



FACT SHEET

Community Radio National Listener Survey 2014 Wave #2

AUSTRALIA

December 2014

Prepared for:



OVERALL RADIO LISTENING

AUSTRALIA

	<u>2014 W</u> In An Avera	<u></u>	2014 Wave #2 In An Average Week		
	'000	%	'000	%	
All people aged 15+	18,417	100	18,417	100	
Listeners to radio	15,270	83	15,408	84	
Listeners to community radio	4,775	26	4,797	26	
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

Average week community radio listeners	'000 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

Average week community radio listeners	'000 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

2014 Wave #1 2014 Wave #2

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Average no. of hours listened to community radio in an average week

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





REASONS FOR RADIO LISTENING TO COMMUNITY RADIO

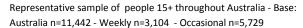
AUSTRALIA

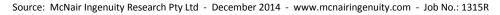
Listeners 15+ to Community Radio In An Average Week

	'000	%	
Listeners to community radio	4,797	100	
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

	Co	mmunity	Radio (15	+)	Austra	alia's		
	Total W Lister	•	Total Occ Lister		Population			erence to tion Profile
	'000	%	'000	%	'000	%	Week:	Occasional:
Community Radio Reach	4,797	26	8,887	48	18,417	100		
Profile Base	4,797	100	8,887	100	18,417	100		
Gender								
Men	2,606	54	4,722	53	9,101	49	+5	+4
Women	2,191	46	4,166	47	9,316	51	-5	-4
Age Groups								
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
Marital Status								
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
Number of People in Household								
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







PROFILE OF LISTENERS AND OF THE POPULATION AUSTRALIA

	Community Bodio (15.1)									
	Community Radio (15+) Total Weekly Total Occasional		Austra		o/ D :00					
	Liste	-	Liste		Population (15+)			% Difference to Population Profile		
					(000	0/	-			
Profile Base	'000 4,797	% 100	'000 8,887	% 100	'000 18,417	% 100	Week:	Occasional		
Tronic base	7,737	100	0,007	100	10,417	100				
Work Status										
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		
Occupation										
Professional, business manager or	1 002	22	1.016	22	2 207	10	, E	+4		
executive	1,083	23	1,916	22	3,397	18	+5	+4		
Business owner, self-employed, sales	850	10	1 620	10	2 405	10	-1	-1		
or clerical	δSU	18	1,639	18	3,485	19	-1	-1		
Technical, skilled, semi-skilled or	977	20	1 750	20	2 /1/	19	+1	+1		
manual	9//	20	1,750	20	3,414	19	+1	+1		
Not working	1,886	39	3,582	40	8,122	44	-5	-4		
Highest Level of Education										
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		
Gross Annual Income										
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		
					1			_		
\$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		
Main Grocery Buyer										
Yes	3,780	79	6,831	77	14,077	76	+3	+1		
No	1,016	21	2,056	23	4,339	24	-3	-1		
Done in the past four weeks										
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		
Value of Community Radio to the Aust	ralian Com	munity								
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	2,343		765					- 7		
		5		9	2,915	16	-11			
Not at all valuable	44	1	112	1	923	5	-4	-4		



PROFILE OF LISTENERS AND OF THE POPULATION AUSTRALIA

	Community Radio (15+)			Austra	alia'e			
	Total Weekly Total Occasiona				Population		% Dif	ference to
	Listeners		Listeners		Topulation (131)		Population Profile	
	'000	%	'000	%	'000	%	Week:	Occasional
Profile Base	4,797	100	8,887	100	18,417	100		
Aboriginal or Torres Strait Islander O	rigin							
Yes	112	2	197	2	331	2	0	0
No	4,684	98	8,690	98	18,086	98	0	0
dentify as lesbian, gay or bisexual								
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
Have Disabilities								
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
Reading Difficulty								
Yes	143	3	263	3	496	3	0	0
No	4,654	97	8,624	97	17,921	97	0	0
Religious Faith								
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
Language Other Than English Is Regul	arly Spoker	n in the H	ousehold					
Yes	993	21	1,646	19	2,962	16	+5	+3
No	3,804	79	7,242	81	15,455	84	-5	-3
Languages spoken at home (Top 10)								
Base	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
talian	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

