

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

	<u>In An Average Week</u>		<u>In An Average Month</u>	
	'000	%	'000	%
All people aged 15+	10672	100	10672	100
Listeners to radio	8975	84	9950	93
Listeners to community radio	2855	27	6095	57
Listeners to commercial radio	7263	68	7994	75
Listeners to ABC and/or SBS radio	4474	42	5461	51
Listeners to community radio who:				
do not listen to commercial radio	783	7	1365	13
do not listen to ABC/SBS radio	1345	13	2612	24
do not listen to commercial radio or ABC/SBS radio	380	4	661	6

How to Read:

In an average week, of all people aged 15+ throughout National Metro (8 Cities) (10,672,000 people):

- 2,855,000 people, or 27%, listen to community radio
- 783,000 people, or 7%, listen to community radio but not commercial radio
- 1,345,000 people, or 13%, listen to community radio but not ABC/SBS radio
- 380,000 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 2,855,000 people aged 15+ who listened to community radio in the last seven days:

	'000	%
	2855	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	2402	84
11 to 20 hours	241	8
Over 20 hours	201	7
No. of hours not established	11	0
Average no. of hours = 6.4 hours		

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

Breakfast	1186	42
Mid-morning	1083	38
Afternoon	1345	47
Evening	995	35

Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 2,875 people 15+ throughout National Metro (8 Cities)

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

	<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>Month</u>	<u>Week</u>	<u>Month</u>		
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>		
Total	2855	100	6095	100	10672	100
<u>Gender</u>						
Men	1509	53	3118	51	5234	49
Women	1346	47	2977	49	5438	51
<u>Age Group</u>						
15-24	485	17	1209	20	1918	18
25-39	848	30	1679	28	3015	28
40-54	829	29	1725	28	2775	26
55+	693	24	1483	24	2964	28
<u>Work Status</u>						
Full time	1436	50	2798	46	4721	44
Part time	525	18	1138	19	1945	18
Home duties	168	6	461	8	770	7
Retired / pensioner	414	14	892	15	1868	17
Unemployed	67	2	127	2	264	2
Student	245	9	678	11	1105	10
<u>Occupation</u>						
Professional/ manager/ executive/ farmer	864	30	1555	26	2700	25
Other white collar	530	19	1243	20	2064	19
Blue collar	555	19	1111	18	1851	17
Other	11	0	28	0	51	0
<u>Total Annual Gross Income</u>						
Less than \$20,000	677	24	1628	27	2855	27
\$20,000 to \$40,000	426	15	941	15	1659	16
\$40,001 to \$60,000	548	19	1026	17	1757	16
Over \$60,000	703	25	1359	22	2328	22
Not established	500	18	1141	19	2073	19
<u>Have Ever</u>						
Visited a radio station's website	1419	50	2770	45	4390	41
Visited a community radio station's website	570	20	737	12	818	8
Listened to a radio program on the internet	903	32	1891	31	2871	27
Listened to a community radio program on the internet	262	9	357	6	396	4
Downloaded a radio program from the internet	610	21	1029	17	1482	14
Downloaded a community radio program from the internet	173	6	205	3	235	2

Source: McNair Ingenuity Research Pty Ltd 2008

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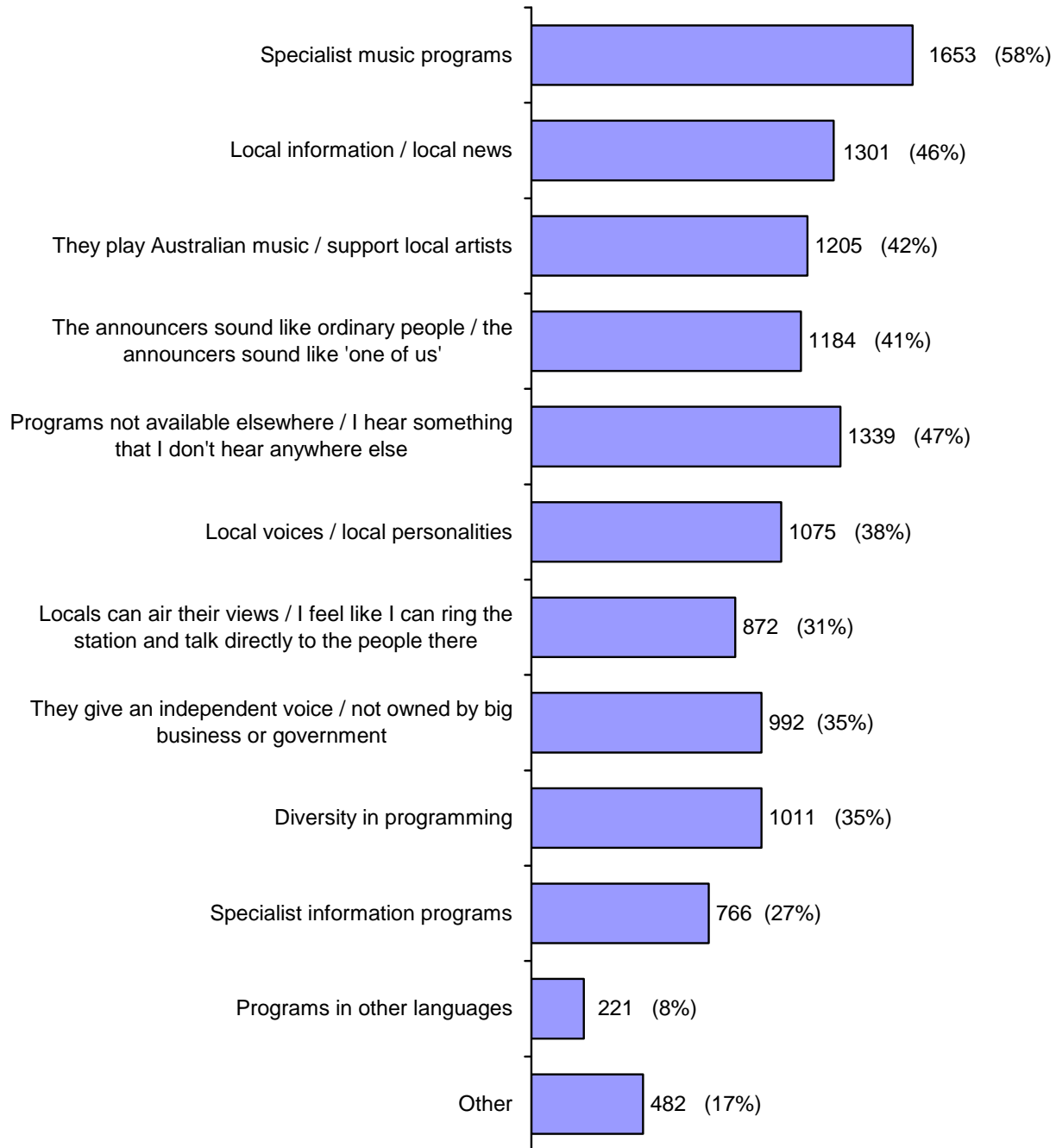
PROFILE OF LISTENERS AND OF THE POPULATION
- NATIONAL METRO (8 CITIES)

	<u>Listeners 15+ to Community Radio</u>					
	<u>In An Average</u>		<u>In An Average</u>		<u>Population 15+</u>	
	<u>Week</u>		<u>Month</u>			
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>
Total	2855	100	6095	100	10672	100
<u>Aboriginal or Torres Strait Islander Origin</u>						
Yes	60	2	103	2	155	1
No	2759	97	5900	97	10376	97
Refused	36	1	92	2	141	1
<u>Religious Beliefs</u>						
Christianity	1722	60	3717	61	6404	60
Buddhism	59	2	152	2	259	2
Islam	47	2	107	2	178	2
Hinduism	38	1	69	1	153	1
Other	94	3	184	3	301	3
No religious beliefs	837	29	1782	29	3221	30
Refused	58	2	84	1	157	1
<u>Have Disabilities</u>						
Sight impairment	216	8	508	8	931	9
Physical disability	153	5	300	5	596	6
Hearing impairment	129	5	252	4	508	5
Speech impairment	20	1	61	1	96	1
None of the above	2400	84	5146	84	8938	84
Refused	17	1	37	1	64	1
<u>Language Other Than English Is Regularly Spoken in the Household</u>						
Yes	487	17	1028	17	1715	16
No	2368	83	5067	83	8957	84
<u>Languages spoken at home</u>						
Chinese/ Cantonese/ Mandarin	59	12	132	13	250	15
Italian	56	12	135	13	187	11
Spanish	49	10	68	7	88	5
German	20	4	40	4	73	4
Arabic	22	4	38	4	110	6
Hindi (Indian)	30	6	59	6	110	6
Greek	31	6	56	5	104	6
French	25	5	46	4	91	5
Filipino/ Tagalog	30	6	48	5	60	4
Vietnamese	6	1	38	4	73	4
Dutch	17	3	23	2	38	2
Polish	14	3	19	2	35	2
Turkish	6	1	32	3	45	3
Macedonian	9	2	18	2	27	2
Other	144	30	318	31	511	30
Refused	13	3	19	2	19	1

Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 2,875 people 15+ throughout National Metro (8 Cities)

REASONS FOR LISTENING
- NATIONAL METRO (8 CITIES)



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