

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
Listeners to community radio	588	30	1063	54
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

	<u>Listeners 15+ to Community Radio</u>				<u>Population 15+</u>	
	<u>In An Average</u>		<u>In An Average</u>		<u>'000</u>	<u>%</u>
	<u>Week</u>	<u>%</u>	<u>Month</u>	<u>%</u>		
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>
Total	588	100	1063	100	1985	100
<u>Gender</u>						
Men	312	53	577	54	982	49
Women	276	47	486	46	1003	51
<u>Age Group</u>						
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
<u>Work Status</u>						
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
<u>Occupation</u>						
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
<u>Language Other Than English Is Regularly Spoken in the Household</u>						
Yes	64	11	152	14	269	14
No	524	89	911	86	1716	86
<u>Total Annual Gross Income</u>						
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
<u>Have Ever</u>						
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

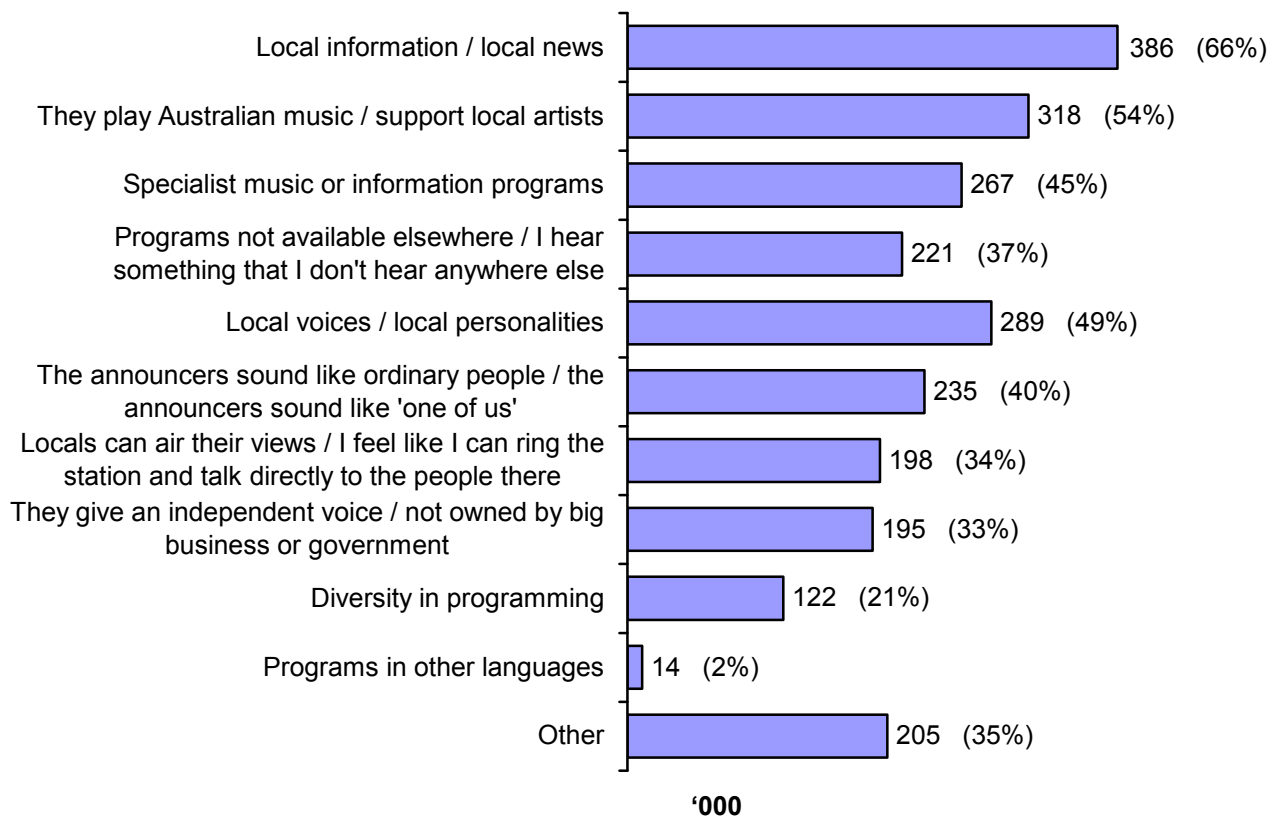
	'000	%
Base:	588	100

“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