

**OVERALL LISTENING**  
**- WESTERN AUSTRALIA**

	<u>In An Average Week</u>		<u>In An Average Month</u>	
	'000	%	'000	%
All people aged 15+	1649	100	1649	100
Listeners to radio	1430	87	1549	94
<b>Listeners to community radio</b>	<b>434</b>	<b>26</b>	<b>910</b>	<b>55</b>
Listeners to commercial radio	1089	66	1205	73
Listeners to ABC and/or SBS radio	807	49	949	58
Listeners to community radio who:				
do not listen to commercial radio	119	7	215	13
do not listen to ABC/SBS radio	204	12	373	23
do not listen to commercial radio or ABC/SBS radio	63	4	94	6

**How to Read:**

In an average week, of all people aged 15+ throughout Western Australia (1,649,000 people):

- 434,000 people, or 26%, listen to community radio
- 119,000 people, or 7%, listen to community radio but not commercial radio
- 204,000 people, or 12%, listen to community radio but not ABC/SBS radio
- 63,000 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 434,000 people aged 15+ who listened to community radio in the last seven days:**

	'000	%
	434	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	365	84
11 to 20 hours	31	7
Over 20 hours	37	9
No. of hours not established	0	0
Average no. of hours = 7.4 hours		

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

Breakfast	156	36
Mid-morning	187	43
Afternoon	224	52
Evening	118	27

Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 700 people 15+ throughout Western Australia

**PROFILE OF LISTENERS AND OF THE POPULATION**  
**- WESTERN AUSTRALIA**

	<b><u>Listeners 15+ to Community Radio</u></b>					
	<b><u>In An Average</u></b>		<b><u>In An Average</u></b>		<b><u>Population 15+</u></b>	
	<b><u>Week</u></b>		<b><u>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	434	100	910	100	1649	100
<b><u>Gender</u></b>						
Men	229	53	452	50	828	50
Women	204	47	458	50	821	50
<b><u>Age Group</u></b>						
15-24	83	19	186	20	296	18
25-39	133	31	253	28	440	27
40-54	83	19	230	25	450	27
55+	135	31	242	27	464	28
<b><u>Work Status</u></b>						
Full time	199	46	408	45	755	46
Part time	84	19	194	21	334	20
Home duties	31	7	77	8	115	7
Retired / pensioner	79	18	135	15	275	17
Unemployed	6	1	10	1	30	2
Student	34	8	86	9	141	9
<b><u>Occupation</u></b>						
Professional/ manager/ executive/ farmer	98	22	210	23	426	26
Other white collar	83	19	179	20	330	20
Blue collar	102	24	212	23	331	20
Other	0	0	0	0	2	0
<b><u>Total Annual Gross Income</u></b>						
Less than \$20,000	111	26	273	30	465	28
\$20,000 to \$40,000	64	15	141	15	282	17
\$40,001 to \$60,000	61	14	124	14	197	12
Over \$60,000	131	30	259	28	454	28
Not established	67	15	114	13	251	15
<b><u>Have Ever</u></b>						
Visited a radio station's website	189	44	392	43	615	37
Visited a community radio station's website	65	15	95	10	104	6
Listened to a radio program on the internet	112	26	229	25	369	22
Listened to a community radio program on the internet	22	5	36	4	46	3
Downloaded a radio program from the internet	97	22	150	17	231	14
Downloaded a community radio program from the internet	21	5	28	3	33	2

Source: McNair Ingenuity Research Pty Ltd 2008

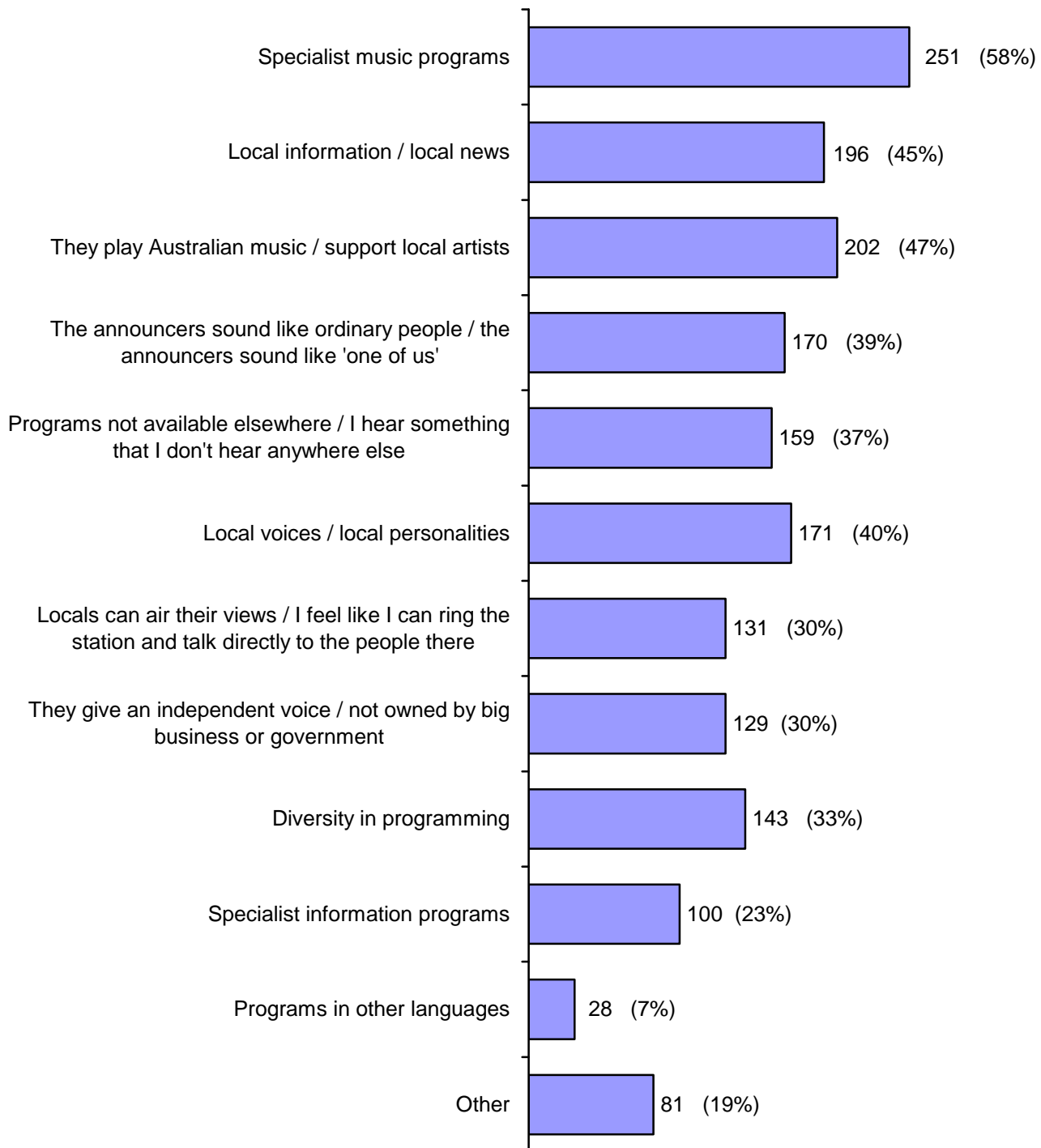
Telephone survey of a representative sample of 700 people 15+ throughout Western Australia

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	<b><u>Listeners 15+ to Community Radio</u></b>					
	<b><u>In An Average</u></b>		<b><u>In An Average</u></b>		<b><u>Population 15+</u></b>	
	<b><u>Week</u></b>		<b><u>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	434	100	910	100	1649	100
<b><u>Aboriginal or Torres Strait Islander Origin</u></b>						
Yes	10	2	22	2	39	2
No	424	98	888	98	1609	98
Refused	0	0	0	0	1	0
<b><u>Religious Beliefs</u></b>						
Christianity	246	57	531	58	952	58
Other	27	5	54	6	89	5
No religious beliefs	150	35	311	34	592	36
Refused	11	3	14	1	16	1
<b><u>Have Disabilities</u></b>						
Sight impairment	30	7	56	6	114	7
Physical disability	32	7	67	7	110	7
Hearing impairment	22	5	34	4	85	5
Speech impairment	3	1	9	1	15	1
None of the above	367	85	771	85	1384	84
Refused	0	0	5	0	13	1
<b><u>Language Other Than English Is Regularly Spoken in the Household</u></b>						
Yes	48	11	108	12	160	10
No	385	89	802	88	1489	90

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



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