

Canberra

OVERALL LISTENING - CANBERRA

	'000	%	'000	%
	261	100	261	100
	<u>In An Average Week</u>		<u>In An Average Month</u>	
All people aged 15+				
Listeners to radio	229	88	243	93
Listeners to community radio	40	15	88	34
Listeners to commercial radio	169	65	187	72
Listeners to ABC and/or SBS radio	161	62	184	70
Listeners to community radio who:				
do not listen to commercial radio	15	6	27	10
do not listen to ABC/SBS radio	11	4	11	4
do not listen to commercial radio or ABC/SBS radio	3	1	3	1

Average time spent listening to community radio in an average week by listeners to community radio = 4.4 hours

How to Read:

In an average week, of all people aged 15+ throughout Canberra (261,000 people):

- 40,000 people, or 15%, listen to community radio
- 15,000 people, or 6%, listen to community radio but not commercial radio
- 11,000 people, or 4%, listen to community radio but not ABC/SBS radio
- 3,000 people, or 1%, listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio

Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 301 people 15+ throughout Australian Capital Territory

PROFILE OF LISTENERS AND OF THE POPULATION

- CANBERRA

Listeners 15+ to Community Radio

	<u>In An Average Week</u>		<u>In An Average Month</u>		<u>Population 15+</u>	
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>
Total	40	100	88	100	261	100
<u>Gender</u>						
Men	27	68	49	56	128	49
Women	13	32	39	44	133	51
<u>Age Group</u>						
15-24	4	10	12	13	52	20
25-39	13	33	29	33	75	29
40-54	13	32	27	31	71	27
55+	10	26	20	23	62	24
<u>Work Status</u>						
Full time	24	59	51	58	134	52
Part time	5	13	9	10	34	13
Home duties	3	8	5	6	17	6
Retired / pensioner	6	15	14	16	43	17
Unemployed	1	2	3	3	3	1
Student	1	3	7	8	29	11
<u>Occupation</u>						
Professional / manager/ executive/ farm owner	19	47	37	43	104	40
Other white collar	6	16	14	16	34	13
Blue collar	3	7	6	7	27	10
Other	1	2	1	2	4	2
<u>Language Other Than English Is Regularly Spoken in the Household</u>						
Yes	6	15	11	13	27	10
No	34	85	76	87	234	90
<u>Total Annual Gross Income</u>						
Less than \$20,000	4	11	14	16	60	23
\$20,000 to \$40,000	7	17	14	16	43	16
\$40,001 to \$60,000	10	25	20	23	49	19
Over \$60,000	11	28	26	30	79	30
Not established	8	19	14	16	31	12
<u>Have Ever</u>						
Visited a radio station's website	20	49	48	54	120	46
Listened to a live or streamed radio program on the internet	13	31	31	36	62	24
Downloaded a radio program from the internet	6	16	19	21	35	13

Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 301 people 15+ throughout Australian Capital Territory

FREQUENCY / VOLUME OF LISTENING AND REASONS FOR LISTENING
- CANBERRA

Base: An estimated 40,000 people aged 15+ who listened to community radio in the last seven days

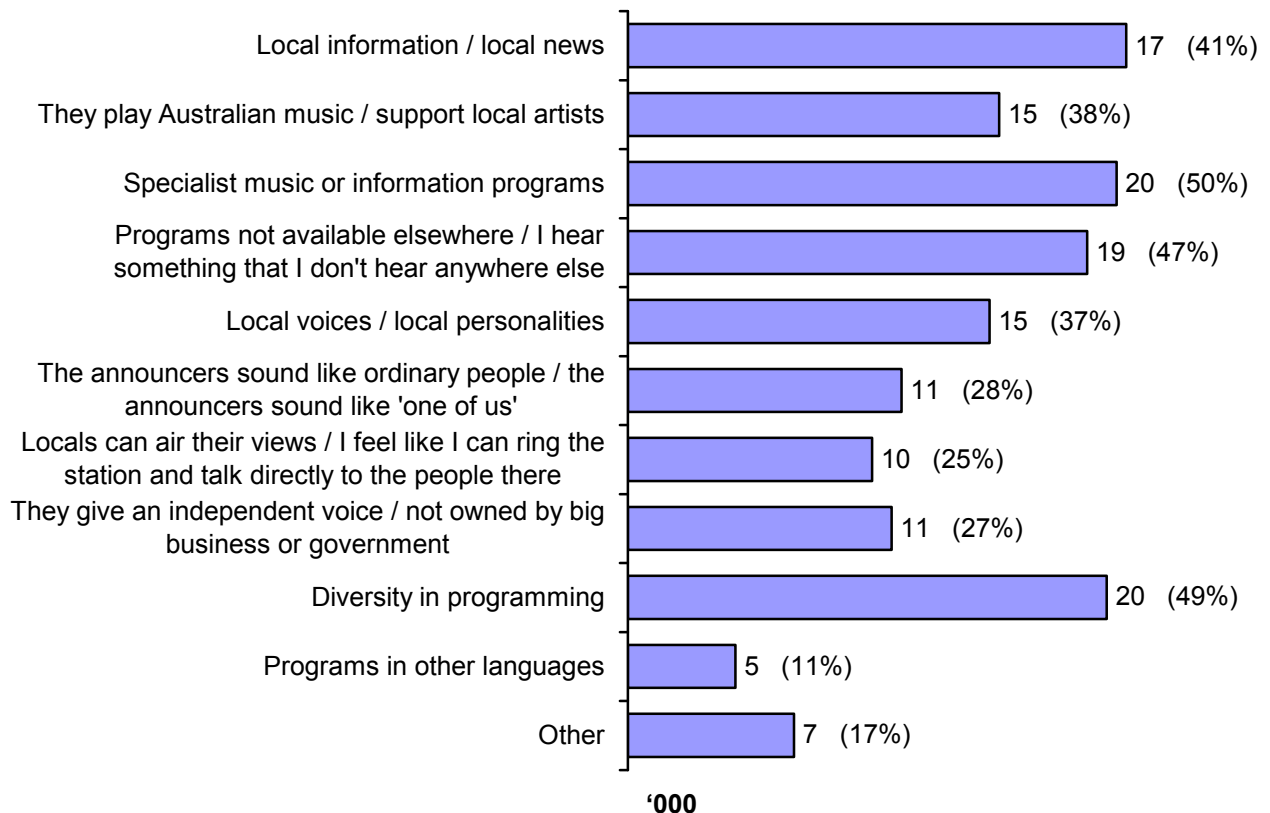
Base: '000 40 % 100

“For about how many hours were you listening to or hearing this station (these stations) in the last seven days?”

Up to 10 hours	37	92
11 to 20 hours	2	5
Over 20 hours	1	3
No. of hours not established	0	0

Average no. of hours = 4.4 hours

“Which of the following are your main reasons for listening to this station (these stations)?”



Source: McNair Ingenuity Research Pty Ltd 2006

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