

2012

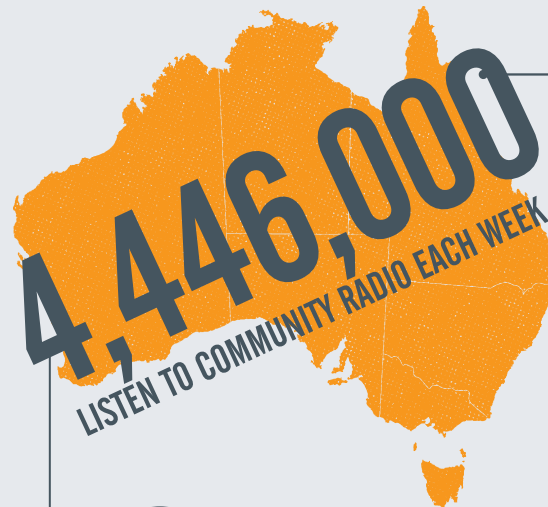
COMMUNITY RADIO

NATIONAL LISTENER SURVEY

The fifth Community Radio National Listener Survey, conducted by McNair Ingenuity Research, illustrates a consistent, strong and dedicated Community Radio audience in the face of a rapidly changing media environment and increased listening options. Community Broadcasting in Australia is made up of over 350 independent, non-profit, community based broadcasting outlets.

FOR FURTHER INFORMATION CONTACT:

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10,611,000
AUSTRALIANS LISTEN
OCCASIONALLY

15,648,000
AUSTRALIANS LISTEN
TO RADIO

1

HOW MANY LISTENERS?

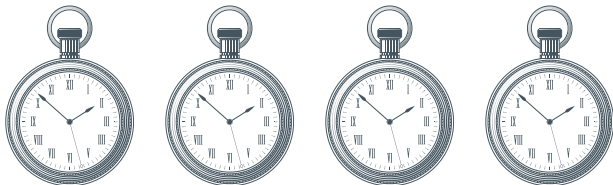
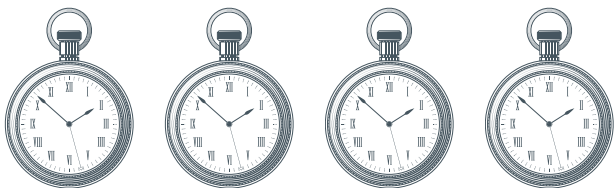
In an average week 15,648,000 Australians listen to radio, 4,446,000 (25%) of those listen to Community Radio each week and 10,611,000 (59%) listen occasionally

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HOW LONG ARE PEOPLE TUNING IN FOR?

Community Radio listeners are dedicated and consistent, with the average listener tuning in for 14.1 hours a week

AVERAGE
LISTENER
TUNES IN FOR



14.1
HOURS
A WEEK



LOCAL
INFORMATION
& LOCAL NEWS

3

WHY DO THEY LISTEN?

The number one reason Australians listen to Community Radio is for local information and local news



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WHY DO THEY LISTEN?

A third of the Community Radio audience listen for Australian music and its support of local artists

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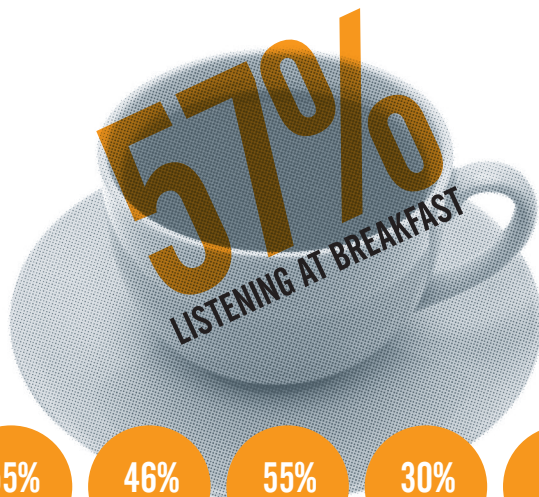
WHAT DO THEY LIKE?

Almost a third listen for Independent opinions delivered by local voices that sound like real people

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WHEN DO THEY LISTEN?

Listening is spread strongly across all parts of the day: Breakfast 57%, mid-morning 55%, Afternoon 46%, Drive 55%, Evening 30%, Overnight 10%





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IS IT VALUED?

Community Radio received a highly valuable rating by 95% of the audience

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WHO IS LISTENING?

The diverse Community Radio audience closely mirrors the wider Australian population across gender, age groups, employment types, occupations and income levels. 80% of Community Radio's audience fall into the Main Grocery Buyer category

9

WHERE ARE THEY LISTENING FROM?

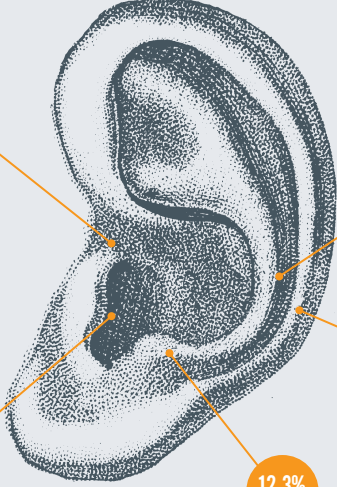
Community Radio listening is strong across the 8 metro markets (cap cities) and is consistently strong across all non-metro markets, averaging 25% of the available audience across all markets



10

HOW DO THEY LISTEN?

Community Radio audiences access programming in multiple ways, 92.6% on AM/FM, 6.6% on FM & Digital, 0.8 Digital only, 53% listen online at some stage and a third access Podcasts



92.6%
AM/FM

6.6%
FM & DIGITAL

12.3%
DIGITAL ONLY

53%
ONLINE

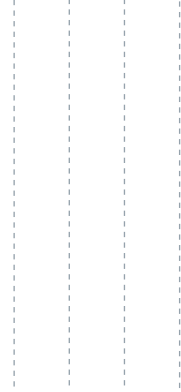
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PODCASTS

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