

Community Radio

National Listener Survey

2017 Wave #1

FACT SHEET
ACT

July 2017

Prepared for:



OVERALL RADIO LISTENING ACT

	2016 Wave #1 In An Average Week		2017 Wave #1 In An Average Week		Wave to Wave % Change
	'000	%	'000	%	
	ACT all people aged 15+	314	100	317	
Listeners to radio	261	83	260	82	-0.4
Listeners to community radio	49	16	49	15	0.0
Listeners to commercial radio	185	59	184	58	-0.5
Listeners to ABC and/or SBS radio	159	51	152	48	-4.4
Listeners to community radio who:					
do not listen to commercial radio	17	5	20	6	+17.6
do not listen to ABC/SBS radio	15	5	17	5	+13.3
do not listen to commercial radio or ABC/SBS radio	7	2	9	3	+28.6

Listened to community radio in an average week	2016 Wave #1	2017 Wave #1	
Average no. of hours	12.4	11.9	-4.1

How to Read*:

In an average week, of all people aged 15+ throughout ACT (317,000 people):

- 49,000 people, or 15%, listen to community radio
 - 20,000 people, or 6%, listen to community radio but not commercial radio
 - 17,000 people, or 5%, listen to community radio but not ABC/SBS radio
 - 9,000 people, or 3%, listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio
- Listening to community radio has decreased by 0.0% compared to the last survey wave

* A detailed how to read guide can be
found by clicking here

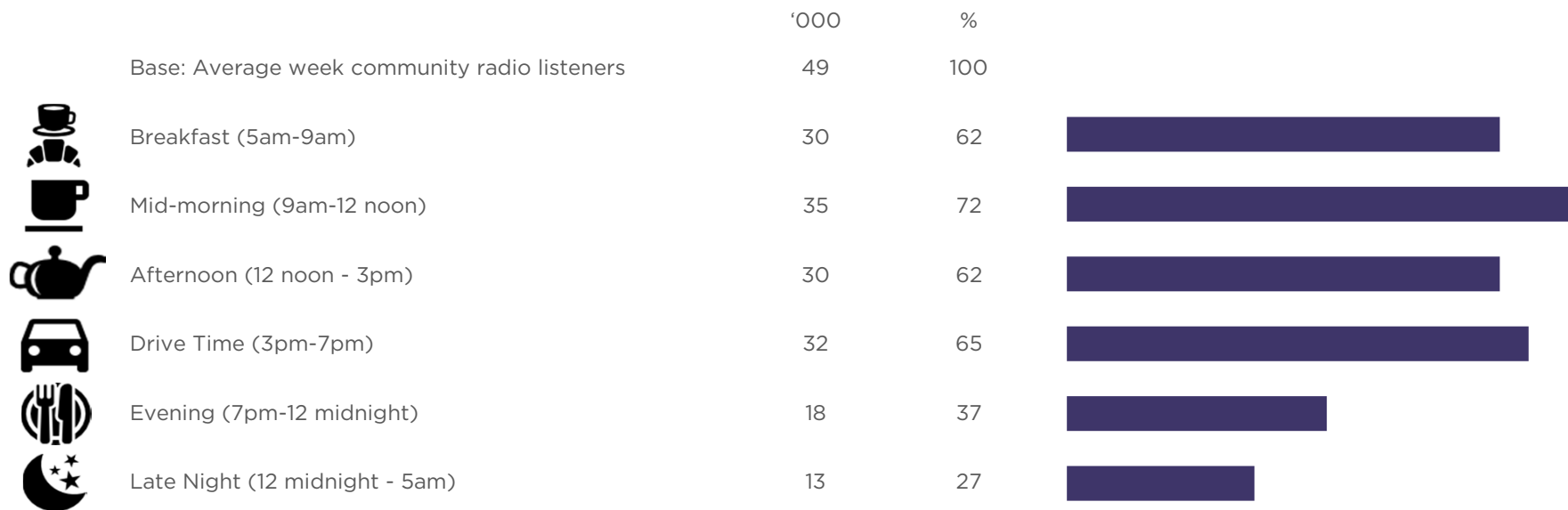
2016 Wave #1: March-June 2015 & May 2016 / 2017 Wave #1: May 2016 & May 2017

Representative sample of people 15+ throughout ACT - Base: ACT n=305 - Weekly Listeners n=48

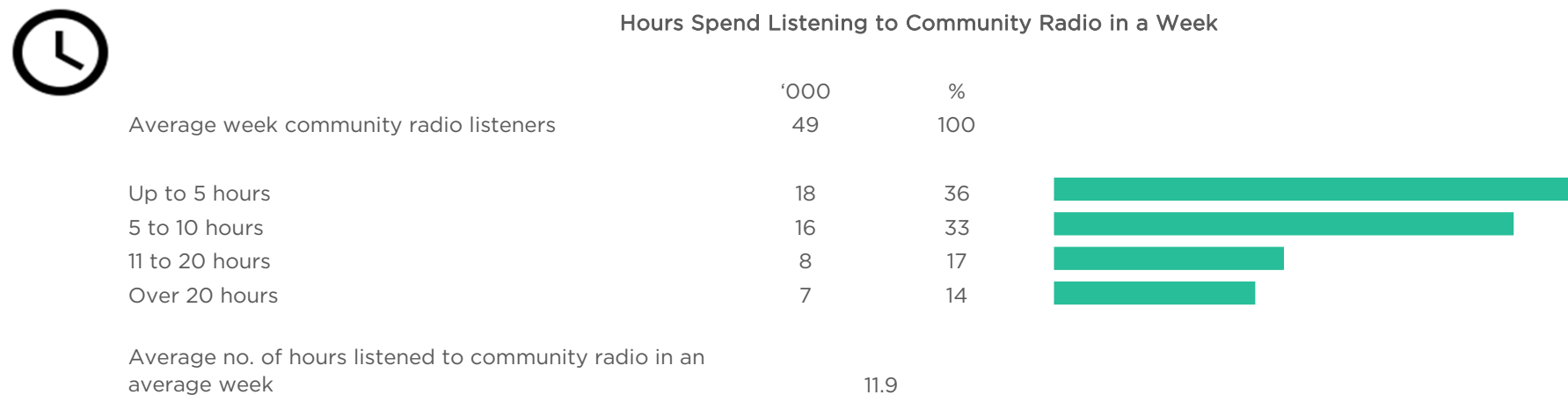
Source: McNair Ingenuity Research Pty Ltd - July 2017 - www.mcnair.com.au - Job No.: 1605R

COMMUNITY RADIO LISTENING BY DAY PART & HOURS SPENT LISTENING

The estimated 49,000 people aged 15+ who listened to community radio in the last seven days, listen during the following day parts:

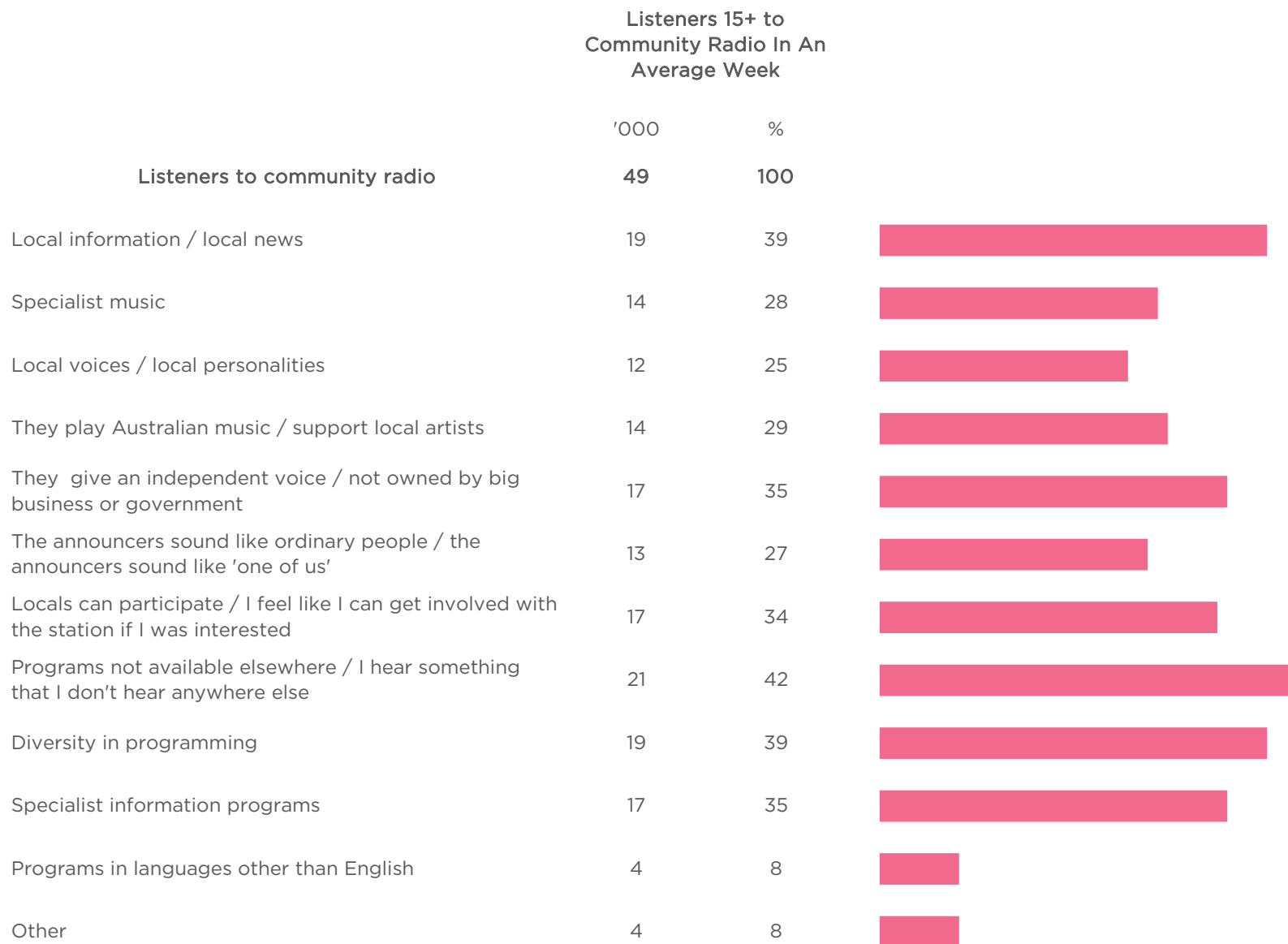


Hours Spend Listening to Community Radio in a Week




REASONS FOR RADIO LISTENING TO COMMUNITY RADIO ACT


The estimated 49,000 people aged 15+ who listened to community radio in the last seven days, listen for the following reasons:





PROFILE OF WEEKLY LISTENERS AND OF THE POPULATION ACT


	Community Radio (15+) Total Weekly Listeners		ACT's Population (15+)	
	'000	%	'000	%
Community Radio Reach	49	15	317	100
Profile Base	49	100	317	100

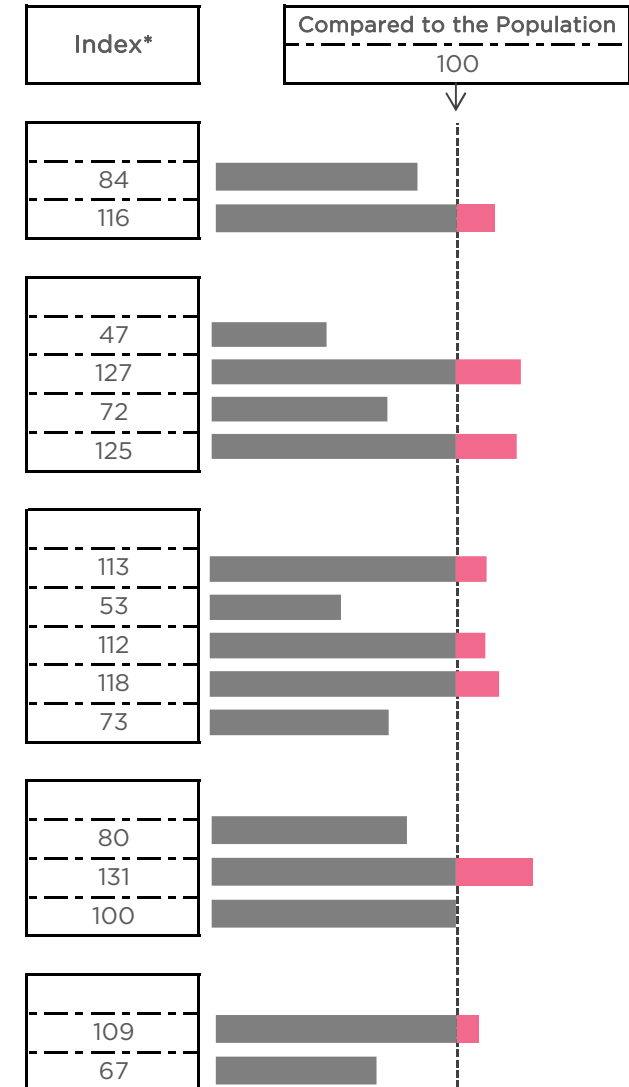
	Gender	Community Radio (15+) Total Weekly Listeners		ACT's Population (15+)	
		'000	%	'000	%
	Men	20	41	156	49
	Women	29	59	161	51

	Age Groups	Community Radio (15+) Total Weekly Listeners		ACT's Population (15+)	
		'000	%	'000	%
	15-24	4	8	54	17
	25-39	19	38	96	30
	40-54	9	18	79	25
	55+	17	35	89	28

	Marital Status	Community Radio (15+) Total Weekly Listeners		ACT's Population (15+)	
		'000	%	'000	%
	Single/never married	18	36	102	32
	Married/partner, no children	4	8	48	15
	Married/partner/single, child(ren) at home	14	28	78	25
	Married/partner/single, child(ren) left home	10	20	53	17
	Widowed/divorced/separated	4	8	36	11

	Number of People in Household	Community Radio (15+) Total Weekly Listeners		ACT's Population (15+)	
		'000	%	'000	%
	1 or 2	22	44	176	55
	3 or 4	22	46	111	35
	5 or more	5	10	30	10






	Main Grocery Buyer	Community Radio (15+) Total Weekly Listeners		ACT's Population (15+)	
		'000	%	'000	%
	Yes	42	86	250	79
	No	7	14	67	21

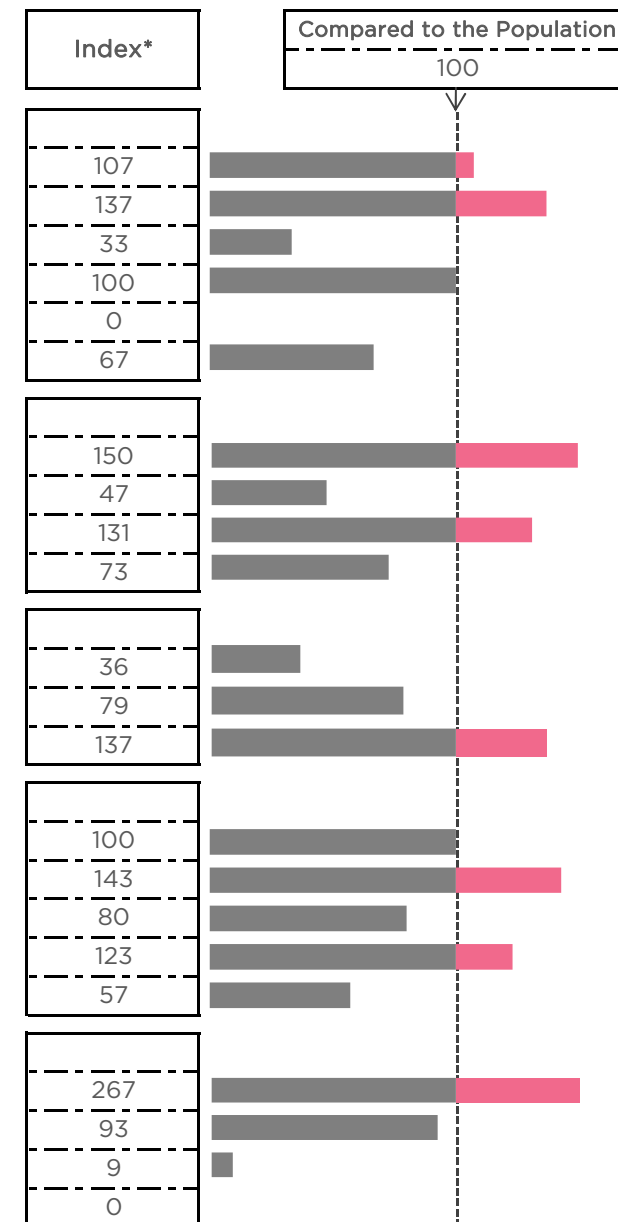


*The index shows the reach of community radio in each demographic group relative to the population. More detailed information in the method.

Representative sample of people 15+ throughout ACT - Base: ACT n=305 - Weekly Listeners n=48

PROFILE OF WEEKLY LISTENERS AND OF THE POPULATION ACT







Profile Base		Community Radio (15+)		ACT's Population (15+)	
		'000	%	'000	%
		49	100	317	100
	Work Status				
	Full-time	22	44	132	41
	Part-time	13	26	60	19
	Home duties	1	2	17	6
	Retired / pensioner	10	20	63	20
	Unemployed	0	0	9	3
Student	4	8	36	12	
	Occupation				
	Professional, business manager or executive	20	42	88	28
	Business owner, self-employed, sales or clerical	4	8	54	17
	Technical, skilled, semi-skilled or manual	10	21	50	16
Not working	14	29	126	40	
	Highest Level of Education				
	Primary, Secondary or High School	4	8	69	22
	Some tertiary/TAFE	11	22	88	28
University (Bachelor or higher degree)	34	70	160	51	
	Gross Annual Income				
	Under \$20,000	9	18	58	18
	\$20,000 - \$40,000	10	20	45	14
	\$40,000 - \$60,000	6	12	47	15
	\$60,000 - \$100,000	15	32	81	26
Over \$100,000	6	12	67	21	
	Value of Community Radio				
	Very valuable	24	48	56	18
	Quite valuable	24	50	172	54
	Not very valuable	1	2	73	23
Not at all valuable	0	0	16	5	

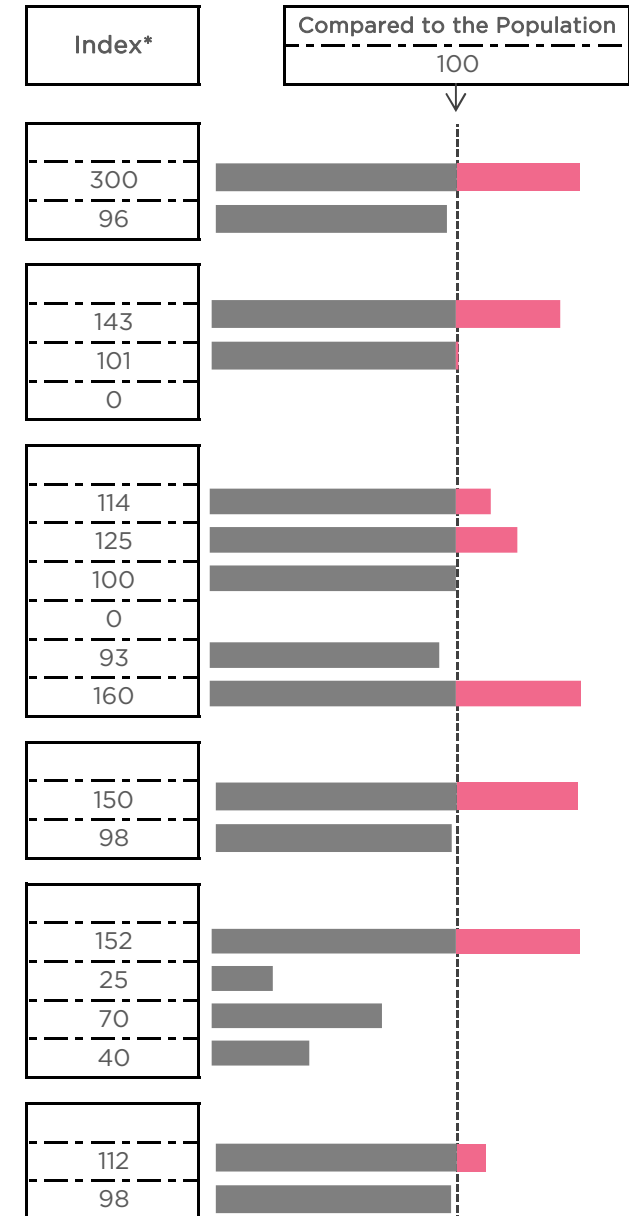


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Representative sample of people 15+ throughout ACT - Base: ACT n=305 - Weekly Listeners n=48

PROFILE OF WEEKLY LISTENERS AND OF THE POPULATION ACT

Profile Base		Community Radio (15+)		ACT's Population (15+)	
		Total Weekly Listeners			
		'000	%	'000	%
		49	100	317	100
	Aboriginal or Torres Strait Islander Origin				
	Yes	3	6	6	2
	No	46	94	311	98
	Identify as lesbian, gay or bisexual				
	Yes	5	10	21	7
	No	44	90	282	89
	Refused	0	0	14	4
	Have Disabilities				
	Physical disability	4	8	21	7
	Hearing impairment	5	10	24	8
	Sight impairment	5	10	30	10
	Speech impairment	0	0	3	1
	None of the above	34	70	238	75
	Refused	4	8	16	5
	Reading Difficulty				
	Yes	3	6	12	4
	No	46	94	305	96
	Religious Faith				
	Christianity	33	67	139	44
	Faith in other religion	1	2	26	8
	No religious beliefs	15	30	137	43
	Refused	1	2	15	5
	Lang. Other Than English Spoken in Household				
	Yes	9	19	54	17
	No	40	81	263	83





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Representative sample of people 15+ throughout ACT - Base: ACT n=305 - Weekly Listeners n=48


PROFILE OF OCCASIONAL LISTENERS AND OF THE POPULATION ACT


	Community Radio (15+)		ACT's Population (15+)	
	Total Occasional Listeners '000	%	'000	%
Community Radio Reach	130	41	317	100
Profile Base	130	100	317	100

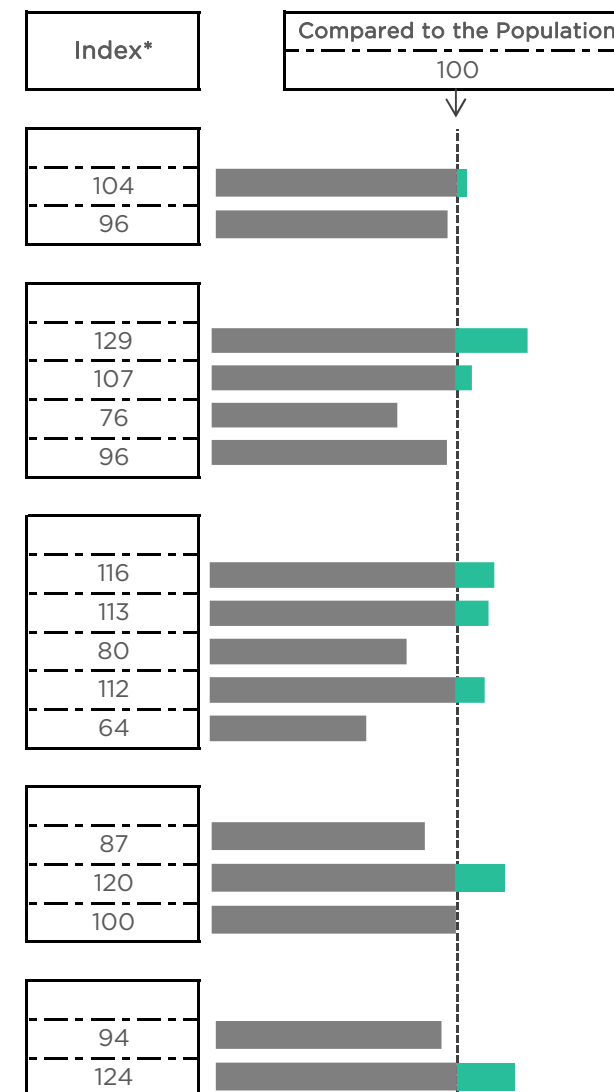
	Gender	Community Radio (15+)		ACT's Population (15+)	
		'000	%	'000	%
	Men	66	51	156	49
	Women	64	49	161	51

	Age Groups	Community Radio (15+)		ACT's Population (15+)	
		'000	%	'000	%
	15-24	29	22	54	17
	25-39	41	32	96	30
	40-54	25	19	79	25
	55+	35	27	89	28

	Marital Status	Community Radio (15+)		ACT's Population (15+)	
		'000	%	'000	%
	Single/never married	48	37	102	32
	Married/partner, no children	22	17	48	15
	Married/partner/single, child(ren) at home	26	20	78	25
	Married/partner/single, child(ren) left home	25	19	53	17
	Widowed/divorced/separated	9	7	36	11

	Number of People in Household	Community Radio (15+)		ACT's Population (15+)	
		'000	%	'000	%
	1 or 2	62	48	176	55
	3 or 4	55	42	111	35
	5 or more	13	10	30	10






	Main Grocery Buyer	Community Radio (15+)		ACT's Population (15+)	
		'000	%	'000	%
	Yes	96	74	250	79
	No	34	26	67	21

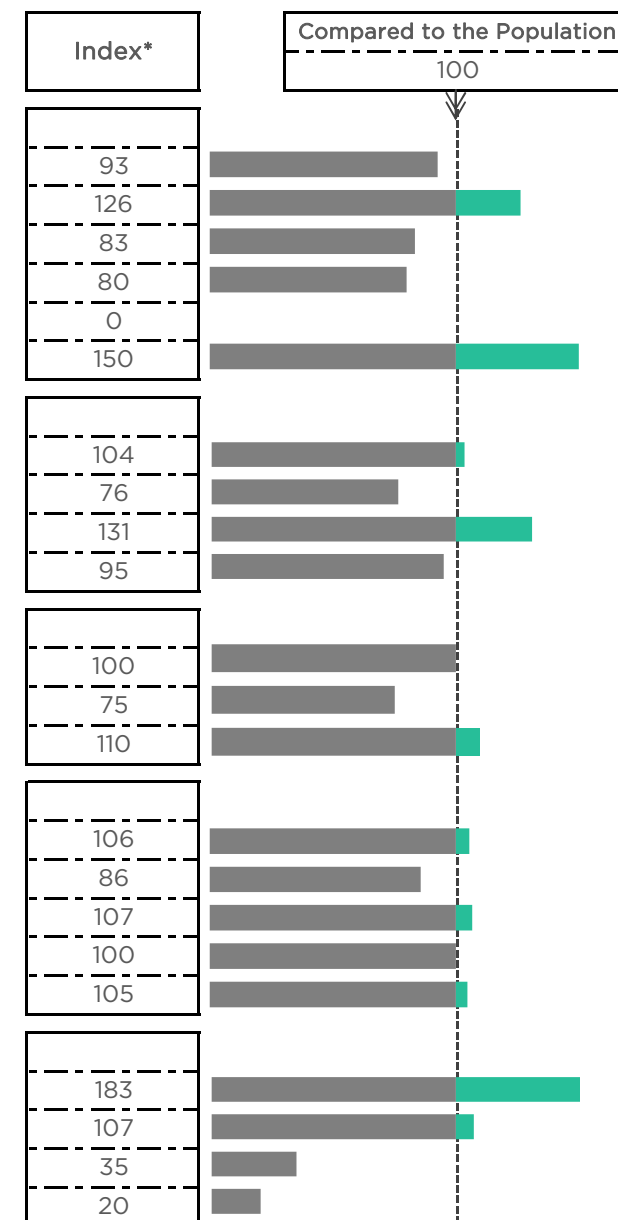


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Representative sample of people 15+ throughout ACT - Base: ACT n=305 - Occasional Listeners n=120

PROFILE OF OCCASIONAL LISTENERS AND OF THE POPULATION ACT







Profile Base		Community Radio (15+)		ACT's Population (15+)	
		Total Occasional Listeners			
		'000	%	'000	%
		130	100	317	100
	Work Status				
	Full-time	50	38	132	41
	Part-time	31	24	60	19
	Home duties	6	5	17	6
	Retired / pensioner	20	16	63	20
	Unemployed	0	0	9	3
Student	23	18	36	12	
	Occupation				
	Professional, business manager or executive	38	29	88	28
	Business owner, self-employed, sales or clerical	16	13	54	17
	Technical, skilled, semi-skilled or manual	27	21	50	16
Not working	49	38	126	40	
	Highest Level of Education				
	Primary, Secondary or High School	29	22	69	22
	Some tertiary/TAFE	28	21	88	28
University (Bachelor or higher degree)	73	56	160	51	
	Gross Annual Income				
	Under \$20,000	24	19	58	18
	\$20,000 - \$40,000	16	12	45	14
	\$40,000 - \$60,000	20	16	47	15
	\$60,000 - \$100,000	34	26	81	26
Over \$100,000	28	22	67	21	
	Value of Community Radio				
	Very valuable	43	33	56	18
	Quite valuable	76	58	172	54
	Not very valuable	10	8	73	23
Not at all valuable	1	1	16	5	

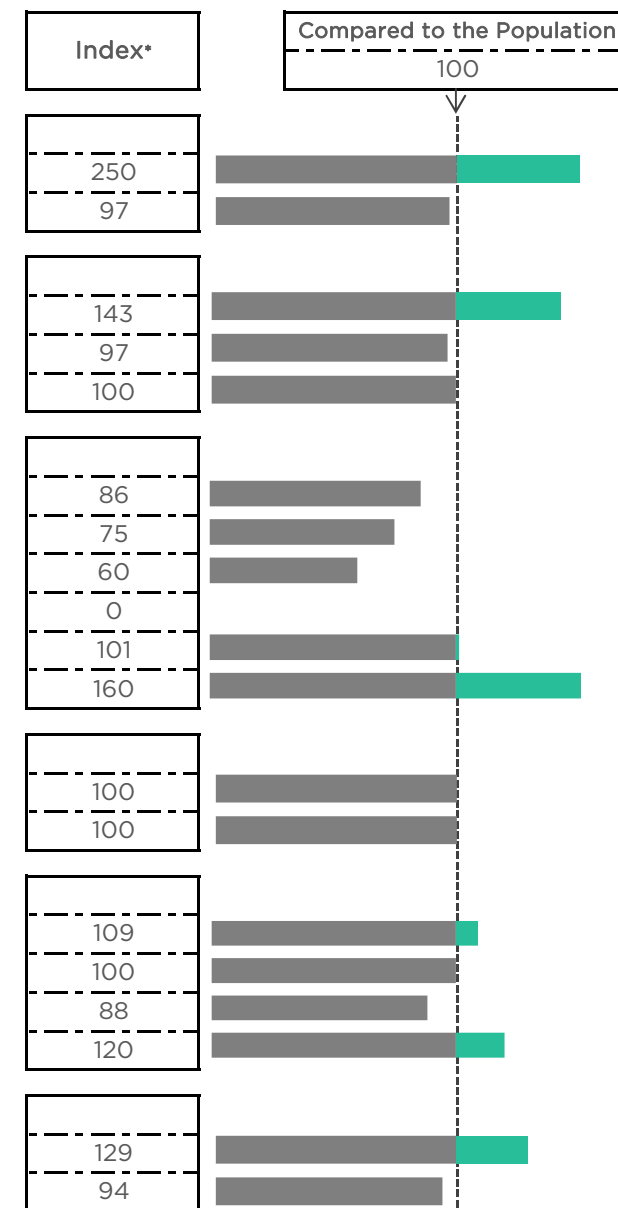


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Representative sample of people 15+ throughout ACT - Base: ACT n=305 - Occasional Listeners n=120

PROFILE OF OCCASIONAL LISTENERS AND OF THE POPULATION ACT

Profile Base	Community Radio (15+) Total Occasional Listeners		ACT's Population (15+)	
	'000	%	'000	%
Aboriginal or Torres Strait Islander Origin	130	100	317	100
 Yes	6	5	6	2
No	124	95	311	98
Identify as lesbian, gay or bisexual				
 Yes	13	10	21	7
No	111	86	282	89
Refused	6	4	14	4
Have Disabilities				
 Physical disability	8	6	21	7
Hearing impairment	8	6	24	8
Sight impairment	8	6	30	10
Speech impairment	0	0	3	1
None of the above	99	76	238	75
Refused	11	8	16	5
Reading Difficulty				
 Yes	5	4	12	4
No	125	96	305	96
Religious Faith				
 Christianity	62	48	139	44
Faith in other religion	11	8	26	8
No religious beliefs	49	38	137	43
Refused	8	6	15	5
Lang. Other Than English Spoken in Household				
 Yes	28	22	54	17
No	102	78	263	83



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Representative sample of people 15+ throughout ACT - Base: ACT n=305 - Occasional Listeners n=120

ABOUT THE SURVEY

The National Listener Survey is a survey on the community radio listening habits of Australians. It provides invaluable feedback to community radio stations and the sector about trends, listeners and the sector itself.

METHOD

How:	This research is conducted by means of an mixed-mode survey comprising both online and telephone interviewing. A single respondent database across both methods ensures an integrated balance of respondents across Australia. This report contains the results of a survey with a rolling 2 Wave representative sample of 305 people aged 15 and over throughout ACT. Total sample across Australia (2 waves): 14,294 (1,043 Telephone / 13,251 Online)
Telephone interviews:	The telephone interviews were achieved by computer assisted telephone interviewing conducted by McNair Ingenuity Research in Crows Nest NSW. The telephone sample of people were selected at random from a commercial marketing database. All interviewing was conducted by trained and accredited interviewers under constant supervision. At least 5% of interviews were validated by means of live monitoring.
Online interviews:	The online surveys were conducted with assistance from YellowSquares, using online consumer research panels. YellowSquares is an ISO20252 accredited company.
When:	All interviewing was conducted in May 2016 & May 2017 inclusive.
Who:	This survey is a national survey of people aged 15+. Quotas are set by age, gender and location to ensure a representative sample.
For whom:	This research is commissioned and paid for by the Community Broadcasting Association of Australia
Weightings:	The results of this survey are weighted to the population estimates of the Australian Bureau of Statistics (ABS) - Estimated Resident Population (ERP) - 30 June 2014, so as to bring the sample exactly into line with ACT's population distribution by these characteristics.
More information:	For more information contact the Community Broadcasting Association of Australia - Email: office@cbaa.org.au - Phone: 02 9310 2999 This research was carried out in compliance with international standard for market and social research, ISO20252.

RELIABILITY OF RESULTS

The survey was carefully conducted using the highest possible standards at every stage of the process. The method and results are well benchmarked and validated over time.

While the overall survey was conducted amongst 305 people (+/- 6% margin of error), the weekly profile of community station listeners is based on one person who has listened in the last week. This is a much smaller group than the overall survey and hence the margin of error increases for these questions - 48 people (+/- 14% margin of error)

While results are reported as a single figure, it is better to think of them as the mid-point in a possible range. This means that if we were to repeat this survey 100 times, the results calculated from the total base would be within a range of +/- 6% in 95 of the 100 surveys.

All sample surveys and polls may be subject to multiple sources of variation in sampling and coverage. Furthermore results of radio surveys are also vulnerable to fluctuations such as changes in the weather from month-to-month, which can change people's listening habits.

When reporting survey estimates, percentages are rounded to the nearest whole percent. Sometimes when combining or splitting groups the percentages may appear to add to a different total, due to the rounding factor. All percentages are calculated using the underlying number of respondents as a proportion of the relevant population. It is therefore incorrect to add percentage figures when combining groups. The number of respondents from each group should be added and the percentage recalculated on the total population for the combined group.

INDEX*

The index shows the reach of community radio in each demographic group relative to the population.

If the index is 100, the audience for that demographic is exactly in-line with the population. If the index is over 100, that demographic group is relatively over-represented amongst listeners to community radio, as compared with the overall population.

If the index is below 100, that demographic group is relatively under-represented amongst listeners to community radio, as compared with the overall population.