

**OVERALL LISTENING**  
**- AUSTRALIA**

	<u>In An Average Week</u>		<u>In An Average Month</u>	
	'000	%	'000	%
All people aged 15+	<b>16650</b>	<b>100</b>	<b>16650</b>	<b>100</b>
Listeners to radio	13940	84	15526	93
<b>Listeners to community radio</b>	<b>4519</b>	<b>27</b>	<b>9562</b>	<b>57</b>
Listeners to commercial radio	10704	64	12019	72
Listeners to ABC and/or SBS radio	7458	45	8999	54
Listeners to community radio who:				
do not listen to commercial radio	1423	9	2375	14
do not listen to ABC/SBS radio	2138	13	3950	24
do not listen to commercial radio or ABC/SBS radio	716	4	1090	7

**How to Read:**

In an average week, of all people aged 15+ throughout Australia (16,650,000 people):

- 4,519,000 people, or 27%, listen to community radio
- 1,423,000 people, or 9%, listen to community radio but not commercial radio
- 2,138,000 people, or 13%, listen to community radio but not ABC/SBS radio
- 716,000 people, or 4%, listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio

**Base: An estimated 4,519,000 people aged 15+ who listened to community radio in the last seven days:**

	'000	%
	4519	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	3621	80
11 to 20 hours	452	10
Over 20 hours	419	9
No. of hours not established	27	1

Average no. of hours = 7.8 hours

*"At what times of the day did you listen to this station (these stations) in the last seven days?"*

Breakfast	1849	41
Mid-morning	1910	42
Afternoon	2152	48
Evening	1462	32

Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 5,003 people 15+ throughout Australia

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

	<b><u>Listeners 15+ to Community Radio</u></b>				<b><u>Population 15+</u></b>	
	<b><u>In An Average</u></b>		<b><u>In An Average</u></b>		<b><u>'000</u></b>	<b><u>%</u></b>
	<b><u>Week</u></b>	<b><u>Month</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>		
Total	4519	100	9562	100	16650	100
<b><u>Gender</u></b>						
Men	2424	54	4940	52	8211	49
Women	2094	46	4622	48	8439	51
<b><u>Age Group</u></b>						
15-24	814	18	1825	19	2884	17
25-39	1254	28	2560	27	4427	27
40-54	1216	27	2651	28	4393	26
55+	1234	27	2526	26	4946	30
<b><u>Work Status</u></b>						
Full time	2109	47	4211	44	7117	43
Part time	872	19	1858	19	3191	19
Home duties	290	6	732	8	1259	8
Retired / pensioner	738	16	1564	16	3171	19
Unemployed	129	3	233	2	413	2
Student	380	8	964	10	1499	9
<b><u>Occupation</u></b>						
Professional/ manager/ executive/ farmer	1192	26	2233	23	3878	23
Other white collar	815	18	1899	20	3213	19
Blue collar	955	21	1897	20	3139	19
Other	19	0	40	0	78	0
<b><u>Total Annual Gross Income</u></b>						
Less than \$20,000	1195	26	2671	28	4676	28
\$20,000 to \$40,000	736	16	1577	16	2856	17
\$40,001 to \$60,000	894	20	1677	18	2769	17
Over \$60,000	977	22	1936	20	3331	20
Not established	716	16	1701	18	3018	18
<b><u>Have Ever</u></b>						
Visited a radio station's website	1914	42	3782	40	5999	36
Visited a community radio station's website	771	17	1036	11	1160	7
Listened to a radio program on the internet	1200	27	2538	27	3879	23
Listened to a community radio program on the internet	324	7	464	5	538	3
Downloaded a radio program from the internet	763	17	1403	15	2044	12
Downloaded a community radio program from the internet	212	5	266	3	305	2

Source: McNair Ingenuity Research Pty Ltd 2008

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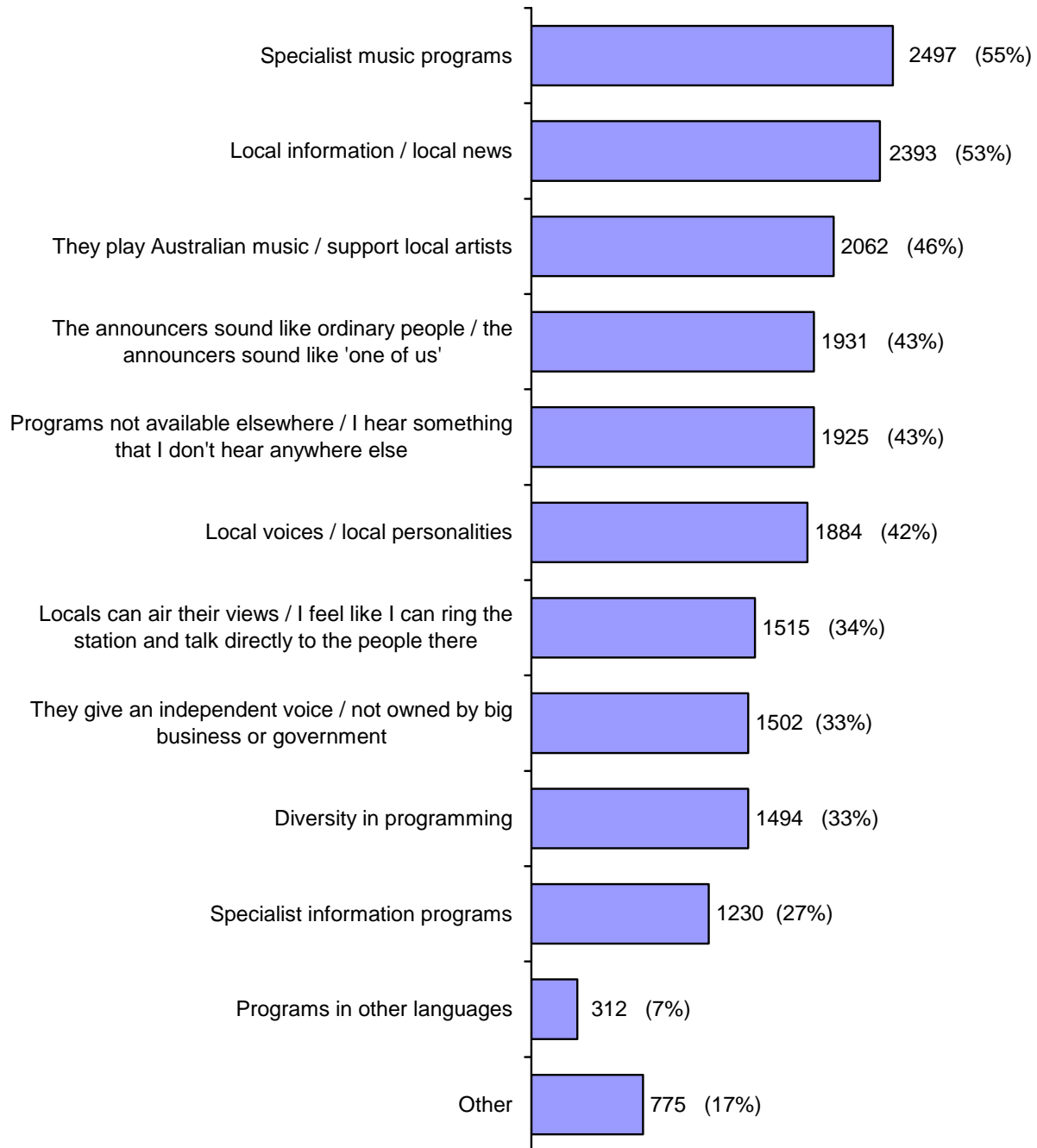
	<b><u>Listeners 15+ to Community Radio</u></b>					
	<b><u>In An Average</u></b>		<b><u>In An Average</u></b>		<b><u>Population 15+</u></b>	
	<b><u>Week</u></b>		<b><u>Month</u></b>			
	<b><u>'000</u></b>	<b><u>%</u></b>	<b><u>'000</u></b>	<b><u>%</u></b>	<b><u>'000</u></b>	<b><u>%</u></b>
Total	4519	100	9562	100	16650	100
<b><u>Aboriginal or Torres Strait Islander Origin</u></b>						
Yes	184	4	253	3	376	2
No	4273	95	9178	96	16062	96
Refused	61	1	130	1	212	1
<b><u>Religious Beliefs</u></b>						
Christianity	2886	64	6013	63	10271	62
Buddhism	73	2	182	2	324	2
Islam	55	1	114	1	189	1
Hinduism	42	1	74	1	158	1
Other	142	3	274	3	436	3
No religious beliefs	1238	27	2756	29	4996	30
Refused	82	2	147	2	276	2
<b><u>Have Disabilities</u></b>						
Sight impairment	347	8	842	9	1482	9
Physical disability	308	7	607	6	1117	7
Hearing impairment	241	5	490	5	944	6
Speech impairment	40	1	93	1	173	1
None of the above	3744	83	7921	83	13674	82
Refused	35	1	66	1	129	1
<b><u>Language Other Than English Is Regularly Spoken in the Household</u></b>						
Yes	561	12	1212	13	2027	12
No	3957	88	8350	87	14623	88
<b><u>Languages spoken at home</u></b>						
Chinese/ Cantonese/ Mandarin	64	11	143	12	270	13
Italian	66	12	161	13	236	12
Spanish	72	13	98	8	122	6
German	37	7	75	6	122	6
Arabic	22	4	38	3	118	6
Hindi (Indian)	30	5	59	5	116	6
Greek	32	6	62	5	116	6
French	25	4	46	4	99	5
Filipino/ Tagalog	35	6	60	5	75	4
Vietnamese	6	1	39	3	74	4
Dutch	17	3	36	3	57	3
Polish	19	3	31	3	51	2
Turkish	6	1	36	3	48	2
Macedonian	9	2	28	2	38	2
Other	180	32	389	32	626	31
Refused	13	2	25	2	33	2

Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 5,003 people 15+ throughout Australia

**REASONS FOR LISTENING**

**- AUSTRALIA**



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