

FACT SHEET

Community Radio National Listener Survey 2014 Wave #1

SA

June 2014

Prepared for:

Community Broadcasting Association of Australia



OVERALL RADIO LISTENING

SA

	<u>2012 Wave</u>		<u>2014 Wave #1</u>	
	<u>In An Average Week</u>		<u>In An Average Week</u>	
	'000	%	'000	%
All people aged 15+	1,351	100	1,363	100
Listeners to radio	1,191	88	1,133	83
Listeners to community radio	426	32	402	29
Listeners to commercial radio	974	72	912	67
Listeners to ABC and/or SBS radio	612	45	519	38
Listeners to community radio who:				
do not listen to commercial radio	85	6	103	8
do not listen to ABC/SBS radio	180	13	193	14
do not listen to commercial radio or ABC/SBS radio	35	3	45	3







How to Read:

In an average week, of all people aged 15+ throughout SA (1,363,000 people):





- ⇒ 402,000 people, or 29%, listen to community radio
- ⇒ 103,000 people, or 8%, listen to community radio but not commercial radio
- ⇒ 193,000 people, or 14%, listen to community radio but not ABC/SBS radio
- ⇒ 45,000 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 402,000 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	402	100	
Breakfast (5am-9am)	207	52	
Mid-morning (9am-12 noon)	212	53	
Afternoon (12 noon - 3pm)	199	50	
Drive Time (3pm-7pm)	192	48	
Evening (7pm-12 midnight)	112	28	
Late Night (12 midnight - 5am)	48	12	

Hours Spend Listening to Community Radio in a Week

	'000	%	
Average week community radio listeners	402	100	
Up to 5 hours	157	39	
5 to 10 hours	95	24	
11 to 20 hours	60	15	
Over 20 hours	82	20	

	<u>2012 Wave</u>	<u>2014 Wave #1</u>
Average no. of hours listened to community radio in an average week	12.7	12.0

OLD: March-June 2012 / New: March-June 2013 & March-June 2014

Representative sample of people 15+ throughout SA - Base: SA n=1,657 - Weekly n=485

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

REASONS FOR RADIO LISTENING TO COMMUNITY RADIO

	SA		
	Listeners 15+ to Community Radio In An Average Week		
	'000	%	
Listeners to community radio	402	100	
Local information / local news	177	44	
Specialist music	160	40	
Local voices / local personalities	101	25	
They play Australian music / support local artists	106	26	
They give an independent voice / not owned by big business or government	74	18	
Locals can participate / I feel like I can get involved with the station if I was interested	81	20	
The announcers sound like ordinary people / the announcers sound like 'one of us'	98	24	
Programs not available elsewhere / I hear something that I don't hear anywhere else	94	23	
Diversity in programming	56	14	
Specialist information programs	47	12	
Programs in languages other than English	17	4	
Other	30	7	

PROFILE OF LISTENERS AND OF THE POPULATION

	SA						% Difference to Population Profile	
	Community Radio (15+)				SA's Population (15+)			
	Total Weekly Listeners		Total Occasional Listeners		'000		Week:	Occasional:
Community Radio Reach	402	29	734	54	1,363	100		
Profile Base	402	100	734	100	1,363	100		
Gender								
Men	228	57	398	54	670	49	+8	+5
Women	174	43	336	46	693	51	-8	-5
Age Groups								
15-24	86	21	146	20	220	16	+5	+4
25-39	110	27	190	26	323	24	+3	+2
40-54	93	23	180	25	345	25	-2	0
55+	114	28	218	30	474	35	-7	-5
Marital Status								
Single/never married	117	29	207	28	348	26	+3	+2
Married/partner, no children	62	15	102	14	183	13	+2	+1
Married/partner/single, child(ren) at home	127	32	227	31	408	30	+2	+1
Married/partner/single, child(ren) left home	72	18	146	20	298	22	-4	-2
Widowed/divorced/separated	24	6	52	7	126	9	-3	-2
Number of People in Household								
1 or 2	196	49	363	49	716	53	-4	-4
3 or 4	169	42	298	41	518	38	+4	+3
5 or more	37	9	73	10	130	10	-1	0

Representative sample of people 15+ throughout SA - Base:

SA n=1,657 - Weekly n=485 - Occasional n=896

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**PROFILE OF LISTENERS AND OF THE POPULATION
SA**

	Community Radio (15+)				SA's Population (15+)		% Difference to Population Profile	
	Total Weekly Listeners		Total Occasional Listeners		'000	%	Week:	Occasional:
	'000	%	'000	%				
Profile Base	402	100	734	100	1,363	100		
Work Status								
Full-time	165	41	284	39	449	33	+8	+6
Part-time	77	19	136	18	255	19	0	-1
Home duties	26	7	48	7	123	9	-2	-2
Retired / pensioner	70	17	147	20	331	24	-7	-4
Unemployed	18	5	33	5	75	5	0	0
Student	45	11	86	12	130	10	+1	+2
Occupation								
Professional, business manager or executive	82	21	150	20	215	16	+5	+4
Business owner, self-employed, sales or clerical	76	19	143	19	244	18	+1	+1
Technical, skilled, semi-skilled or manual	83	21	127	17	244	18	+3	-1
Not working	160	40	314	43	659	48	-8	-5
Highest Level of Education								
Primary, Secondary or High School	150	37	282	38	559	41	-4	-3
Some tertiary/TAFE	140	35	258	35	480	35	0	0
University (Bachelor or higher degree)	112	28	194	26	325	24	+4	+2
Gross Annual Income								
Under \$20,000	87	22	152	21	345	25	-3	-4
\$20,000 - \$40,000	104	26	179	24	341	25	+1	-1
\$40,000 - \$60,000	71	18	140	19	259	19	-1	0
\$60,000 - \$100,000	84	21	161	22	254	19	+2	+3
Over \$100,000	57	14	102	14	164	12	+2	+2
Refused	0	0	0	0	0	0	0	0
Main Grocery Buyer								
Yes	291	72	534	73	1,008	74	-2	-1
No	111	28	200	27	355	26	+2	+1
Done in the past four weeks								
Listened to any streamed or on-line radio program on the Internet	198	49	335	46	435	32	+17	+14
Downloaded a radio podcast from the Internet to listen to at a later time	86	22	143	19	167	12	+10	+7
Value of Community Radio to the Australian Community								
Very valuable	136	34	205	28	273	20	+14	+8
Quite valuable	238	59	458	62	844	62	-3	0
Not very valuable	26	6	63	9	190	14	-8	-5
Not at all valuable	2	0	9	1	56	4	-4	-3

Representative sample of people 15+ throughout SA - Base:

SA n=1,657 - Weekly n=485 - Occasional n=896

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	Community Radio (15+)				SA's Population (15+)		% Difference to Population Profile	
	Total Weekly Listeners		Total Occasional Listeners		'000	%	Week:	Occasional:
	'000	%	'000	%				
Profile Base	402	100	734	100	1,363	100		
Aboriginal or Torres Strait Islander Origin								
Yes	1	0	5	1	9	1	-1	0
No	401	100	729	99	1,354	99	+1	0
Identify as lesbian, gay or bisexual								
Yes	26	6	37	5	61	4	+2	+1
No	358	89	660	90	1,241	91	-2	-1
Refused	18	5	37	5	61	4	+1	+1
Have Disabilities								
Physical disability	37	9	77	10	170	12	-3	-2
Hearing impairment	33	8	62	8	119	9	-1	-1
Sight impairment	46	11	90	12	186	14	-3	-2
Speech impairment	1	0	6	1	8	1	-1	0
None of the above	289	72	506	69	929	68	+4	+1
Refused	24	6	46	6	70	5	+1	+1
Reading Difficulty								
Yes	11	3	21	3	34	2	+1	+1
No	391	97	713	97	1,329	98	-1	-1
Religious Faith								
Christianity	181	45	330	45	585	43	+2	+2
Faith in other religion	30	7	51	7	95	7	0	0
No religious beliefs	174	43	306	42	599	44	-1	-2
Refused	16	4	46	6	84	6	-2	0
Language Other Than English Is Regularly Spoken in the Household								
Yes	74	18	113	15	175	13	+5	+2
No	328	82	621	85	1,188	87	-5	-2

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