

# FACT SHEET

## Community Radio National Listener Survey 2014 Wave #2

AUSTRALIA

December 2014

Prepared for:



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COMMUNITY  
BROADCASTING  
ASSOCIATION OF  
AUSTRALIA

# OVERALL RADIO LISTENING

## AUSTRALIA

	<u>2014 Wave #1</u>		<u>2014 Wave #2</u>	
	<u>In An Average Week</u>		<u>In An Average Week</u>	
	'000	%	'000	%
All people aged 15+	18,417	100	18,417	100
Listeners to radio	15,270	83	15,408	84
<b>Listeners to community radio</b>	<b>4,775</b>	<b>26</b>	<b>4,797</b>	<b>26</b>
Listeners to commercial radio	12,196	66	12,314	67
Listeners to ABC and/or SBS radio	7,322	40	7,267	39
Listeners to community radio who:				
do not listen to commercial radio	1,316	7	1,315	7
do not listen to ABC/SBS radio	2,072	11	2,117	11
do not listen to commercial radio or ABC/SBS radio	675	4	678	4







### How to Read:

In an average week, of all people aged 15+ throughout Australia (18,417,000 people):





- ⇒ 4,797,000 people, or 26%, listen to community radio
- ⇒ 1,315,000 people, or 7%, listen to community radio but not commercial radio
- ⇒ 2,117,000 people, or 11%, listen to community radio but not ABC/SBS radio
- ⇒ 678,000 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 4,797,000 people aged 15+ who listened to community radio in the last seven days.**

### Community Radio Listening by Day Part

	'000	%	
Average week community radio listeners	4,797	100	
Breakfast (5am-9am)	2,664	55	
Mid-morning (9am-12 noon)	2,750	57	
Afternoon (12 noon - 3pm)	2,365	49	
Drive Time (3pm-7pm)	2,513	52	
Evening (7pm-12 midnight)	1,541	32	
Late Night (12 midnight - 5am)	787	16	

### Hours Spend Listening to Community Radio in a Week

	'000	%	
Average week community radio listeners	4,797	100	
Up to 5 hours	1,706	36	
5 to 10 hours	1,121	23	
11 to 20 hours	785	16	
Over 20 hours	1,099	23	

	<u>2014 Wave #1</u>	<u>2014 Wave #2</u>
Average no. of hours listened to community radio in an average week	15.2	17.0

OLD: Sept-Nov 2013 / March-July 2014 / New: March-July 2014 / Aug-Nov 2014

Representative sample of people 15+ throughout Australia - Base: Australia n=11,442 - Weekly n=3,104













Source: McNair Ingenuity Research Pty Ltd - December 2014 - www.mcnairingenuity.com - Job No.: 1315R

## REASONS FOR RADIO LISTENING TO COMMUNITY RADIO

### AUSTRALIA

Listeners 15+ to Community

Radio In An Average Week

	'000	%	
<b>Listeners to community radio</b>	<b>4,797</b>	<b>100</b>	
Local information / local news	2,511	52	
Specialist music	1,734	36	
Local voices / local personalities	1,353	28	
They play Australian music / support local artists	1,303	27	
Locals can participate / I feel like I can get involved with the station if I was interested	1,222	25	
They give an independent voice / not owned by big business or government	1,207	25	
Programs not available elsewhere / I hear something that I don't hear anywhere else	1,189	25	
The announcers sound like ordinary people / the announcers sound like 'one of us'	1,125	23	
Diversity in programming	904	19	
Specialist information programs	738	15	
Programs in languages other than English	309	6	
Other	489	10	

## PROFILE OF LISTENERS AND OF THE POPULATION

### AUSTRALIA

	Community Radio (15+)				Australia's Population (15+)		% Difference to Population Profile	
	Total Weekly Listeners		Total Occasional Listeners				Week:	Occasional:
	'000	%	'000	%	'000	%		
<b>Community Radio Reach</b>	4,797	26	8,887	48	18,417	100		
<b>Profile Base</b>	4,797	100	8,887	100	18,417	100		
<b>Gender</b>								
Men	2,606	54	4,722	53	9,101	49	+5	+4
Women	2,191	46	4,166	47	9,316	51	-5	-4
<b>Age Groups</b>								
15-24	706	15	1,586	18	3,082	17	-2	+1
25-39	1,329	28	2,412	27	4,834	26	+2	+1
40-54	1,172	24	2,206	25	4,690	25	-1	0
55+	1,590	33	2,683	30	5,811	32	+1	-2
<b>Marital Status</b>								
Single/never married	1,225	26	2,414	27	4,956	27	-1	0
Married/partner, no children	808	17	1,450	16	2,936	16	+1	0
Married/partner/single, child(ren) at home	1,398	29	2,680	30	5,435	30	-1	0
Married/partner/single, child(ren) left home	923	19	1,579	18	3,330	18	+1	0
Widowed/divorced/separated	443	9	764	9	1,760	10	-1	-1
<b>Number of People in Household</b>								
1 or 2	2,408	50	4,319	49	9,379	51	-1	-2
3 or 4	1,800	38	3,409	38	6,774	37	+1	+1
5 or more	589	12	1,160	13	2,264	12	0	+1

Representative sample of people 15+ throughout Australia - Base:

Australia n=11,442 - Weekly n=3,104 - Occasional n=5,729

Source: McNair Ingenuity Research Pty Ltd - December 2014 - www.mcnairingenuity.com - Job No.: 1315R

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

	Community Radio (15+)				Australia's		% Difference to	
	Total Weekly		Total Occasional		Population (15+)		Population Profile	
	'000	%	'000	%	'000	%	Week:	Occasional:
<b>Profile Base</b>	4,797	100	8,887	100	18,417	100		
<b>Work Status</b>								
Full-time	1,934	40	3,541	40	6,599	36	+4	+4
Part-time	977	20	1,765	20	3,695	20	0	0
Home duties	377	8	694	8	1,727	9	-1	-1
Retired / pensioner	937	20	1,598	18	3,651	20	0	-2
Unemployed	189	4	373	4	933	5	-1	-1
Student	382	8	917	10	1,811	10	-2	0
<b>Occupation</b>								
Professional, business manager or executive	1,083	23	1,916	22	3,397	18	+5	+4
Business owner, self-employed, sales or clerical	850	18	1,639	18	3,485	19	-1	-1
Technical, skilled, semi-skilled or manual	977	20	1,750	20	3,414	19	+1	+1
Not working	1,886	39	3,582	40	8,122	44	-5	-4
<b>Highest Level of Education</b>								
Primary, Secondary or High School	1,295	27	2,542	29	5,908	32	-5	-3
Some tertiary/TAFE	1,718	36	3,200	36	6,644	36	0	0
University (Bachelor or higher degree)	1,784	37	3,146	35	5,865	32	+5	+3
<b>Gross Annual Income</b>								
Under \$20,000	989	21	1,918	22	4,568	25	-4	-3
\$20,000 - \$40,000	1,073	22	1,843	21	3,888	21	+1	0
\$40,000 - \$60,000	869	18	1,500	17	3,130	17	+1	0
\$60,000 - \$100,000	1,028	21	2,084	23	3,951	21	0	+2
Over \$100,000	837	17	1,540	17	2,877	16	+1	+1
Refused	1	0	2	0	4	0	0	0
<b>Main Grocery Buyer</b>								
Yes	3,780	79	6,831	77	14,077	76	+3	+1
No	1,016	21	2,056	23	4,339	24	-3	-1
<b>Done in the past four weeks</b>								
Listened to any streamed or on-line radio program on the Internet	2,541	53	4,369	49	6,263	34	+19	+15
Downloaded a radio podcast from the Internet to listen to at a later time	1,260	26	1,985	22	2,618	14	+12	+8
<b>Value of Community Radio to the Australian Community</b>								
Very valuable	1,959	41	2,982	34	4,074	22	+19	+12
Quite valuable	2,543	53	5,028	57	10,505	57	-4	0
Not very valuable	252	5	765	9	2,915	16	-11	-7
Not at all valuable	44	1	112	1	923	5	-4	-4

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	Total Weekly		Total Occasional		Population (15+)		Population Profile	
	'000	%	'000	%	'000	%	Week:	Occasional:
<b>Profile Base</b>	4,797	100	8,887	100	18,417	100		
<b>Aboriginal or Torres Strait Islander Origin</b>								
Yes	112	2	197	2	331	2	0	0
No	4,684	98	8,690	98	18,086	98	0	0
<b>Identify as lesbian, gay or bisexual</b>								
Yes	367	8	578	7	1,004	5	+3	+2
No	4,177	87	7,832	88	16,496	90	-3	-2
Refused	253	5	477	5	917	5	0	0
<b>Have Disabilities</b>								
Physical disability	572	12	921	10	1,865	10	+2	0
Hearing impairment	346	7	606	7	1,324	7	0	0
Sight impairment	590	12	1,069	12	2,238	12	0	0
Speech impairment	51	1	73	1	165	1	0	0
None of the above	3,319	69	6,348	71	13,182	72	-3	-1
Refused	293	6	500	6	967	5	+1	+1
<b>Reading Difficulty</b>								
Yes	143	3	263	3	496	3	0	0
No	4,654	97	8,624	97	17,921	97	0	0
<b>Religious Faith</b>								
Christianity	2,423	51	4,268	48	8,409	46	+5	+2
Faith in other religion	617	13	1,074	12	1,912	10	+3	+2
No religious beliefs	1,423	30	2,928	33	6,930	38	-8	-5
Refused	333	7	618	7	1,167	6	+1	+1
<b>Language Other Than English Is Regularly Spoken in the Household</b>								
Yes	993	21	1,646	19	2,962	16	+5	+3
No	3,804	79	7,242	81	15,455	84	-5	-3
<b>Languages spoken at home (Top 10)</b>								
<b>Base</b>	993	100	1,646	100	2,962	100		
Net Chinese/Mandarin/Cantonese	220	22	343	21	643	22	0	-1
Hindi (Indian)	120	12	159	10	214	7	+5	+3
Italian	85	9	125	8	191	6	+3	+2
German	59	6	98	6	133	4	+2	+2
Arabic	53	5	79	5	130	4	+1	+1
Spanish	48	5	78	5	120	4	+1	+1
Greek	46	5	85	5	152	5	0	0
Filipino/Tagalog	40	4	51	3	107	4	0	-1
Vietnamese	36	4	88	5	181	6	-2	-1
Korean	25	3	31	2	38	1	+2	+1

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