

**OVERALL LISTENING**  
**- TASMANIA**

	<u>In An Average Week</u>		<u>In An Average Month</u>	
	<b>'000</b>	<b>%</b>	<b>'000</b>	<b>%</b>
All people aged 15+	<b>393</b>	<b>100</b>	<b>393</b>	<b>100</b>
Listeners to radio	317	81	370	94
<b>Listeners to community radio</b>	<b>97</b>	<b>25</b>	<b>225</b>	<b>57</b>
Listeners to commercial radio	205	52	253	64
Listeners to ABC and/or SBS radio	212	54	249	63
Listeners to community radio who:				
do not listen to commercial radio	40	10	65	17
do not listen to ABC/SBS radio	38	10	82	21
do not listen to commercial radio or ABC/SBS radio	14	4	27	7

**How to Read:**

In an average week, of all people aged 15+ throughout Tasmania (393,000 people):

- 97,000 people, or 25%, listen to community radio
- 40,000 people, or 10%, listen to community radio but not commercial radio
- 38,000 people, or 10%, listen to community radio but not ABC/SBS radio
- 14,000 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 97,000 people aged 15+ who listened to community radio in the last seven days:** **'000**  
97      **%**  
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	77	79
11 to 20 hours	5	5
Over 20 hours	15	16
No. of hours not established	0	0
Average no. of hours = 10.4 hours		

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

Breakfast	46	48
Mid-morning	49	50
Afternoon	56	57
Evening	38	39

Source: McNair Ingenuity Research Pty Ltd 2008  
Telephone survey of a representative sample of 300 people 15+ throughout Tasmania

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

	<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	97	100	225	100	393	100
<b><u>Gender</u></b>						
Men	50	51	113	50	192	49
Women	47	49	113	50	201	51
<b><u>Age Group</u></b>						
15-24	13	13	37	16	65	17
25-39	33	34	61	27	91	23
40-54	26	26	70	31	107	27
55+	26	26	57	25	131	33
<b><u>Work Status</u></b>						
Full time	45	46	103	46	154	39
Part time	14	15	46	21	85	22
Home duties	13	13	21	9	33	8
Retired / pensioner	19	20	36	16	85	22
Unemployed	2	2	4	2	11	3
Student	4	4	15	7	25	6
<b><u>Occupation</u></b>						
Professional/ manager/ executive/ farmer	16	17	45	20	65	17
Other white collar	16	16	42	19	65	17
Blue collar	27	28	63	28	108	27
Other	0	0	0	0	0	0
<b><u>Total Annual Gross Income</u></b>						
Less than \$20,000	28	28	58	26	116	29
\$20,000 to \$40,000	15	16	39	17	82	21
\$40,001 to \$60,000	20	21	58	26	80	20
Over \$60,000	24	24	37	17	56	14
Not established	10	11	33	15	59	15
<b><u>Have Ever</u></b>						
Visited a radio station's website	38	40	74	33	125	32
Visited a community radio station's website	16	16	18	8	21	5
Listened to a radio program on the internet	24	25	53	24	86	22
Listened to a community radio program on the internet	2	2	4	2	4	1
Downloaded a radio program from the internet	13	13	25	11	39	10
Downloaded a community radio program from the internet	1	1	2	1	3	1

Source: McNair Ingenuity Research Pty Ltd 2008

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

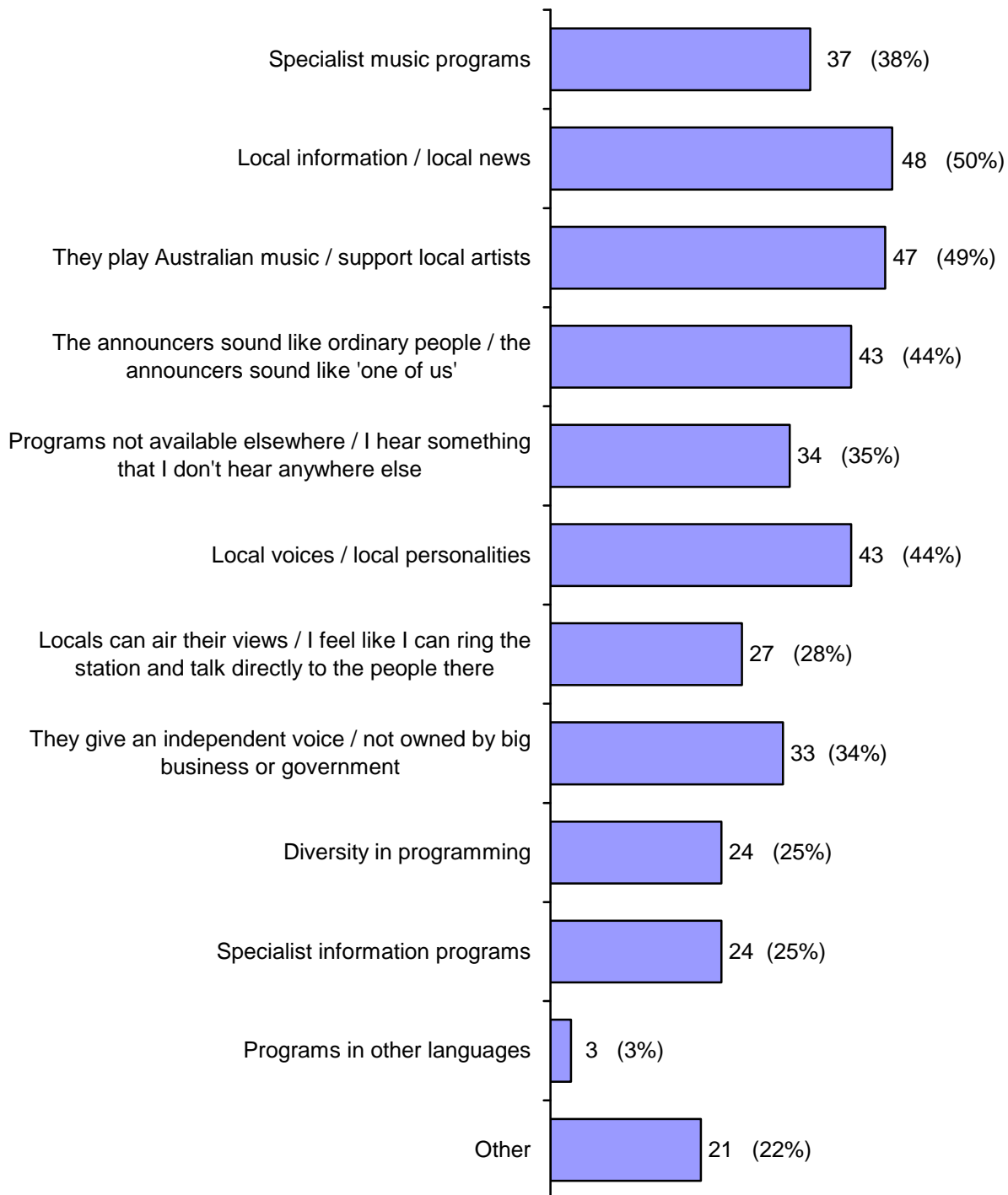
**PROFILE OF LISTENERS AND OF THE POPULATION**  
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	<b><u>Listeners 15+ to Community Radio</u></b>				<b><u>Population 15+</u></b>	
	<b><u>In An Average Week</u></b>		<b><u>In An Average Month</u></b>		<b><u>'000</u></b>	<b><u>%</u></b>
	<b><u>'000</u></b>	<b><u>%</u></b>	<b><u>'000</u></b>	<b><u>%</u></b>		
Total	97	100	225	100	393	100
<b><u>Aboriginal or Torres Strait Islander Origin</u></b>						
Yes	2	2	3	1	14	4
No	89	92	210	93	362	92
Refused	6	6	13	6	18	4
<b><u>Religious Beliefs</u></b>						
Christianity	60	62	135	60	225	57
Other	5	5	9	4	18	5
No religious beliefs	32	33	81	36	146	37
Refused	0	0	0	0	4	1
<b><u>Have Disabilities</u></b>						
Sight impairment	8	8	28	12	65	17
Physical disability	10	10	23	10	44	11
Hearing impairment	3	3	11	5	37	9
Speech impairment	1	1	3	1	4	1
None of the above	79	82	173	77	275	70
Refused	0	0	0	0	8	2
<b><u>Language Other Than English Is Regularly Spoken in the Household</u></b>						
Yes	5	6	8	3	16	4
No	92	94	218	97	378	96

Source: McNair Ingenuity Research Pty Ltd 2008  
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**REASONS FOR LISTENING**

**- TASMANIA**



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