

**OVERALL LISTENING**  
**- MELBOURNE**

	<u>In An Average Week</u>		<u>In An Average Month</u>	
	'000	%	'000	%
All people aged 15+	3051	100	3051	100
Listeners to radio	2544	83	2841	93
<b>Listeners to community radio</b>	<b>797</b>	<b>26</b>	<b>1939</b>	<b>64</b>
Listeners to commercial radio	2081	68	2289	75
Listeners to ABC and/or SBS radio	1286	42	1579	52
Listeners to community radio who:				
do not listen to commercial radio	243	8	434	14
do not listen to ABC/SBS radio	334	11	828	27
do not listen to commercial radio or ABC/SBS radio	103	3	200	7

**How to Read:**

In an average week, of all people aged 15+ throughout Melbourne (3,051,000 people):

- 797,000 people, or 26%, listen to community radio
- 243,000 people, or 8%, listen to community radio but not commercial radio
- 334,000 people, or 11%, listen to community radio but not ABC/SBS radio
- 103,000 people, or 3%, listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio

**Base: An estimated 797,000 people aged 15+ who listened to community radio in the last seven days:**

	'000	%
<i>"For about how many hours were you listening to or hearing this station (these stations) in the <u>last seven days</u>?"</i>	797	100
Up to 10 hours	657	82
11 to 20 hours	88	11
Over 20 hours	48	6
No. of hours not established	5	1
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?"*

	'000	%
Breakfast	351	44
Mid-morning	286	36
Afternoon	377	47
Evening	331	41

Source: McNair Ingenuity Research Pty Ltd 2008  
Telephone survey of a representative sample of 550 people 15+ throughout Melbourne

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

**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	797	100	1939	100	3051	100
<b><u>Gender</u></b>						
Men	433	54	936	48	1495	49
Women	364	46	1003	52	1556	51
<b><u>Age Group</u></b>						
15-24	106	13	344	18	540	18
25-39	219	27	537	28	877	29
40-54	246	31	548	28	781	26
55+	226	28	509	26	852	28
<b><u>Work Status</u></b>						
Full time	419	53	890	46	1378	45
Part time	140	18	344	18	542	18
Home duties	37	5	162	8	233	8
Retired / pensioner	113	14	268	14	485	16
Unemployed	35	4	58	3	90	3
Student	53	7	217	11	323	11
<b><u>Occupation</u></b>						
Professional/ manager/ executive/ farmer	312	39	540	28	850	28
Other white collar	117	15	382	20	569	19
Blue collar	130	16	301	16	491	16
Other	0		11	1	11	0
<b><u>Total Annual Gross Income</u></b>						
Less than \$20,000	124	16	437	23	700	23
\$20,000 to \$40,000	114	14	299	15	457	15
\$40,001 to \$60,000	136	17	309	16	512	17
Over \$60,000	244	31	430	22	697	23
Not established	179	22	464	24	685	22
<b><u>Have Ever</u></b>						
Visited a radio station's website	418	52	843	43	1234	40
Visited a community radio station's website	171	21	207	11	212	7
Listened to a radio program on the internet	260	33	557	29	806	26
Listened to a community radio program on the internet	82	10	98	5	105	3
Downloaded a radio program from the internet	195	24	305	16	414	14
Downloaded a community radio program from the internet	76	9	82	4	82	3

Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 550 people 15+ throughout Melbourne

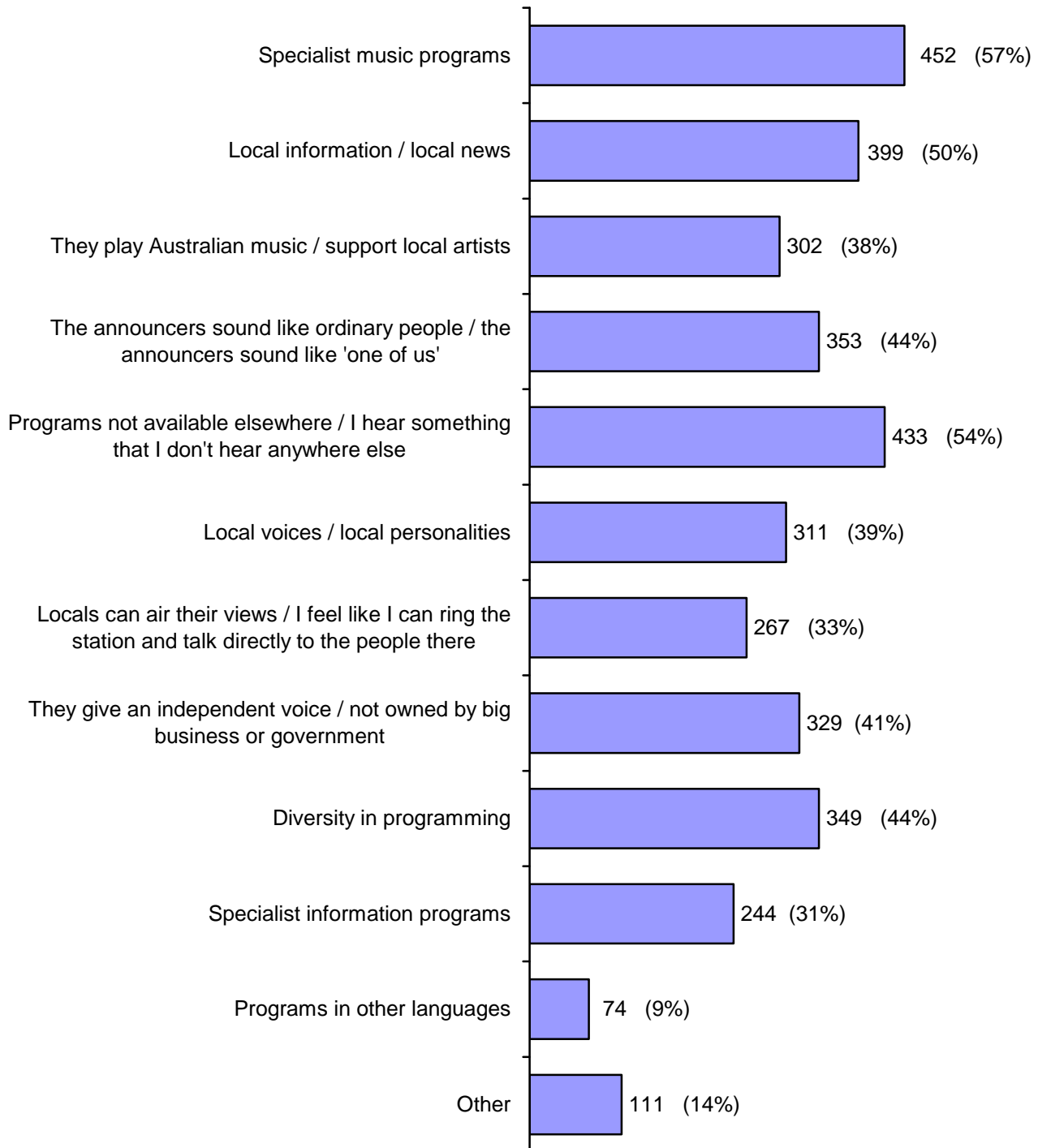
**PROFILE OF LISTENERS AND OF THE POPULATION**  
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	<b><u>Listeners 15+ to Community Radio</u></b>					
	<b><u>In An Average Week</u></b>		<b><u>In An Average Month</u></b>		<b><u>Population 15+</u></b>	
	<b><u>'000</u></b>	<b><u>%</u></b>	<b><u>'000</u></b>	<b><u>%</u></b>	<b><u>'000</u></b>	<b><u>%</u></b>
Total	797	100	1939	100	3051	100
<b><u>Aboriginal or Torres Strait Islander Origin</u></b>						
Yes	11	1	21	1	26	1
No	770	97	1880	97	2950	97
Refused	16	2	37	2	75	2
<b><u>Religious Beliefs</u></b>						
Christianity	470	59	1131	58	1774	58
Buddhism	5	1	29	2	60	2
Islam	0	0	36	2	53	2
Hinduism	10	1	16	1	33	1
Other	43	5	82	4	132	4
No religious beliefs	243	30	601	31	941	31
Refused	27	3	43	2	57	2
<b><u>Have Disabilities</u></b>						
Sight impairment	72	9	185	10	296	10
Physical disability	45	6	84	4	149	5
Hearing impairment	52	7	92	5	132	4
Speech impairment	0	0	11	1	16	1
None of the above	658	83	1626	84	2562	84
Refused	0	0	16	1	35	1
<b><u>Language Other Than English Is Regularly Spoken in the Household</u></b>						
Yes	151	19	381	20	572	19
No	646	81	1557	80	2479	81
<b><u>Languages spoken at home (Top 5)</u></b>						
Italian	24	16	66	17	93	16
Chinese/ Cantonese/ Mandarin	9	6	33	9	59	10
Greek	17	11	37	10	57	10
Spanish	28	19	37	10	37	7
Hindi (Indian)	12	8	18	5	35	6
Other	56	37	185	49	286	50
Refused	5	4	5	1	5	1

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

**- MELBOURNE**



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