

OVERALL LISTENING
- PERTH

	<u>In An Average Week</u>		<u>In An Average Month</u>	
	'000	%	'000	%
All people aged 15+	1229	100	1229	100
Listeners to radio	1059	86	1148	93
Listeners to community radio	365	30	743	60
Listeners to commercial radio	836	68	908	74
Listeners to ABC and/or SBS radio	549	45	656	53
Listeners to community radio who:				
do not listen to commercial radio	95	8	170	14
do not listen to ABC/SBS radio	176	14	321	26
do not listen to commercial radio or ABC/SBS radio	52	4	72	6

How to Read:

In an average week, of all people aged 15+ throughout Perth (1,229,000 people):

- 365,000 people, or 30%, listen to community radio
- 95,000 people, or 8%, listen to community radio but not commercial radio
- 176,000 people, or 14%, listen to community radio but not ABC/SBS radio
- 52,000 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 365,000 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>	365	100
Up to 10 hours	308	84
11 to 20 hours	27	7
Over 20 hours	31	8
No. of hours not established	0	0
Average no. of hours = 7.3 hours		

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

Breakfast	133	37
Mid-morning	150	41
Afternoon	189	52
Evening	101	28

Source: McNair Ingenuity Research Pty Ltd 2008
Telephone survey of a representative sample of 400 people 15+ throughout Perth

PROFILE OF LISTENERS AND OF THE POPULATION

- PERTH

Listeners 15+ to Community Radio

	<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	365	100	743	100	1229	100
<u>Gender</u>						
Men	185	51	368	50	610	50
Women	180	49	375	50	619	50
<u>Age Group</u>						
15-24	69	19	155	21	230	19
25-39	107	29	202	27	329	27
40-54	67	18	177	24	330	27
55+	122	33	209	28	341	28
<u>Work Status</u>						
Full time	163	45	312	42	537	44
Part time	68	19	162	22	251	20
Home duties	27	7	60	8	89	7
Retired / pensioner	73	20	121	16	204	17
Unemployed	6	2	9	1	26	2
Student	28	8	79	11	123	10
<u>Occupation</u>						
Professional/ manager/ executive/ farmer	79	22	158	21	320	26
Other white collar	75	21	145	20	229	19
Blue collar	77	21	171	23	238	19
Other	0	0	0	0	0	0
<u>Total Annual Gross Income</u>						
Less than \$20,000	92	25	234	31	353	29
\$20,000 to \$40,000	55	15	110	15	204	17
\$40,001 to \$60,000	49	13	93	12	142	12
Over \$60,000	109	30	206	28	334	27
Not established	61	17	101	14	198	16
<u>Have Ever</u>						
Visited a radio station's website	163	45	343	46	502	41
Visited a community radio station's website	57	16	81	11	89	7
Listened to a radio program on the internet	96	26	201	27	303	25
Listened to a community radio program on the internet	20	6	34	5	38	3
Downloaded a radio program from the internet	90	25	132	18	193	16
Downloaded a community radio program from the internet	19	5	22	3	27	2

Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 400 people 15+ throughout Perth

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Listeners 15+ to Community Radio

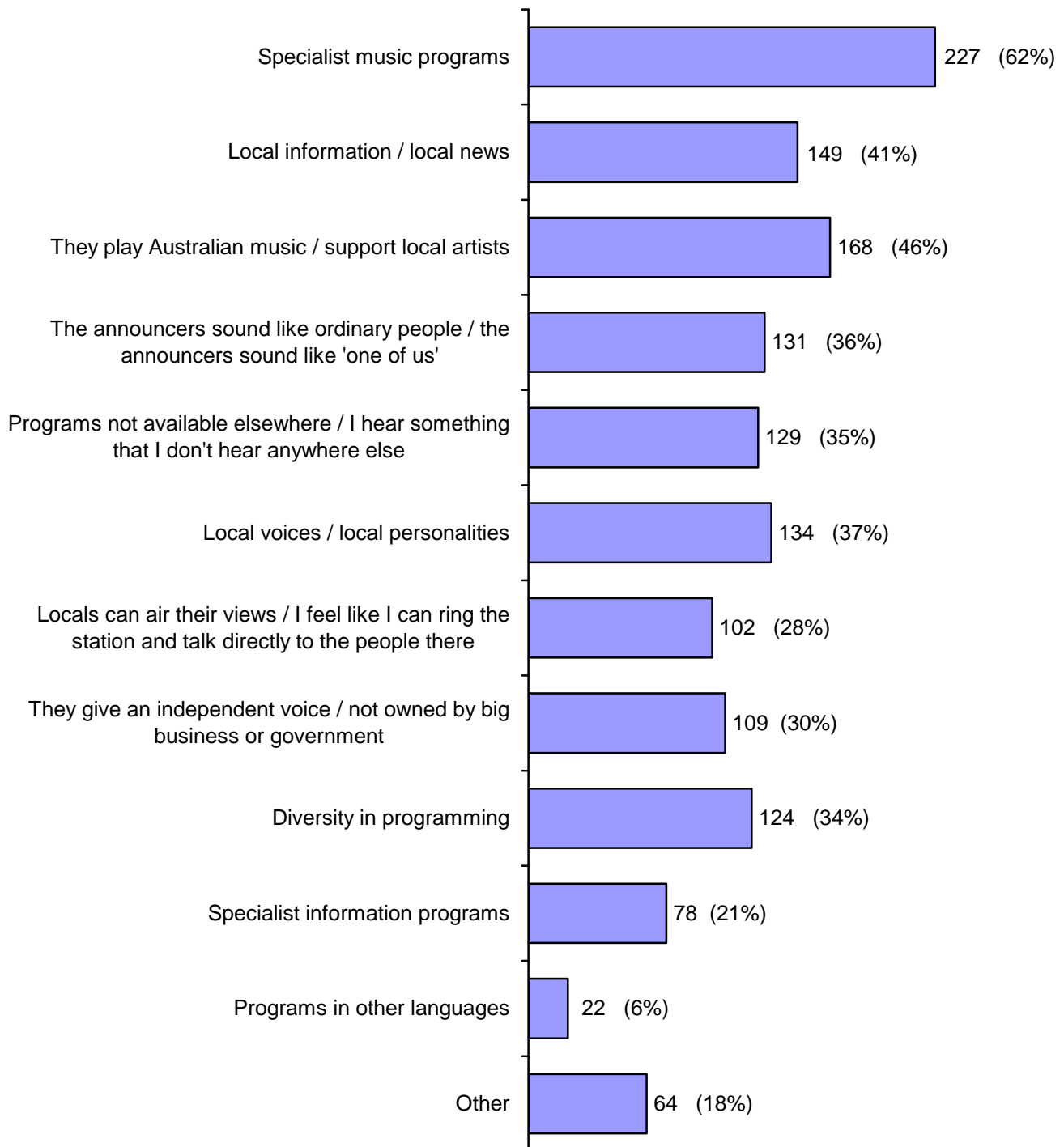
	<u>In An Average</u>		<u>In An Average</u>		<u>Population 15+</u>	
	<u>Week</u>		<u>Month</u>			
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>
Total	365	100	743	100	1229	100
<u>Aboriginal or Torres Strait Islander Origin</u>						
Yes	3	1	11	1	21	2
No	362	99	732	99	1209	98
Refused	0	0	0	0	0	0
<u>Religious Beliefs</u>						
Christianity	211	58	436	59	706	57
Other	22	6	46	6	70	6
No religious beliefs	124	34	250	34	442	36
Refused	8	2	11	1	11	1
<u>Have Disabilities</u>						
Sight impairment	25	7	45	6	84	7
Physical disability	26	7	56	8	73	6
Hearing impairment	17	5	25	3	48	4
Speech impairment	3	1	6	1	9	1
None of the above	312	85	632	85	1046	85
Refused	0	0	3	0	5	0
<u>Language Other Than English Is Regularly Spoken in the Household</u>						
Yes	46	13	92	12	134	11
No	319	87	651	88	1095	89

Source: McNair Ingenuity Research Pty Ltd 2008

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REASONS FOR LISTENING

- PERTH



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