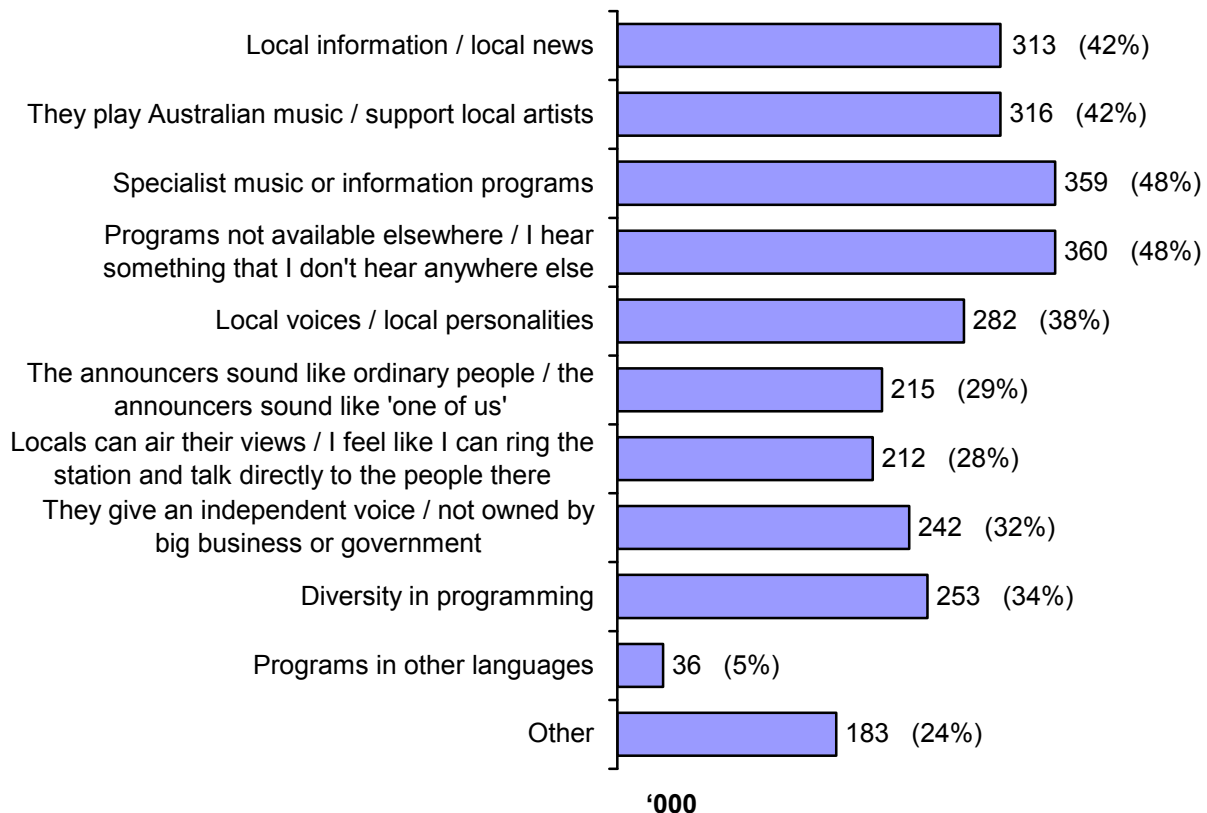
	<b>'000</b>	<b>%</b>
Base:	748	100

*"For about how many hours were you listening to or hearing this station (these stations) in the last seven days?"*

Up to 10 hours	647	87
11 to 20 hours	60	8
Over 20 hours	41	5
No. of hours not established	0	0

Average no. of hours = 5.2 hours

*"Which of the following are your main reasons for listening to this station (these stations)?"*



Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 550 people 15+ throughout Melbourne

**Brisbane**

**OVERALL LISTENING**  
**- BRISBANE**

	<b>'000</b>	<b>%</b>	<b>'000</b>	<b>%</b>
All people aged 15+	<b>1419</b>	<b>100</b>	<b>1419</b>	<b>100</b>
	<b><u>In An Average</u></b>		<b><u>In An Average</u></b>	
	<b><u>Week</u></b>		<b><u>Month</u></b>	
Listeners to radio	1163	82	1251	88
<b>Listeners to community radio</b>	<b>386</b>	<b>27</b>	<b>675</b>	<b>48</b>
Listeners to commercial radio	919	65	1016	72
Listeners to ABC and/or SBS radio	589	41	696	49
Listeners to community radio who:				
do not listen to commercial radio	142	10	175	12
do not listen to ABC/SBS radio	182	13	254	18
do not listen to commercial radio or ABC/SBS radio	69	5	62	4

Average time spent listening to community radio in an average week by listeners to community radio = 6.7 hours

**How to Read:**

In an average week, of all people aged 15+ throughout Brisbane (1,419,000 people):

- 386,000 people, or 27%, listen to community radio
- 142,000 people, or 10%, listen to community radio but not commercial radio
- 182,000 people, or 13%, listen to community radio but not ABC/SBS radio
- 69,000 people, or 5%, listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio

Source: McNair Ingenuity Research Pty Ltd 2006  
Telephone survey of a representative sample of 400 people 15+ throughout Brisbane

**PROFILE OF LISTENERS AND OF THE POPULATION**

**- BRISBANE**

**Listeners 15+ to Community Radio**

	<u>In An Average Week</u>		<u>In An Average Month</u>		<u>Population 15+</u>	
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>
Total	386	100	675	100	1419	100
<b><u>Gender</u></b>						
Men	238	62	351	52	697	49
Women	147	38	324	48	722	51
<b><u>Age Group</u></b>						
15-24	57	15	126	19	268	19
25-39	137	36	220	33	402	28
40-54	119	31	187	28	376	26
55+	73	19	142	21	374	26
<b><u>Work Status</u></b>						
Full time	194	50	328	49	608	43
Part time	79	21	130	19	264	19
Home duties	23	6	33	5	82	6
Retired / pensioner	47	12	99	15	282	20
Unemployed	7	2	7	1	29	2
Student	35	9	77	11	154	11
<b><u>Occupation</u></b>						
Professional / manager/ executive/ farm owner	103	27	157	23	296	21
Other white collar	87	23	163	24	328	23
Blue collar	65	17	109	16	193	14
Other	18	5	30	4	55	4
<b><u>Language Other Than English Is Regularly Spoken in the Household</u></b>						
Yes	67	17	104	15	173	12
No	319	83	571	85	1246	88
<b><u>Total Annual Gross Income</u></b>						
Less than \$20,000	87	23	179	26	456	32
\$20,000 to \$40,000	83	22	151	22	300	21
\$40,001 to \$60,000	93	24	153	23	280	20
Over \$60,000	82	21	136	20	248	18
Not established	41	11	56	8	136	10
<b><u>Have Ever</u></b>						
Visited a radio station's website	190	49	327	48	553	39
Listened to a live or streamed radio program on the internet	110	28	184	27	284	20
Downloaded a radio program from the internet	65	17	93	14	159	11

Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 400 people 15+ throughout Brisbane

**FREQUENCY / VOLUME OF LISTENING AND REASONS FOR LISTENING**  
**- BRISBANE**

**Base: An estimated 386,000 people aged 15+ who listened to community radio in the last seven days**

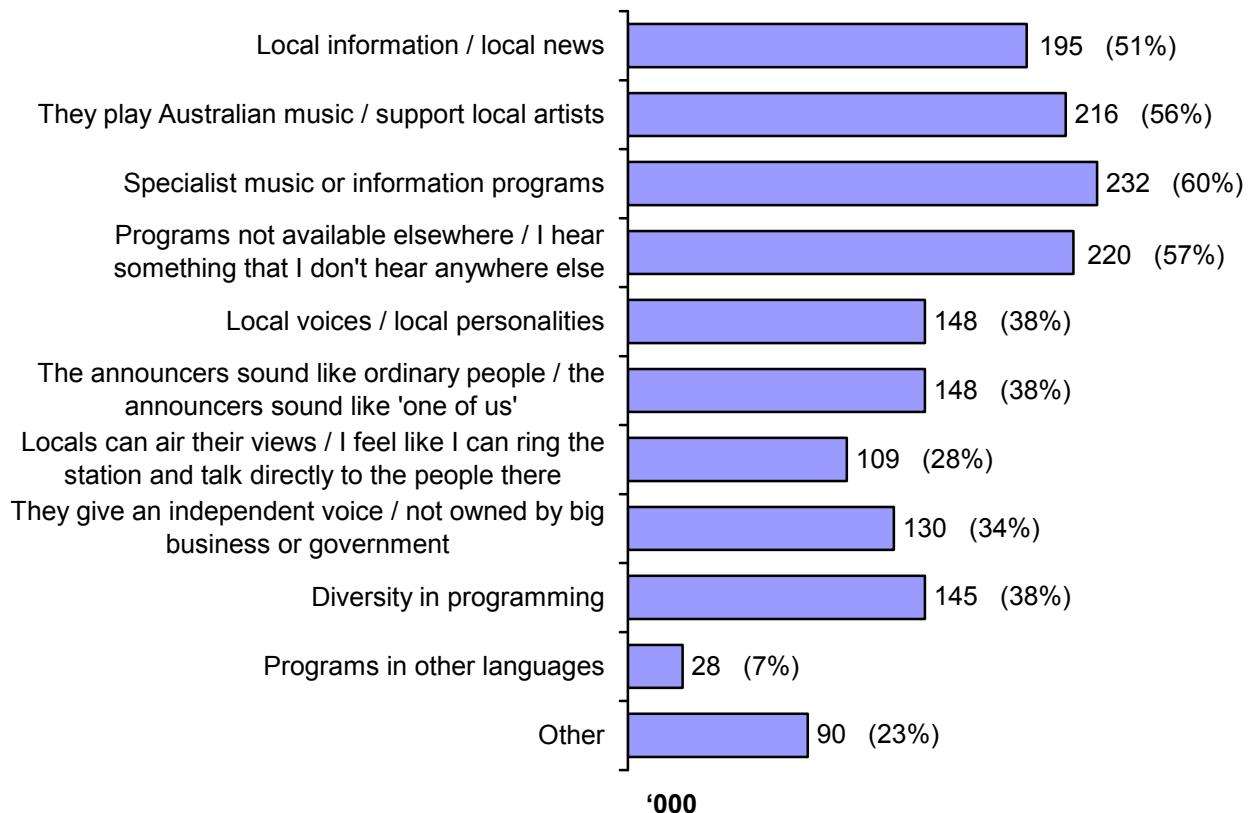
	<b>'000</b>	<b>%</b>
Base:	386	100

*"For about how many hours were you listening to or hearing this station (these stations) in the last seven days?"*

Up to 10 hours	330	86
11 to 20 hours	17	4
Over 20 hours	39	10
No. of hours not established	0	0

Average no. of hours = 6.7 hours

*"Which of the following are your main reasons for listening to this station (these stations)?"*



Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 400 people 15+ throughout Brisbane

## Adelaide

### OVERALL LISTENING - ADELAIDE

	'000	%	'000	%
	<b>923</b>	<b>100</b>	<b>923</b>	<b>100</b>
	<u>In An Average Week</u>		<u>In An Average Month</u>	
All people aged 15+				
Listeners to radio	815	88	875	95
<b>Listeners to community radio</b>	<b>340</b>	<b>37</b>	<b>522</b>	<b>57</b>
Listeners to commercial radio	633	69	677	73
Listeners to ABC and/or SBS radio	407	44	463	50
Listeners to community radio who:				
do not listen to commercial radio	103	11	123	13
do not listen to ABC/SBS radio	174	19	246	27
do not listen to commercial radio or ABC/SBS radio	62	7	69	7

Average time spent listening to community radio in an average week by listeners to community radio = 6.9 hours

### How to Read:

In an average week, of all people aged 15+ throughout Adelaide (923,000 people):

- 340,000 people, or 37%, listen to community radio
- 103,000 people, or 11%, listen to community radio but not commercial radio
- 174,000 people, or 19%, listen to community radio but not ABC/SBS radio
- 62,000 people, or 7%, listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio

Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 400 people 15+ throughout Adelaide

**PROFILE OF LISTENERS AND OF THE POPULATION**

**- ADELAIDE**

**Listeners 15+ to Community Radio**

	<u>In An Average Week</u>		<u>In An Average Month</u>		<u>Population 15+</u>	
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>
Total	340	100	522	100	923	100
<b><u>Gender</u></b>						
Men	197	58	279	53	449	49
Women	144	42	243	47	474	51
<b><u>Age Group</u></b>						
15-24	93	27	130	25	157	17
25-39	99	29	139	27	232	25
40-54	86	25	137	26	243	26
55+	63	18	115	22	291	32
<b><u>Work Status</u></b>						
Full time	142	42	208	40	337	36
Part time	59	17	91	17	154	17
Home duties	30	9	45	9	86	9
Retired / pensioner	39	11	78	15	208	23
Unemployed	20	6	22	4	40	4
Student	50	15	78	15	98	11
<b><u>Occupation</u></b>						
Professional / manager/ executive/ farm owner	85	25	128	25	217	23
Other white collar	57	17	92	18	150	16
Blue collar	43	13	59	11	90	10
Other	16	5	20	4	33	4
<b><u>Language Other Than English Is Regularly Spoken in the Household</u></b>						
Yes	81	24	116	22	178	19
No	260	76	406	78	745	81
<b><u>Total Annual Gross Income</u></b>						
Less than \$20,000	120	35	197	38	349	38
\$20,000 to \$40,000	82	24	108	21	199	22
\$40,001 to \$60,000	55	16	94	18	141	15
Over \$60,000	50	15	66	13	122	13
Not established	33	10	56	11	111	12
<b><u>Have Ever</u></b>						
Visited a radio station's website	153	45	209	40	315	34
Listened to a live or streamed radio program on the internet	67	20	90	17	151	16
Downloaded a radio program from the internet	42	12	58	11	80	9

Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 400 people 15+ throughout Adelaide

**FREQUENCY / VOLUME OF LISTENING AND REASONS FOR LISTENING**  
**- ADELAIDE**

**Base: An estimated 340,000 people aged 15+ who listened to community radio in the last seven days**

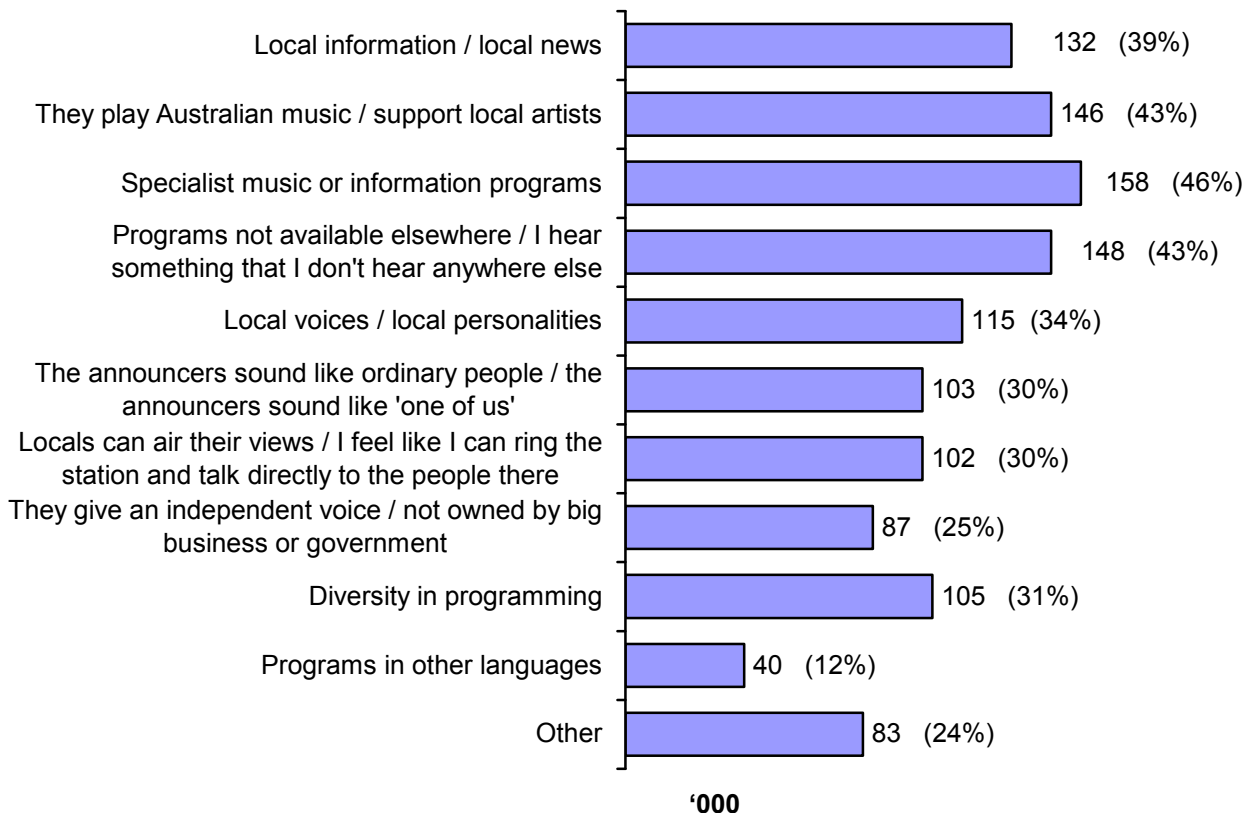
	<b>'000</b>	<b>%</b>
Base:	340	100

*"For about how many hours were you listening to or hearing this station (these stations) in the last seven days?"*

Up to 10 hours	284	83
11 to 20 hours	27	8
Over 20 hours	29	9
No. of hours not established	0	0

Average no. of hours = 6.9 hours

*"Which of the following are your main reasons for listening to this station (these stations)?"*



Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 400 people 15+ throughout Adelaide

**Perth**

**OVERALL LISTENING**  
**- PERTH**

	<b>'000</b>	<b>%</b>	<b>'000</b>	<b>%</b>
	<b>1174</b>	<b>100</b>	<b>1174</b>	<b>100</b>
	<b><u>In An Average</u></b>		<b><u>In An Average</u></b>	
	<b><u>Week</u></b>		<b><u>Month</u></b>	
All people aged 15+				
Listeners to radio	1057	90	1117	95
<b>Listeners to community radio</b>	<b>384</b>	<b>33</b>	<b>700</b>	<b>60</b>
Listeners to commercial radio	813	69	857	73
Listeners to ABC and/or SBS radio	571	49	651	55
Listeners to community radio who:				
do not listen to commercial radio	138	12	194	17
do not listen to ABC/SBS radio	197	17	298	25
do not listen to commercial radio or ABC/SBS radio	68	6	106	9

Average time spent listening to community radio in an average week by listeners to community radio = 7.4 hours

**How to Read:**

In an average week, of all people aged 15+ throughout Perth (1,174,000 people):

- 384,000 people, or 33%, listen to community radio
- 138,000 people, or 12%, listen to community radio but not commercial radio
- 197,000 people, or 17%, listen to community radio but not ABC/SBS radio
- 68,000 people, or 6%, listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio

Source: McNair Ingenuity Research Pty Ltd 2006  
Telephone survey of a representative sample of 400 people 15+ throughout Perth

**PROFILE OF LISTENERS AND OF THE POPULATION**

**- PERTH**

**Listeners 15+ to Community Radio**

	<u>In An Average Week</u>		<u>In An Average Month</u>		<u>Population 15+</u>	
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>
Total	384	100	700	100	1174	100
<b><u>Gender</u></b>						
Men	186	48	352	50	578	49
Women	198	52	349	50	596	51
<b><u>Age Group</u></b>						
15-24	73	19	154	22	218	19
25-39	81	21	171	24	315	27
40-54	110	29	192	27	321	27
55+	120	31	183	26	320	27
<b><u>Work Status</u></b>						
Full time	155	40	295	42	498	42
Part time	59	15	105	15	165	14
Home duties	29	8	56	8	108	9
Retired / pensioner	79	21	123	18	230	20
Unemployed	6	2	10	1	15	1
Student	55	14	112	16	158	13
<b><u>Occupation</u></b>						
Professional / manager/ executive/ farm owner	78	20	147	21	245	21
Other white collar	47	12	87	12	163	14
Blue collar	78	20	145	21	218	19
Other	11	3	20	3	38	3
<b><u>Language Other Than English Is Regularly Spoken in the Household</u></b>						
Yes	87	23	129	18	208	18
No	297	77	571	82	966	82
<b><u>Total Annual Gross Income</u></b>						
Less than \$20,000	151	39	249	36	385	33
\$20,000 to \$40,000	64	17	121	17	206	18
\$40,001 to \$60,000	61	16	129	18	204	17
Over \$60,000	81	21	137	20	245	21
Not established	28	7	63	9	134	11
<b><u>Have Ever</u></b>						
Visited a radio station's website	147	38	265	38	430	37
Listened to a live or streamed radio program on the internet	65	17	129	18	198	17
Downloaded a radio program from the internet	43	11	60	9	98	8

Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 400 people 15+ throughout Perth

**FREQUENCY / VOLUME OF LISTENING AND REASONS FOR LISTENING**  
**- PERTH**

**Base: An estimated 384,000 people aged 15+ who listened to community radio in the last seven days**

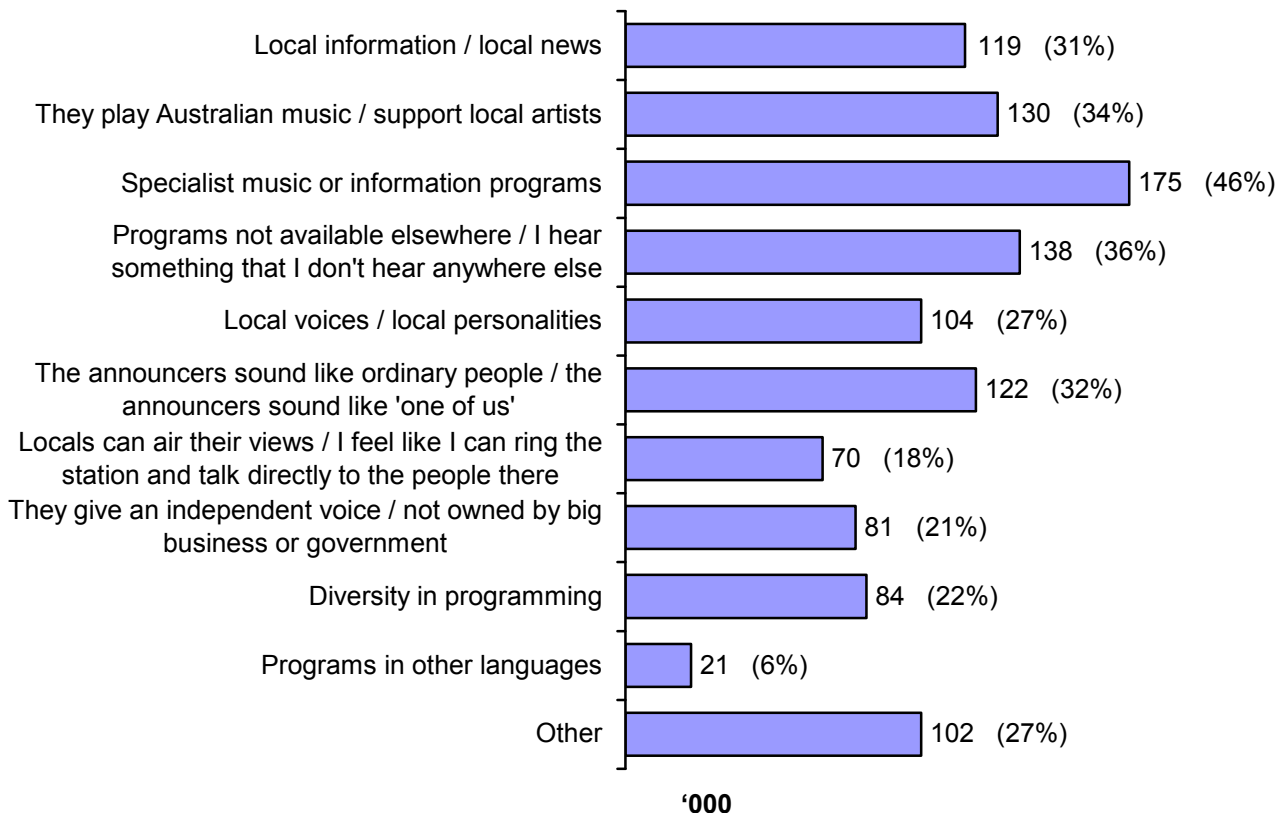
	<b>'000</b>	<b>%</b>
Base:	384	100

*"For about how many hours were you listening to or hearing this station (these stations) in the last seven days?"*

Up to 10 hours	312	81
11 to 20 hours	29	8
Over 20 hours	43	11
No. of hours not established	0	0

Average no. of hours = 7.4 hours

*"Which of the following are your main reasons for listening to this station (these stations)?"*



Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 400 people 15+ throughout Perth

## Canberra

### OVERALL LISTENING - CANBERRA

	'000	%	'000	%
	<b>261</b>	<b>100</b>	<b>261</b>	<b>100</b>
	<u>In An Average Week</u>		<u>In An Average Month</u>	
All people aged 15+				
Listeners to radio	229	88	243	93
<b>Listeners to community radio</b>	<b>40</b>	<b>15</b>	<b>88</b>	<b>34</b>
Listeners to commercial radio	169	65	187	72
Listeners to ABC and/or SBS radio	161	62	184	70
Listeners to community radio who:				
do not listen to commercial radio	15	6	27	10
do not listen to ABC/SBS radio	11	4	11	4
do not listen to commercial radio or ABC/SBS radio	3	1	3	1

Average time spent listening to community radio in an average week by listeners to community radio = 4.4 hours

### How to Read:

In an average week, of all people aged 15+ throughout Canberra (261,000 people):

- 40,000 people, or 15%, listen to community radio
- 15,000 people, or 6%, listen to community radio but not commercial radio
- 11,000 people, or 4%, listen to community radio but not ABC/SBS radio
- 3,000 people, or 1%, listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio

Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 301 people 15+ throughout Australian Capital Territory

**PROFILE OF LISTENERS AND OF THE POPULATION**

**- CANBERRA**

**Listeners 15+ to Community Radio**

	<u>In An Average Week</u>		<u>In An Average Month</u>		<u>Population 15+</u>	
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>
Total	40	100	88	100	261	100
<b><u>Gender</u></b>						
Men	27	68	49	56	128	49
Women	13	32	39	44	133	51
<b><u>Age Group</u></b>						
15-24	4	10	12	13	52	20
25-39	13	33	29	33	75	29
40-54	13	32	27	31	71	27
55+	10	26	20	23	62	24
<b><u>Work Status</u></b>						
Full time	24	59	51	58	134	52
Part time	5	13	9	10	34	13
Home duties	3	8	5	6	17	6
Retired / pensioner	6	15	14	16	43	17
Unemployed	1	2	3	3	3	1
Student	1	3	7	8	29	11
<b><u>Occupation</u></b>						
Professional / manager/ executive/ farm owner	19	47	37	43	104	40
Other white collar	6	16	14	16	34	13
Blue collar	3	7	6	7	27	10
Other	1	2	1	2	4	2
<b><u>Language Other Than English Is Regularly Spoken in the Household</u></b>						
Yes	6	15	11	13	27	10
No	34	85	76	87	234	90
<b><u>Total Annual Gross Income</u></b>						
Less than \$20,000	4	11	14	16	60	23
\$20,000 to \$40,000	7	17	14	16	43	16
\$40,001 to \$60,000	10	25	20	23	49	19
Over \$60,000	11	28	26	30	79	30
Not established	8	19	14	16	31	12
<b><u>Have Ever</u></b>						
Visited a radio station's website	20	49	48	54	120	46
Listened to a live or streamed radio program on the internet	13	31	31	36	62	24
Downloaded a radio program from the internet	6	16	19	21	35	13

Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 301 people 15+ throughout Australian Capital Territory

**FREQUENCY / VOLUME OF LISTENING AND REASONS FOR LISTENING**  
**- CANBERRA**

**Base: An estimated 40,000 people aged 15+ who listened to community radio in the last seven days**

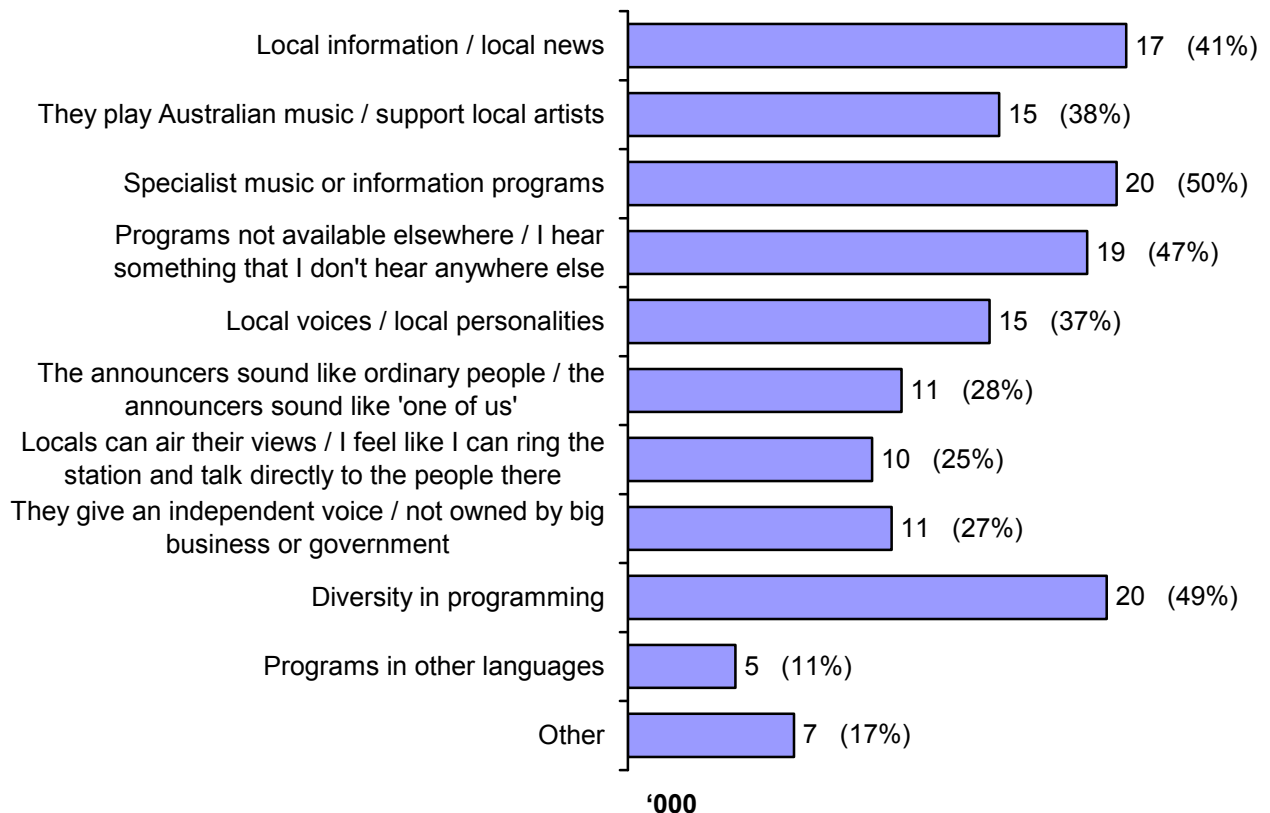
Base: '000 40 % 100

*“For about how many hours were you listening to or hearing this station (these stations) in the last seven days?”*

Up to 10 hours	37	92
11 to 20 hours	2	5
Over 20 hours	1	3
No. of hours not established	0	0

Average no. of hours = 4.4 hours

*“Which of the following are your main reasons for listening to this station (these stations)?”*



Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 301 people 15+ throughout Canberra

## Hobart

### OVERALL LISTENING - HOBART

	'000	%	'000	%
	<b>163</b>	<b>100</b>	<b>163</b>	<b>100</b>
	<u>In An Average Week</u>		<u>In An Average Month</u>	
All people aged 15+				
Listeners to radio	147	90	152	93
<b>Listeners to community radio</b>	<b>38</b>	<b>23</b>	<b>70</b>	<b>43</b>
Listeners to commercial radio	102	63	114	70
Listeners to ABC and/or SBS radio	90	55	102	63
Listeners to community radio who:				
do not listen to commercial radio	13	8	16	10
do not listen to ABC/SBS radio	20	12	27	17
do not listen to commercial radio or ABC/SBS radio	6	4	4	3

Average time spent listening to community radio in an average week by listeners to community radio = 9.9 hours

### How to Read:

In an average week, of all people aged 15+ throughout Hobart (163,000 people):

- 38,000 people, or 23%, listen to community radio
- 13,000 people, or 8%, listen to community radio but not commercial radio
- 20,000 people, or 12%, listen to community radio but not ABC/SBS radio
- 6,000 people, or 4%, listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio

Source: McNair Ingenuity Research Pty Ltd 2006  
Telephone survey of a representative sample of 147 people 15+ throughout Hobart

**PROFILE OF LISTENERS AND OF THE POPULATION**

**- HOBART**

**Listeners 15+ to Community Radio**

	<u>In An Average Week</u>		<u>In An Average Month</u>		<u>Population 15+</u>	
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>
Total	38	100	70	100	163	100
<b><u>Gender</u></b>						
Men	22	57	41	58	78	48
Women	16	43	29	42	84	52
<b><u>Age Group</u></b>						
15-24	12	33	22	31	29	18
25-39	6	17	20	29	38	24
40-54	7	18	13	18	45	28
55+	12	32	15	22	51	31
<b><u>Work Status</u></b>						
Full time	16	43	25	35	61	37
Part time	8	22	18	26	40	25
Home duties	2	6	3	5	7	4
Retired / pensioner	4	12	5	8	31	19
Unemployed	1	3	3	5	5	3
Student	6	15	15	22	18	11
<b><u>Occupation</u></b>						
Professional / manager/ executive/ farm owner	8	20	12	17	30	18
Other white collar	8	22	15	21	40	24
Blue collar	5	14	12	17	24	15
Other	3	8	4	6	7	4
<b><u>Language Other Than English Is Regularly Spoken in the Household</u></b>						
Yes	3	9	7	9	11	7
No	34	91	63	91	152	93
<b><u>Total Annual Gross Income</u></b>						
Less than \$20,000	15	40	28	40	58	35
\$20,000 to \$40,000	7	19	15	21	31	19
\$40,001 to \$60,000	9	23	13	18	31	19
Over \$60,000	3	9	9	12	27	16
Not established	3	9	5	8	16	10
<b><u>Have Ever</u></b>						
Visited a radio station's website	12	32	28	40	51	31
Listened to a live or streamed radio program on the internet	8	22	18	26	27	16
Downloaded a radio program from the internet	2	5	6	9	13	8

Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 147 people 15+ throughout Hobart

**FREQUENCY / VOLUME OF LISTENING AND REASONS FOR LISTENING**  
**- HOBART**

**Base: An estimated 38,000 people aged 15+ who listened to community radio in the last seven days**

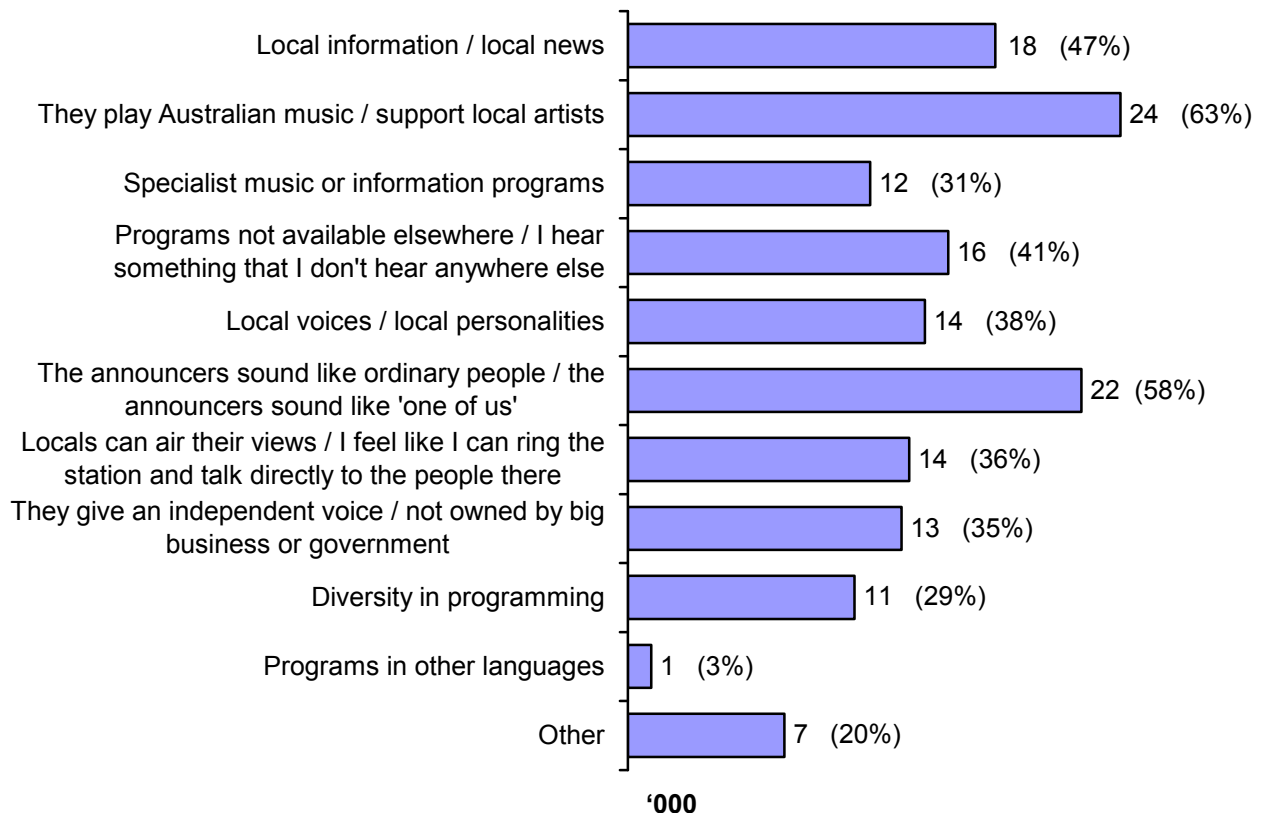
Base:                    **'000**                    **%**  
                                 38                    100

*“For about how many hours were you listening to or hearing this station (these stations) in the last seven days?”*

Up to 10 hours	27	71
11 to 20 hours	5	15
Over 20 hours	6	15
No. of hours not established	0	0

Average no. of hours = 9.9 hours

*“Which of the following are your main reasons for listening to this station (these stations)?”*



Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 147 people 15+ throughout Hobart

**Darwin**

**OVERALL LISTENING**  
**- DARWIN**

	<b>'000</b>	<b>%</b>	<b>'000</b>	<b>%</b>
	<b>84</b>	<b>100</b>	<b>84</b>	<b>100</b>
	<b><u>In An Average</u></b>		<b><u>In An Average</u></b>	
	<b><u>Week</u></b>		<b><u>Month</u></b>	
All people aged 15+				
Listeners to radio	70	83	78	92
<b>Listeners to community radio</b>	<b>35</b>	<b>42</b>	<b>58</b>	<b>69</b>
Listeners to commercial radio	51	60	60	71
Listeners to ABC and/or SBS radio	36	43	44	52
Listeners to community radio who:				
do not listen to commercial radio	11	14	13	15
do not listen to ABC/SBS radio	19	23	26	31
do not listen to commercial radio or ABC/SBS radio	8	9	7	9

Average time spent listening to community radio in an average week by listeners to community radio = 7.4 hours

**How to Read:**

In an average week, of all people aged 15+ throughout Darwin (84,000 people):

- 35,000 people, or 42%, listen to community radio
- 11,000 people, or 14%, listen to community radio but not commercial radio
- 19,000 people, or 23%, listen to community radio but not ABC/SBS radio
- 8,000 people, or 9%, listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio

Source: McNair Ingenuity Research Pty Ltd 2006  
Telephone survey of a representative sample of 192 people 15+ throughout Darwin

**PROFILE OF LISTENERS AND OF THE POPULATION**

**- DARWIN**

**Listeners 15+ to Community Radio**

	<u>In An Average Week</u>		<u>In An Average Month</u>		<u>Population 15+</u>	
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>
Total	35	100	58	100	84	100
<b><u>Gender</u></b>						
Men	21	60	32	55	45	53
Women	14	40	26	45	39	47
<b><u>Age Group</u></b>						
15-24	8	22	13	22	16	19
25-39	13	38	20	34	29	34
40-54	10	28	18	30	25	30
55+	4	13	8	13	15	17
<b><u>Work Status</u></b>						
Full time	21	60	35	60	49	58
Part time	4	12	7	12	11	13
Home duties	4	11	5	9	6	7
Retired / pensioner	1	4	3	4	8	10
Unemployed	0	1	1	2	2	2
Student	4	12	7	12	8	10
<b><u>Occupation</u></b>						
Professional / manager/ executive/ farm owner	8	23	13	23	18	21
Other white collar	9	25	17	29	24	28
Blue collar	7	19	10	18	17	20
Other	1	4	2	3	2	2
<b><u>Language Other Than English Is Regularly Spoken in the Household</u></b>						
Yes	10	27	15	26	18	22
No	26	73	43	74	66	78
<b><u>Total Annual Gross Income</u></b>						
Less than \$20,000	9	25	15	26	21	25
\$20,000 to \$40,000	6	16	10	18	15	18
\$40,001 to \$60,000	9	25	14	24	23	28
Over \$60,000	9	27	12	21	15	18
Not established	2	7	6	11	9	10
<b><u>Have Ever</u></b>						
Visited a radio station's website	13	37	18	31	23	27
Listened to a live or streamed radio program on the internet	5	15	9	15	10	12
Downloaded a radio program from the internet	4	11	5	9	6	7

Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 192 people 15+ throughout Darwin

**FREQUENCY / VOLUME OF LISTENING AND REASONS FOR LISTENING**  
**- DARWIN**

**Base: An estimated 35,000 people aged 15+ who listened to community radio in the last seven days**

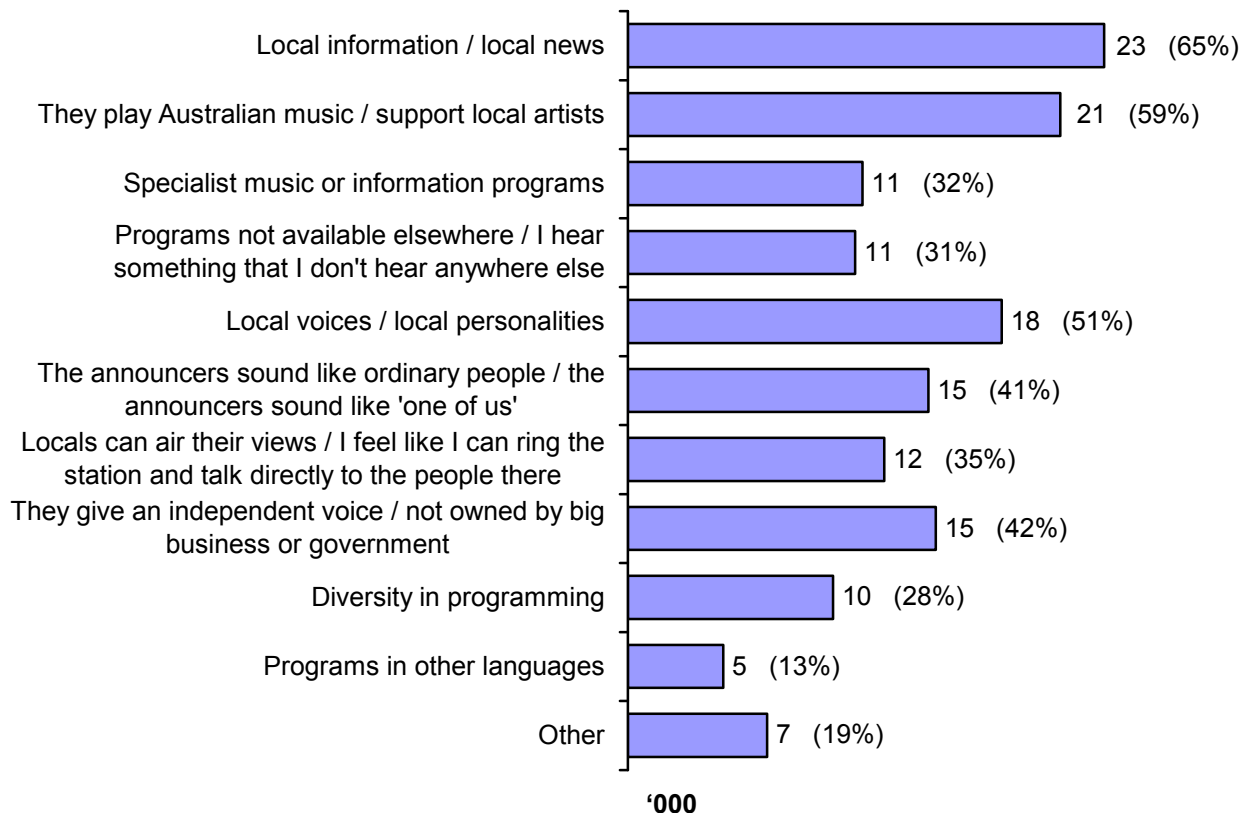
Base: '000 35 % 100

*“For about how many hours were you listening to or hearing this station (these stations) in the last seven days?”*

Up to 10 hours	30	85
11 to 20 hours	2	6
Over 20 hours	3	9
No. of hours not established	0	0

Average no. of hours = 7.4 hours

*“Which of the following are your main reasons for listening to this station (these stations)?”*



Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 192 people 15+ throughout Darwin

## Non-Metro New South Wales

### OVERALL LISTENING - NON-METRO NEW SOUTH WALES

	'000 1985	% 100	'000 1985	% 100
	<u>In An Average Week</u>		<u>In An Average Month</u>	
All people aged 15+				
Listeners to radio	1728	87	1851	93
<b>Listeners to community radio</b>	<b>588</b>	<b>30</b>	<b>1063</b>	<b>54</b>
Listeners to commercial radio	1259	63	1422	72
Listeners to ABC and/or SBS radio	965	49	1113	56
Listeners to community radio who:				
do not listen to commercial radio	199	10	285	14
do not listen to ABC/SBS radio	280	14	389	20
do not listen to commercial radio or ABC/SBS radio	111	6	112	6

Average time spent listening to community radio in an average week by listeners to community radio = 8.6 hours

### How to Read:

In an average week, of all people aged 15+ throughout New South Wales excluding Sydney (1,985,000 people):

- 588,000 people, or 30%, listen to community radio
- 199,000 people, or 10%, listen to community radio but not commercial radio
- 280,000 people, or 14%, listen to community radio but not ABC/SBS radio
- 111,000 people, or 6%, listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio

Source: McNair Ingenuity Research Pty Ltd 2006  
Telephone survey of a representative sample of 405 people 15+ throughout New South Wales excluding Sydney

**PROFILE OF LISTENERS AND OF THE POPULATION**  
**- NON-METRO NEW SOUTH WALES**

	<b><u>Listeners 15+ to Community Radio</u></b>				<b><u>Population 15+</u></b>	
	<b><u>In An Average Week</u></b>		<b><u>In An Average Month</u></b>		<b><u>'000</u></b>	<b><u>%</u></b>
	<b><u>'000</u></b>	<b><u>%</u></b>	<b><u>'000</u></b>	<b><u>%</u></b>		
Total	588	100	1063	100	1985	100
<b><u>Gender</u></b>						
Men	312	53	577	54	982	49
Women	276	47	486	46	1003	51
<b><u>Age Group</u></b>						
15-24	97	16	160	15	312	16
25-39	121	21	241	23	455	23
40-54	158	27	302	28	534	27
55+	213	36	360	34	683	34
<b><u>Work Status</u></b>						
Full time	244	41	433	41	716	36
Part time	133	23	220	21	420	21
Home duties	48	8	75	7	172	9
Retired / pensioner	101	17	205	19	450	23
Unemployed	7	1	19	2	26	1
Student	55	9	110	10	202	10
<b><u>Occupation</u></b>						
Professional / manager/ executive/ farm owner	105	18	160	15	312	16
Other white collar	132	22	247	23	393	20
Blue collar	113	19	197	19	349	18
Other	27	5	50	5	82	4
<b><u>Language Other Than English Is Regularly Spoken in the Household</u></b>						
Yes	64	11	152	14	269	14
No	524	89	911	86	1716	86
<b><u>Total Annual Gross Income</u></b>						
Less than \$20,000	207	35	366	34	733	37
\$20,000 to \$40,000	135	23	233	22	422	21
\$40,001 to \$60,000	78	13	156	15	295	15
Over \$60,000	94	16	179	17	300	15
Not established	75	13	130	12	235	12
<b><u>Have Ever</u></b>						
Visited a radio station's website	163	28	305	29	549	28
Listened to a live or streamed radio program on the internet	62	11	155	15	254	13
Downloaded a radio program from the internet	35	6	87	8	137	7

Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 405 people 15+ throughout New South Wales excluding Sydney

**FREQUENCY / VOLUME OF LISTENING AND REASONS FOR LISTENING**  
**- NON-METRO NEW SOUTH WALES**

**Base: An estimated 588,000 people aged 15+ who listened to community radio in the last seven days**

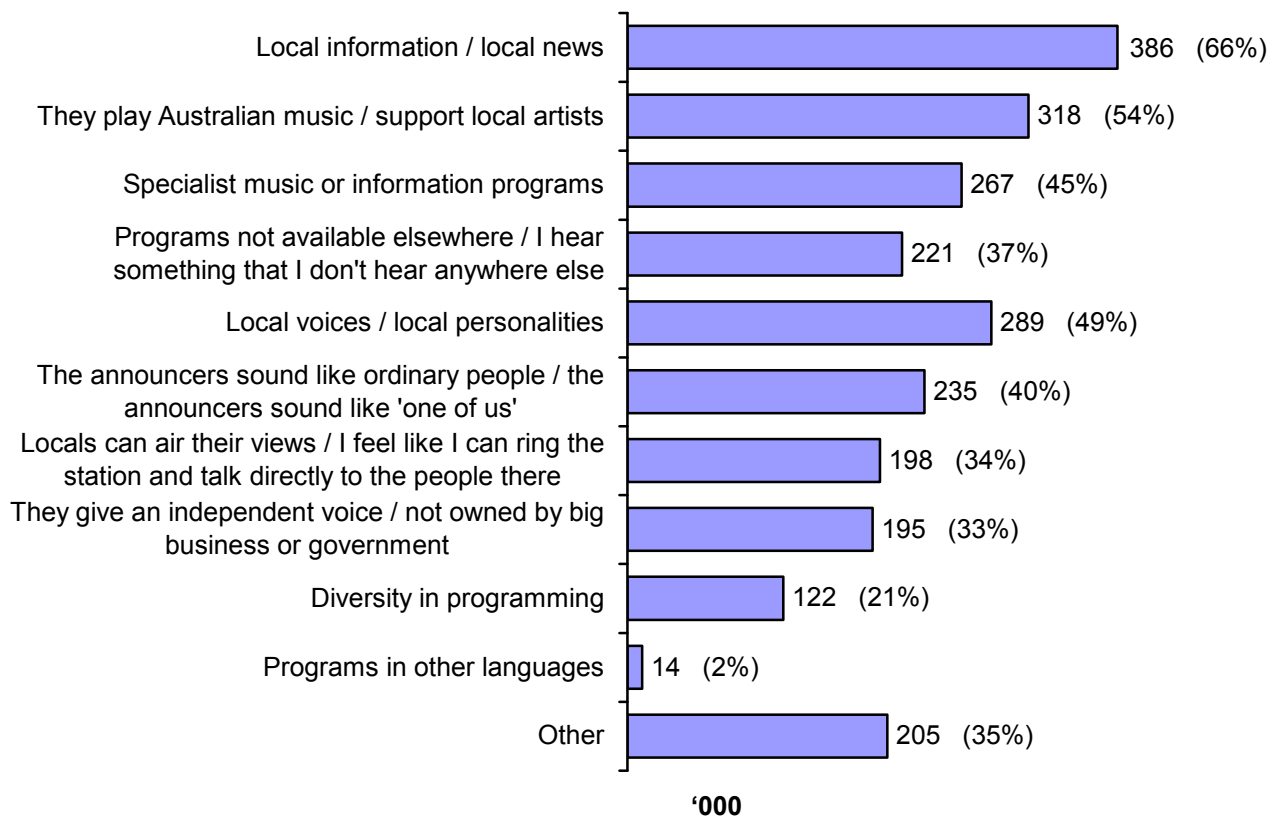
	<b>'000</b>	<b>%</b>
Base:	588	100

*“For about how many hours were you listening to or hearing this station (these stations) in the last seven days?”*

Up to 10 hours	463	79
11 to 20 hours	39	7
Over 20 hours	82	14
No. of hours not established	4	1

Average no. of hours = 8.6 hours

*“Which of the following are your main reasons for listening to this station (these stations)?”*



Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 405 people 15+ throughout New South Wales excluding Sydney

## Non-Metro Victoria

### OVERALL LISTENING - NON-METRO VICTORIA

	'000	%	'000	%
All people aged 15+	1086	100	1086	100
	<u>In An Average Week</u>		<u>In An Average Month</u>	
Listeners to radio	914	84	1011	93
<b>Listeners to community radio</b>	<b>194</b>	<b>18</b>	<b>432</b>	<b>40</b>
Listeners to commercial radio	668	61	769	71
Listeners to ABC and/or SBS radio	617	57	714	66
Listeners to community radio who:				
do not listen to commercial radio	60	6	126	12
do not listen to ABC/SBS radio	81	7	134	12
do not listen to commercial radio or ABC/SBS radio	31	3	57	5

Average time spent listening to community radio in an average week by listeners to community radio = 8.1 hours

### How to Read:

In an average week, of all people aged 15+ throughout Victoria excluding Melbourne (1,086,000 people):

- 194,000 people, or 18%, listen to community radio
- 60,000 people, or 6%, listen to community radio but not commercial radio
- 81,000 people, or 7%, listen to community radio but not ABC/SBS radio
- 31,000 people, or 3%, listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio

Source: McNair Ingenuity Research Pty Ltd 2006  
Telephone survey of a representative sample of 401 people 15+ throughout Victoria excluding Melbourne

**PROFILE OF LISTENERS AND OF THE POPULATION**  
**- NON-METRO VICTORIA**

	<b><u>Listeners 15+ to Community Radio</u></b>					
	<b><u>In An Average</u></b>		<b><u>In An Average</u></b>		<b><u>Population 15+</u></b>	
	<b><u>Week</u></b>		<b><u>Month</u></b>			
	<b><u>'000</u></b>	<b><u>%</u></b>	<b><u>'000</u></b>	<b><u>%</u></b>	<b><u>'000</u></b>	<b><u>%</u></b>
Total	194	100	432	100	1086	100
<b><u>Gender</u></b>						
Men	105	54	226	52	533	49
Women	90	46	207	48	553	51
<b><u>Age Group</u></b>						
15-24	21	11	88	20	170	16
25-39	45	23	118	27	255	23
40-54	67	35	113	26	297	27
55+	61	31	113	26	364	34
<b><u>Work Status</u></b>						
Full time	82	42	178	41	448	41
Part time	46	23	90	21	179	16
Home duties	13	7	30	7	106	10
Retired / pensioner	39	20	75	17	251	23
Unemployed	3	2	3	1	15	1
Student	11	6	56	13	88	8
<b><u>Occupation</u></b>						
Professional / manager/ executive/ farm owner	31	16	62	14	169	16
Other white collar	55	28	112	26	234	22
Blue collar	27	14	66	15	169	16
Other	14	7	28	6	54	5
<b><u>Language Other Than English Is Regularly Spoken in the Household</u></b>						
Yes	23	12	52	12	112	10
No	171	88	380	88	974	90
<b><u>Total Annual Gross Income</u></b>						
Less than \$20,000	69	36	154	36	325	30
\$20,000 to \$40,000	53	27	120	28	291	27
\$40,001 to \$60,000	31	16	52	12	135	12
Over \$60,000	25	13	59	14	191	18
Not established	16	8	48	11	144	13
<b><u>Have Ever</u></b>						
Visited a radio station's website	43	22	122	28	241	22
Listened to a live or streamed radio program on the internet	28	14	57	13	130	12
Downloaded a radio program from the internet	22	12	41	9	86	8

Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 401 people 15+ throughout Victoria excluding Melbourne

**FREQUENCY / VOLUME OF LISTENING AND REASONS FOR LISTENING**  
**- NON-METRO VICTORIA**

**Base: An estimated 194,000 people aged 15+ who listened to community radio in the last seven days**

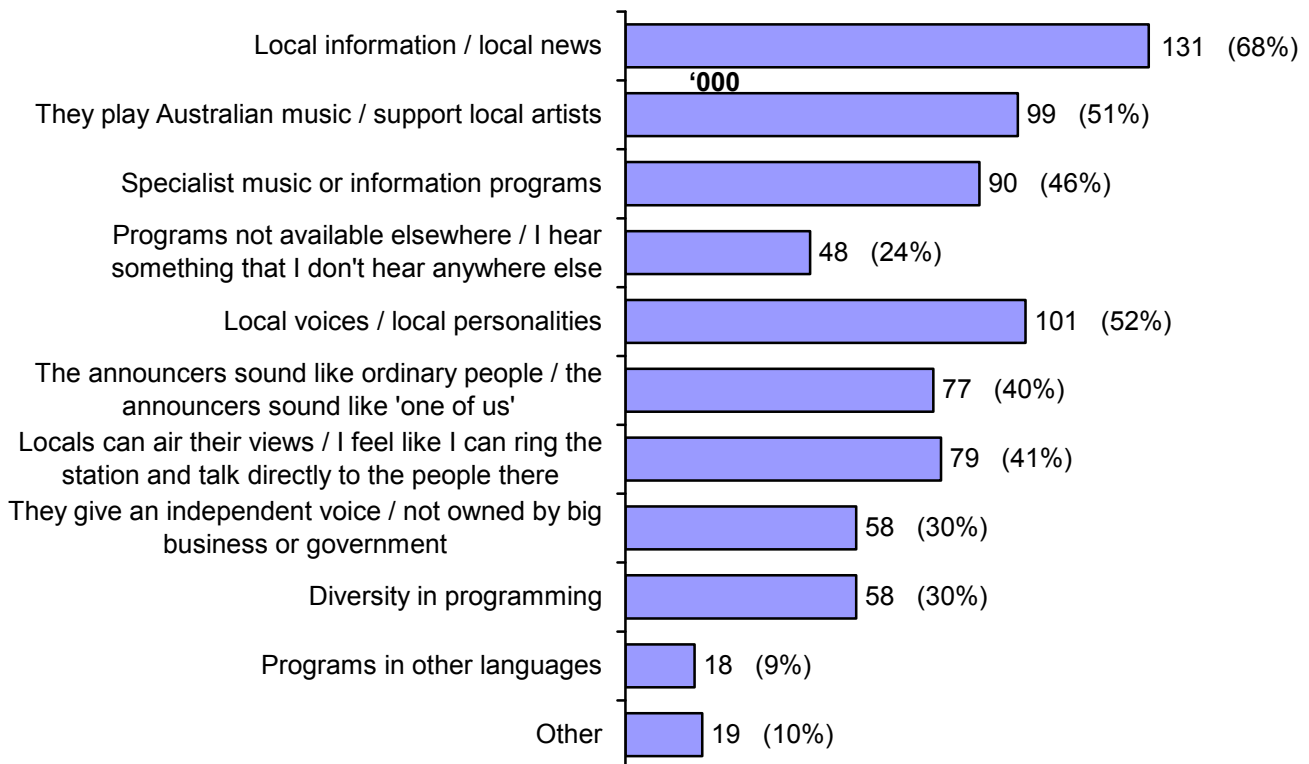
	<b>'000</b>	<b>%</b>
Base:	194	100

*“For about how many hours were you listening to or hearing this station (these stations) in the last seven days?”*

Up to 10 hours	158	81
11 to 20 hours	16	8
Over 20 hours	18	9
No. of hours not established	3	1

Average no. of hours = 8.1 hours

*“Which of the following are your main reasons for listening to this station (these stations)?”*



Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 401 people 15+ throughout Victoria excluding Melbourne

## Non-Metro Queensland

### OVERALL LISTENING - NON-METRO QUEENSLAND

	'000	%	'000	%
	1669	100	1669	100
	<u>In An Average Week</u>		<u>In An Average Month</u>	
All people aged 15+				
Listeners to radio	1396	84	1535	92
<b>Listeners to community radio</b>	<b>407</b>	<b>24</b>	<b>783</b>	<b>47</b>
Listeners to commercial radio	1063	64	1202	72
Listeners to ABC and/or SBS radio	738	44	913	55
Listeners to community radio who:				
do not listen to commercial radio	133	8	180	11
do not listen to ABC/SBS radio	193	12	317	19
do not listen to commercial radio or ABC/SBS radio	81	5	105	6

Average time spent listening to community radio in an average week by listeners to community radio = 10.5 hours

### How to Read:

In an average week, of all people aged 15+ throughout Queensland excluding Brisbane (1,669,000 people):

- 407,000 people, or 24%, listen to community radio
- 133,000 people, or 8%, listen to community radio but not commercial radio
- 193,000 people, or 12%, listen to community radio but not ABC/SBS radio
- 81,000 people, or 5%, listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio

Source: McNair Ingenuity Research Pty Ltd 2006  
Telephone survey of a representative sample of 402 people 15+ throughout Queensland excluding Brisbane

**PROFILE OF LISTENERS AND OF THE POPULATION**  
**- NON-METRO QUEENSLAND**

	<b><u>Listeners 15+ to Community Radio</u></b>					
	<b><u>In An Average Week</u></b>		<b><u>In An Average Month</u></b>		<b><u>Population 15+</u></b>	
	<b><u>'000</u></b>	<b><u>%</u></b>	<b><u>'000</u></b>	<b><u>%</u></b>	<b><u>'000</u></b>	<b><u>%</u></b>
Total	407	100	783	100	1669	100
<b><u>Gender</u></b>						
Men	210	51	378	48	836	50
Women	198	49	406	52	833	50
<b><u>Age Group</u></b>						
15-24	67	16	176	23	280	17
25-39	94	23	185	24	431	26
40-54	83	20	174	22	452	27
55+	163	40	247	32	506	30
<b><u>Work Status</u></b>						
Full time	147	36	303	39	669	40
Part time	96	24	180	23	387	23
Home duties	35	9	78	10	158	9
Retired / pensioner	97	24	139	18	312	19
Unemployed	4	1	4	1	32	2
Student	28	7	80	10	111	7
<b><u>Occupation</u></b>						
Professional / manager/ executive/ farm owner	51	13	106	14	298	18
Other white collar	107	26	209	27	426	26
Blue collar	77	19	147	19	300	18
Other	8	2	21	3	32	2
<b><u>Language Other Than English Is Regularly Spoken in the Household</u></b>						
Yes	40	10	64	8	129	8
No	367	90	719	92	1540	92
<b><u>Total Annual Gross Income</u></b>						
Less than \$20,000	128	31	287	37	561	34
\$20,000 to \$40,000	92	23	180	23	404	24
\$40,001 to \$60,000	72	18	135	17	267	16
Over \$60,000	83	20	129	16	306	18
Not established	33	8	52	7	131	8
<b><u>Have Ever</u></b>						
Visited a radio station's website	96	24	193	25	398	24
Listened to a live or streamed radio program on the internet	46	11	104	13	185	11
Downloaded a radio program from the internet	22	5	39	5	91	5

Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 402 people 15+ throughout Queensland excluding Brisbane

**FREQUENCY / VOLUME OF LISTENING AND REASONS FOR LISTENING**  
**- NON-METRO QUEENSLAND**

**Base: An estimated 407,000 people aged 15+ who listened to community radio in the last seven days**

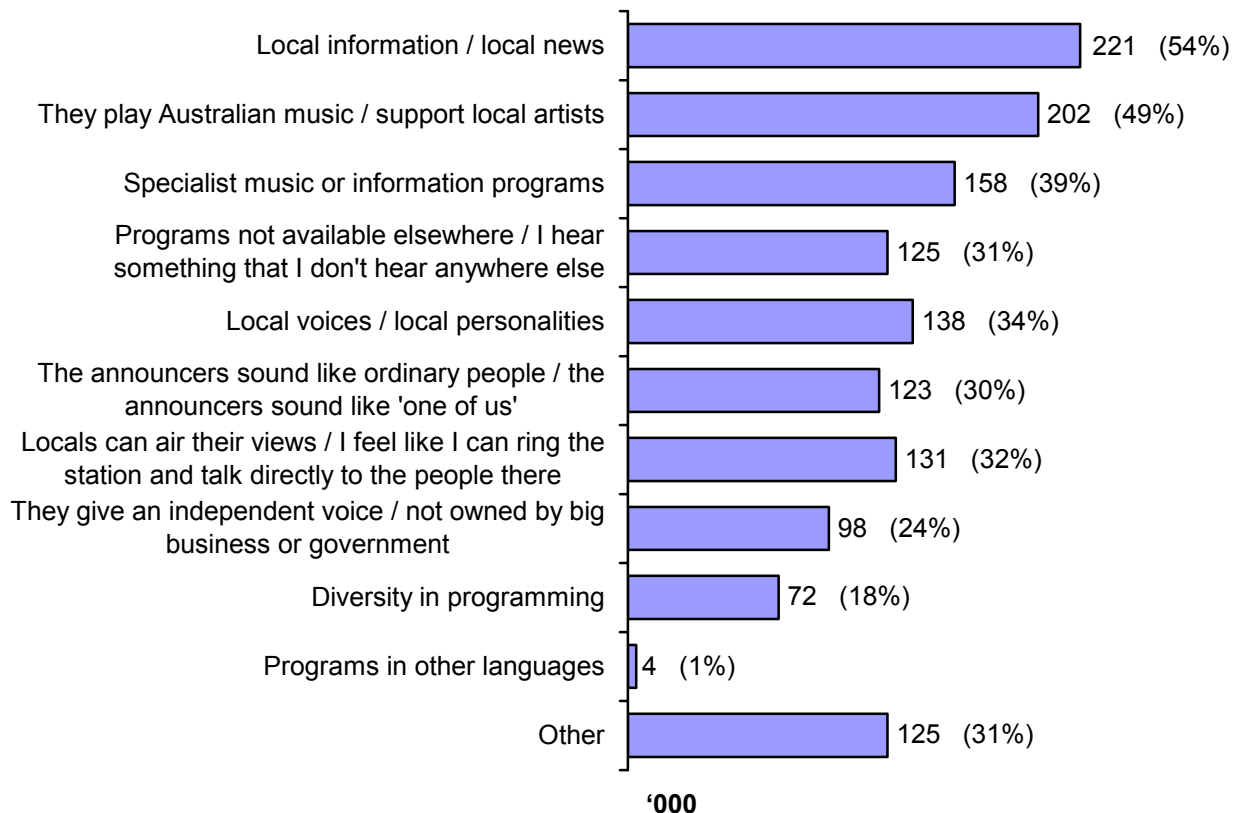
	<b>'000</b>	<b>%</b>
Base:	407	100

*“For about how many hours were you listening to or hearing this station (these stations) in the last seven days?”*

Up to 10 hours	287	70
11 to 20 hours	42	10
Over 20 hours	74	18
No. of hours not established	4	1

Average no. of hours = 10.5 hours

*“Which of the following are your main reasons for listening to this station (these stations)?”*



Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 402 people 15+ throughout Queensland excluding Brisbane

## Non-Metro South Australia

### OVERALL LISTENING - NON-METRO SOUTH AUSTRALIA

	'000	%	'000	%
	<b>324</b>	<b>100</b>	<b>324</b>	<b>100</b>
	<u>In An Average Week</u>		<u>In An Average Month</u>	
All people aged 15+				
Listeners to radio	275	85	305	94
<b>Listeners to community radio</b>	<b>57</b>	<b>18</b>	<b>132</b>	<b>41</b>
Listeners to commercial radio	192	59	223	69
Listeners to ABC and/or SBS radio	165	51	202	62
Listeners to community radio who:				
do not listen to commercial radio	26	8	34	10
do not listen to ABC/SBS radio	22	7	48	15
do not listen to commercial radio or ABC/SBS radio	12	4	13	4

Average time spent listening to community radio in an average week by listeners to community radio = 9.0 hours

### How to Read:

In an average week, of all people aged 15+ throughout South Australia excluding Adelaide (324,000 people):

- 57,000 people, or 18%, listen to community radio
- 26,000 people, or 8%, listen to community radio but not commercial radio
- 22,000 people, or 7%, listen to community radio but not ABC/SBS radio
- 12,000 people, or 4%, listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio

Source: McNair Ingenuity Research Pty Ltd 2006  
Telephone survey of a representative sample of 300 people 15+ throughout South Australia excluding Adelaide

**PROFILE OF LISTENERS AND OF THE POPULATION**  
**- NON-METRO SOUTH AUSTRALIA**

	<b><u>Listeners 15+ to Community Radio</u></b>				<b><u>Population 15+</u></b>	
	<b><u>In An Average Week</u></b>		<b><u>In An Average Month</u></b>		<b><u>'000</u></b>	<b><u>%</u></b>
	<b><u>'000</u></b>	<b><u>%</u></b>	<b><u>'000</u></b>	<b><u>%</u></b>		
Total	57	100	132	100	324	100
<b><u>Gender</u></b>						
Men	36	63	69	53	164	51
Women	21	37	63	47	161	49
<b><u>Age Group</u></b>						
15-24	13	23	25	19	48	15
25-39	14	25	35	27	76	24
40-54	13	23	37	28	91	28
55+	16	28	35	26	110	34
<b><u>Work Status</u></b>						
Full time	19	34	47	35	115	36
Part time	9	15	30	23	63	19
Home duties	4	7	7	6	26	8
Retired / pensioner	14	25	26	20	81	25
Unemployed	2	3	5	4	8	2
Student	9	16	17	13	30	9
<b><u>Occupation</u></b>						
Professional / manager/ executive/ farm owner	6	11	15	12	45	14
Other white collar	9	16	28	21	64	20
Blue collar	9	15	21	16	53	16
Other	3	6	13	10	17	5
<b><u>Language Other Than English Is Regularly Spoken in the Household</u></b>						
Yes	6	10	9	7	24	7
No	51	90	123	93	300	93
<b><u>Total Annual Gross Income</u></b>						
Less than \$20,000	26	45	51	38	126	39
\$20,000 to \$40,000	7	13	30	23	65	20
\$40,001 to \$60,000	11	20	24	18	50	15
Over \$60,000	6	11	17	13	49	15
Not established	6	11	11	8	34	11
<b><u>Have Ever</u></b>						
Visited a radio station's website	12	22	33	25	71	22
Listened to a live or streamed radio program on the internet	15	26	24	19	41	13
Downloaded a radio program from the internet	5	10	7	5	12	4

Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 300 people 15+ throughout South Australia excluding Adelaide

**FREQUENCY / VOLUME OF LISTENING AND REASONS FOR LISTENING**  
**- NON-METRO SOUTH AUSTRALIA**

**Base: An estimated 57,000 people aged 15+ who listened to community radio in the last seven days**

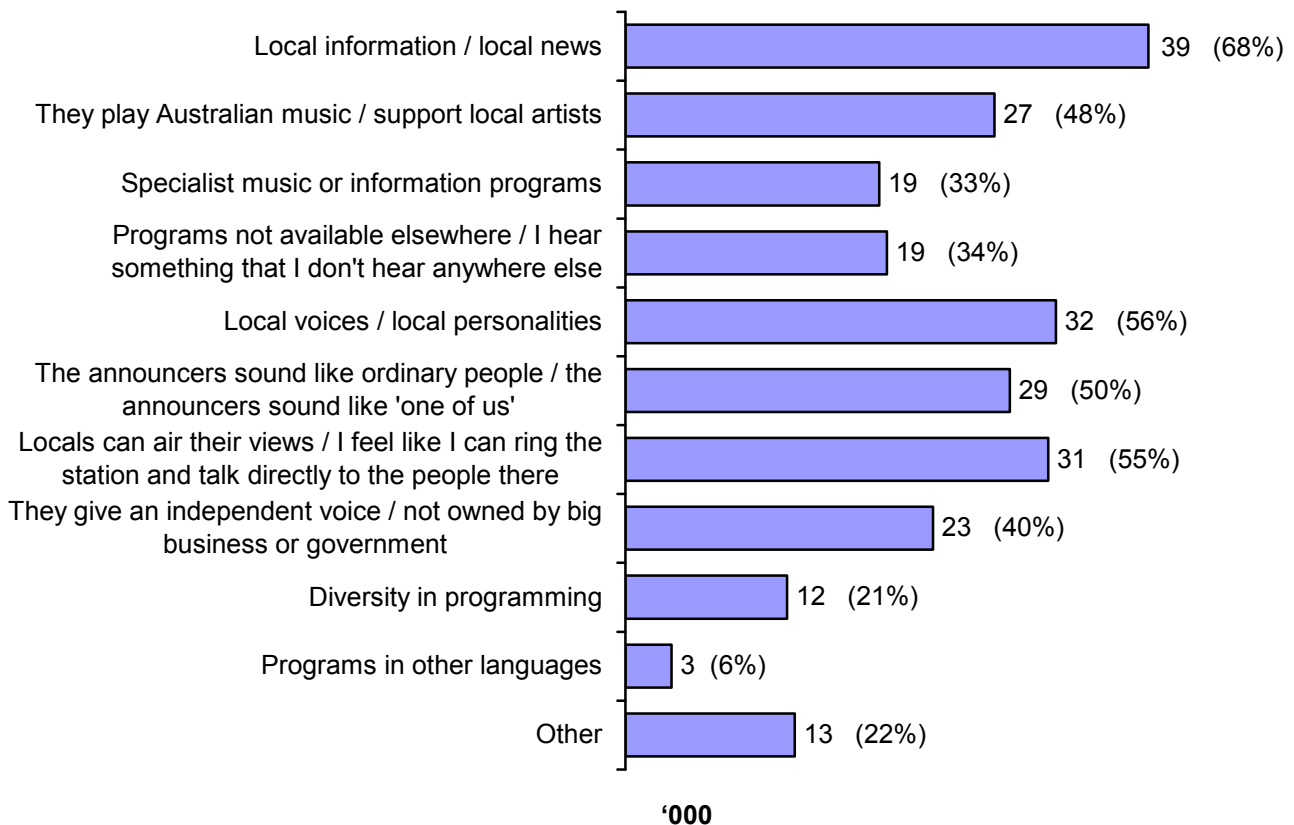
	<b>'000</b>	<b>%</b>
Base:	57	100

*“For about how many hours were you listening to or hearing this station (these stations) in the last seven days?”*

Up to 10 hours	45	79
11 to 20 hours	8	14
Over 20 hours	4	7
No. of hours not established	0	0

Average no. of hours = 9.0 hours

*“Which of the following are your main reasons for listening to this station (these stations)?”*



Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 300 people 15+ throughout South Australia excluding Adelaide

## Non-Metro Western Australia

### OVERALL LISTENING - NON-METRO WESTERN AUSTRALIA

	'000	%	'000	%
	405	100	405	100
	<u>In An Average Week</u>		<u>In An Average Month</u>	
All people aged 15+				
Listeners to radio	345	85	378	93
<b>Listeners to community radio</b>	<b>54</b>	<b>13</b>	<b>133</b>	<b>33</b>
Listeners to commercial radio	254	63	301	74
Listeners to ABC and/or SBS radio	235	58	270	67
Listeners to community radio who:				
do not listen to commercial radio	20	5	36	9
do not listen to ABC/SBS radio	27	7	47	12
do not listen to commercial radio or ABC/SBS radio	5	1	10	2

Average time spent listening to community radio in an average week by listeners to community radio = 8.8 hours

#### How to Read:

In an average week, of all people aged 15+ throughout Western Australia excluding Perth (405,000 people):

- 54,000 people, or 13%, listen to community radio
- 20,000 people, or 5%, listen to community radio but not commercial radio
- 27,000 people, or 7%, listen to community radio but not ABC/SBS radio
- 5,000 people, or 1%, listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio

Source: McNair Ingenuity Research Pty Ltd 2006  
Telephone survey of a representative sample of 301 people 15+ throughout Western Australia excluding Perth

**PROFILE OF LISTENERS AND OF THE POPULATION**  
**- NON-METRO WESTERN AUSTRALIA**

	<b><u>Listeners 15+ to Community Radio</u></b>				<b><u>Population 15+</u></b>	
	<b><u>In An Average Week</u></b>		<b><u>In An Average Month</u></b>		<b><u>'000</u></b>	<b><u>%</u></b>
	<b><u>'000</u></b>	<b><u>%</u></b>	<b><u>'000</u></b>	<b><u>%</u></b>		
Total	54	100	133	100	405	100
<b><u>Gender</u></b>						
Men	25	45	66	49	209	52
Women	30	55	67	51	196	48
<b><u>Age Group</u></b>						
15-24	8	15	26	20	64	16
25-39	16	29	31	23	113	28
40-54	10	19	36	27	115	28
55+	20	37	40	30	114	28
<b><u>Work Status</u></b>						
Full time	19	35	54	41	181	45
Part time	12	22	23	17	78	19
Home duties	5	9	16	12	38	9
Retired / pensioner	9	17	17	13	63	15
Unemployed	2	3	6	5	10	3
Student	7	13	17	13	35	9
<b><u>Occupation</u></b>						
Professional / manager/ executive/ farm owner	9	16	26	20	89	22
Other white collar	9	16	25	19	92	23
Blue collar	11	20	19	14	58	14
Other	3	5	7	5	21	5
<b><u>Language Other Than English Is Regularly Spoken in the Household</u></b>						
Yes	5	9	14	10	36	9
No	49	91	120	90	370	91
<b><u>Total Annual Gross Income</u></b>						
Less than \$20,000	18	33	43	32	106	26
\$20,000 to \$40,000	12	23	24	18	78	19
\$40,001 to \$60,000	2	4	14	10	66	16
Over \$60,000	13	24	37	28	93	23
Not established	8	15	15	12	62	15
<b><u>Have Ever</u></b>						
Visited a radio station's website	13	24	29	22	84	21
Listened to a live or streamed radio program on the internet	7	13	16	12	48	12
Downloaded a radio program from the internet	6	11	7	6	22	5

Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 301 people 15+ throughout Western Australia excluding Perth

**FREQUENCY / VOLUME OF LISTENING AND REASONS FOR LISTENING**  
**- NON-METRO WESTERN AUSTRALIA**

**Base: An estimated 54,000 people aged 15+ who listened to community radio in the last seven days**

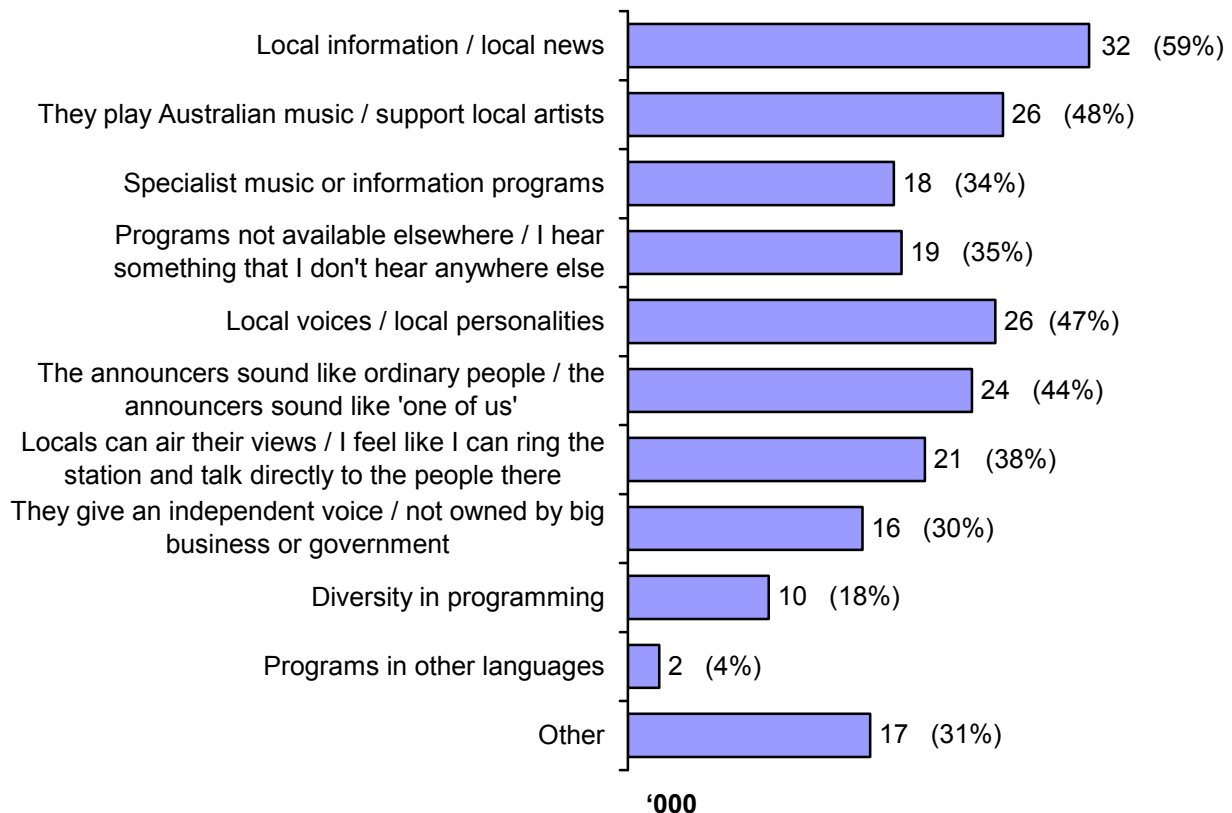
	<b>'000</b>	<b>%</b>
Base:	54	100

*“For about how many hours were you listening to or hearing this station (these stations) in the last seven days?”*

Up to 10 hours	45	82
11 to 20 hours	1	3
Over 20 hours	8	15
No. of hours not established	0	0

Average no. of hours = 8.8 hours

*“Which of the following are your main reasons for listening to this station (these stations)?”*



Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 301 people 15+ throughout Western Australia excluding Perth

## New South Wales

### OVERALL LISTENING - NEW SOUTH WALES

	'000	%	'000	%
	5397	100	5397	100
	<u>In An Average Week</u>		<u>In An Average Month</u>	
All people aged 15+				
Listeners to radio	4645	86	4985	92
<b>Listeners to community radio</b>	<b>1262</b>	<b>23</b>	<b>2358</b>	<b>44</b>
Listeners to commercial radio	3687	68	4023	75
Listeners to ABC and/or SBS radio	2297	43	2766	51
Listeners to community radio who:				
do not listen to commercial radio	419	8	586	11
do not listen to ABC/SBS radio	605	11	932	17
do not listen to commercial radio or ABC/SBS radio	222	4	218	4

Average time spent listening to community radio in an average week by listeners to community radio = 8.0 hours

### How to Read:

In an average week, of all people aged 15+ throughout New South Wales (5,397,000 people):

- 1,262,000 people, or 23%, listen to community radio
- 419,000 people, or 8%, listen to community radio but not commercial radio
- 605,000 people, or 11%, listen to community radio but not ABC/SBS radio
- 222,000 people, or 4%, listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio

Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 955 people 15+ throughout New South Wales

**PROFILE OF LISTENERS AND OF THE POPULATION**  
**- NEW SOUTH WALES**

	<b><u>Listeners 15+ to Community Radio</u></b>				<b><u>Population 15+</u></b>	
	<b><u>In An Average Week</u></b>		<b><u>In An Average Month</u></b>		<b><u>'000</u></b>	<b><u>%</u></b>
	<b><u>'000</u></b>	<b><u>%</u></b>	<b><u>'000</u></b>	<b><u>%</u></b>		
Total	1262	100	2358	100	5397	100
<b><u>Gender</u></b>						
Men	694	55	1282	54	2663	49
Women	568	45	1076	46	2734	51
<b><u>Age Group</u></b>						
15-24	251	20	449	19	905	17
25-39	337	27	629	27	1453	27
40-54	315	25	616	26	1427	26
55+	359	28	664	28	1611	30
<b><u>Work Status</u></b>						
Full time	549	43	1003	43	2163	40
Part time	261	21	473	20	995	18
Home duties	102	8	182	8	502	9
Retired / pensioner	171	14	352	15	1059	20
Unemployed	39	3	76	3	103	2
Student	139	11	272	12	575	11
<b><u>Occupation</u></b>						
Professional / manager/ executive/ farm owner	276	22	494	21	1171	22
Other white collar	206	16	452	19	927	17
Blue collar	246	20	370	16	804	15
Other	83	7	160	7	256	5
<b><u>Language Other Than English Is Regularly Spoken in the Household</u></b>						
Yes	271	21	489	21	1211	22
No	991	79	1869	79	4185	78
<b><u>Total Annual Gross Income</u></b>						
Less than \$20,000	412	33	755	32	1846	34
\$20,000 to \$40,000	203	16	398	17	940	17
\$40,001 to \$60,000	227	18	416	18	806	15
Over \$60,000	222	18	437	19	1004	19
Not established	197	16	352	15	801	15
<b><u>Have Ever</u></b>						
Visited a radio station's website	439	35	819	35	1687	31
Listened to a live or streamed radio program on the internet	242	19	492	21	1000	19
Downloaded a radio program from the internet	99	8	233	10	429	8

Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 955 people 15+ throughout New South Wales

**FREQUENCY / VOLUME OF LISTENING AND REASONS FOR LISTENING**  
**- NEW SOUTH WALES**

**Base: An estimated 1,262,000 people aged 15+ who listened to community radio in the last seven days**

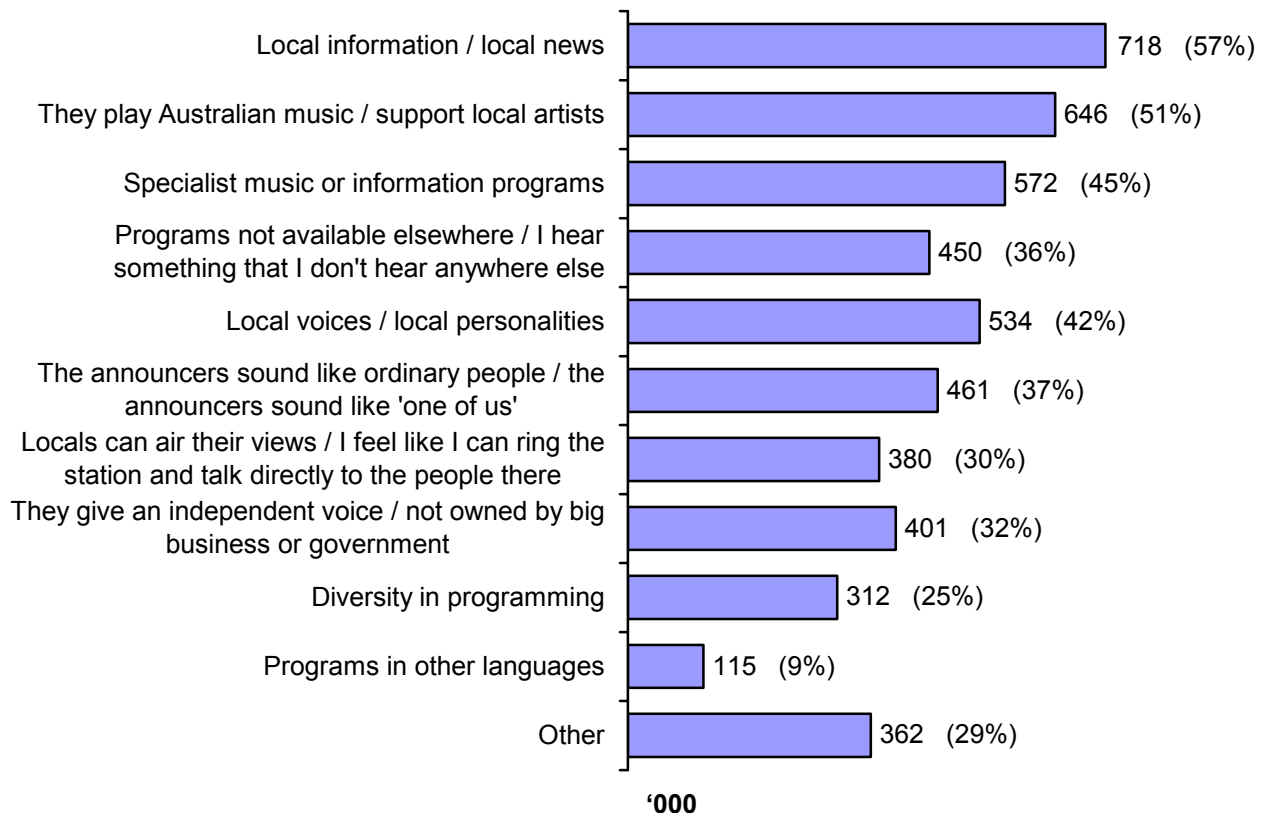
	<b>'000</b>	<b>%</b>
Base:	1262	100

*“For about how many hours were you listening to or hearing this station (these stations) in the last seven days?”*

Up to 10 hours	1015	80
11 to 20 hours	106	8
Over 20 hours	130	10
No. of hours not established	11	1

Average no. of hours = 8.0 hours

*“Which of the following are your main reasons for listening to this station (these stations)?”*



Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 955 people 15+ throughout New South Wales

**Victoria**

**OVERALL LISTENING**  
**- VICTORIA**

	<b>'000</b>	<b>%</b>	<b>'000</b>	<b>%</b>
	<b>4004</b>	<b>100</b>	<b>4004</b>	<b>100</b>
	<b><u>In An Average</u></b>		<b><u>In An Average</u></b>	
	<b><u>Week</u></b>		<b><u>Month</u></b>	
All people aged 15+				
Listeners to radio	3447	86	3742	93
<b>Listeners to community radio</b>	<b>942</b>	<b>24</b>	<b>1856</b>	<b>46</b>
Listeners to commercial radio	2670	67	2972	74
Listeners to ABC and/or SBS radio	1938	48	2333	58
Listeners to community radio who:				
do not listen to commercial radio	323	8	486	12
do not listen to ABC/SBS radio	366	9	598	15
do not listen to commercial radio or ABC/SBS radio	129	3	159	4

Average time spent listening to community radio in an average week by listeners to community radio = 5.8 hours

**How to Read:**

In an average week, of all people aged 15+ throughout Victoria (4,004,000 people):

- 942,000 people, or 24%, listen to community radio
- 323,000 people, or 8%, listen to community radio but not commercial radio
- 366,000 people, or 9%, listen to community radio but not ABC/SBS radio
- 129,000 people, or 3%, listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio

Source: McNair Ingenuity Research Pty Ltd 2006  
Telephone survey of a representative sample of 951 people 15+ throughout Victoria

**PROFILE OF LISTENERS AND OF THE POPULATION**

**- VICTORIA**

**Listeners 15+ to Community Radio**

	<u>In An Average Week</u>		<u>In An Average Month</u>		<u>Population 15+</u>	
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>
Total	942	100	1856	100	4004	100
<b><u>Gender</u></b>						
Men	510	54	1016	55	1958	49
Women	432	46	840	45	2046	51
<b><u>Age Group</u></b>						
15-24	153	16	371	20	677	17
25-39	280	30	557	30	1098	27
40-54	264	28	466	25	1053	26
55+	245	26	461	25	1176	29
<b><u>Work Status</u></b>						
Full time	379	40	771	42	1605	40
Part time	236	25	368	20	733	18
Home duties	40	4	113	6	319	8
Retired / pensioner	171	18	330	18	838	21
Unemployed	20	2	30	2	88	2
Student	97	10	243	13	421	11
<b><u>Occupation</u></b>						
Professional / manager/ executive/ farm owner	221	23	448	24	907	23
Other white collar	224	24	371	20	778	19
Blue collar	95	10	212	11	470	12
Other	74	8	107	6	183	5
<b><u>Language Other Than English Is Regularly Spoken in the Household</u></b>						
Yes	175	19	332	18	714	18
No	767	81	1524	82	3289	82
<b><u>Total Annual Gross Income</u></b>						
Less than \$20,000	268	28	539	29	1151	29
\$20,000 to \$40,000	223	24	396	21	869	22
\$40,001 to \$60,000	164	17	328	18	620	15
Over \$60,000	178	19	370	20	727	18
Not established	110	12	222	12	637	16
<b><u>Have Ever</u></b>						
Visited a radio station's website	457	48	766	41	1240	31
Listened to a live or streamed radio program on the internet	241	26	397	21	646	16
Downloaded a radio program from the internet	176	19	272	15	405	10

Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 951 people 15+ throughout Victoria

**FREQUENCY / VOLUME OF LISTENING AND REASONS FOR LISTENING**  
**- VICTORIA**

**Base: An estimated 942,000 people aged 15+ who listened to community radio in the last seven days**

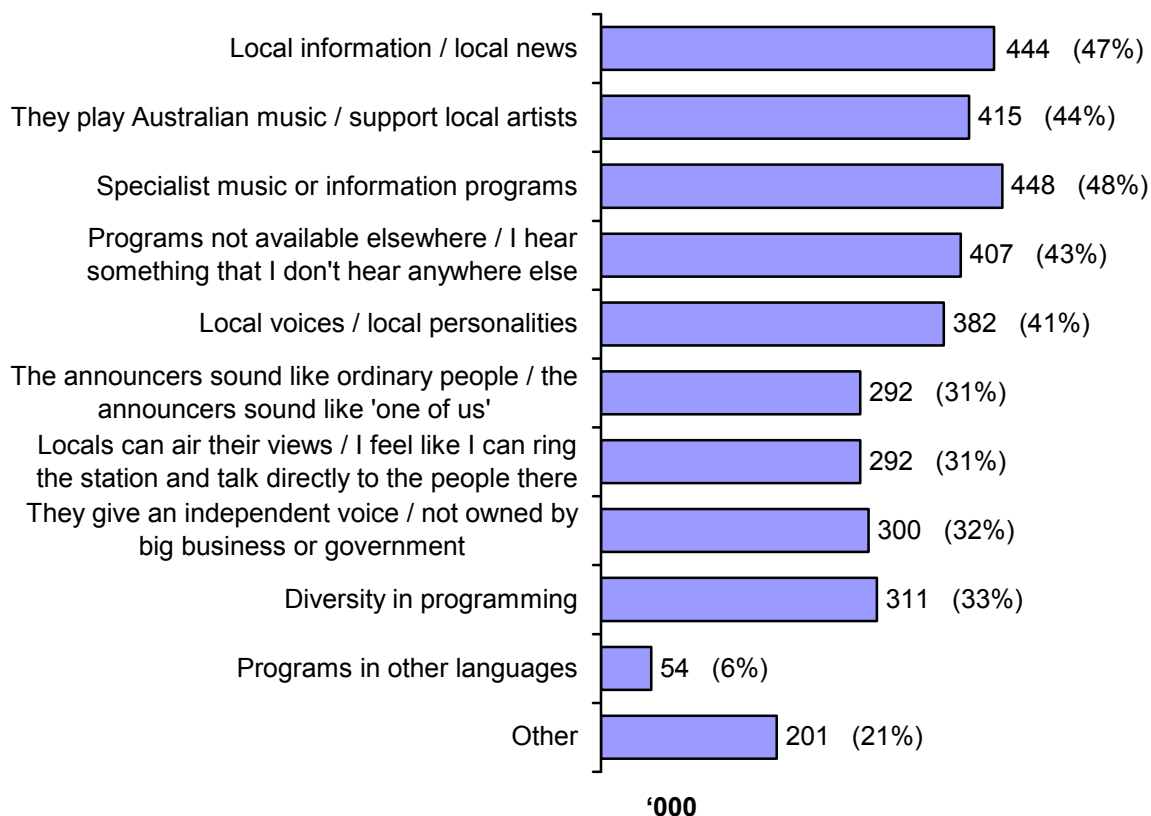
	<b>'000</b>	<b>%</b>
Base:	942	100

*"For about how many hours were you listening to or hearing this station (these stations) in the last seven days?"*

Up to 10 hours	805	85
11 to 20 hours	76	8
Over 20 hours	59	6
No. of hours not established	3	0

Average no. of hours = 5.8 hours

*"Which of the following are your main reasons for listening to this station (these stations)?"*



Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 951 people 15+ throughout Victoria

## Queensland

### OVERALL LISTENING - QUEENSLAND

	'000	%	'000	%
	3088	100	3088	100
	<u>In An Average Week</u>		<u>In An Average Month</u>	
All people aged 15+				
Listeners to radio	2559	83	2786	90
<b>Listeners to community radio</b>	<b>793</b>	<b>26</b>	<b>1458</b>	<b>47</b>
Listeners to commercial radio	1982	64	2217	72
Listeners to ABC and/or SBS radio	1327	43	1609	52
Listeners to community radio who:				
do not listen to commercial radio	275	9	355	11
do not listen to ABC/SBS radio	375	12	571	18
do not listen to commercial radio or ABC/SBS radio	150	5	167	5

Average time spent listening to community radio in an average week by listeners to community radio = 8.6 hours

### How to Read:

In an average week, of all people aged 15+ throughout Queensland (3,088,000 people):

- 793,000 people, or 26%, listen to community radio
- 275,000 people, or 9%, listen to community radio but not commercial radio
- 375,000 people, or 12%, listen to community radio but not ABC/SBS radio
- 150,000 people, or 5%, listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio

Source: McNair Ingenuity Research Pty Ltd 2006  
Telephone survey of a representative sample of 802 people 15+ throughout Queensland

**PROFILE OF LISTENERS AND OF THE POPULATION**  
**- QUEENSLAND**

	<b><u>Listeners 15+ to Community Radio</u></b>					
	<b><u>In An Average Week</u></b>		<b><u>In An Average Month</u></b>		<b><u>Population 15+</u></b>	
	<b><u>'000</u></b>	<b><u>%</u></b>	<b><u>'000</u></b>	<b><u>%</u></b>	<b><u>'000</u></b>	<b><u>%</u></b>
Total	793	100	1458	100	3088	100
<b><u>Gender</u></b>						
Men	448	57	728	50	1533	50
Women	345	43	730	50	1556	50
<b><u>Age Group</u></b>						
15-24	124	16	302	21	548	18
25-39	231	29	406	28	833	27
40-54	202	25	361	25	828	27
55+	236	30	389	27	879	28
<b><u>Work Status</u></b>						
Full time	342	43	631	43	1277	41
Part time	175	22	311	21	651	21
Home duties	58	7	111	8	240	8
Retired / pensioner	143	18	237	16	594	19
Unemployed	11	1	11	1	61	2
Student	63	8	157	11	266	9
<b><u>Occupation</u></b>						
Professional / manager/ executive/ farm owner	154	19	263	18	594	19
Other white collar	194	24	373	26	754	24
Blue collar	143	18	256	18	493	16
Other	26	3	50	3	87	3
<b><u>Language Other Than English Is Regularly Spoken in the Household</u></b>						
Yes	107	13	167	11	302	10
No	686	87	1291	89	2787	90
<b><u>Total Annual Gross Income</u></b>						
Less than \$20,000	214	27	465	32	1017	33
\$20,000 to \$40,000	176	22	332	23	704	23
\$40,001 to \$60,000	164	21	288	20	547	18
Over \$60,000	164	21	265	18	554	18
Not established	74	9	108	7	266	9
<b><u>Have Ever</u></b>						
Visited a radio station's website	286	36	520	36	951	31
Listened to a live or streamed radio program on the internet	156	20	288	20	469	15
Downloaded a radio program from the internet	87	11	132	9	251	8

Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 802 people 15+ throughout Queensland

**FREQUENCY / VOLUME OF LISTENING AND REASONS FOR LISTENING**  
**- QUEENSLAND**

**Base: An estimated 793,000 people aged 15+ who listened to community radio in the last seven days**

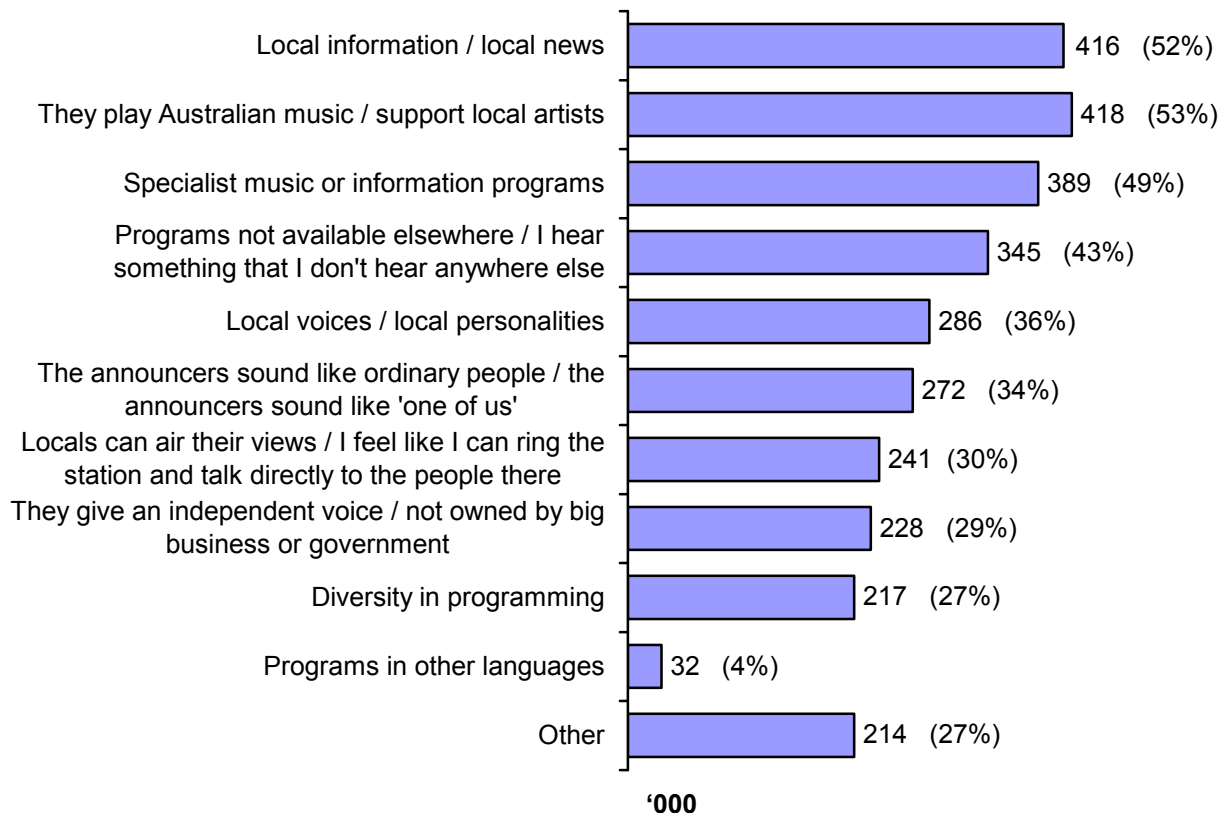
	<b>'000</b>	<b>%</b>
Base:	793	100

*“For about how many hours were you listening to or hearing this station (these stations) in the last seven days?”*

Up to 10 hours	617	78
11 to 20 hours	59	8
Over 20 hours	112	14
No. of hours not established	4	1

Average no. of hours = 8.6 hours

*“Which of the following are your main reasons for listening to this station (these stations)?”*



Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 802 people 15+ throughout Queensland

## South Australia

### OVERALL LISTENING - SOUTH AUSTRALIA

	'000	%	'000	%
	<b>1247</b>	<b>100</b>	<b>1247</b>	<b>100</b>
	<u>In An Average Week</u>		<u>In An Average Month</u>	
All people aged 15+				
Listeners to radio	1090	87	1180	95
<b>Listeners to community radio</b>	<b>397</b>	<b>32</b>	<b>654</b>	<b>52</b>
Listeners to commercial radio	825	66	900	72
Listeners to ABC and/or SBS radio	572	46	665	53
Listeners to community radio who:				
do not listen to commercial radio	129	10	157	13
do not listen to ABC/SBS radio	196	16	295	24
do not listen to commercial radio or ABC/SBS radio	74	6	82	7

Average time spent listening to community radio in an average week by listeners to community radio = 7.2 hours

### How to Read:

In an average week, of all people aged 15+ throughout South Australia (1,247,000 people):

- 397,000 people, or 32%, listen to community radio
- 129,000 people, or 10%, listen to community radio but not commercial radio
- 196,000 people, or 16%, listen to community radio but not ABC/SBS radio
- 74,000 people, or 6%, listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio

Source: McNair Ingenuity Research Pty Ltd 2006  
Telephone survey of a representative sample of 700 people 15+ throughout South Australia

**PROFILE OF LISTENERS AND OF THE POPULATION**  
**- SOUTH AUSTRALIA**

	<b><u>Listeners 15+ to Community Radio</u></b>					
	<b><u>In An Average Week</u></b>		<b><u>In An Average Month</u></b>		<b><u>Population 15+</u></b>	
	<b><u>'000</u></b>	<b><u>%</u></b>	<b><u>'000</u></b>	<b><u>%</u></b>	<b><u>'000</u></b>	<b><u>%</u></b>
Total	397	100	654	100	1247	100
<b><u>Gender</u></b>						
Men	232	59	348	53	613	49
Women	165	41	305	47	634	51
<b><u>Age Group</u></b>						
15-24	106	27	155	24	204	16
25-39	113	28	175	27	308	25
40-54	99	25	174	27	334	27
55+	79	20	150	23	401	32
<b><u>Work Status</u></b>						
Full time	161	41	255	39	452	36
Part time	68	17	121	19	217	17
Home duties	34	9	52	8	112	9
Retired / pensioner	53	13	104	16	289	23
Unemployed	22	6	27	4	48	4
Student	60	15	94	14	129	10
<b><u>Occupation</u></b>						
Professional / manager/ executive/ farm owner	91	23	143	22	262	21
Other white collar	66	17	119	18	214	17
Blue collar	51	13	80	12	143	11
Other	20	5	34	5	50	4
<b><u>Language Other Than English Is Regularly Spoken in the Household</u></b>						
Yes	86	22	125	19	202	16
No	311	78	528	81	1045	84
<b><u>Total Annual Gross Income</u></b>						
Less than \$20,000	146	37	248	38	475	38
\$20,000 to \$40,000	90	23	138	21	264	21
\$40,001 to \$60,000	66	17	118	18	191	15
Over \$60,000	56	14	83	13	171	14
Not established	39	10	67	10	146	12
<b><u>Have Ever</u></b>						
Visited a radio station's website	166	42	242	37	386	31
Listened to a live or streamed radio program on the internet	82	21	115	18	192	15
Downloaded a radio program from the internet	48	12	64	10	92	7

Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 700 people 15+ throughout South Australia

**FREQUENCY / VOLUME OF LISTENING AND REASONS FOR LISTENING**  
**- SOUTH AUSTRALIA**

**Base: An estimated 397,000 people aged 15+ who listened to community radio in the last seven days**

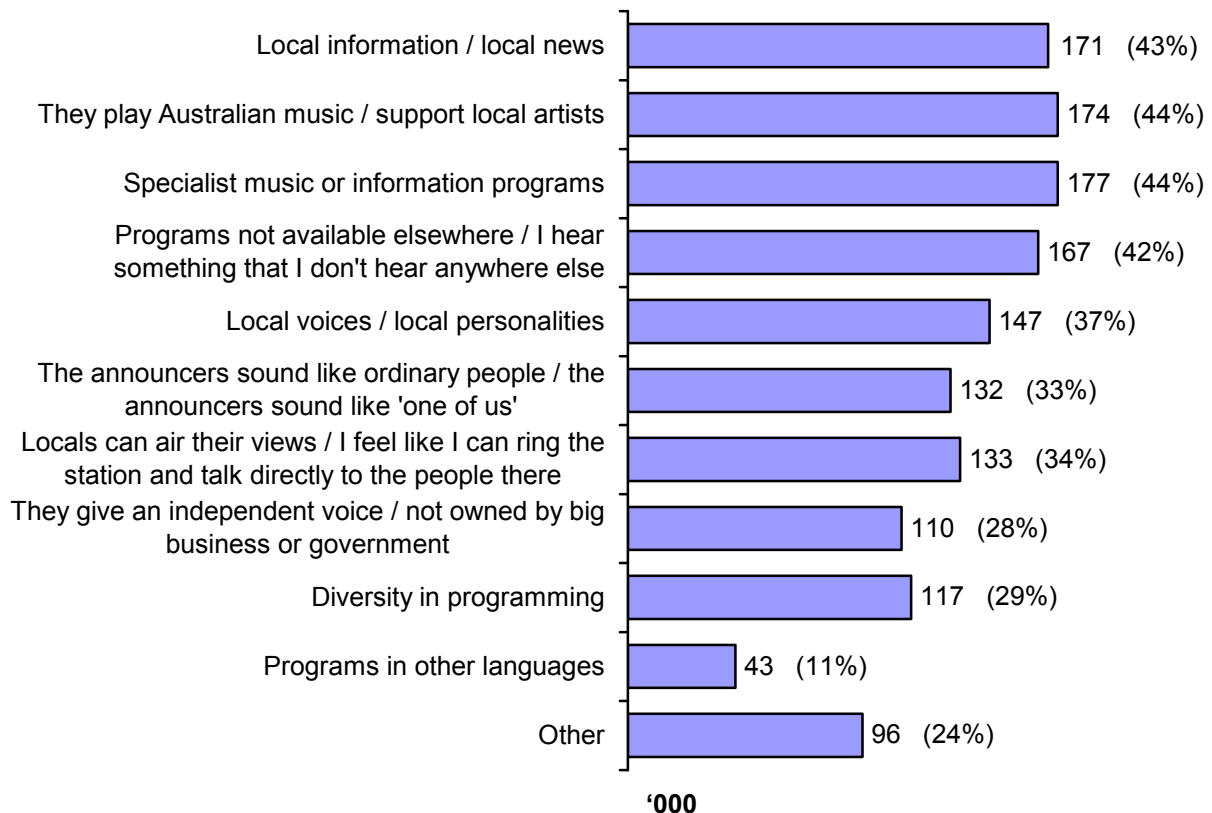
	<b>'000</b>	<b>%</b>
Base:	397	100

*“For about how many hours were you listening to or hearing this station (these stations) in the last seven days?”*

Up to 10 hours	329	83
11 to 20 hours	35	9
Over 20 hours	33	8
No. of hours not established	0	0

Average no. of hours = 7.2 hours

*“Which of the following are your main reasons for listening to this station (these stations)?”*



Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 700 people 15+ throughout South Australia

## Western Australia

### OVERALL LISTENING - WESTERN AUSTRALIA

	'000	%	'000	%
All people aged 15+	1579	100	1579	100
	<u>In An Average Week</u>		<u>In An Average Month</u>	
Listeners to radio	1402	89	1495	95
<b>Listeners to community radio</b>	<b>438</b>	<b>28</b>	<b>833</b>	<b>53</b>
Listeners to commercial radio	1067	68	1158	73
Listeners to ABC and/or SBS radio	806	51	922	58
Listeners to community radio who:				
do not listen to commercial radio	158	10	231	15
do not listen to ABC/SBS radio	224	14	344	22
do not listen to commercial radio or ABC/SBS radio	73	5	116	7

Average time spent listening to community radio in an average week by listeners to community radio = 7.6 hours

### How to Read:

In an average week, of all people aged 15+ throughout Western Australia (1,579,000 people):

- 438,000 people, or 28%, listen to community radio
- 158,000 people, or 10%, listen to community radio but not commercial radio
- 224,000 people, or 14%, listen to community radio but not ABC/SBS radio
- 73,000 people, or 5%, listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio

Source: McNair Ingenuity Research Pty Ltd 2006  
Telephone survey of a representative sample of 701 people 15+ throughout Western Australia

**PROFILE OF LISTENERS AND OF THE POPULATION**  
**- WESTERN AUSTRALIA**

	<b><u>Listeners 15+ to Community Radio</u></b>					
	<b><u>In An Average Week</u></b>		<b><u>In An Average Month</u></b>		<b><u>Population 15+</u></b>	
	<b><u>'000</u></b>	<b><u>%</u></b>	<b><u>'000</u></b>	<b><u>%</u></b>	<b><u>'000</u></b>	<b><u>%</u></b>
Total	438	100	833	100	1579	100
<b><u>Gender</u></b>						
Men	210	48	417	50	787	50
Women	228	52	416	50	792	50
<b><u>Age Group</u></b>						
15-24	81	18	180	22	282	18
25-39	97	22	202	24	428	27
40-54	121	28	228	27	436	28
55+	140	32	223	27	434	27
<b><u>Work Status</u></b>						
Full time	174	40	349	42	679	43
Part time	71	16	128	15	243	15
Home duties	34	8	72	9	147	9
Retired / pensioner	89	20	140	17	293	19
Unemployed	8	2	16	2	25	2
Student	63	14	128	15	193	12
<b><u>Occupation</u></b>						
Professional / manager/ executive/ farm owner	87	20	173	21	333	21
Other white collar	56	13	112	13	255	16
Blue collar	89	20	165	20	276	17
Other	14	3	27	3	59	4
<b><u>Language Other Than English Is Regularly Spoken in the Household</u></b>						
Yes	92	21	142	17	244	15
No	347	79	691	83	1335	85
<b><u>Total Annual Gross Income</u></b>						
Less than \$20,000	169	38	292	35	491	31
\$20,000 to \$40,000	76	17	146	17	284	18
\$40,001 to \$60,000	63	14	143	17	270	17
Over \$60,000	94	21	174	21	338	21
Not established	36	8	78	9	196	12
<b><u>Have Ever</u></b>						
Visited a radio station's website	160	37	294	35	515	33
Listened to a live or streamed radio program on the internet	72	16	144	17	246	16
Downloaded a radio program from the internet	49	11	68	8	119	8

Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 701 people 15+ throughout Western Australia

**FREQUENCY / VOLUME OF LISTENING AND REASONS FOR LISTENING**  
**- WESTERN AUSTRALIA**

**Base: An estimated 438,000 people aged 15+ who listened to community radio in the last seven days**

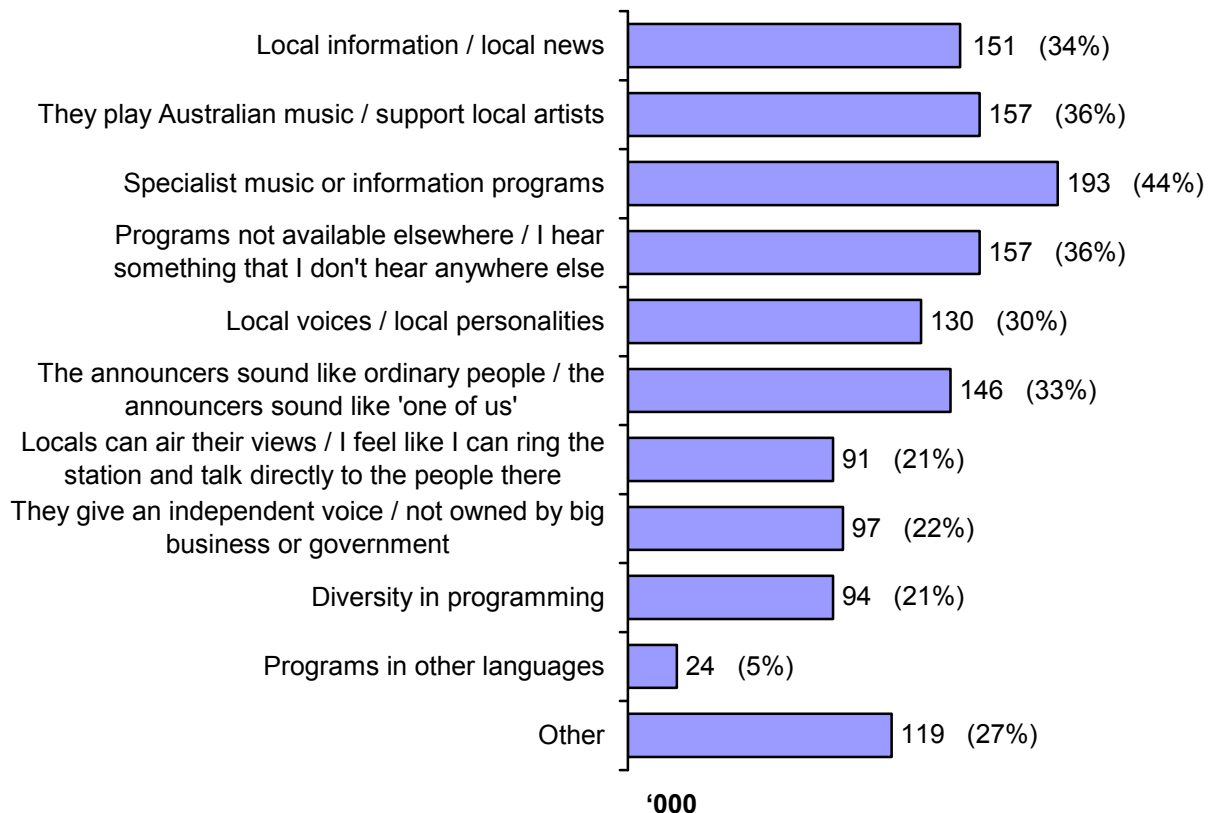
	<b>'000</b>	<b>%</b>
Base:	438	100

*“For about how many hours were you listening to or hearing this station (these stations) in the last seven days?”*

Up to 10 hours	356	81
11 to 20 hours	31	7
Over 20 hours	51	12
No. of hours not established	0	0

Average no. of hours = 7.6 hours

*“Which of the following are your main reasons for listening to this station (these stations)?”*



Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 701 people 15+ throughout Western Australia

## Tasmania

### OVERALL LISTENING - TASMANIA

	'000	%	'000	%
	<b>385</b>	<b>100</b>	<b>385</b>	<b>100</b>
	<u>In An Average Week</u>		<u>In An Average Month</u>	
All people aged 15+				
Listeners to radio	340	88	352	91
<b>Listeners to community radio</b>	<b>99</b>	<b>26</b>	<b>172</b>	<b>45</b>
Listeners to commercial radio	241	62	260	68
Listeners to ABC and/or SBS radio	206	54	245	64
Listeners to community radio who:				
do not listen to commercial radio	38	10	53	14
do not listen to ABC/SBS radio	48	12	56	14
do not listen to commercial radio or ABC/SBS radio	19	5	14	4

Average time spent listening to community radio in an average week by listeners to community radio = 8.5 hours

### How to Read:

In an average week, of all people aged 15+ throughout Tasmania (385,000 people):

- 99,000 people, or 26%, listen to community radio
- 38,000 people, or 10%, listen to community radio but not commercial radio
- 48,000 people, or 12%, listen to community radio but not ABC/SBS radio
- 19,000 people, or 5%, listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio

Source: McNair Ingenuity Research Pty Ltd 2006  
Telephone survey of a representative sample of 300 people 15+ throughout Tasmania

**PROFILE OF LISTENERS AND OF THE POPULATION**

**- TASMANIA**

**Listeners 15+ to Community Radio**

	<u>In An Average Week</u>		<u>In An Average Month</u>		<u>Population 15+</u>	
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>
Total	99	100	172	100	385	100
<b><u>Gender</u></b>						
Men	52	53	96	56	188	49
Women	47	47	76	44	197	51
<b><u>Age Group</u></b>						
15-24	23	23	39	22	64	17
25-39	21	21	44	25	90	23
40-54	23	23	44	25	106	28
55+	33	33	46	27	124	32
<b><u>Work Status</u></b>						
Full time	37	37	62	36	147	38
Part time	18	19	34	20	80	21
Home duties	8	8	10	6	26	7
Retired / pensioner	21	21	32	18	83	21
Unemployed	1	1	3	2	8	2
Student	14	14	31	18	42	11
<b><u>Occupation</u></b>						
Professional / manager/ executive/ farm owner	15	15	25	14	65	17
Other white collar	18	18	33	19	88	23
Blue collar	18	19	34	20	65	17
Other	3	3	4	2	8	2
<b><u>Language Other Than English Is Regularly Spoken in the Household</u></b>						
Yes	7	7	16	9	26	7
No	93	93	157	91	359	93
<b><u>Total Annual Gross Income</u></b>						
Less than \$20,000	40	41	63	36	141	36
\$20,000 to \$40,000	24	24	43	25	87	23
\$40,001 to \$60,000	16	16	33	19	71	18
Over \$60,000	9	9	19	11	49	13
Not established	10	10	15	9	37	10
<b><u>Have Ever</u></b>						
Visited a radio station's website	32	32	56	32	99	26
Listened to a live or streamed radio program on the internet	10	11	28	16	47	12
Downloaded a radio program from the internet	3	3	9	5	19	5

Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 300 people 15+ throughout Tasmania

**FREQUENCY / VOLUME OF LISTENING AND REASONS FOR LISTENING**  
**- TASMANIA**

**Base: An estimated 99,000 people aged 15+ who listened to community radio in the last seven days**

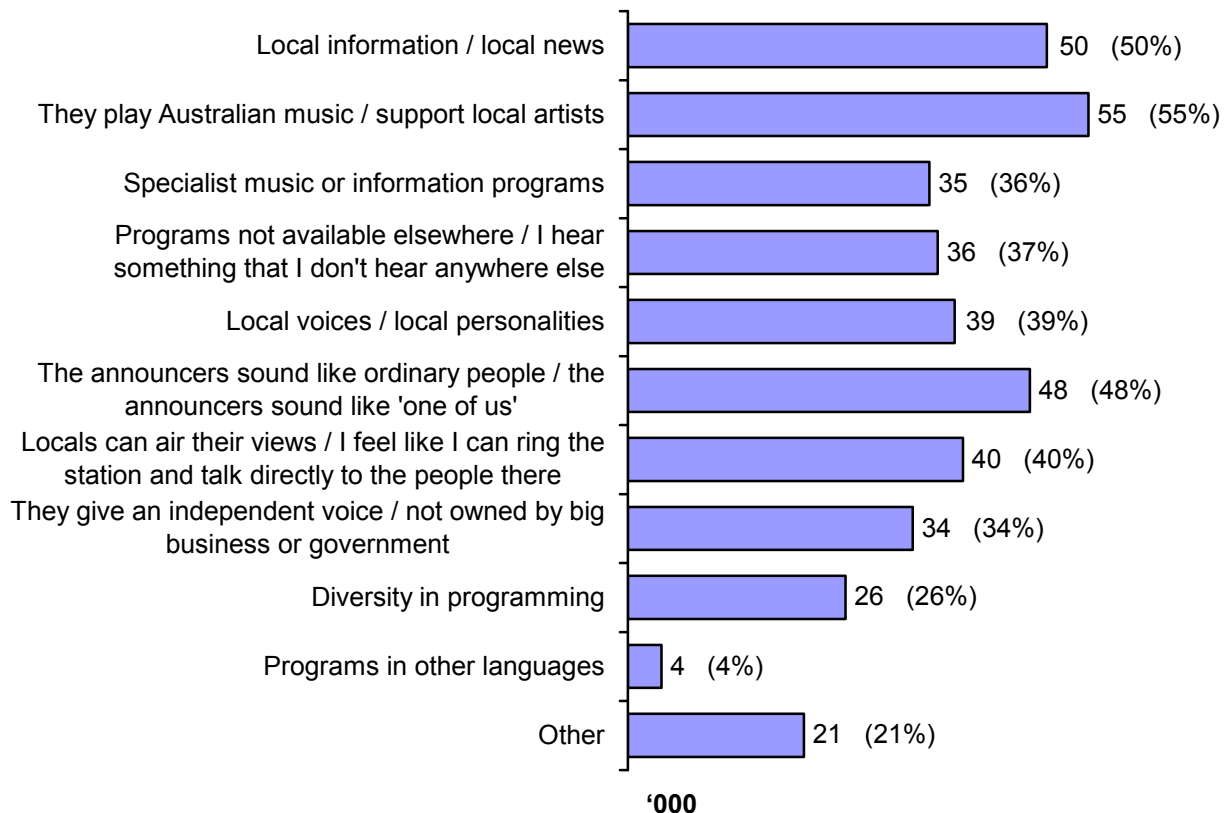
	<b>'000</b>	<b>%</b>
Base:	99	100

*"For about how many hours were you listening to or hearing this station (these stations) in the last seven days?"*

Up to 10 hours	74	75
11 to 20 hours	12	12
Over 20 hours	12	12
No. of hours not established	1	1

Average no. of hours = 8.5 hours

*"Which of the following are your main reasons for listening to this station (these stations)?"*



Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 300 people 15+ throughout Tasmania

## Northern Territory

### OVERALL LISTENING - NORTHERN TERRITORY

	'000	%	'000	%
All people aged 15+	149	100	149	100
	<u>In An Average Week</u>		<u>In An Average Month</u>	
Listeners to radio	125	84	137	91
<b>Listeners to community radio</b>	<b>62</b>	<b>41</b>	<b>96</b>	<b>64</b>
Listeners to commercial radio	87	58	100	67
Listeners to ABC and/or SBS radio	68	46	81	54
Listeners to community radio who:				
do not listen to commercial radio	24	16	27	18
do not listen to ABC/SBS radio	31	20	40	27
do not listen to commercial radio or ABC/SBS radio	15	10	13	9

Average time spent listening to community radio in an average week by listeners to community radio = 9.5 hours

### How to Read:

In an average week, of all people aged 15+ throughout Northern Territory (149,000 people):

- 62,000 people, or 41%, listen to community radio
- 24,000 people, or 16%, listen to community radio but not commercial radio
- 31,000 people, or 20%, listen to community radio but not ABC/SBS radio
- 15,000 people, or 10%, listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio

Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 300 people 15+ throughout Northern Territory

**PROFILE OF LISTENERS AND OF THE POPULATION**  
**- NORTHERN TERRITORY**

	<b><u>Listeners 15+ to Community Radio</u></b>				<b><u>Population 15+</u></b>	
	<b><u>In An Average Week</u></b>		<b><u>In An Average Month</u></b>		<b><u>'000</u></b>	<b><u>%</u></b>
	<b><u>'000</u></b>	<b><u>%</u></b>	<b><u>'000</u></b>	<b><u>%</u></b>		
Total	62	100	96	100	149	100
<b><u>Gender</u></b>						
Men	35	57	51	53	79	53
Women	27	43	45	47	70	47
<b><u>Age Group</u></b>						
15-24	13	22	22	23	31	20
25-39	24	39	34	35	52	35
40-54	16	27	28	29	43	29
55+	8	13	13	13	24	16
<b><u>Work Status</u></b>						
Full time	39	64	60	63	92	62
Part time	7	11	12	12	17	11
Home duties	5	8	6	6	7	5
Retired / pensioner	2	3	3	4	13	9
Unemployed	0	1	2	2	4	2
Student	8	14	13	13	16	11
<b><u>Occupation</u></b>						
Professional / manager/ executive/ farm owner	13	22	21	22	32	21
Other white collar	16	25	27	28	39	26
Blue collar	14	23	20	21	34	23
Other	3	5	4	4	4	3
<b><u>Language Other Than English Is Regularly Spoken in the Household</u></b>						
Yes	17	27	23	24	28	19
No	45	73	73	76	121	81
<b><u>Total Annual Gross Income</u></b>						
Less than \$20,000	15	24	23	24	35	24
\$20,000 to \$40,000	15	24	23	24	34	23
\$40,001 to \$60,000	13	21	20	21	34	23
Over \$60,000	14	23	20	21	31	21
Not established	5	8	10	10	16	11
<b><u>Have Ever</u></b>						
Visited a radio station's website	22	35	29	30	41	27
Listened to a live or streamed radio program on the internet	8	14	14	15	19	13
Downloaded a radio program from the internet	6	10	8	9	10	7

Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 300 people 15+ throughout Northern Territory

**FREQUENCY / VOLUME OF LISTENING AND REASONS FOR LISTENING**  
**- NORTHERN TERRITORY**

**Base: An estimated 62,000 people aged 15+ who listened to community radio in the last seven days**

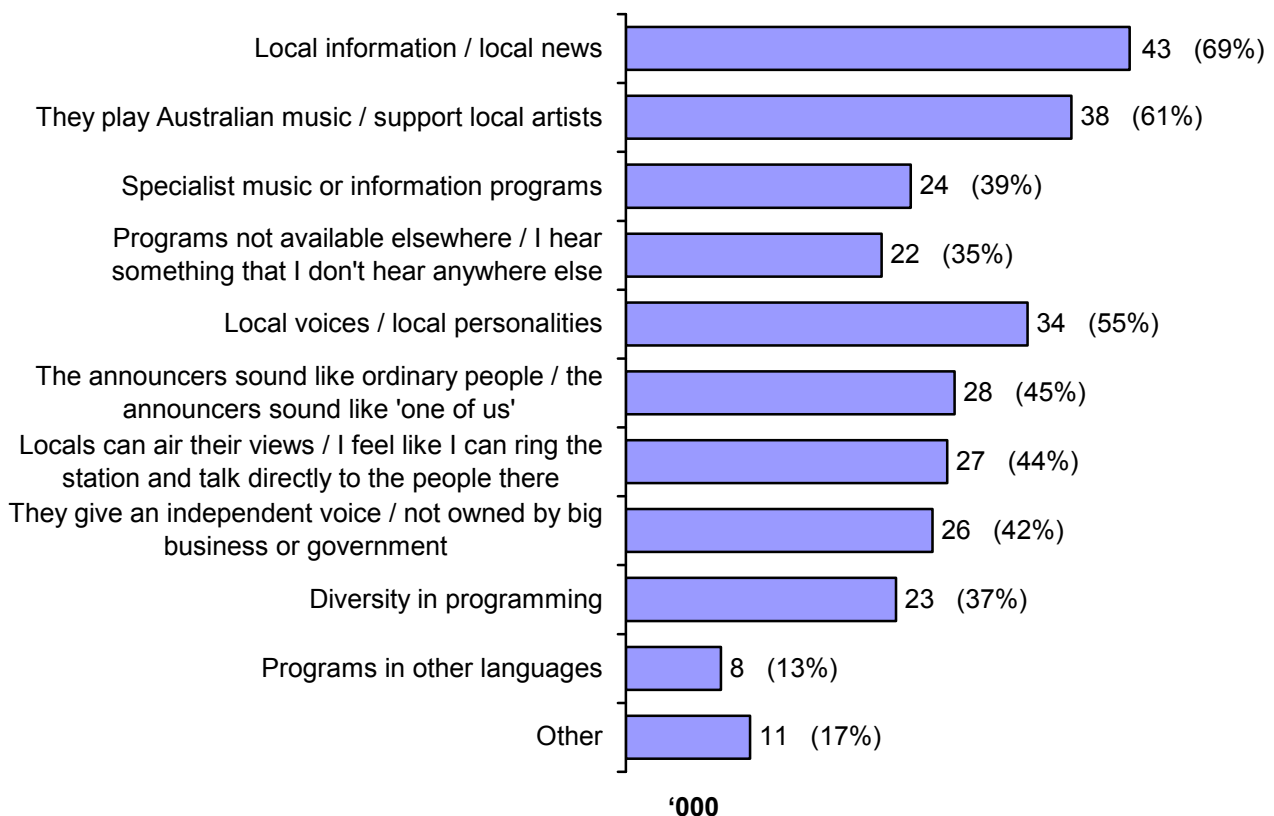
	<b>'000</b>	<b>%</b>
Base:	62	100

*“For about how many hours were you listening to or hearing this station (these stations) in the last seven days?”*

Up to 10 hours	48	78
11 to 20 hours	3	5
Over 20 hours	10	16
No. of hours not established	1	1

Average no. of hours = 9.5 hours

*“Which of the following are your main reasons for listening to this station (these stations)?”*



Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 300 people 15+ throughout Northern Territory

## Australia – CRN Community Radio Network

### OVERALL LISTENING - AUSTRALIA - CRN STATIONS

	'000	%	'000	%
All people aged 15+	16111	100	16111	100
	<u>In An Average Week</u>		<u>In An Average Month</u>	
Listeners to radio	13837	86	14920	93
<b>Community radio listeners accessible through the CRN</b>	<b>2661</b>	<b>17</b>	<b>5513</b>	<b>34</b>
Listeners to commercial radio	10729	67	11816	73
Listeners to ABC and/or SBS radio	7375	46	8805	55
Community radio listeners accessible through the CRN who:				
do not listen to commercial radio	966	6	1435	9
do not listen to ABC/SBS radio	1076	7	1872	12
do not listen to commercial radio or ABC/SBS radio	409	3	474	3

Average time spent listening to CRN community radio in an average week by listeners to CRN community radio = 8.1 hours

#### How to Read:

In an average week, of all people aged 15+ throughout Australia (16,111,000 people):

- 2,661,000 people, or 17%, listen to CRN community radio
- 966,000 people, or 6%, listen to CRN community radio but not commercial radio
- 1,076,000 people, or 7%, listen to CRN community radio but not ABC/SBS radio
- 409,000 people, or 3%, listen to CRN community radio exclusively, that is, listen to CRN community radio but not commercial radio or ABC/SBS radio

Source: McNair Ingenuity Research Pty Ltd 2006  
Telephone survey of a representative sample of 5,010 people 15+ throughout Australia

**PROFILE OF LISTENERS AND OF THE POPULATION**  
**- AUSTRALIA - CRN STATIONS**

	<b><u>Listeners 15+ to CRN Community Radio</u></b>					
	<b><u>In An Average Week</u></b>		<b><u>In An Average Month</u></b>		<b><u>Population 15+</u></b>	
	<b><u>'000</u></b>	<b><u>%</u></b>	<b><u>'000</u></b>	<b><u>%</u></b>	<b><u>'000</u></b>	<b><u>%</u></b>
Total	2661	100	5513	100	16111	100
<b><u>Gender</u></b>						
Men	1478	56	2955	54	7948	49
Women	1183	44	2557	46	8163	51
<b><u>Age Group</u></b>						
15-24	448	17	1020	19	2762	17
25-39	691	26	1571	28	4338	27
40-54	730	27	1431	26	4298	27
55+	792	30	1491	27	4712	29
<b><u>Work Status</u></b>						
Full time	1136	43	2381	43	6549	41
Part time	589	22	1098	20	2969	18
Home duties	162	6	376	7	1371	9
Retired / pensioner	457	17	892	16	3211	20
Unemployed	59	2	115	2	340	2
Student	258	10	651	12	1671	10
<b><u>Occupation</u></b>						
Professional / manager/ executive/ farm owner	578	22	1211	22	3467	22
Other white collar	559	21	1164	21	3089	19
Blue collar	443	17	817	15	2311	14
Other	145	5	287	5	651	4
<b><u>Language Other Than English Is Regularly Spoken in the Household</u></b>						
Yes	490	18	941	17	2755	17
No	2172	82	4572	83	13356	83
<b><u>Total Annual Gross Income</u></b>						
Less than \$20,000	804	30	1670	30	5216	32
\$20,000 to \$40,000	532	20	1089	20	3225	20
\$40,001 to \$60,000	505	19	1060	19	2587	16
Over \$60,000	500	19	1095	20	2953	18
Not established	321	12	598	11	2129	13
<b><u>Have Ever</u></b>						
Visited a radio station's website	1025	39	2073	38	5037	31
Listened to a live or streamed radio program on the internet	538	20	1176	21	2680	17
Downloaded a radio program from the internet	325	12	647	12	1361	8

Source: McNair Ingenuity Research Pty Ltd 2006  
 Telephone survey of a representative sample of 5,010 people 15+ throughout Australia

**FREQUENCY / VOLUME OF LISTENING AND REASONS FOR LISTENING**  
**- AUSTRALIA - CRN STATIONS**

**Base: An estimated 2,661,000 people aged 15+ who listened to CRN community radio in the last seven days**

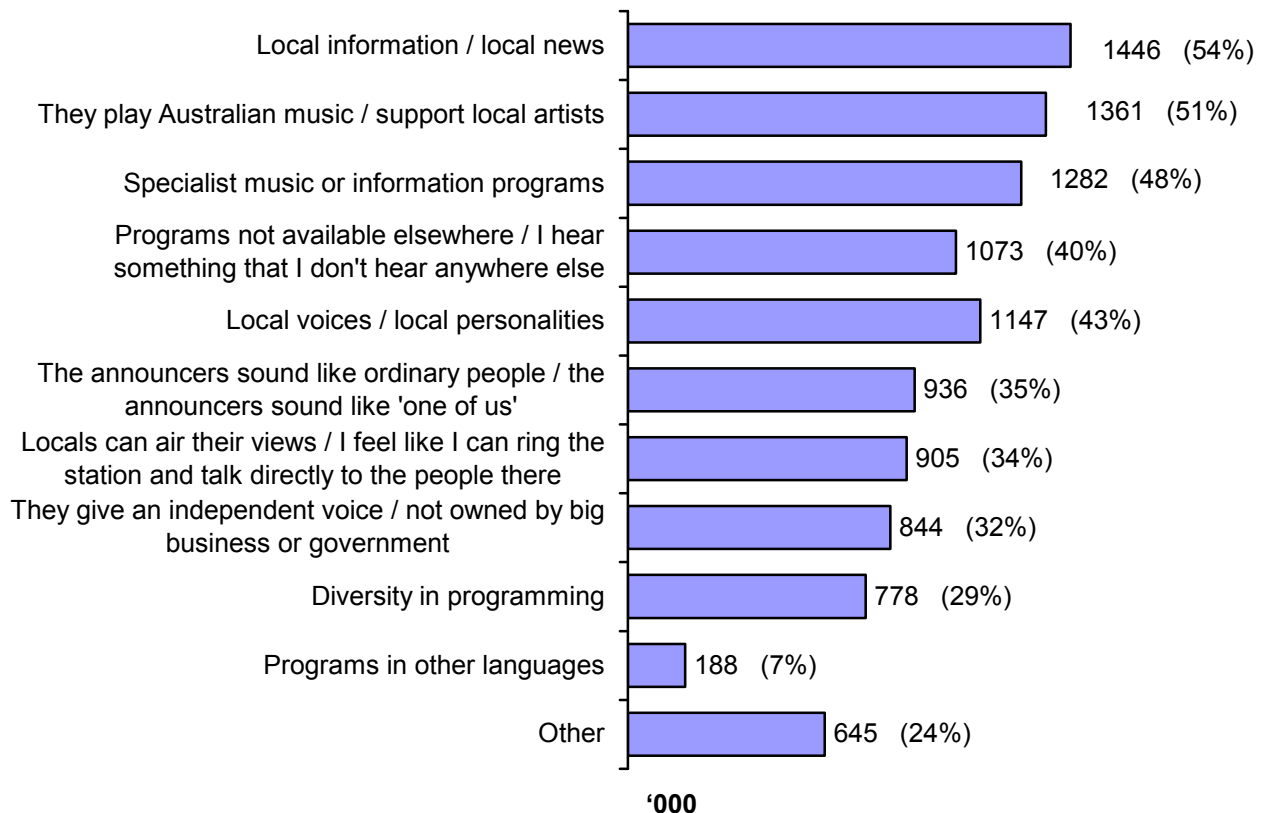
	<b>'000</b>	<b>%</b>
Base:	2661	100

*“For about how many hours were you listening to or hearing this station (these stations) in the last seven days?”*

Up to 10 hours	2147	81
11 to 20 hours	210	8
Over 20 hours	292	11
No. of hours not established	12	0

Average no. of hours = 8.1 hours

*“Which of the following are your main reasons for listening to this station (these stations)?”*



Source: McNair Ingenuity Research Pty Ltd 2006

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## Australia – NRN Stations

### OVERALL LISTENING - AUSTRALIA - NRN STATIONS

	'000	%	'000	%
All people aged 15+	16111	100	16111	100
	<u>In An Average Week</u>		<u>In An Average Month</u>	
Listeners to radio	13837	86	14920	93
<b>Community radio listeners accessible through stations that broadcast NRN</b>	<b>1224</b>	<b>8</b>	<b>2731</b>	<b>17</b>
Listeners to commercial radio	10729	67	11816	73
Listeners to ABC and/or SBS radio	7375	46	8805	55
Community radio listeners accessible through stations that broadcast NRN who:				
do not listen to commercial radio	490	3	766	5
do not listen to ABC/SBS radio	470	3	807	5
do not listen to commercial radio or ABC/SBS radio	203	1	210	1

Average time spent listening to NRN community radio in an average week by listeners to NRN community radio = 8.8 hours

### How to Read:

In an average week, of all people aged 15+ throughout Australia (16,111,000 people):

- 1,224,000 people, or 8%, listen to NRN community radio
- 490,000 people, or 3%, listen to NRN community radio but not commercial radio
- 470,000 people, or 3%, listen to NRN community radio but not ABC/SBS radio
- 203,000 people, or 1%, listen to NRN community radio exclusively, that is, listen to NRN community radio but not commercial radio or ABC/SBS radio

Source: McNair Ingenuity Research Pty Ltd 2006  
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**PROFILE OF LISTENERS AND OF THE POPULATION**  
**- AUSTRALIA - NRN STATIONS**

	<b><u>Listeners 15+ to NRN Community Radio</u></b>					
	<b><u>In An Average Week</u></b>		<b><u>In An Average Month</u></b>		<b><u>Population 15+</u></b>	
	<b><u>'000</u></b>	<b><u>%</u></b>	<b><u>'000</u></b>	<b><u>%</u></b>	<b><u>'000</u></b>	<b><u>%</u></b>
Total	1224	100	2731	100	16111	100
<b><u>Gender</u></b>						
Men	643	53	1411	52	7948	49
Women	581	47	1319	48	8163	51
<b><u>Age Group</u></b>						
15-24	184	15	450	16	2762	17
25-39	292	24	746	27	4338	27
40-54	321	26	738	27	4298	27
55+	427	35	797	29	4712	29
<b><u>Work Status</u></b>						
Full time	417	34	1088	40	6549	41
Part time	332	27	662	24	2969	18
Home duties	80	7	199	7	1371	9
Retired / pensioner	248	20	452	17	3211	20
Unemployed	27	2	46	2	340	2
Student	121	10	283	10	1671	10
<b><u>Occupation</u></b>						
Professional / manager/ executive/ farm owner	281	23	597	22	3467	22
Other white collar	237	19	590	22	3089	19
Blue collar	200	16	434	16	2311	14
Other	31	3	129	5	651	4
<b><u>Language Other Than English Is Regularly Spoken in the Household</u></b>						
Yes	177	14	402	15	2755	17
No	1047	86	2329	85	13356	83
<b><u>Total Annual Gross Income</u></b>						
Less than \$20,000	407	33	819	30	5216	32
\$20,000 to \$40,000	249	20	584	21	3225	20
\$40,001 to \$60,000	204	17	489	18	2587	16
Over \$60,000	226	18	549	20	2953	18
Not established	138	11	289	11	2129	13
<b><u>Have Ever</u></b>						
Visited a radio station's website	478	39	1010	37	5037	31
Listened to a live or streamed radio program on the internet	232	19	546	20	2680	17
Downloaded a radio program from the internet	146	12	302	11	1361	8

Source: McNair Ingenuity Research Pty Ltd 2006  
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**FREQUENCY / VOLUME OF LISTENING AND REASONS FOR LISTENING**  
**- AUSTRALIA - NRN STATIONS**

**Base: An estimated 1,224,000 people aged 15+ who listened to NRN community radio in the last seven days**

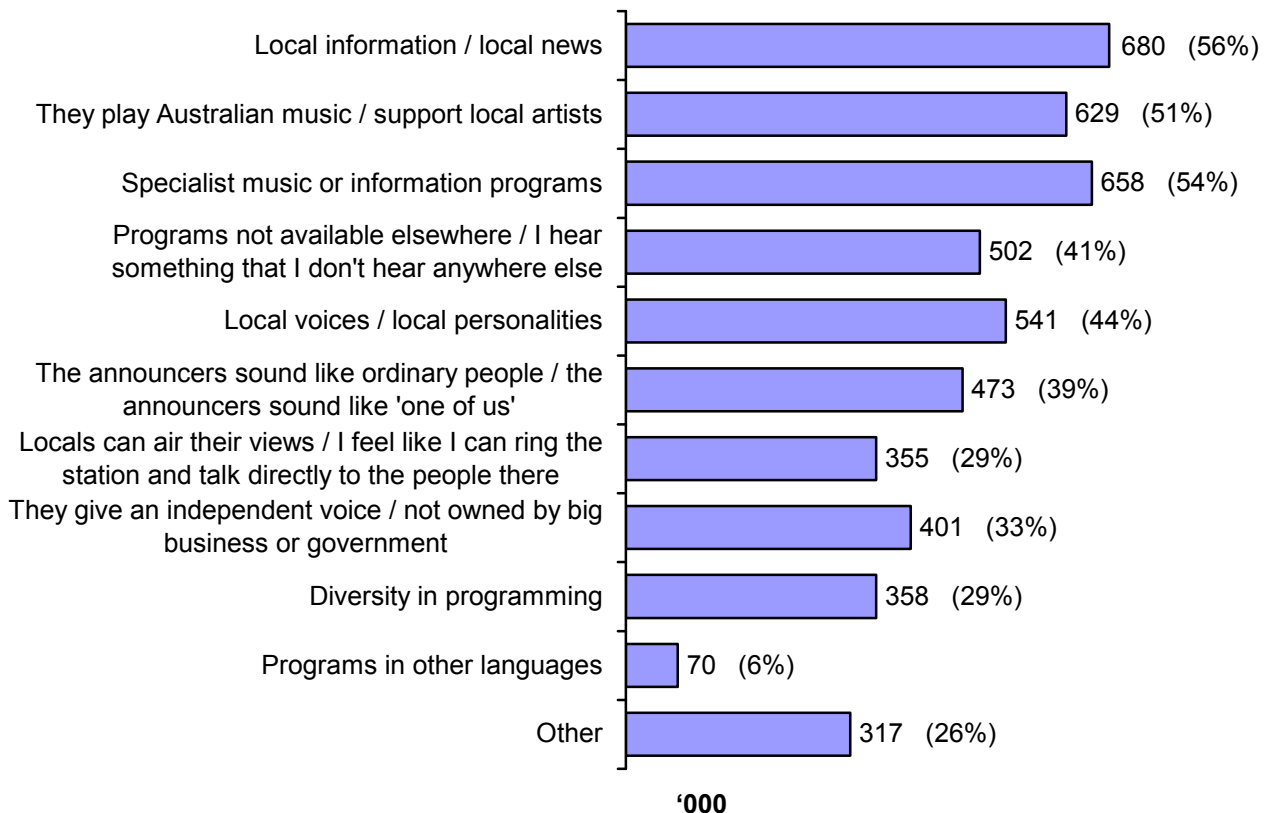
	<b>'000</b>	<b>%</b>
Base:	1224	100

*“For about how many hours were you listening to or hearing this station (these stations) in the last seven days?”*

Up to 10 hours	960	78
11 to 20 hours	96	8
Over 20 hours	160	13
No. of hours not established	8	1

Average no. of hours = 8.8 hours

*“Which of the following are your main reasons for listening to this station (these stations)?”*



Source: McNair Ingenuity Research Pty Ltd 2006

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## Appendix