

PROFILE OF LISTENERS AND OF THE POPULATION

- HOBART

Listeners 15+ to Community Radio

	<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	45	100	102	100	166	100
<u>Gender</u>						
Men	27	61	55	54	80	48
Women	18	39	47	46	87	52
<u>Age Group</u>						
15-24	7	15	20	20	30	18
25-39	13	30	28	28	40	24
40-54	13	29	28	28	44	27
55+	11	26	25	25	53	32
<u>Work Status</u>						
Full time	20	45	38	38	56	34
Part time	8	19	21	21	34	21
Home duties	6	12	11	11	16	10
Retired / pensioner	8	19	20	20	41	24
Unemployed	0	0	2	2	5	3
Student	2	5	9	9	14	9
<u>Occupation</u>						
Professional/ manager/ executive/ farmer	7	16	18	18	28	17
Other white collar	8	18	19	19	29	17
Blue collar	14	30	22	21	33	20
Other	0	0	0	0	0	0
<u>Total Annual Gross Income</u>						
Less than \$20,000	14	31	30	29	53	32
\$20,000 to \$40,000	5	12	13	13	34	20
\$40,001 to \$60,000	11	24	24	23	31	19
Over \$60,000	9	21	16	16	23	14
Not established	6	12	20	19	27	16
<u>Have Ever</u>						
Visited a radio station's website	18	40	30	30	53	32
Visited a community radio station's website	7	15	8	8	9	5
Listened to a radio program on the internet	11	25	20	20	36	22
Listened to a community radio program on the internet	2	4	2	2	2	1
Downloaded a radio program from the internet	10	22	12	12	22	13
Downloaded a community radio program from the internet	1	2	1	1	2	1

Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 174 people 15+ throughout Hobart

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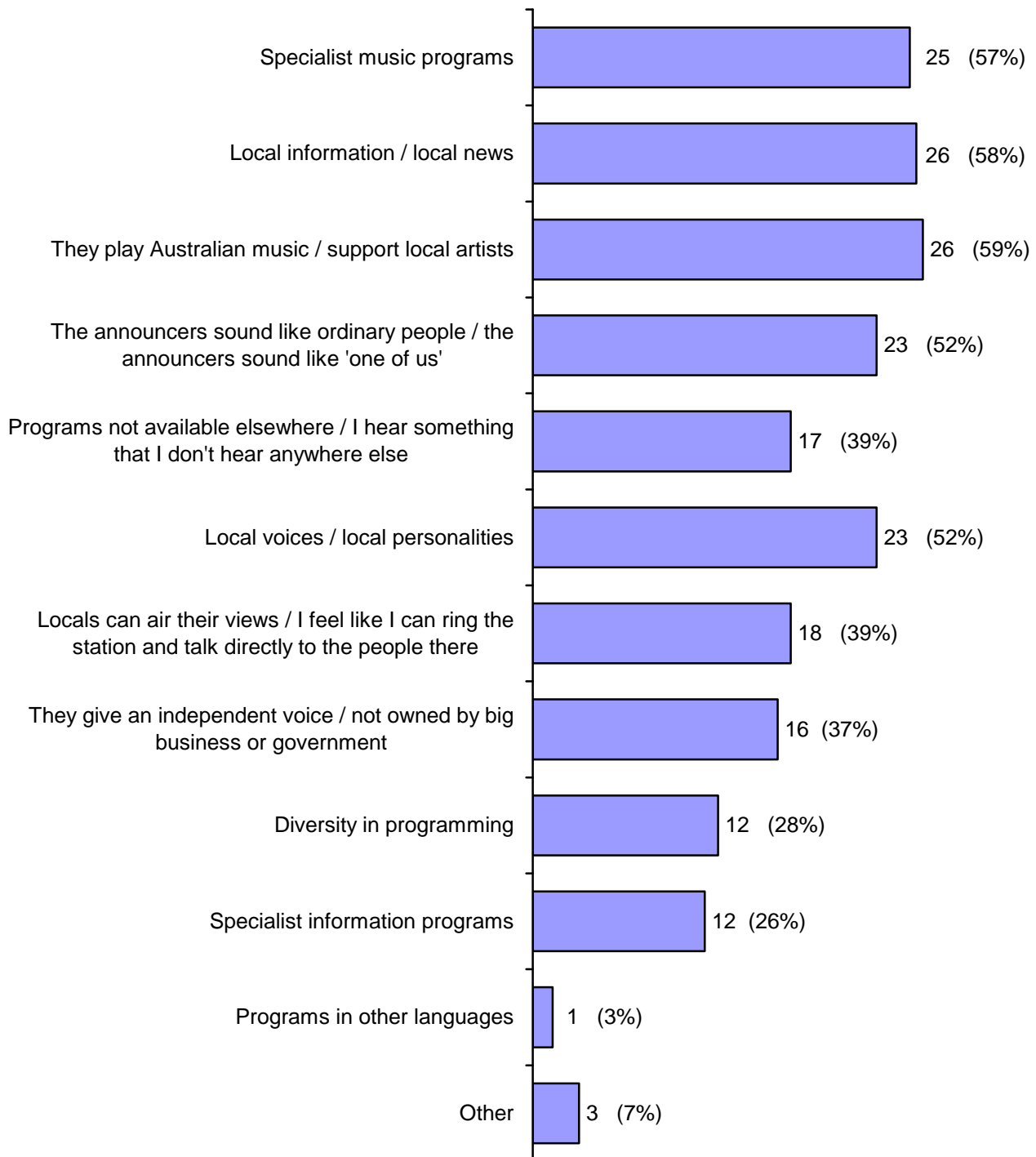
	<u>In An Average Week</u>		<u>In An Average Month</u>		<u>Population 15+</u>	
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>
Total	45	100	102	100	166	100
<u>Aboriginal or Torres Strait Islander Origin</u>						
Yes	2	4	3	3	4	2
No	40	90	96	94	156	94
Refused	3	6	4	4	6	4
<u>Religious Beliefs</u>						
Christianity	28	63	61	60	95	57
Other	3	7	7	7	11	7
No religious beliefs	14	30	34	33	60	36
Refused	0	0	0	0	0	0
<u>Have Disabilities</u>						
Sight impairment	5	11	15	15	24	15
Physical disability	4	10	8	8	15	9
Hearing impairment	2	4	5	5	12	7
Speech impairment	1	2	3	3	4	2
None of the above	35	79	77	75	125	75
Refused	0	0	0	0	1	1
<u>Language Other Than English Is Regularly Spoken in the Household</u>						
Yes	4	9	5	5	10	6
No	41	91	97	95	157	94

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REASONS FOR LISTENING

- HOBART



*Note: Population estimates rounded to the nearest '000

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Telephone survey of a representative sample of 174 people 15+ throughout Hobart