



Community Radio National Listener Survey



Summary Report of Findings

Prepared for:

Community Broadcasting Association of Australia

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Questionnaire – Sydney

Community Broadcasting Sector Growth 1984/85 – 2007/08

Background

Community broadcasting plays a vital role in Australia as a unique sector operating together with commercial and national broadcasters such as the Australian Broadcasting Corporation (ABC) and the Special Broadcasting Service (SBS). The sector actively promotes community access and participation with volunteers largely responsible for the operations of community broadcasting stations. These stations vary significantly depending on the audience and community they service, from rural and regional to Indigenous and ethnic, Radio for the Print Handicapped and religious.

The community broadcasting sector has experienced rapid growth since its inception in the early 1970s and now consists of 353 permanent community radio licensees including Remote Indigenous Services (RIBS)¹, 50 temporary radio licensees², 78 Remote Indigenous television licensees, and five community television stations. Volunteers are at the core of community broadcasting operations; 20,751 people are involved in management and broadcasting roles at licensed community radio stations across Australia³.

Legislated under the Broadcasting Services Act 1992 and guided by the Codes of Practice⁴, community broadcasting stations are operated as independent not-for-profit organisations that:

- actively encourage access and participation by members of their communities in all aspects of operations;
- emphasise the provision of access to groups that are inadequately served by mainstream media;
- enhance the diversity of programming choices and viewpoints available to their audiences; and
- support and develop local and Australian arts, music and culture.

Community broadcasting stations vary enormously from licence to licence, depending on the needs and interests of the local geographic communities and the specific communities of interest they serve – including youth, senior citizens, arts, fine music, Australian music, sport and other specialist interests, as well as providing specific services for Indigenous, religious, print handicapped and ethnic communities. There are stations all over the country, some with metropolitan wide licences (18%), others that service particular areas of a city that hold sub-metro or suburban licences (15%), and those in rural (26%) and regional areas (41%)⁵.

2008 McNair Ingenuity Community Radio National Listener Survey

This report comprises the results of the third Community Radio National Listener Survey, which has been conducted every second year since 2004. The 2008 survey provides a solid basis for understanding community broadcasting audience trends over a six-year period. All three surveys have been undertaken at the same time of the year, used largely the same sampling process and the same telephone survey method to ensure comparability over time.

Audience trends over the six-year period are very encouraging and reflect strong interest in the sector. The 2006 National Listener Survey revealed that 47% of Australians (7.5 million people aged 15 and

¹ Australian Communications and Media Authority, *Community Broadcasting Licences-Feb 2008*. Available from http://www.acma.gov.au/webwr/_assets/main/lib100052/lic031_community_radio_broadcasting_licences.pdf

² Australian Communications and Media Authority, *Community Broadcasting TCBL-June 2008*. Available from http://www.acma.gov.au/webwr/_assets/main/lib100052/lic027_current_tcbls.pdf

³ CBOOnline, *Community Broadcasting Database: Survey of the Community Radio Sector, 2005-06 Financial Period*, CBA, Sydney, Dec 2007. Available from <http://www.cbonline.org.au/index.cfm?pagelD=37,0,1,0>

⁴ Community Broadcasting Association of Australia, *Radio and Television – Codes of Practice*. Available from <http://www.cbaa.org.au/content.php/16.html>.

⁵ CBOOnline, *Community Broadcasting Database: Survey of the Community Radio Sector, 2005-06 Financial Period*. op cit.

over) listened to community radio in an average month – a 7% increase in the total number of people listening for the 2004 survey.

The results of the 2008 survey are typically stronger in most segments of the audience, as can be seen in the results in this report. Weekly listening has increased to 27% – up two percent from the previous survey – and monthly listening is 57%, an increase of 10%. The empirical evidence of the audiences for community radio stations continues to add strength to the development and growth of Australia's independent and diverse media sector.

During 2008, the survey was expanded to include a number of new questions to measure the link between community radio listening and communities with particular attributes or needs, such as the vision impaired, people who speak a language other than English at home, and those with disabilities; as well as for people who identify as Aboriginal or Torres Strait Islander and people of different faiths.

The Community Broadcasting Foundation (CBF) and the Community Broadcasting Association of Australia (CBAA) funded the 2008 National Listener Survey. The CBF is an independent non-profit funding agency for community broadcasting services in Australia including specialist services for ethnic, Indigenous and Radio for the Print Handicapped audiences. The CBF has supported all three National Listener Surveys and is committed to an ongoing research program for the sector.

The CBAA is a national peak body for the community broadcasting sector, providing a range of member services, as well as policy development, lobbying and advocacy on behalf of the whole sector. The CBAA manages a number of sector-wide projects including the Community Broadcasting Database (CBD) as part of CBOOnline. CBOOnline is positioned as a coordination point for national sector research and engaged McNair Ingenuity Research to conduct the National Listener Survey during April and June 2008. In the future, the intention is to continue to undertake the survey on a biennial basis, alternating with the CBD survey of the community radio sector.

In undertaking the 2008 National Listener Survey, broad stakeholder oversight was maintained via the CBOOnline Consultative Group (CCG), comprising representatives of the Australian Indigenous Communications Association (AICA), the Christian Media Association (CMA), the National Ethnic and Multicultural Broadcasters Council (NEMBC), RPH Australia and the CBAA, as well observers from the CBF and the Department of Broadband, Communications and the Digital Economy (DBCDE).

McNair Ingenuity Research

McNair Ingenuity Research has been commissioned to run each of the National Listener Surveys to date. It is a fully accredited market and social research organisation and has a long and eminent history of radio audience research going back to the first radio audience studies conducted Australia in 1934.

During 2008, the research team was lead by Matt Balogh, Managing Consultant, and included Senior Consultants Christian Geilen and Leanne Smith.

Method

This research was conducted by means of a telephone survey of a representative sample of 5,003 people aged 15 and over throughout Australia. The research method was purposely the same as in the previous surveys in 2004 and 2006.

The survey was conducted by trained interviewers from McNair Ingenuity Research's supervised call centre in Crows Nest, Sydney. The interviewing team comprised trained interviewers accredited under the new Australian standard AS4752, which incorporates the Interviewer Quality Control Australia scheme that preceded it. Interviewing was supervised at all times and quality control checks included monitoring of 10% of the interviews.

The interviewing was conducted by means of a Computer Assisted Telephone Interviewing (CATI) system, SurveyCraft. A sample of telephone numbers was drawn randomly from Sampleworx, a guaranteed and verified random digit dialling phone number database for all areas of Australia. The random sample was then programmed into the CATI system, and a rigorous call-back procedure implemented to help ensure that all households were contacted including those where people are not often at home.

Interviewing was conducted among people aged 15 and over, and quotas were used to ensure an equal number of men and women in each area, and a representative spread of age groups.

The CATI system ensured that interviewers followed a meticulous script, ensuring that each interview was conducted in the same way. It also had scripts with regard to any respondent queries about confidentiality and privacy. A freecall number 1800 669 133 was offered to respondents who wished to check the veracity of the interview. Calls on this number were taken by a senior supervisor or executive. As members of the Australian Market & Social Research Society, McNair Ingenuity Research also offered the AMSRS Survey Line number, 1800 364 830 as an external verification source as to the company's credibility. The McNair Ingenuity Research web site was also offered for information about the company's privacy policy.

The interviewing program was conducted between May 7 and June 24 2008 inclusive, mainly on weekday evenings and weekends. A total of 5,003 interviews were conducted as follows:

Sydney	550	Western NSW	91
ACT	300	Southern NSW	99
Melbourne	550	Eastern Victoria	159
Brisbane	400	Western Victoria	242
Adelaide	400	Southern Queensland	252
Perth	400	Northern Queensland	149
Tasmania	300	Regional South Australia	301
Northern Territory	300	Regional Western Australia	300
Northern NSW	210	Total	5,003

The results were “weighted” (to potential ‘000s) by age groups within gender within each of the above areas to reflect the known populations in each area, based on the most recent population information provided by the Australian Bureau of Statistics.

The questionnaire was identical for all the above areas, except for the list of community radio stations, which differed for each area. By way of example, the Sydney questionnaire (which listed all Sydney community radio stations) is shown at the end of this report. Every community radio station in Australia (excluding RIBS stations) was listed in one or more questionnaires.

Most of the questions were purposely the same as those asked in the 2004 and 2006 survey, so that comparisons of results could be made.

Comparison with ACNielsen Surveys (previously McNair Anderson)

Traditionally, radio audiences have been measured in Australia by the use of a diary that has provision for a respondent to tick quarter-hour by quarter-hour and day-by-day the radio stations that he/she listens to over a seven-day period. It is not possible for the diary to list all of the radio stations that are in each market. Therefore the diary lists only the commercial and ABC stations that are in the market. By and large, these stations are the ones that subscribe to the results.

If a respondent listens to a non-listed station, he/she has to tick the quarter-hour(s) under either of two headings – “other AM” or “other FM”. It can fairly be said that because community radio stations are not listed in the diary, any listening to them is under-reported in the ACNielsen surveys.

The present survey has been structured so that the call-signs and positions on the dial of all community radio stations in a market are read out to respondents. It has not been possible for the individual commercial and ABC/SBS stations to be read out. Because of this, it can fairly be said that any listening to these stations is under-reported in the present survey.

Also it needs to be noted that because the present survey was conducted by telephone, asking people to recall their radio listening over the past seven days and past month, there was undoubtedly some “memory fade” for some respondents. To this extent, the present survey may well under-report all radio listening (not just listening to commercial and ABC/SBS stations).

Executive Summary

- Overall, 71% of Australians aged 15+, are aware of community radio. People who listen to radio in an average week or month are more likely to be aware of community radio than the general population. Not surprisingly, listeners to community radio in an average week or month are the most likely group of people to be aware of community radio.
- Overall, 84% of Australians aged 15+ listen to some radio in the course of a typical week. 27% of Australians aged 15+, or 4,519,000 people, listen to community radio in a typical week.
- People who tune in to community radio in an average week tend to have a portfolio of radio listening, with 68% listening to both community radio and commercial radio, and 53% listening to both community radio and ABC/SBS radio.
- Conversely, 32% of community radio listeners in an average week do not listen to commercial radio and 47% do not listen to ABC/SBS radio. 16% of community radio listeners do not listen to either commercial radio or ABC/SBS radio. In other words, almost 1 in 6 community radio listeners are exclusive listeners.
- Expressed in another way, 4% of Australians aged 15+, or 716,000 people, are exclusive listeners to community radio in an average week, that is, listen to community radio but not commercial radio or ABC/SBS radio.
- The key reason for listening to community radio is that they have “specialist music programs”. This is the main reason given by men, people in the 25-39 age group and people who speak a language other than English in their household.
- For women the key reason for listening to community radio is that they have “local information / local news”.
- For non-metro listeners, “local information/local news” is easily the most cited reason, followed by other statements with a “local” emphasis. For metropolitan listeners “specialist music programs” and “programs not available elsewhere / I hear something that I don’t hear anywhere else” are the most frequent reasons.
- The ranking of local content as a reason for listening increases as listening time increases, showing that for more dedicated listeners, local material is increasingly important in their decision to listen to a community radio station.
- Regardless of what time of day people listen to community radio, “specialist music programs” and “local information / local news” are the main key motivations for listening. During breakfast “local information / local news” is the main reason for listening, during the course of the day “specialist music programs” are becoming the main reason for listening to community radio.
- Community radio listening varies by State with the Northern Territory having the most listeners in an average week per head of population aged 15+ (42%) while Canberra has the least number of listeners per head (18%). Overall, non-metropolitan areas have marginally more listeners (28%) than metro areas (27%). Based on total audience size, the metropolitan areas account for nearly 3 in 5 of all community radio listeners.
- Listeners to community radio in an average week spend 7.8 hours listening to community radio per week. Older people aged 55+ listen the most to community radio, averaging 9.4 hours per week. People aged 15-24 and 40-54 average 6.4 hours per week, and people aged 25-39 average 8.4 hours per week.

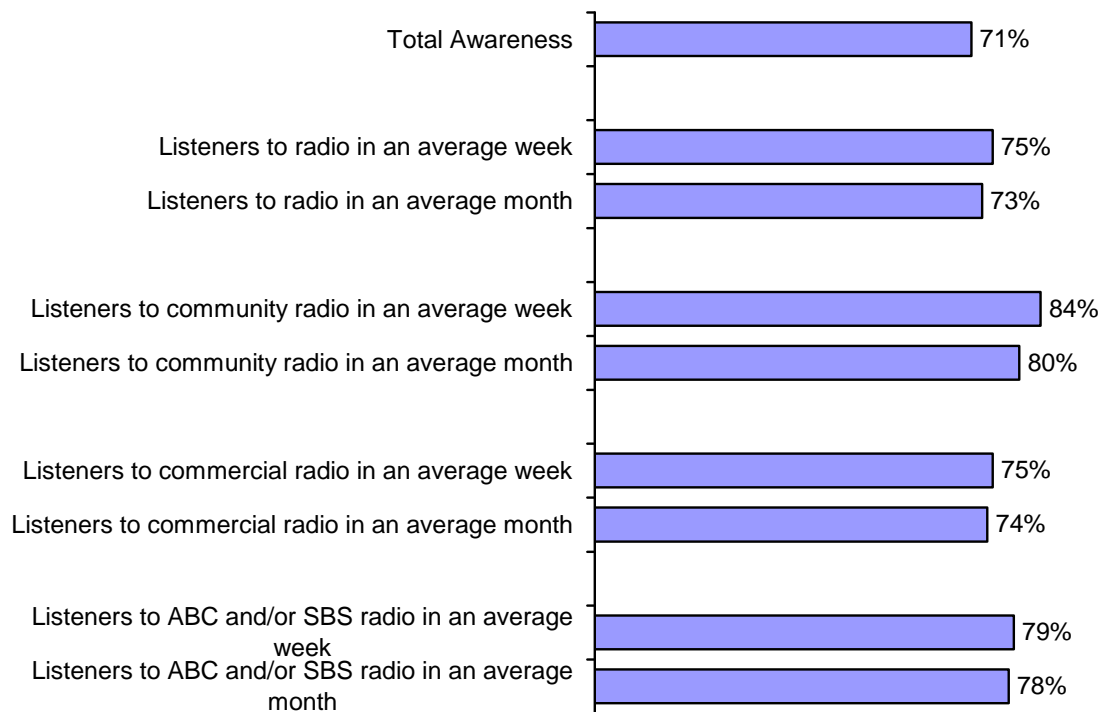
- Non-metro listeners are also likely to listen to community radio for longer, with the time spent listening in non-metro areas averaging 10.1 hours compared to 6.4 hours per week for metro areas. Tasmania is the State/Territory with the highest level of listening time with 10.4 hours per week. South Australia and ACT also have high levels of listening time, averaging 8.9 hours and 8.5 hours per week respectively. Victoria and the Northern Territory have the least listening time averaging 7.1 hours per week.
- Almost half (48%) of community radio listeners in an average week listen during the afternoon to community radio. About 2 in 5 listen during the mid-morning and breakfast timeslot and one-third listen during the evening to community radio.
- Females and people aged 25-54 are more likely to listen during breakfast; whereas men and people aged 15-24 are more likely to listen during the evening. People who live in the Metro areas are more likely to listen to community radio during breakfast and evening, while people living in the regional areas of Australia are more likely to listen during the mid-morning and afternoon.
- Community radio draws its audience from a wide cross section of the community with a reach of at least 23% of most demographic groups tuning in to community radio during a typical week. For example, 27% of part-time employed people and 29% of people whose annual gross income is over \$60,000, listen to community radio during a typical week. 28% of people who regularly speak a language other than English in their household listen to community radio during a typical week.
- Looking at the demographic profile of the weekly community radio audience, 54% are men and 46% are women, 18% are aged 15-24, 28% aged 25-39 and 54% aged 40 or over. 47% are engaged in full-time work and 19% in part-time work. Comparisons by States, cities and non-metro areas of these groups against the population are shown in the Fact Sheets later in this report.
- The Fact Sheets show monthly audiences as well as weekly audiences. Overall, 93% of Australians aged 15+ listen to some radio in the course of a typical month. 57% of Australians aged 15+, or 9,562,000 people, listen to community radio in a typical month.
- 42% of community radio listeners in an average week have ever visited a radio station's website and 17% have ever visited a community radio station's website. 27% have ever listened to a radio program on the internet and 7% have listened to a community radio program on the internet. 17% have downloaded a radio program from the internet and 5% have downloaded a community radio program from the internet. Corresponding figures among the population as a whole are lower indicating that community radio listeners are making especially good use of the internet for listening to radio programs.
- The number of Australians aged 15+ listening to community radio in an average week has risen from 3,767,000 people (24%) in 2004 to 4,034,000 people (25%) in 2006 followed by a rise to 4,519,000 people (27%) in 2008 - an increase of 20% in the total number of people listening since 2004.
- The survey shows increases over the four-year period in the number of community radio listeners in an average week in all States/Territories except Western Australia (where the numbers have decreased slightly), among men and women and all major age groups.
- The number of Australians aged 15+ listening to community radio in an average month has risen from 7,054,000 people (45%) in 2004 to 7,515,000 people (47%) in 2006 followed by a rise to 9,562,000 people (57%) in 2008 – an increase of 36% in the total number of people listening since 2004.

Summary of Results

Overall Awareness of Community Radio

Overall, 71% of Australians aged 15+, are aware of community radio. People who listen to radio in an average week or month are more likely to be aware of community radio than the general population. Not surprisingly, listeners to community radio in an average week or month are the most likely group of people to be aware of community radio, although there are some community radio listeners who claimed no awareness of community radio. As the awareness question was the first question in the survey, some respondents may not have been aware that the stations they listen to are actually community radio stations.

Fig 1. Community Radio Awareness - Australia



Community Radio Awareness by Demographic Groups

The awareness of community radio varies considerably by demographic groups from a high of 77% of people aged 40-54 and professionals/managers to a low of 57% for unemployed people.

The figures below show the awareness of community radio amongst demographic sub-groups.

Fig 2. Community Radio Awareness

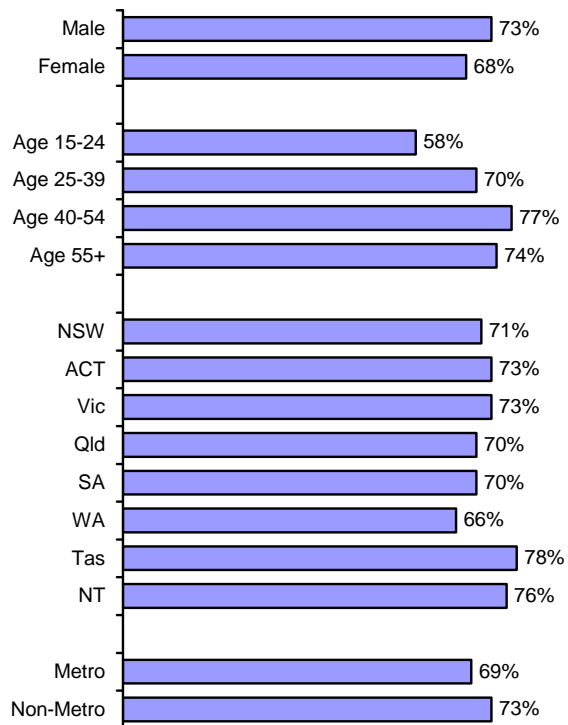
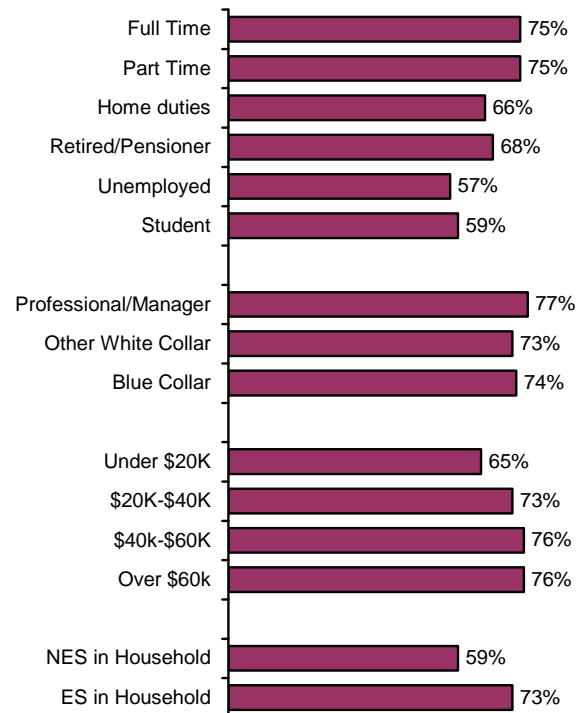


Fig 3. Community Radio Awareness

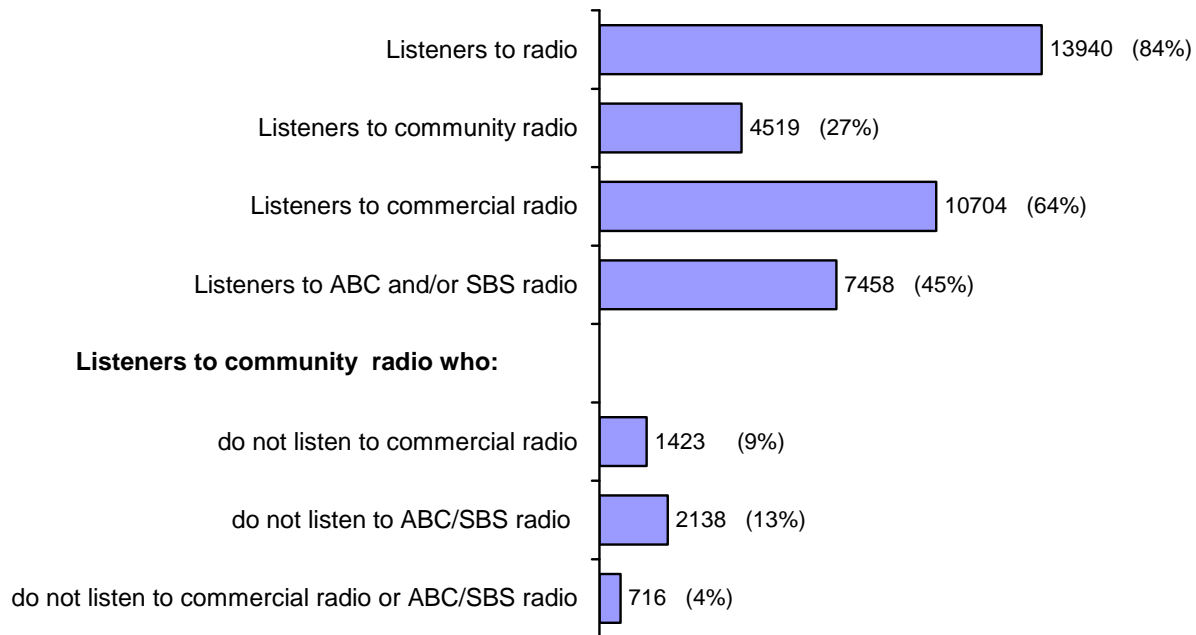


NES = non-English speaking ES = English speaking

Overall Radio Listening - Australia

- 13,940,000 people aged 15+, or 84% of Australia's population of 16,650,000 people aged 15+, listen to radio in an average week. 4,519,000 people aged 15+ (27%) listen to community radio in an average week. 64% listen to commercial radio and 45% listen to ABC and/or SBS radio in an average week.

Fig 4. Overall Radio Listening in an Average Week - Australia ('000)

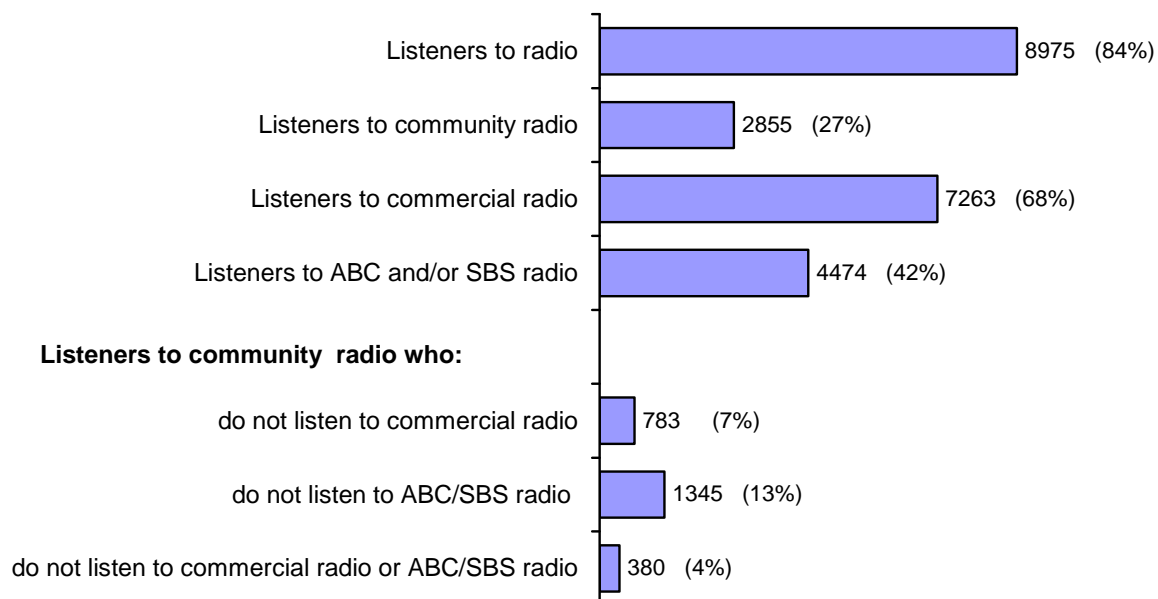


- In an average week, of all people aged 15+ throughout Australia (16,650,000 people):
 - 1,423,000 people, or 9%, listen to community radio but not commercial radio
 - 2,138,000 people, or 13%, listen to community radio but not ABC/SBS radio
 - 716,000 people, or 4%, listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio
- In an average month, 93% of Australians aged 15+ listen to any radio stations, with 57% listening to community radio, 72% listening to commercial radio, and 54% listening to ABC and/or SBS radio.
- Corresponding figures to the above for all main geographical areas of Australia are shown in the Fact Sheets later in this report.

Overall Radio Listening – National Metropolitan (8 Cities)

- 8,975,000 people aged 15+, or 84% of Australia’s national metropolitan population (8 capital cities) of 10,672,000 people aged 15+, listen to radio in an average week. 2,855,000 people aged 15+ (27%) listen to community radio in an average week. 68% listen to commercial radio and 42% listen to ABC and/or SBS radio in an average week.

Fig 5. Overall Radio Listening in an Average Week- National Metropolitan ('000)

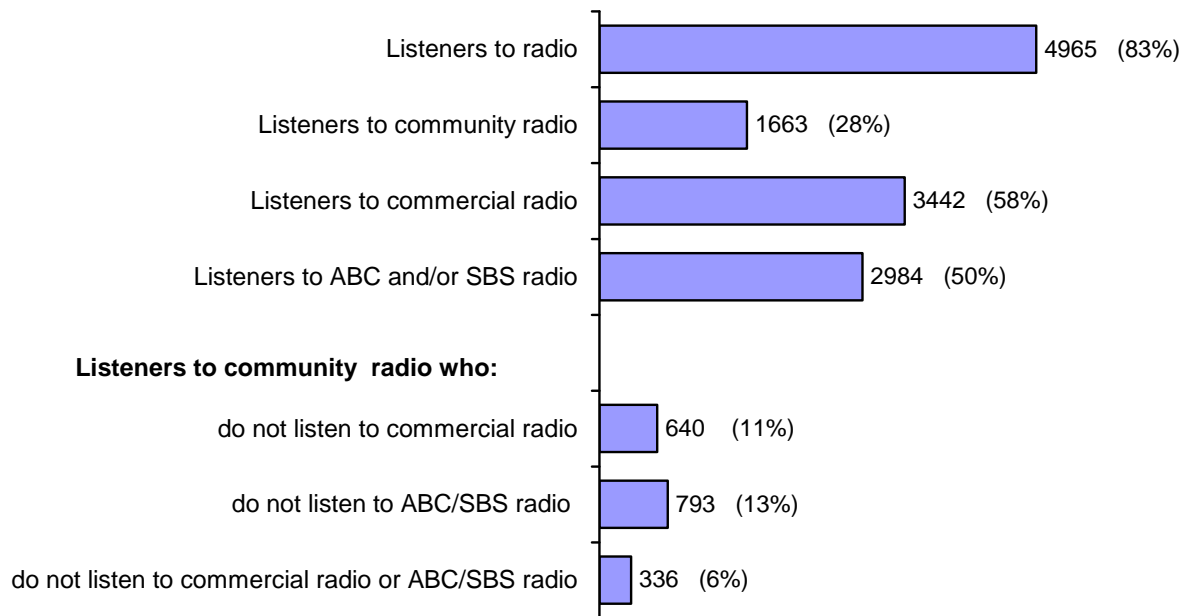


- In an average week, of all people aged 15+ throughout Australia’s national metropolitan areas (10,672,000 people):
 - 783,000 people, or 7%, listen to community radio but not commercial radio
 - 1,345,000 people, or 13%, listen to community radio but not ABC/SBS radio
 - 380,000 people, or 4%, listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio
- In an average month, 93% of Australia’s national metropolitan population aged 15+ listen to any radio stations, with 57% listening to community radio, 75% listening to commercial radio, and 51% listening to ABC and/or SBS radio.
- Corresponding figures to the above for all main geographical areas of Australia are shown in the Fact Sheets later in this report.

Overall Radio Listening – National Non-Metropolitan

- 4,965,000 people aged 15+, or 83% of Australia’s national non-metropolitan population (Australia minus 8 cities) of 5,977,000 people aged 15+, listen to radio in an average week. 1,663,000 people aged 15+ (28%) listen to community radio in an average week. 58% listen to commercial radio and 50% listen to ABC and/or SBS radio in an average week.

Fig 6. Overall Radio Listening in an Average Week- National Non-Metropolitan ('000)

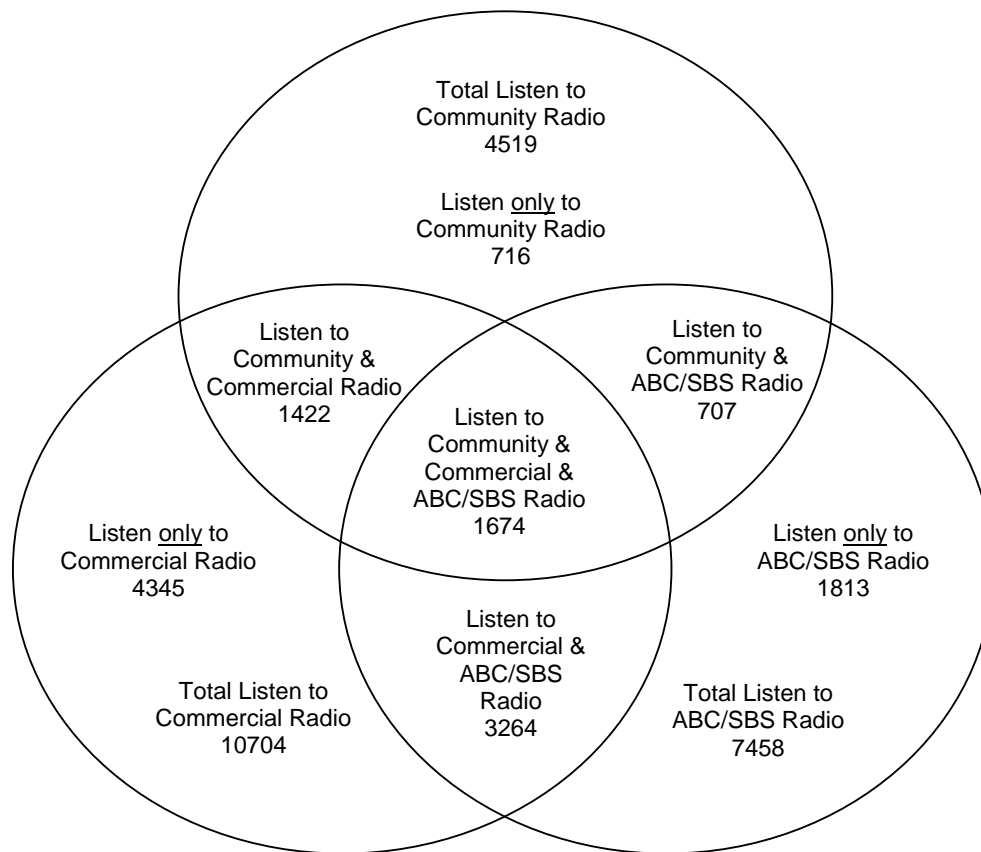


- In an average week, of all people aged 15+ throughout Australia’s non-metropolitan areas (5,977,000 people):
 - 640,000 people, or 11%, listen to community radio but not commercial radio
 - 793,000 people, or 13%, listen to community radio but not ABC/SBS radio
 - 336,000 people, or 6%, listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio
- In an average month, 93% of Australia’s national non-metropolitan population aged 15+ listen to any radio stations, with 58% listening to community radio, 67% listening to commercial radio, and 59% listening to ABC and/or SBS radio.
- Corresponding figures to the above for all main geographical areas of Australia are shown in the Fact Sheets later in this report.

Overlapping Radio Audiences - Australia

Many people listen to a mix of community, commercial and /or government radio stations:

Fig 7. Overlapping Radio Audiences – Australia ('000)



The concentric circles above (not to scale) diagrammatically depict how radio audiences overlap for Australians aged 15+ as a whole. The top circle depicts Australia's 4,519,000 community radio listeners aged 15+ in an average week, and shows how these consist of:

- 1,422,000 people who listen to community radio and commercial radio but not ABC/SBS radio.
- 707,000 people who listen to community radio and ABC/SBS radio but not commercial radio.
- 1,674,000 people who listen to community radio, commercial radio and ABC/SBS radio.
- 716,000 people who listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio.

Corresponding figures can be derived from the Fact Sheets in this report for an average week and an average month for all main geographical areas of Australia.

The left-hand circle depicts Australia's 10,704,000 commercial radio listeners aged 15+ in an average week, and the right-hand circle depicts Australia's 7,458,000 ABC/SBS radio listeners aged 15+ in an average week. In each case, the circle consists of four segments corresponding to the above four segments for community radio.

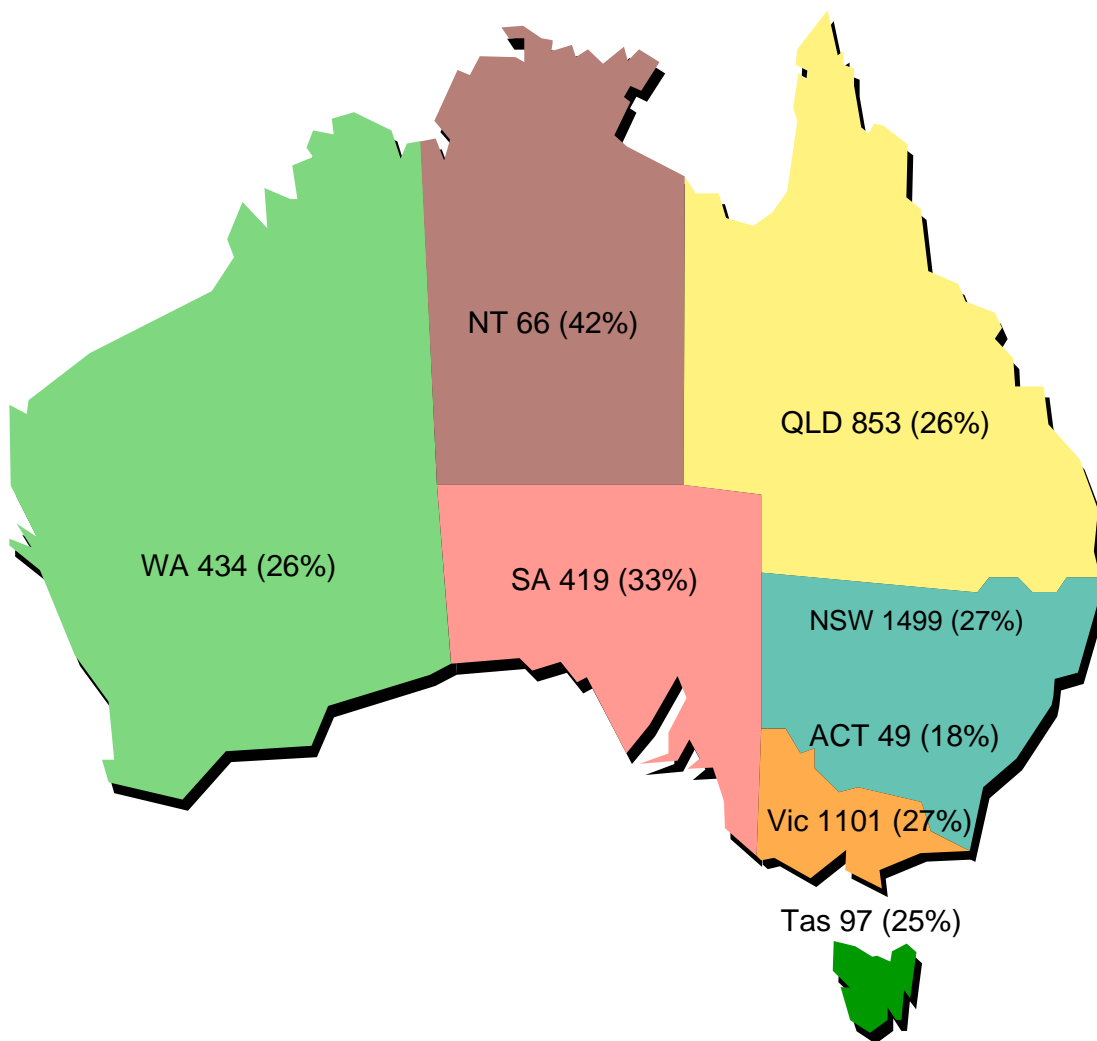
Listeners to Community Radio by States

Australia's 4,519,000 listeners 15+ to community radio in an average week are shown by States below. The proportions listening to community radio in an average week vary considerably by State from a high of 42% of the population aged 15+ in the Northern Territory to a low of 18% in the ACT.

As shown below, Western Australia and the remaining eastern seaboard States have around one-quarter of their population aged 15+ listening to community radio in an average week. South Australia has slightly higher community radio listening with 33% of people aged 15+ listening in an average week.

In terms of total audience size, NSW accounts for 33% of community radio listeners in an average week. Victoria and Queensland account for 24% and 19% respectively, giving the eastern mainland three-quarters of the audience.

**Fig 8. Community Radio Listeners Aged 15+ by States
(‘000 and % of population 15+ in each State)**



Exclusive Community Radio Listeners by States

The 716,000 people aged 15+ who listen to community radio exclusively in an average week are shown below by States. These people all listen to community radio but not commercial radio or ABC/SBS radio.

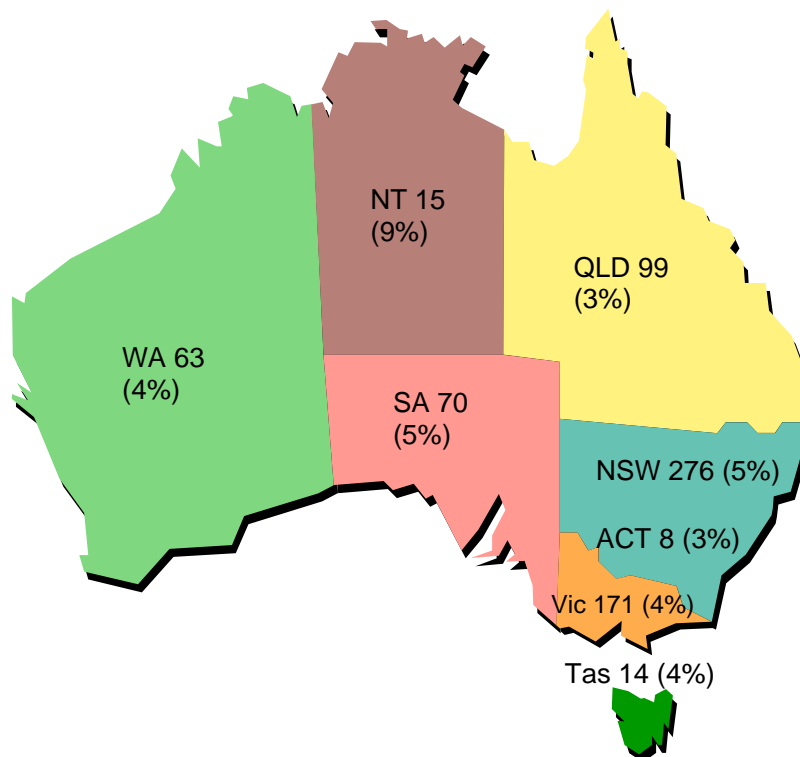
The Northern Territory has the highest level of exclusive community radio listeners with 9% of residents aged 15+ listening to community radio in an average week but not listening to commercial radio or ABC/SBS radio. That is, almost 1 in 10 people aged 15+ in the Northern Territory listen only to community radio in an average week.

The ACT and Queensland have the lowest level of exclusive community radio listening with only 3% of ACT and Queensland residents aged 15+ listening to community radio in an average week but not listening to commercial radio or ABC/SBS radio.

The remainder of the States have between 4% and 5% of their residents aged 15+ exclusively listening to community radio in an average week, with Tasmania, Western Australia and Victoria at the lower end of the scale.

However, as a percentage of the total exclusive audience, NSW exclusive listeners account for 39% of Australia's 716,000 exclusive community radio listeners aged 15+ in an average week. Victoria contributes 24% and Queensland 14% of all exclusive community radio listeners.

Fig 9. Exclusive Community Radio Listeners Aged 15+ by States
(‘000 and % of population 15+ in each State)



Another interesting analysis is to look at the proportion of community radio listeners who are exclusive community radio listeners. This varies from 12% in Queensland and 16% in Victoria up to 23% in the Northern Territory. The average for Australia as a whole is 16%.

Listeners to Community Radio by Metro versus Country

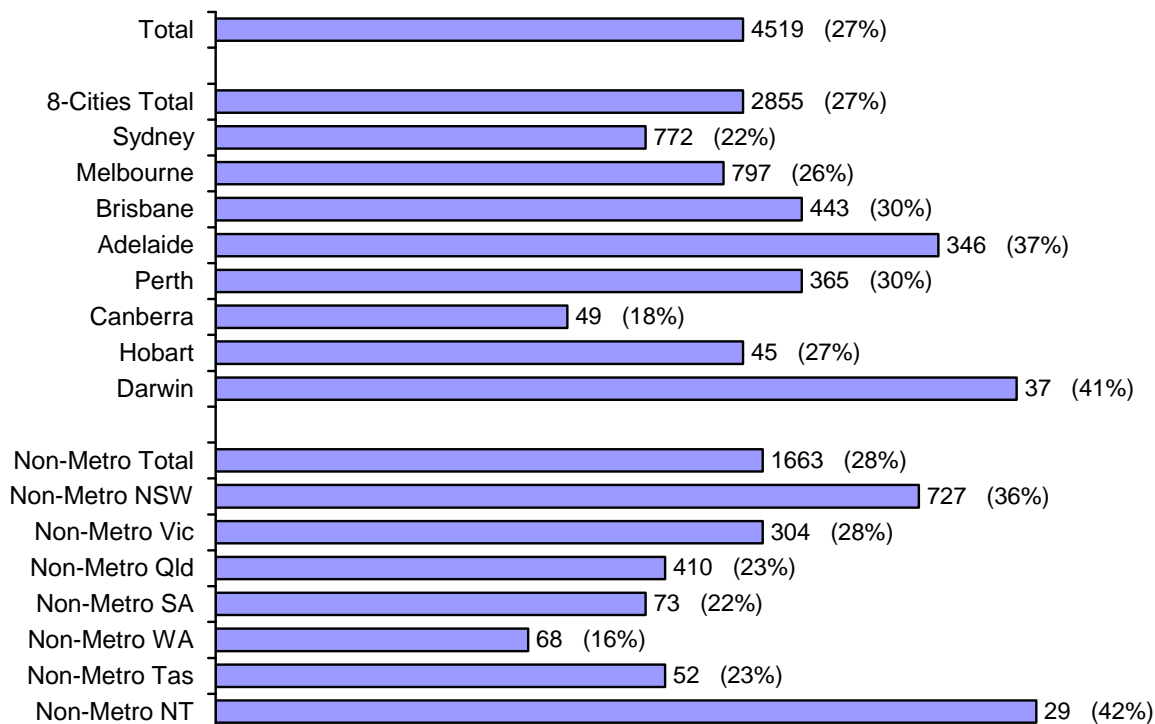
As a proportion of the population, Darwin is the capital city with the highest level of community radio listening, with 41% of its residents aged 15+ listening to community radio in the last week. This is slightly less than the average for the non-metro area of the Northern Territory, which has a community radio listening audience of 42% and which is the area with the highest level of community radio listening in this survey.

At the other end of the spectrum, non-metro WA has one of the lowest proportions of its residents aged 15+ listening to community radio, with just under 1 in 6 having listened in the last week. At a similar level of listening is Canberra, with almost 1 in 5 of its residents aged 15+ listening to community radio in the last week.

While the non-metro area of WA has a relatively low level of tuning in to community radio, almost one-third of the Perth population aged 15+ listen to community radio in an average week.

Across Australia, the proportion of residents aged 15+ in metro areas who listen to community radio in an average week (27%), is marginally lower than in non-metro areas (28%). The biggest variations between cities and regional areas occur in NSW (where city residents are less likely to listen to community radio) and in WA where the inverse situation arises, with city residents being twice as likely to listen to community radio than regional residents.

Fig 10. Community Radio Listeners Aged 15+ by Metro vs Country
('000 and % of population in each area)



Listeners to Community Radio by Demographic Groups

Almost one-third of all Australian men aged 15+ listen to community radio in an average week. Women are slightly less likely than men to listen to community radio, with one-quarter of all women aged 15+ listening to community radio in an average week.

Around one-quarter of all people in each age group listen to community radio in a typical week, with 28% of people aged 15-24, 25-39 and 40-54 listening to community radio, followed by 25% people aged 55+ who listen to community radio.

Fig 11. Community Radio Listeners Reach

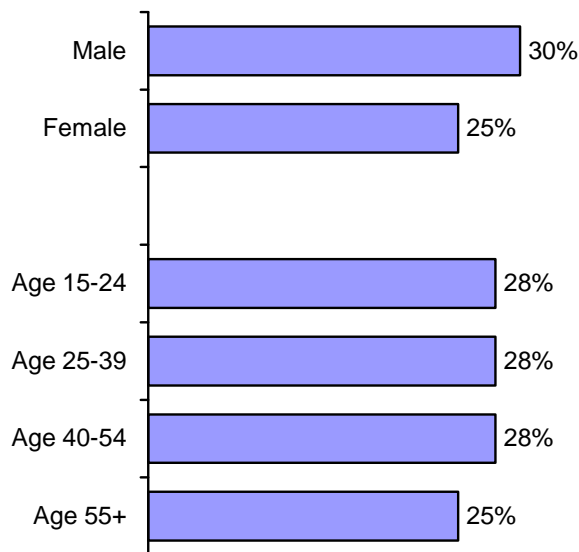
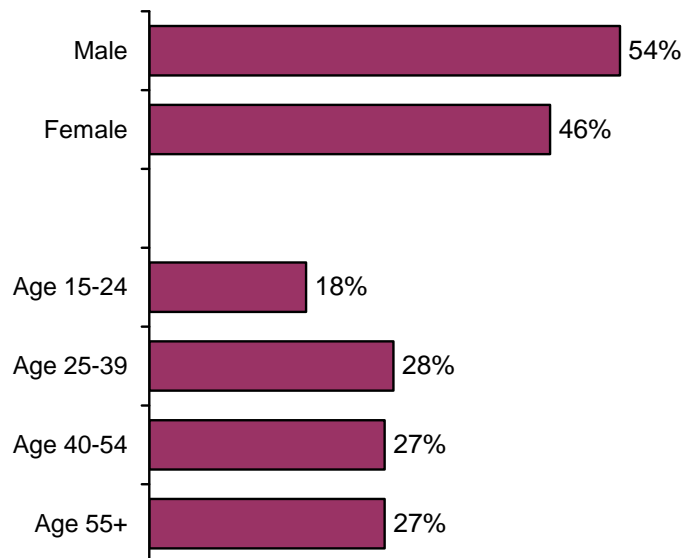


Fig 12. Community Radio Listeners Profile



Reach: The percentage of a group/sub-group who listen to community radio. For example, 30% of all men aged 15+ listen to community radio in an average week.

Profile: As a proportion of all community radio listeners, what percent are from each group/sub-group. For example, men aged 15+ account for 54% of all community radio listeners aged 15+ in an average week.

When comparing reach to profile figures it is important to remember which audience you are describing. Reach figures describe the wider population while profile figures describe the community radio listener population.

Looking at the profile figures, men account for more than half of community radio listeners in an average week. In terms of age groups, people aged 15-24 account for 18% of listeners. The other three age groups each contribute over one-quarter of listeners, with people aged 25-39 accounting for 28% of listeners.

Comparing these figures with the Australian population aged 15+, 17% of the population are aged 15-24, and 27% of the population are aged 25-39. On average, community radio therefore does especially well in these two age groups.

Over one-quarter of all full-time workers and part-time workers listen to community radio in a typical week. Students and unemployed people are also likely listeners with over one-quarter listening in a typical week. People who are retired or doing home duties are less likely to listen to community radio, with about 1 in 5 tuning in over a typical week.

About one-quarter of other white collar workers are likely to listen to community radio in an average week, and professionals/managers and blue collar workers are even more likely to be listeners.

Community radio listening is marginally more likely among people whose gross income is between \$40,000 and \$60,000 per year, but income is not a significant indicator of listening.

Over one-quarter of people who regularly speak a language other than English in their household, listen to community radio in an average week. This is slightly higher than for people who speak English in their household.

Fig 13. Community Radio Listeners Reach

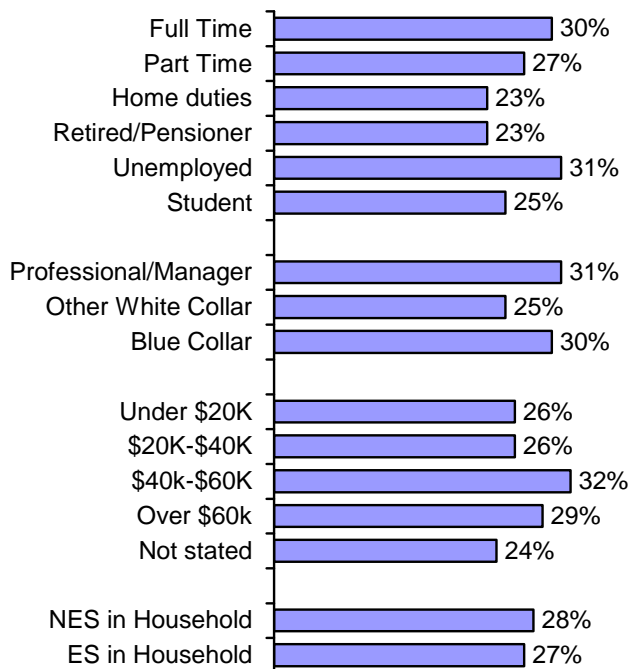
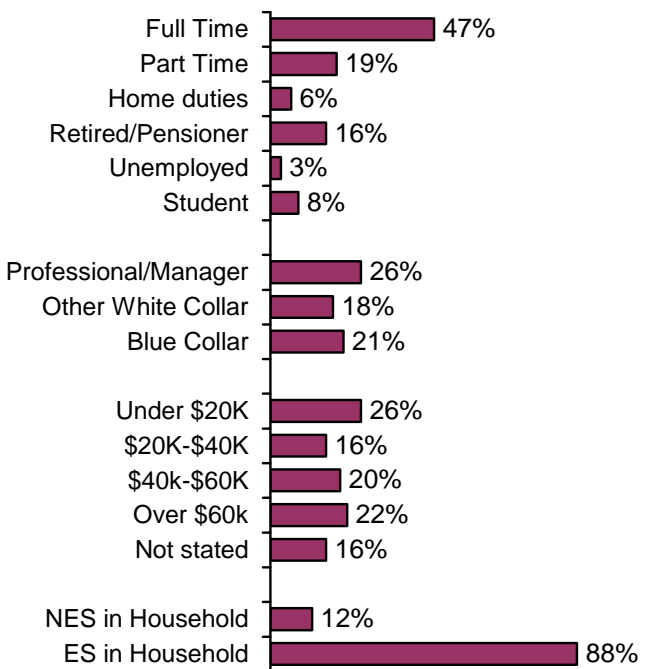


Fig 14. Community Radio Listeners Profile



NES = non-English speaking

ES = English speaking

In terms of describing the community radio listening population in an average week, 47% are employed full time with a further 19% employed part time. Pensioners/retired people account for 16% of listeners and students make up just under 1 in 10 listeners.

Community radio listeners tend to be in professional/managerial roles (1 in 5); however 18% work in other white collar roles and 21% in blue collar occupations.

12% of community radio listeners in an average week, belong to households where English is not regularly spoken. The remaining listeners are all English-speaking in their households.

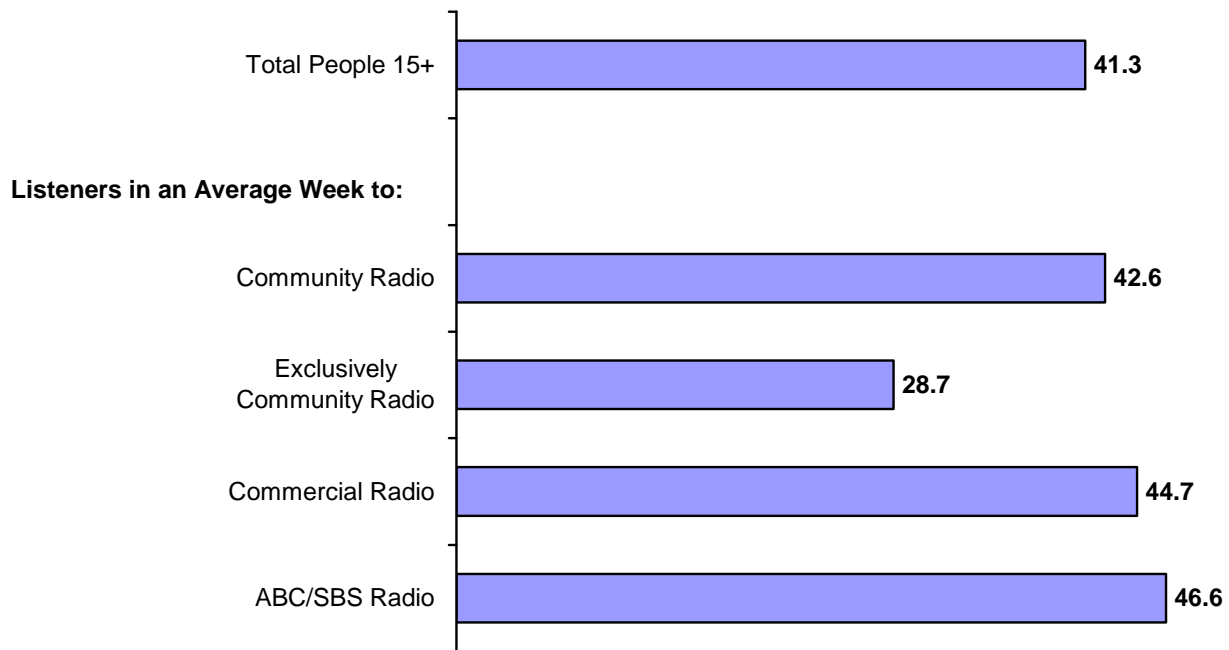
As a proportion of community radio listeners in an average week, 22% earn over \$60,000 pa gross including tax, 20% earn \$40-\$60,000 and 16% earn \$20 - \$40,000. 26% earn less than \$20,000. 16% did not state their income.

Community radio listeners' income is marginally higher than for the overall Australian population.

Compared to the average annual gross income for all Australians aged 15+ (\$41,300), community radio listeners in an average week earn marginally more (\$42,600). Commercial radio listeners and more particularly ABC/SBS listeners are even higher income earners.

Those people who exclusively listen to community radio tend to be lower income earners, averaging \$28,700.

Fig 15. Average Income (\$000)



Time Spent Listening to Community Radio

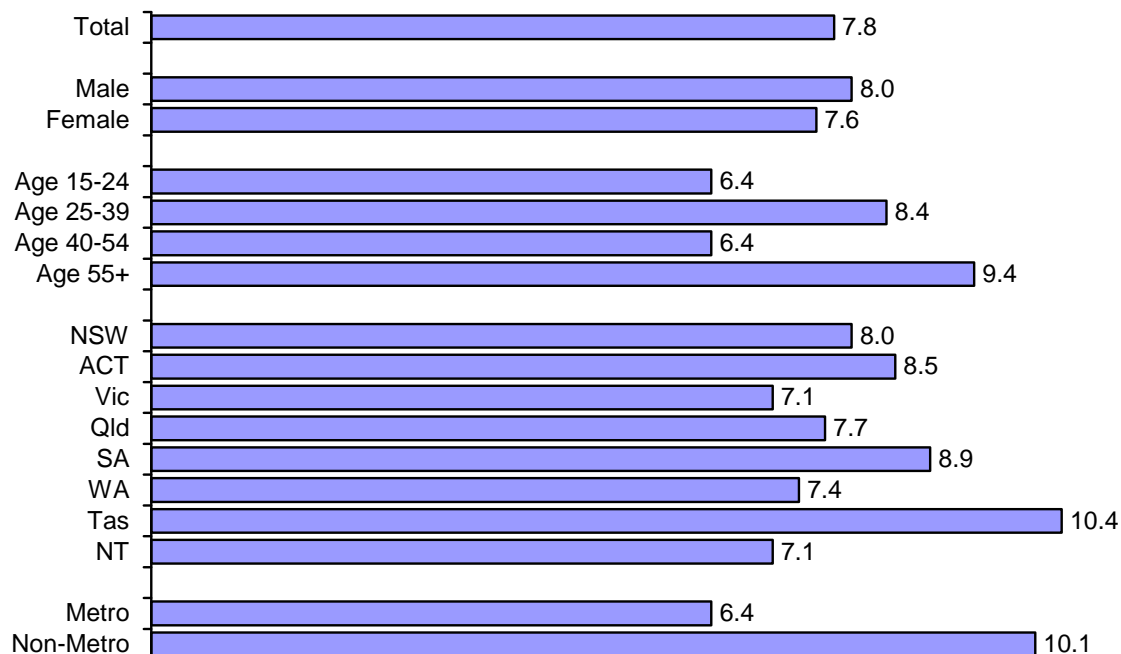
On average, community radio listeners in an average week spend 7.8 hours listening to community radio per week. On a State basis, listening peaks at 10.4 hours per week for Tasmanian listeners, followed by 8.9 hours for South Australia, 8.5 hours for ACT listeners, 8.0 hours for NSW, 7.7 hours for Queensland and 7.4 hours for Western Australia. Victorian and Northern Territory listeners have the lowest average at 7.1 hours per week listening to community radio.

Fig 16.	Community Radio Listeners '000	Average no. of hours spent listening per week
Australia	4,519	7.8
NSW	1,499	8.0
ACT	49	8.5
VIC	1,101	7.1
QLD	853	7.7
SA	419	8.9
WA	434	7.4
TAS	97	10.4
NT	66	7.1

Note: The individual State/Territory totals do not sum to the Australian total due to rounding.

Older people and people living in non-metropolitan areas are likely to listen to more community radio than the average listeners.

Fig 17. Average Time Spent Listening to Community Radio (Hours per Week) by Listeners to Community Radio in an Average Week



Time of Day Spent Listening to Community Radio

Amongst community radio listeners, the afternoon day part is listened to most often with 48% followed by mid-morning (42%), breakfast (41%) and the evening (32%).

Females and people aged 25-54 are more likely to listen during breakfast; whereas men and people aged 15-24 are more likely to listen during the evening.

People who live in the Metro areas are more likely to listen to community radio during breakfast and evening, while people living in the regional areas of Australia are more likely to listen during the mid-morning and afternoon.

Fig 18.	Community Radio Listening by Day Part			
	Breakfast	Mid-morning	Afternoon	Evening
	%	%	%	%
Total	41	42	48	32
Male	37	42	50	35
Female	45	42	45	29
Age 15-24	37	28	42	41
Age 25-39	42	45	54	33
Age 40-54	45	41	45	33
Age 55+	39	50	47	26
NSW	39	44	43	28
ACT	44	43	53	36
Vic	42	38	49	39
Qld	42	44	49	33
SA	44	41	50	34
WA	36	43	52	27
Tas	48	50	57	39
NT	51	37	58	26
Metro	42	38	47	35
Non-Metro	40	50	49	28

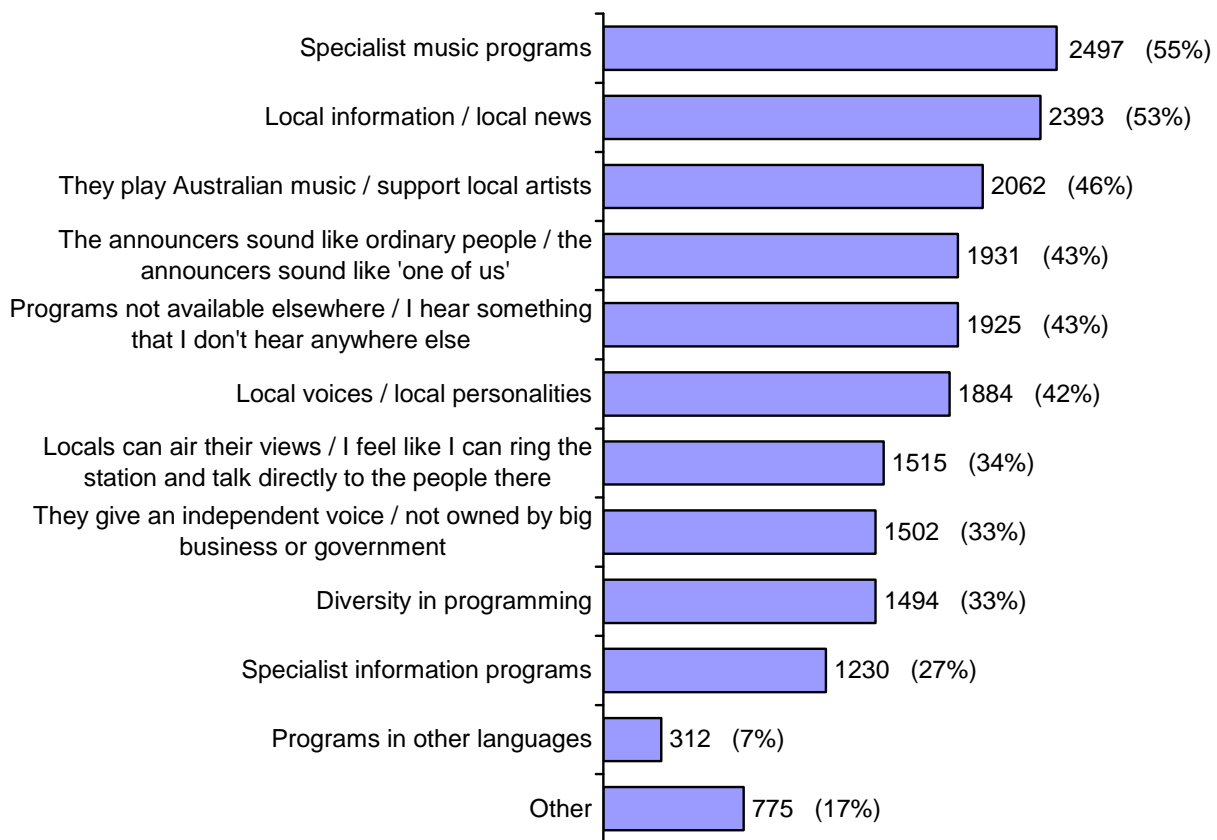
Reasons for Listening to Community Radio

The most cited reason for listening to community radio is because they listen for “specialist music programs”. More than half of all community radio listeners provided this response.

Another common theme for listeners is the local nature of the content, with just over half stating that “local information / local news” was their reason for listening. 46% say that they listen because “they play Australian music/ support local artists” and just over 4 in 10 cite “local voices/ local personalities” as their reason for listening. Three in ten listeners say they like the fact that “locals can air their views. I feel like I can ring the station and talk directly to the people there.”

Community radio listeners also relish the fact that the stations have independence and don’t have to follow a corporate culture. Just over 4 in 10 listeners say they like the fact that the “programs are not available elsewhere/ I hear something that I don’t hear anywhere else” and the fact that “the announcers sound like ordinary people/ the announcers sound like ‘one of us’” as their reason for listening. 3 in 10 listeners say that the “diversity in the programming” and the fact that the stations “give an independent voice and are not owned by big business or government” as one of their reasons and almost 3 in 10 listeners say that they listened because of “specialist information programs”. 7% of the community radio audience say they listen to hear “programs in other languages”.

Fig 19. Reasons for Listening to Community Radio by Listeners to Community Radio in an Average Week



Reasons for Listening to Community Radio by Demographic Groups

For female listeners and non-metro listeners, “local information / local news” is the most common reason for listening to community radio. For male listeners, listeners of all ages and metropolitan listeners, the most frequent reason for listening to community radio is that it has “specialist music programs”. Listeners aged 15-39 really value the “Australian music / local artists” on community radio.

The main difference between metropolitan and non-metro listeners is that non-metro listeners especially appreciate the local aspects of community radio. By contrast, metropolitan listeners rate “specialist music programs”, “programs not available elsewhere / I hear something that I don't hear anywhere else”, “diversity in programming” and “programs in other languages” higher than non-metro listeners. The difference between metropolitan and non-metro listeners may be a function of the content offering of community radio in metropolitan versus non-metro areas.

Fig 20. Reasons for Listening to Community Radio by Listeners to Community Radio in an Average Week

	Male	Female	Age 15-24	Age 25-39	Age 40-54	Age 55+	Metro	Non-Metro
	%	%	%	%	%	%	%	%
Specialist music programs	56	54	56	56	54	55	58	51
Local information / local news	51	55	52	53	54	52	46	66
They play Australian music / support local artists	47	44	48	52	44	39	42	52
The announcers sound like ordinary people / the announcers sound like 'one of us'	41	45	41	45	42	42	41	45
Programs not available elsewhere / I hear something that I don't hear anywhere else	45	40	35	49	46	38	47	35
Local voices / local personalities	42	42	40	42	44	39	38	49
Locals can air their views / I feel like I can ring the station and talk directly to the people there	35	32	34	37	32	31	31	39
They give an independent voice / not owned by big business or government	35	32	30	38	33	31	35	31
Diversity in programming	35	31	28	39	34	30	35	29
Specialist information programs	27	28	19	30	28	30	27	28
Programs in other languages	8	6	5	11	6	4	8	5
Other	14	21	19	14	19	18	17	18

By occupation, the key reason for listening to community radio for most groups is “specialist music programs”. Among people in full-time home duties and unemployed the key reason for listening to community radio is “local information / local news”.

Full time workers listen mainly to community radio for “specialist music programs”, “local information / local news” and “Australian music / local artists”.

Part time workers listen mainly for “specialist music programs”, “local information / local news” and then for “Australian music / local artists”.

Retired people / pensioners listen mainly for “specialist music” or “specialist information programs” and then for “local information / local news”.

People in full-time home duties listen primarily for “local information / local news” and “local voice / personalities”.

Students, while listening most frequently for “specialist music programs”, are also interested in “local information / local news” and “Australian music / local artists”.

Unemployed people listen mainly for “local information / local news” and “specialist music programs”. Unemployed people also are more likely to listen to “programs in other languages”.

Fig 21. Reasons for Listening to Community Radio by Listeners to Community Radio in an Average Week

	Full Time	Part Time	Home duties	Retired/ Pensioner	Un-employed	Student
	%	%	%	%	%	%
Specialist music programs	53	53	50	61	60	62
Local information / local news	52	53	65	52	63	50
They play Australian music / support local artists	47	45	49	40	57	42
The announcers sound like ordinary people / the announcers sound like 'one of us'	43	42	47	43	36	42
Programs not available elsewhere / I hear something that I don't hear anywhere else	46	41	46	39	39	32
Local voices / local personalities	42	42	51	39	42	38
Locals can air their views / I feel like I can ring the station and talk directly to the people there	33	32	43	35	37	30
They give an independent voice / not owned by big business or government	36	33	31	30	33	26
Diversity in programming	37	32	31	28	39	21
Specialist information programs	29	21	31	33	23	17
Programs in other languages	7	6	12	3	21	6
Other	16	18	16	19	21	20

Reasons for Listening to Community Radio by Time Spent Listening

Regardless of how long people listen to community radio, “specialist music programs” and “local information/ local news” are the main key motivations for listening. As time spent listening increases, “specialist music programs” and “local information/ local news” are increasingly cited as a reason for listening.

In a similar pattern, listening for “Australian music / local artists” is more often mentioned as a reason for listening as time spent listening increases.

Fig 22. Reasons for Listening to Community Radio by Listeners to Community Radio in an Average Week

	Total	Time Spent Listening				
		1h	2-5h	6-10h	11-20h	21h+
		%	%	%	%	%
Specialist music programs	55	40	58	57	72	69
Local information / local news	53	41	51	56	75	72
They play Australian music / support local artists	46	39	44	45	57	62
The announcers sound like ordinary people / the announcers sound like 'one of us'	43	33	42	42	58	61
Programs not available elsewhere / I hear something that I don't hear anywhere else	43	35	44	41	49	56
Local voices / local personalities	42	32	43	38	56	58
Locals can air their views / I feel like I can ring the station and talk directly to the people there	34	23	35	32	45	53
They give an independent voice / not owned by big business or government	33	24	33	34	44	52
Diversity in programming	33	25	32	38	42	48
Specialist information programs	27	17	27	28	39	47
Programs in other languages	7	4	7	7	10	13
Other	17	19	17	14	14	21

For the 716,000 people aged 15+ who are exclusive listeners to community radio in an average week, “specialist music programs” is again the key motivation for listening. These people listen to community radio for an average of 12.6 hours per week.

Reasons for Listening to Community Radio by Time of Day Spent Listening

Regardless of what time of day people listen to community radio, “specialist music programs” and “local information/ local news” are the main key motivations for listening.

During the breakfast timeslot “local information / local news” is the main reason for listening. Throughout the course of the day “specialist music programs” become the main reason for listening to community radio.

Fig 23. Reasons for Listening to Community Radio by Listeners to Community Radio in an Average Week

	Breakfast	Mid-morning	Afternoon	Evening
	%	%	%	%
Specialist music programs	57	59	62	61
Local information / local news	60	59	55	53
They play Australian music / support local artists	49	47	51	47
The announcers sound like ordinary people / the announcers sound like 'one of us'	53	47	46	42
Programs not available elsewhere / I hear something that I don't hear anywhere else	46	43	47	50
Local voices / local personalities	47	46	46	46
Locals can air their views / I feel like I can ring the station and talk directly to the people there	39	38	36	35
They give an independent voice / not owned by big business or government	38	36	36	38
Diversity in programming	37	35	38	41
Specialist information programs	34	32	29	29
Programs in other languages	9	8	7	11
Other	17	20	18	18

Community Radio Listeners' Use of the Internet

Among the 4,519,000 people aged 15+ who listen to community radio in an average week:

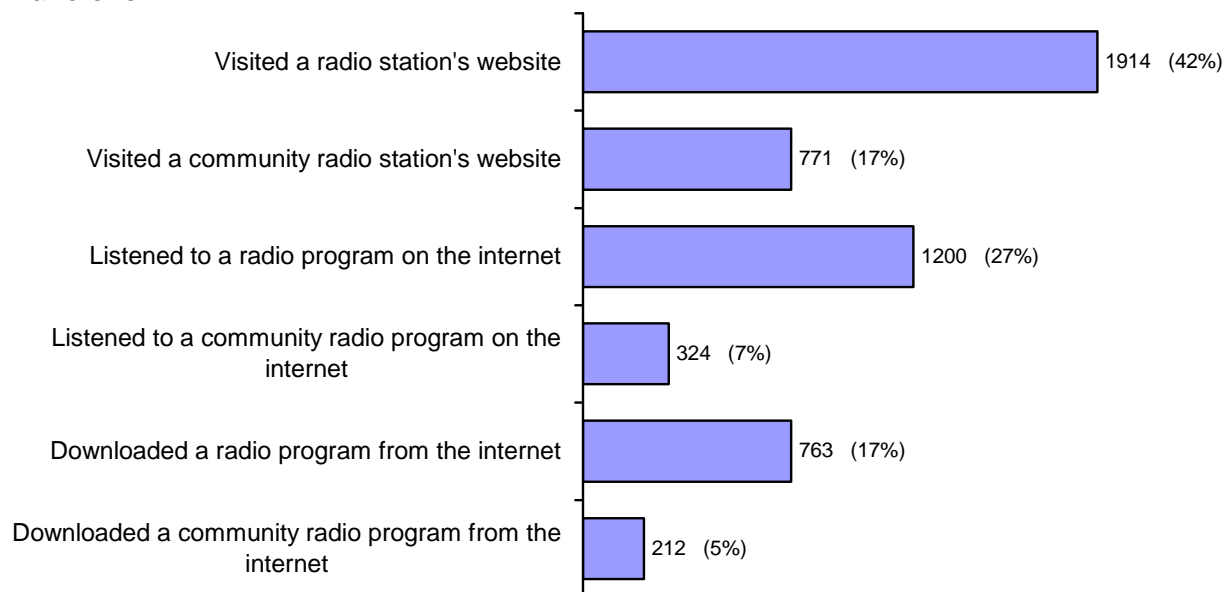
- 42% have ever visited a radio station's website
- 17% have ever visited a community radio station's website
- 27% have ever listened to a radio program on the internet
- 7% have ever listened a community radio program on the internet
- 17% have ever downloaded a radio program from the internet
- 5% have ever downloaded a community radio program from the internet

Corresponding percentages among all Australians aged 15+ are 36%, 7%, 23%, 3%, 12% and 2% respectively, indicating that community radio listeners are making especially good use of the internet for listening to radio programs.

The above percentages are generally higher among men than women, younger than older people, people on higher incomes than lower incomes, and people in metropolitan areas than non-metropolitan areas.

Fig 24. Community Radio Listeners' Use of the Internet ('000)

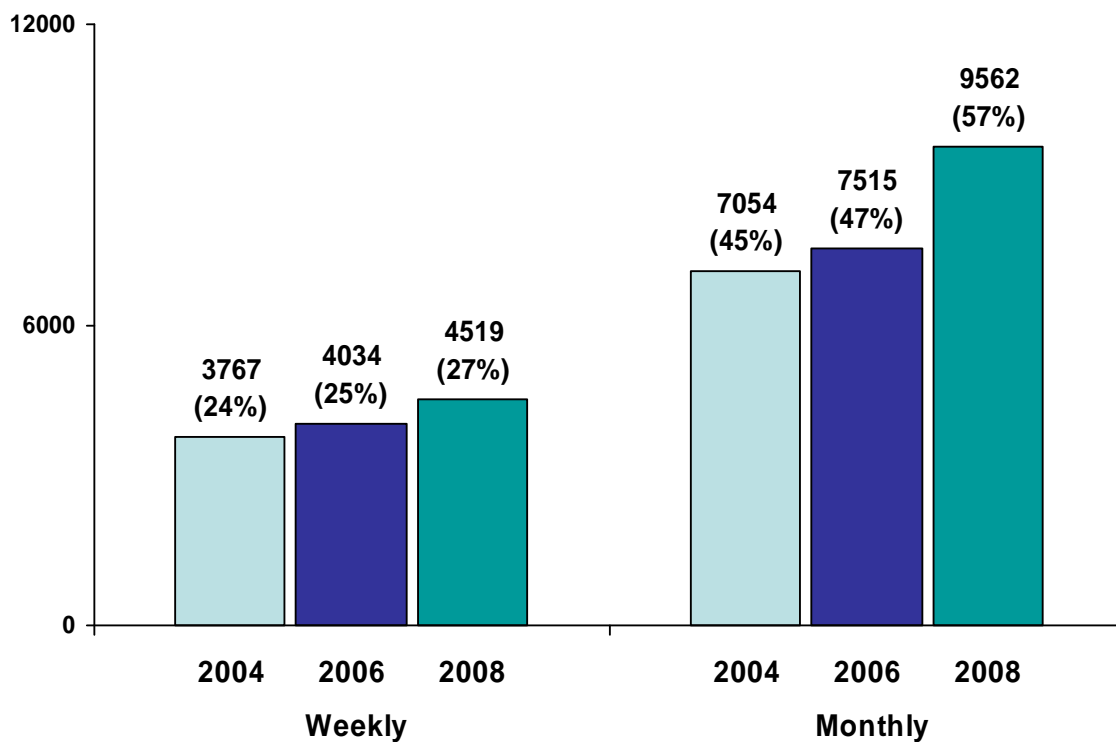
Have ever:



Community Radio Weekly and Monthly Listening Compared with 2004 and 2006

- Since the previous surveys conducted in 2004 and 2006, the estimated number of Australians aged 15+ listening to community radio in an average week has risen from 3,767,000 in 2004 to 4,034,000 in 2006 followed by a rise to 4,519,000 in 2008.
- During the same period, the estimated number of Australians aged 15+ listening to community radio in an average month has risen from 7,054,000 in 2004 to 7,515,000 in 2006 followed by a rise to 9,562,000 in 2008.

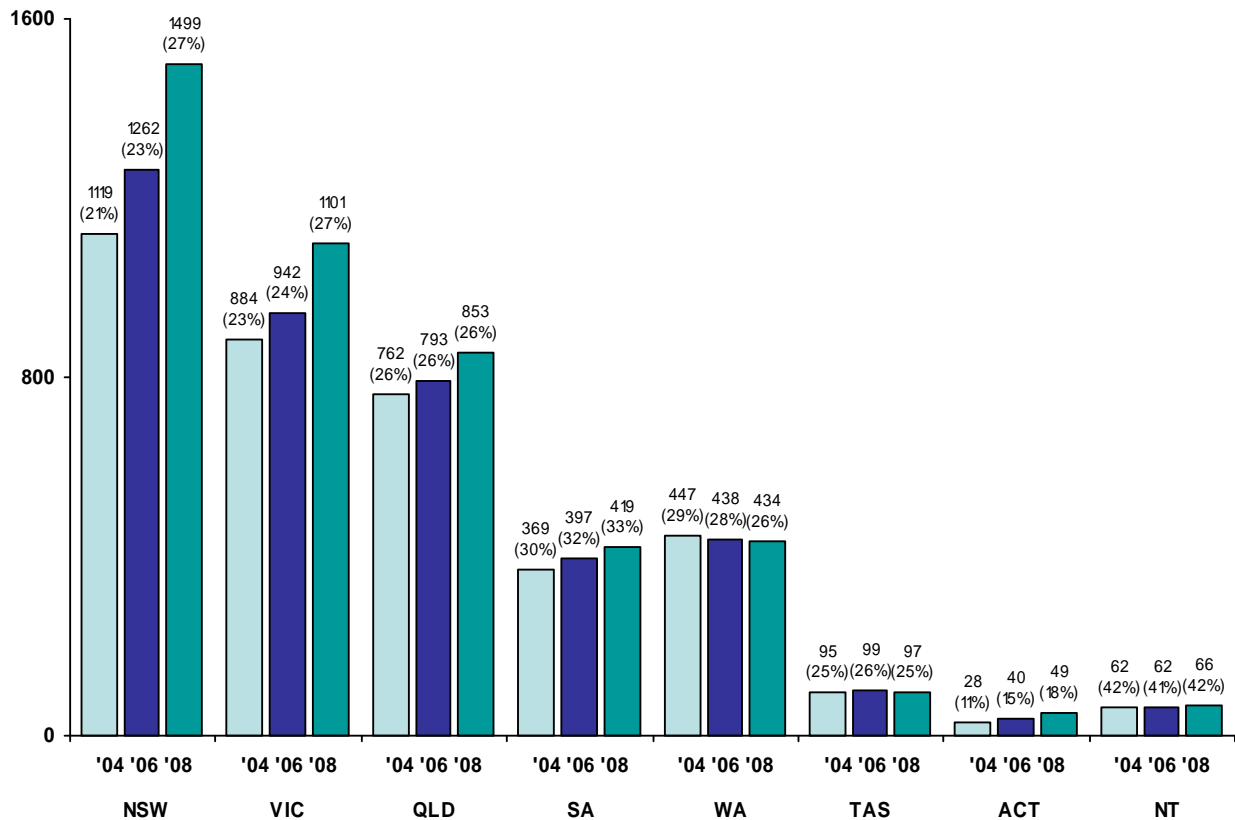
Fig 25. Community Radio Weekly and Monthly Listening ('000)



Community Radio Weekly Listening by States Compared with 2004 and 2006

- Since the previous surveys conducted in 2004 and 2006, the estimated number of people in New South Wales aged 15+ listening to community radio in an average week has risen from 1,119,000 in 2004 to 1,262,000 in 2006 followed by a rise to 1,499,000 in 2008.
- Comparable results are shown below for each of the other States and Territories.

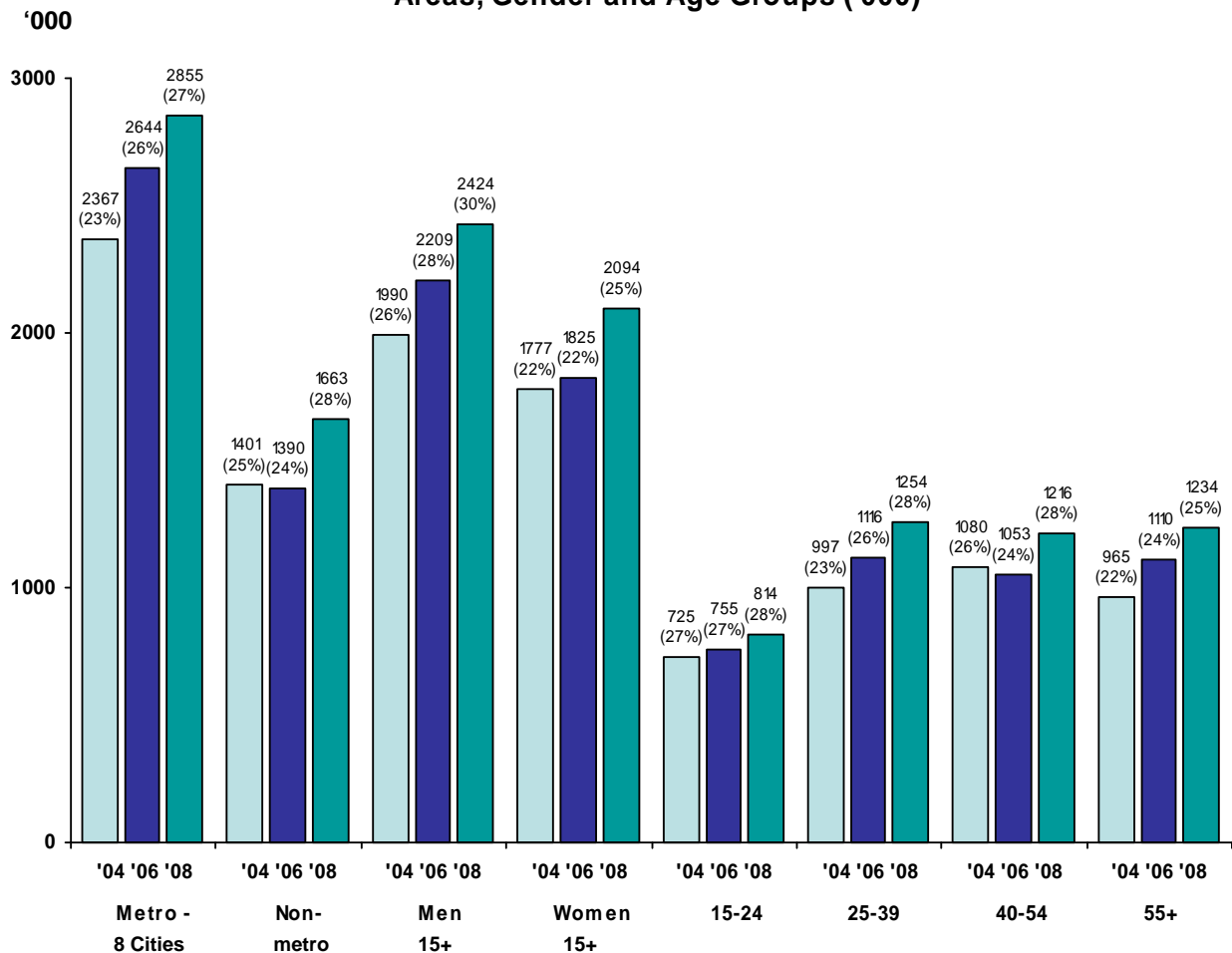
Fig 26. Community Radio Weekly Listening by States ('000)



Community Radio Weekly Listening by Metro vs. Non-Metro Areas, Gender and Age Groups Compared with 2004 and 2006

- Since the previous surveys in 2004 and 2006, the estimated number of people in metropolitan areas (8 cities) aged 15+ listening to community radio in an average week, has risen from 2,367,000 in 2004 to 2,644,000 in 2006 followed by a rise to 2,855,000 in 2008.
- Comparable figures are shown below for people aged 15+ in non-metropolitan areas, men, women and various age groups.

Fig 27. Community Radio Weekly Listening by Metro vs. Non-Metro Areas, Gender and Age Groups ('000)



Fact Sheets

OVERALL LISTENING
- AUSTRALIA

	<u>In An Average Week</u>		<u>In An Average Month</u>	
	'000	%	'000	%
All people aged 15+	16650	100	16650	100
Listeners to radio	13940	84	15526	93
Listeners to community radio	4519	27	9562	57
Listeners to commercial radio	10704	64	12019	72
Listeners to ABC and/or SBS radio	7458	45	8999	54
Listeners to community radio who:				
do not listen to commercial radio	1423	9	2375	14
do not listen to ABC/SBS radio	2138	13	3950	24
do not listen to commercial radio or ABC/SBS radio	716	4	1090	7

How to Read:

In an average week, of all people aged 15+ throughout Australia (16,650,000 people):

- 4,519,000 people, or 27%, listen to community radio
- 1,423,000 people, or 9%, listen to community radio but not commercial radio
- 2,138,000 people, or 13%, listen to community radio but not ABC/SBS radio
- 716,000 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 4,519,000 people aged 15+ who listened to community radio in the last seven days:

	'000	%
	4519	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	3621	80
11 to 20 hours	452	10
Over 20 hours	419	9
No. of hours not established	27	1

Average no. of hours = 7.8 hours

"At what times of the day did you listen to this station (these stations) in the last seven days?"

Breakfast	1849	41
Mid-morning	1910	42
Afternoon	2152	48
Evening	1462	32

Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 5,003 people 15+ throughout Australia

PROFILE OF LISTENERS AND OF THE POPULATION
- AUSTRALIA

	<u>Listeners 15+ to Community Radio</u>				<u>Population 15+</u>	
	<u>In An Average</u>		<u>In An Average</u>		<u>'000</u>	<u>%</u>
	<u>Week</u>	<u>Month</u>	<u>Week</u>	<u>Month</u>		
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>
Total	4519	100	9562	100	16650	100
<u>Gender</u>						
Men	2424	54	4940	52	8211	49
Women	2094	46	4622	48	8439	51
<u>Age Group</u>						
15-24	814	18	1825	19	2884	17
25-39	1254	28	2560	27	4427	27
40-54	1216	27	2651	28	4393	26
55+	1234	27	2526	26	4946	30
<u>Work Status</u>						
Full time	2109	47	4211	44	7117	43
Part time	872	19	1858	19	3191	19
Home duties	290	6	732	8	1259	8
Retired / pensioner	738	16	1564	16	3171	19
Unemployed	129	3	233	2	413	2
Student	380	8	964	10	1499	9
<u>Occupation</u>						
Professional/ manager/ executive/ farmer	1192	26	2233	23	3878	23
Other white collar	815	18	1899	20	3213	19
Blue collar	955	21	1897	20	3139	19
Other	19	0	40	0	78	0
<u>Total Annual Gross Income</u>						
Less than \$20,000	1195	26	2671	28	4676	28
\$20,000 to \$40,000	736	16	1577	16	2856	17
\$40,001 to \$60,000	894	20	1677	18	2769	17
Over \$60,000	977	22	1936	20	3331	20
Not established	716	16	1701	18	3018	18
<u>Have Ever</u>						
Visited a radio station's website	1914	42	3782	40	5999	36
Visited a community radio station's website	771	17	1036	11	1160	7
Listened to a radio program on the internet	1200	27	2538	27	3879	23
Listened to a community radio program on the internet	324	7	464	5	538	3
Downloaded a radio program from the internet	763	17	1403	15	2044	12
Downloaded a community radio program from the internet	212	5	266	3	305	2

Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 5,003 people 15+ throughout Australia

PROFILE OF LISTENERS AND OF THE POPULATION
- AUSTRALIA

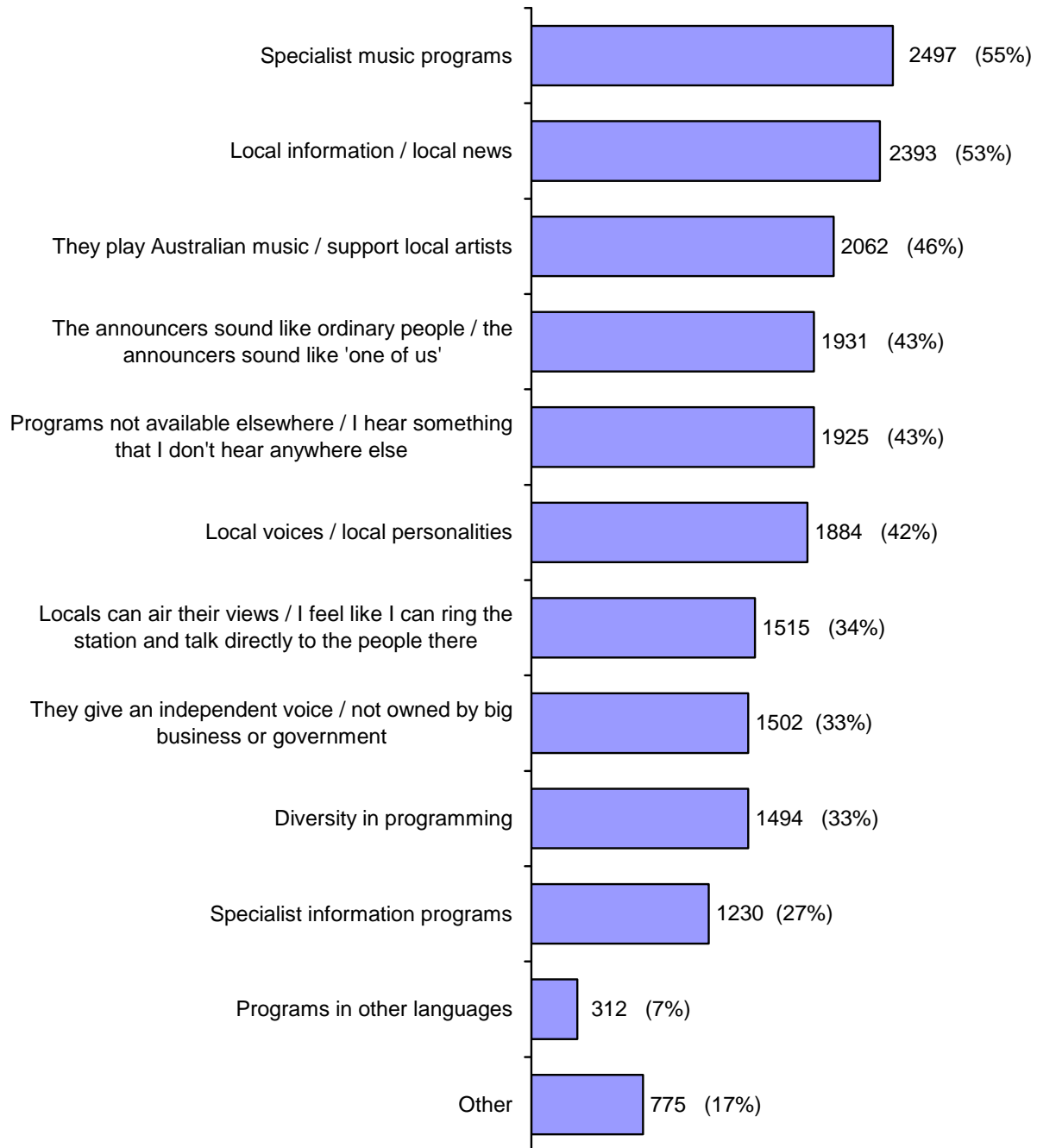
	<u>Listeners 15+ to Community Radio</u>					
	<u>In An Average</u>		<u>In An Average</u>		<u>Population 15+</u>	
	<u>Week</u>		<u>Month</u>			
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>
Total	4519	100	9562	100	16650	100
<u>Aboriginal or Torres Strait Islander Origin</u>						
Yes	184	4	253	3	376	2
No	4273	95	9178	96	16062	96
Refused	61	1	130	1	212	1
<u>Religious Beliefs</u>						
Christianity	2886	64	6013	63	10271	62
Buddhism	73	2	182	2	324	2
Islam	55	1	114	1	189	1
Hinduism	42	1	74	1	158	1
Other	142	3	274	3	436	3
No religious beliefs	1238	27	2756	29	4996	30
Refused	82	2	147	2	276	2
<u>Have Disabilities</u>						
Sight impairment	347	8	842	9	1482	9
Physical disability	308	7	607	6	1117	7
Hearing impairment	241	5	490	5	944	6
Speech impairment	40	1	93	1	173	1
None of the above	3744	83	7921	83	13674	82
Refused	35	1	66	1	129	1
<u>Language Other Than English Is Regularly Spoken in the Household</u>						
Yes	561	12	1212	13	2027	12
No	3957	88	8350	87	14623	88
<u>Languages spoken at home</u>						
Chinese/ Cantonese/ Mandarin	64	11	143	12	270	13
Italian	66	12	161	13	236	12
Spanish	72	13	98	8	122	6
German	37	7	75	6	122	6
Arabic	22	4	38	3	118	6
Hindi (Indian)	30	5	59	5	116	6
Greek	32	6	62	5	116	6
French	25	4	46	4	99	5
Filipino/ Tagalog	35	6	60	5	75	4
Vietnamese	6	1	39	3	74	4
Dutch	17	3	36	3	57	3
Polish	19	3	31	3	51	2
Turkish	6	1	36	3	48	2
Macedonian	9	2	28	2	38	2
Other	180	32	389	32	626	31
Refused	13	2	25	2	33	2

Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 5,003 people 15+ throughout Australia

REASONS FOR LISTENING

- AUSTRALIA



Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 5,003 people 15+ throughout Australia

**OVERALL LISTENING
- NATIONAL METRO (8 CITIES)**

	<u>In An Average Week</u>		<u>In An Average Month</u>	
	'000	%	'000	%
All people aged 15+	10672	100	10672	100
Listeners to radio	8975	84	9950	93
Listeners to community radio	2855	27	6095	57
Listeners to commercial radio	7263	68	7994	75
Listeners to ABC and/or SBS radio	4474	42	5461	51
Listeners to community radio who:				
do not listen to commercial radio	783	7	1365	13
do not listen to ABC/SBS radio	1345	13	2612	24
do not listen to commercial radio or ABC/SBS radio	380	4	661	6

How to Read:

In an average week, of all people aged 15+ throughout National Metro (8 Cities) (10,672,000 people):

- 2,855,000 people, or 27%, listen to community radio
- 783,000 people, or 7%, listen to community radio but not commercial radio
- 1,345,000 people, or 13%, listen to community radio but not ABC/SBS radio
- 380,000 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 2,855,000 people aged 15+ who listened to community radio in the last seven days: '000 %
2855 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	2402	84
11 to 20 hours	241	8
Over 20 hours	201	7
No. of hours not established	11	0
Average no. of hours = 6.4 hours		

"At what times of the day did you listen to this station (these stations) in the last seven days?"

Breakfast	1186	42
Mid-morning	1083	38
Afternoon	1345	47
Evening	995	35

Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 2,875 people 15+ throughout National Metro (8 Cities)

PROFILE OF LISTENERS AND OF THE POPULATION
- NATIONAL METRO (8 CITIES)

	<u>Listeners 15+ to Community Radio</u>				<u>Population 15+</u>	
	<u>In An Average</u>		<u>In An Average</u>		<u>'000</u>	<u>%</u>
	<u>Week</u>	<u>Month</u>	<u>Week</u>	<u>Month</u>		
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>		
Total	2855	100	6095	100	10672	100
<u>Gender</u>						
Men	1509	53	3118	51	5234	49
Women	1346	47	2977	49	5438	51
<u>Age Group</u>						
15-24	485	17	1209	20	1918	18
25-39	848	30	1679	28	3015	28
40-54	829	29	1725	28	2775	26
55+	693	24	1483	24	2964	28
<u>Work Status</u>						
Full time	1436	50	2798	46	4721	44
Part time	525	18	1138	19	1945	18
Home duties	168	6	461	8	770	7
Retired / pensioner	414	14	892	15	1868	17
Unemployed	67	2	127	2	264	2
Student	245	9	678	11	1105	10
<u>Occupation</u>						
Professional/ manager/ executive/ farmer	864	30	1555	26	2700	25
Other white collar	530	19	1243	20	2064	19
Blue collar	555	19	1111	18	1851	17
Other	11	0	28	0	51	0
<u>Total Annual Gross Income</u>						
Less than \$20,000	677	24	1628	27	2855	27
\$20,000 to \$40,000	426	15	941	15	1659	16
\$40,001 to \$60,000	548	19	1026	17	1757	16
Over \$60,000	703	25	1359	22	2328	22
Not established	500	18	1141	19	2073	19
<u>Have Ever</u>						
Visited a radio station's website	1419	50	2770	45	4390	41
Visited a community radio station's website	570	20	737	12	818	8
Listened to a radio program on the internet	903	32	1891	31	2871	27
Listened to a community radio program on the internet	262	9	357	6	396	4
Downloaded a radio program from the internet	610	21	1029	17	1482	14
Downloaded a community radio program from the internet	173	6	205	3	235	2

Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 2,875 people 15+ throughout National Metro (8 Cities)

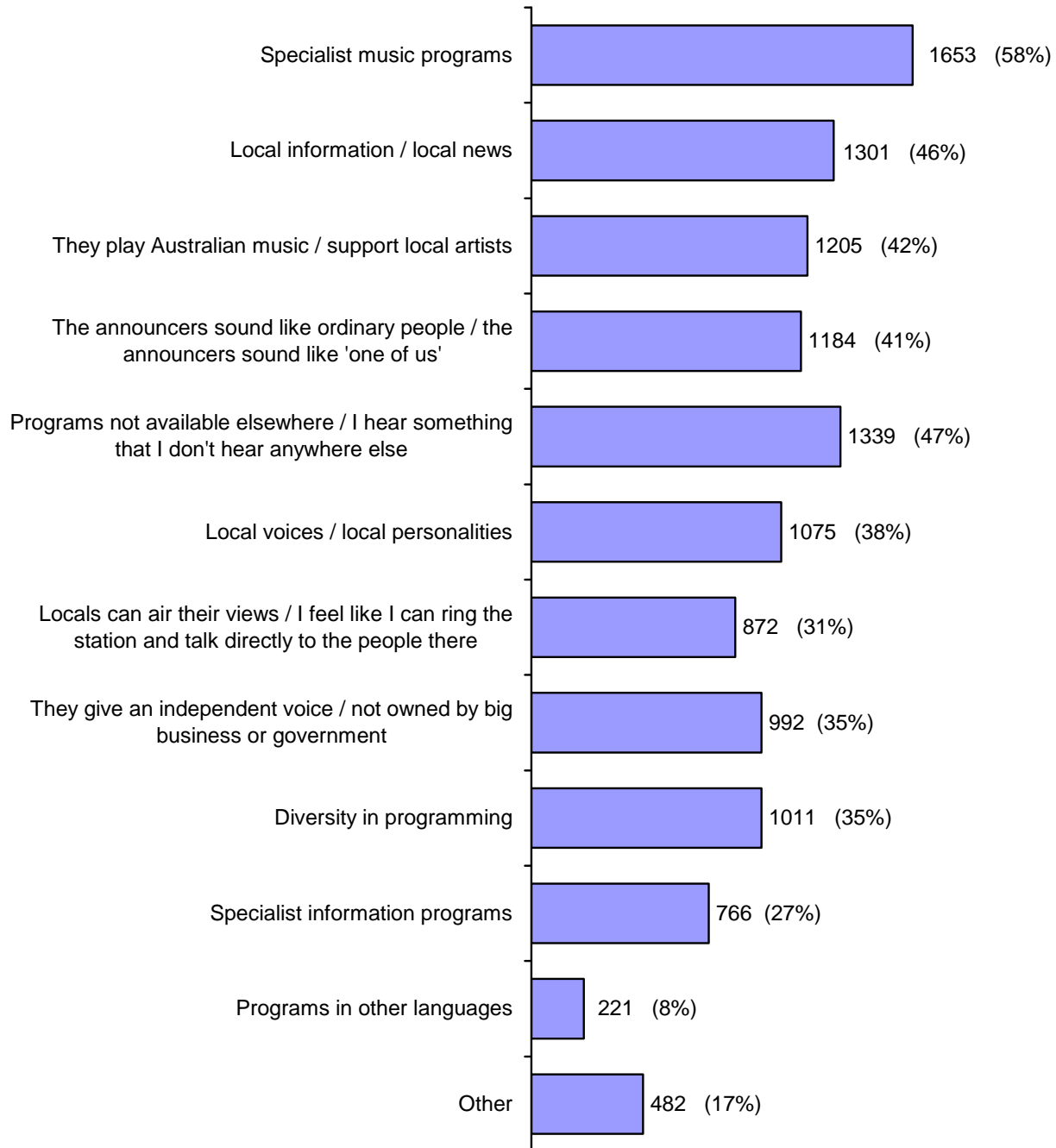
PROFILE OF LISTENERS AND OF THE POPULATION
- NATIONAL METRO (8 CITIES)

	<u>Listeners 15+ to Community Radio</u>					
	<u>In An Average</u>		<u>In An Average</u>		<u>Population 15+</u>	
	<u>Week</u>		<u>Month</u>			
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>
Total	2855	100	6095	100	10672	100
<u>Aboriginal or Torres Strait Islander Origin</u>						
Yes	60	2	103	2	155	1
No	2759	97	5900	97	10376	97
Refused	36	1	92	2	141	1
<u>Religious Beliefs</u>						
Christianity	1722	60	3717	61	6404	60
Buddhism	59	2	152	2	259	2
Islam	47	2	107	2	178	2
Hinduism	38	1	69	1	153	1
Other	94	3	184	3	301	3
No religious beliefs	837	29	1782	29	3221	30
Refused	58	2	84	1	157	1
<u>Have Disabilities</u>						
Sight impairment	216	8	508	8	931	9
Physical disability	153	5	300	5	596	6
Hearing impairment	129	5	252	4	508	5
Speech impairment	20	1	61	1	96	1
None of the above	2400	84	5146	84	8938	84
Refused	17	1	37	1	64	1
<u>Language Other Than English Is Regularly Spoken in the Household</u>						
Yes	487	17	1028	17	1715	16
No	2368	83	5067	83	8957	84
<u>Languages spoken at home</u>						
Chinese/ Cantonese/ Mandarin	59	12	132	13	250	15
Italian	56	12	135	13	187	11
Spanish	49	10	68	7	88	5
German	20	4	40	4	73	4
Arabic	22	4	38	4	110	6
Hindi (Indian)	30	6	59	6	110	6
Greek	31	6	56	5	104	6
French	25	5	46	4	91	5
Filipino/ Tagalog	30	6	48	5	60	4
Vietnamese	6	1	38	4	73	4
Dutch	17	3	23	2	38	2
Polish	14	3	19	2	35	2
Turkish	6	1	32	3	45	3
Macedonian	9	2	18	2	27	2
Other	144	30	318	31	511	30
Refused	13	3	19	2	19	1

Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 2,875 people 15+ throughout National Metro (8 Cities)

REASONS FOR LISTENING
- NATIONAL METRO (8 CITIES)



Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 2,875 people 15+ throughout National Metro (8 Cities)

**PROFILE OF LISTENERS AND OF THE POPULATION
- NATIONAL NON-METRO (AUSTRALIA MINUS 8 CITIES)**

	<u>Listeners 15+ to Community Radio</u>				<u>Population 15+</u>	
	<u>In An Average</u>		<u>In An Average</u>		<u>'000</u>	<u>%</u>
	<u>Week</u>	<u>Month</u>	<u>Week</u>	<u>Month</u>		
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>		
Total	1663	100	3467	100	5977	100
<u>Gender</u>						
Men	915	55	1822	53	2977	50
Women	748	45	1645	47	3001	50
<u>Age Group</u>						
15-24	330	20	617	18	965	16
25-39	406	24	881	25	1412	24
40-54	386	23	926	27	1618	27
55+	541	33	1043	30	1982	33
<u>Work Status</u>						
Full time	673	40	1413	41	2396	40
Part time	348	21	719	21	1246	21
Home duties	122	7	271	8	489	8
Retired / pensioner	324	19	672	19	1303	22
Unemployed	62	4	106	3	149	2
Student	135	8	286	8	394	7
<u>Occupation</u>						
Professional/ manager/ executive/ farmer	328	20	678	20	1177	20
Other white collar	285	17	656	19	1149	19
Blue collar	400	24	786	23	1289	22
Other	8	0	11	0	27	0
<u>Total Annual Gross Income</u>						
Less than \$20,000	518	31	1043	30	1821	30
\$20,000 to \$40,000	311	19	636	18	1197	20
\$40,001 to \$60,000	346	21	651	19	1012	17
Over \$60,000	273	16	577	17	1003	17
Not established	215	13	560	16	945	16
<u>Have Ever</u>						
Visited a radio station's website	494	30	1012	29	1609	27
Visited a community radio station's website	201	12	299	9	342	6
Listened to a radio program on the internet	297	18	646	19	1009	17
Listened to a community radio program on the internet	61	4	107	3	142	2
Downloaded a radio program from the internet	152	9	374	11	562	9
Downloaded a community radio program from the internet	38	2	61	2	69	1

Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 2,128 people 15+ throughout National non-metro

**PROFILE OF LISTENERS AND OF THE POPULATION
- NATIONAL NON-METRO (AUSTRALIA MINUS 8 CITIES)**

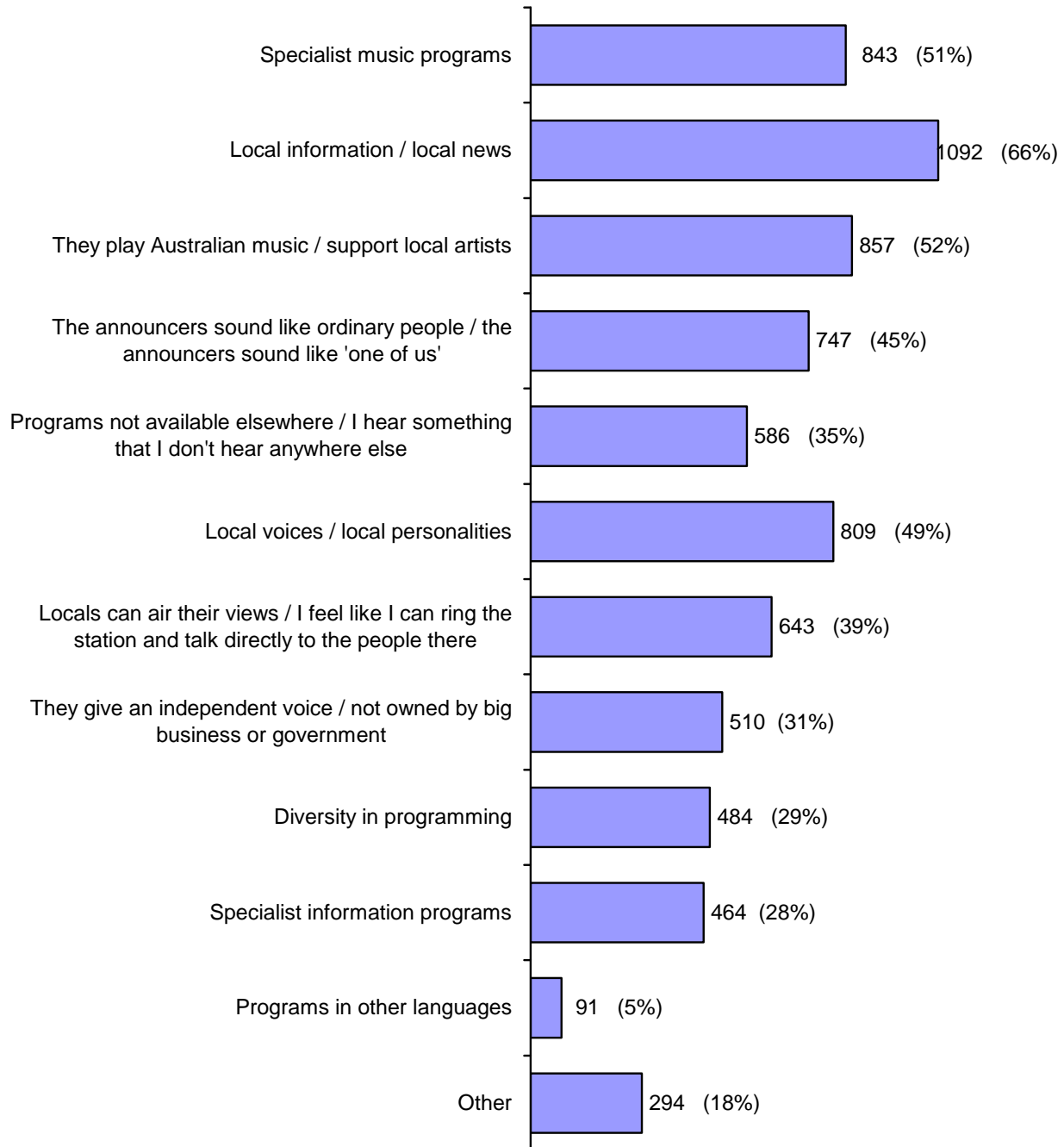
	<u>Listeners 15+ to Community Radio</u>				<u>Population 15+</u>	
	<u>In An Average Week</u>		<u>In An Average Month</u>		<u>'000</u>	<u>%</u>
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>		
Total	1663	100	3467	100	5977	100
<u>Aboriginal or Torres Strait Islander Origin</u>						
Yes	124	7	150	4	221	4
No	1514	91	3278	95	5686	95
Refused	25	2	39	1	71	1
<u>Religious Beliefs</u>						
Christianity	1164	70	2297	66	3867	65
Other	73	4	133	4	216	4
No religious beliefs	402	24	974	28	1775	30
Refused	24	1	63	2	120	2
<u>Have Disabilities</u>						
Sight impairment	131	8	334	10	551	9
Physical disability	156	9	307	9	521	9
Hearing impairment	113	7	239	7	436	7
Speech impairment	20	1	32	1	77	1
None of the above	1344	81	2775	80	4737	79
Refused	19	1	28	1	64	1
<u>Language Other Than English Is Regularly Spoken in the Household</u>						
Yes	74	4	184	5	311	5
No	1589	96	3283	95	5666	95

Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 2,128 people 15+ throughout National non-metro

REASONS FOR LISTENING

- NATIONAL NON-METRO (AUSTRALIA MINUS 8 CITIES)



Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 2,128 people 15+ throughout National non-metro

PROFILE OF LISTENERS AND OF THE POPULATION
- SYDNEY

	<u>Listeners 15+ to Community Radio</u>				<u>Population 15+</u>	
	<u>In An Average</u>		<u>In An Average</u>		<u>'000</u>	<u>%</u>
	<u>Week</u>	<u>Month</u>	<u>Week</u>	<u>Month</u>		
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>		
Total	772	100	1708	100	3464	100
<u>Gender</u>						
Men	414	54	942	55	1696	49
Women	358	46	766	45	1768	51
<u>Age Group</u>						
15-24	120	16	353	21	606	18
25-39	257	33	429	25	1012	29
40-54	261	34	529	31	898	26
55+	134	17	397	23	947	27
<u>Work Status</u>						
Full time	378	49	774	45	1508	44
Part time	145	19	294	17	605	17
Home duties	59	8	134	8	255	7
Retired / pensioner	102	13	262	15	634	18
Unemployed	12	2	26	2	91	3
Student	75	10	218	13	372	11
<u>Occupation</u>						
Professional/ manager/ executive/ farmer	206	27	392	23	785	23
Other white collar	168	22	353	21	704	20
Blue collar	143	19	309	18	592	17
Other	7	1	13	1	31	1
<u>Total Annual Gross Income</u>						
Less than \$20,000	239	31	514	30	997	29
\$20,000 to \$40,000	117	15	264	15	520	15
\$40,001 to \$60,000	139	18	266	16	551	16
Over \$60,000	161	21	354	21	705	20
Not established	117	15	310	18	691	20
<u>Have Ever</u>						
Visited a radio station's website	410	53	799	47	1414	41
Visited a community radio station's website	200	26	278	16	310	9
Listened to a radio program on the internet	291	38	642	38	1006	29
Listened to a community radio program on the internet	97	13	139	8	158	5
Downloaded a radio program from the internet	160	21	292	17	447	13
Downloaded a community radio program from the internet	53	7	72	4	85	2

Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 550 people 15+ throughout Sydney

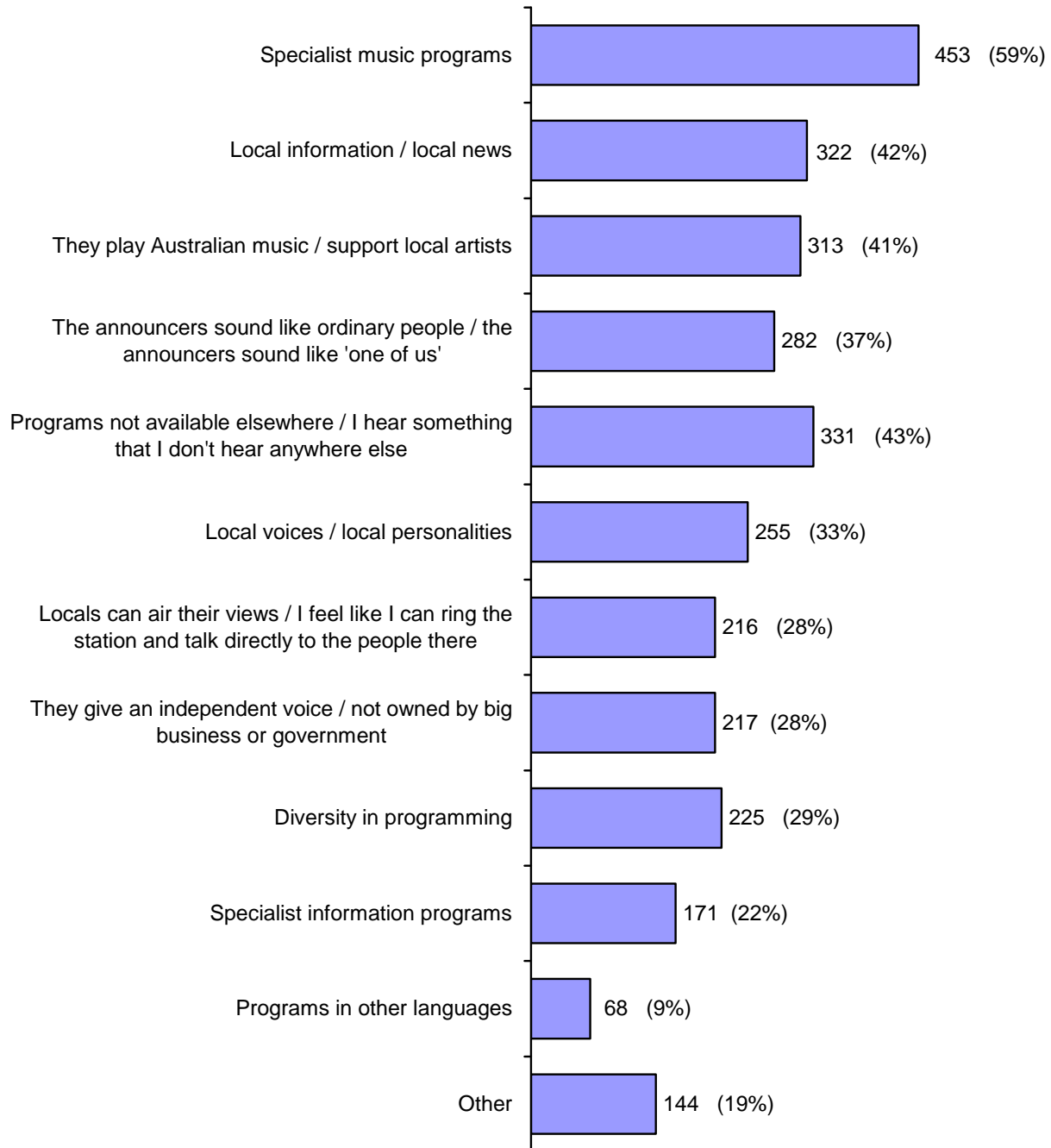
PROFILE OF LISTENERS AND OF THE POPULATION
- SYDNEY

	<u>Listeners 15+ to Community Radio</u>					
	<u>In An Average</u>		<u>In An Average</u>		<u>Population 15+</u>	
	<u>Week</u>		<u>Month</u>			
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>
Total	772	100	1708	100	3464	100
<u>Aboriginal or Torres Strait Islander Origin</u>						
Yes	32	4	50	3	78	2
No	733	95	1626	95	3354	97
Refused	7	1	32	2	32	1
<u>Religious Beliefs</u>						
Christianity	467	61	1077	63	2136	62
Buddhism	25	3	64	4	111	3
Islam	41	5	58	3	103	3
Hinduism	24	3	37	2	89	3
Other	19	2	44	3	82	2
No religious beliefs	177	23	409	24	887	26
Refused	19	2	19	1	56	2
<u>Have Disabilities</u>						
Sight impairment	64	8	144	8	268	8
Physical disability	32	4	73	4	166	5
Hearing impairment	21	3	50	3	141	4
Speech impairment	0	0	6	0	13	0
None of the above	649	84	1458	85	2968	86
Refused	12	2	12	1	12	0
<u>Language Other Than English Is Regularly Spoken in the Household</u>						
Yes	169	22	363	21	714	21
No	603	78	1346	79	2750	79
<u>Languages spoken at home (Top 6)</u>						
Chinese/ Cantonese/ Mandarin	24	14	64	18	142	20
Arabic	7	4	12	3	64	9
Hindi (Indian)	12	7	24	7	48	7
Vietnamese	6	3	20	5	39	5
French	8	5	8	2	32	5
Spanish	11	7	18	5	32	4
Other	94	56	204	56	344	48
Refused	7	4	13	4	13	2

Source: McNair Ingenuity Research Pty Ltd 2008
Telephone survey of a representative sample of 550 people 15+ throughout Sydney

REASONS FOR LISTENING

- SYDNEY



Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 550 people 15+ throughout Sydney

OVERALL LISTENING
- MELBOURNE

	<u>In An Average Week</u>		<u>In An Average Month</u>	
	'000	%	'000	%
All people aged 15+	3051	100	3051	100
Listeners to radio	2544	83	2841	93
Listeners to community radio	797	26	1939	64
Listeners to commercial radio	2081	68	2289	75
Listeners to ABC and/or SBS radio	1286	42	1579	52
Listeners to community radio who:				
do not listen to commercial radio	243	8	434	14
do not listen to ABC/SBS radio	334	11	828	27
do not listen to commercial radio or ABC/SBS radio	103	3	200	7

How to Read:

In an average week, of all people aged 15+ throughout Melbourne (3,051,000 people):

- 797,000 people, or 26%, listen to community radio
- 243,000 people, or 8%, listen to community radio but not commercial radio
- 334,000 people, or 11%, listen to community radio but not ABC/SBS radio
- 103,000 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 797,000 people aged 15+ who listened to community radio in the last seven days:

'000	%
797	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	657	82
11 to 20 hours	88	11
Over 20 hours	48	6
No. of hours not established	5	1
Average no. of hours = 6.4 hours		

"At what times of the day did you listen to this station (these stations) in the last seven days?"

Breakfast	351	44
Mid-morning	286	36
Afternoon	377	47
Evening	331	41

Source: McNair Ingenuity Research Pty Ltd 2008
Telephone survey of a representative sample of 550 people 15+ throughout Melbourne

PROFILE OF LISTENERS AND OF THE POPULATION
- MELBOURNE

	<u>Listeners 15+ to Community Radio</u>				<u>Population 15+</u>	
	<u>In An Average</u>		<u>In An Average</u>		<u>'000</u>	<u>%</u>
	<u>Week</u>	<u>Month</u>	<u>Week</u>	<u>Month</u>		
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>		
Total	797	100	1939	100	3051	100
<u>Gender</u>						
Men	433	54	936	48	1495	49
Women	364	46	1003	52	1556	51
<u>Age Group</u>						
15-24	106	13	344	18	540	18
25-39	219	27	537	28	877	29
40-54	246	31	548	28	781	26
55+	226	28	509	26	852	28
<u>Work Status</u>						
Full time	419	53	890	46	1378	45
Part time	140	18	344	18	542	18
Home duties	37	5	162	8	233	8
Retired / pensioner	113	14	268	14	485	16
Unemployed	35	4	58	3	90	3
Student	53	7	217	11	323	11
<u>Occupation</u>						
Professional/ manager/ executive/ farmer	312	39	540	28	850	28
Other white collar	117	15	382	20	569	19
Blue collar	130	16	301	16	491	16
Other	0		11	1	11	0
<u>Total Annual Gross Income</u>						
Less than \$20,000	124	16	437	23	700	23
\$20,000 to \$40,000	114	14	299	15	457	15
\$40,001 to \$60,000	136	17	309	16	512	17
Over \$60,000	244	31	430	22	697	23
Not established	179	22	464	24	685	22
<u>Have Ever</u>						
Visited a radio station's website	418	52	843	43	1234	40
Visited a community radio station's website	171	21	207	11	212	7
Listened to a radio program on the internet	260	33	557	29	806	26
Listened to a community radio program on the internet	82	10	98	5	105	3
Downloaded a radio program from the internet	195	24	305	16	414	14
Downloaded a community radio program from the internet	76	9	82	4	82	3

Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 550 people 15+ throughout Melbourne

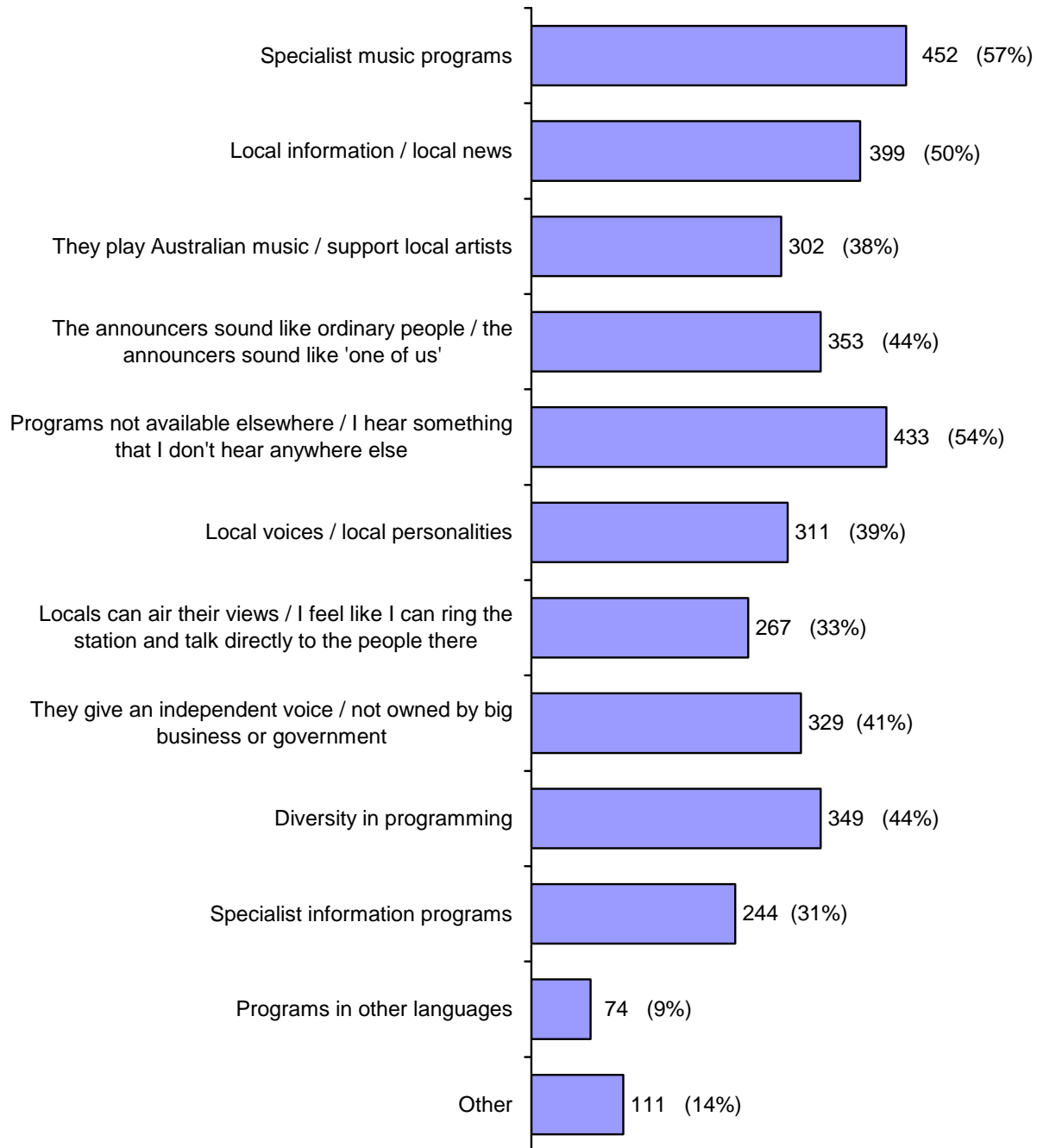
PROFILE OF LISTENERS AND OF THE POPULATION
- MELBOURNE

	<u>Listeners 15+ to Community Radio</u>				<u>Population 15+</u>	
	<u>In An Average</u>		<u>In An Average</u>		<u>'000</u>	<u>%</u>
	<u>Week</u>	<u>Week</u>	<u>Month</u>	<u>Month</u>		
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>		
Total	797	100	1939	100	3051	100
<u>Aboriginal or Torres Strait Islander Origin</u>						
Yes	11	1	21	1	26	1
No	770	97	1880	97	2950	97
Refused	16	2	37	2	75	2
<u>Religious Beliefs</u>						
Christianity	470	59	1131	58	1774	58
Buddhism	5	1	29	2	60	2
Islam	0	0	36	2	53	2
Hinduism	10	1	16	1	33	1
Other	43	5	82	4	132	4
No religious beliefs	243	30	601	31	941	31
Refused	27	3	43	2	57	2
<u>Have Disabilities</u>						
Sight impairment	72	9	185	10	296	10
Physical disability	45	6	84	4	149	5
Hearing impairment	52	7	92	5	132	4
Speech impairment	0	0	11	1	16	1
None of the above	658	83	1626	84	2562	84
Refused	0	0	16	1	35	1
<u>Language Other Than English Is Regularly Spoken in the Household</u>						
Yes	151	19	381	20	572	19
No	646	81	1557	80	2479	81
<u>Languages spoken at home (Top 5)</u>						
Italian	24	16	66	17	93	16
Chinese/ Cantonese/ Mandarin	9	6	33	9	59	10
Greek	17	11	37	10	57	10
Spanish	28	19	37	10	37	7
Hindi (Indian)	12	8	18	5	35	6
Other	56	37	185	49	286	50
Refused	5	4	5	1	5	1

Source: McNair Ingenuity Research Pty Ltd 2008
Telephone survey of a representative sample of 550 people 15+ throughout Melbourne

REASONS FOR LISTENING

- MELBOURNE



Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 550 people 15+ throughout Melbourne

OVERALL LISTENING
- BRISBANE

	<u>In An Average Week</u>		<u>In An Average Month</u>	
	'000	%	'000	%
All people aged 15+	1457	100	1457	100
Listeners to radio	1258	86	1368	94
Listeners to community radio	443	30	803	55
Listeners to commercial radio	1037	71	1131	78
Listeners to ABC and/or SBS radio	693	48	825	57
Listeners to community radio who:				
do not listen to commercial radio	92	6	146	10
do not listen to ABC/SBS radio	178	12	275	19
do not listen to commercial radio or ABC/SBS radio	24	2	52	4

How to Read:

In an average week, of all people aged 15+ throughout Brisbane (1,457,000 people):

- 443,000 people, or 30%, listen to community radio
- 92,000 people, or 6%, listen to community radio but not commercial radio
- 178,000 people, or 12%, listen to community radio but not ABC/SBS radio
- 24,000 people, or 2%, listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio

Base: An estimated 443,000 people aged 15+ who listened to community radio in the last seven days:	'000	%
	443	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	378	85
11 to 20 hours	47	11
Over 20 hours	19	4
No. of hours not established	0	0
Average no. of hours = 5.7 hours		

"At what times of the day did you listen to this station (these stations) in the last seven days?"

Breakfast	192	43
Mid-morning	148	33
Afternoon	236	53
Evening	140	32

Source: McNair Ingenuity Research Pty Ltd 2008
Telephone survey of a representative sample of 400 people 15+ throughout Brisbane

PROFILE OF LISTENERS AND OF THE POPULATION
- BRISBANE

	<u>Listeners 15+ to Community Radio</u>				<u>Population 15+</u>	
	<u>In An Average</u>		<u>In An Average</u>		<u>'000</u>	<u>%</u>
	<u>Week</u>	<u>Month</u>	<u>Week</u>	<u>Month</u>		
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>		
Total	443	100	803	100	1457	100
<u>Gender</u>						
Men	214	48	402	50	715	49
Women	229	52	401	50	742	51
<u>Age Group</u>						
15-24	91	21	176	22	278	19
25-39	143	32	257	32	414	28
40-54	130	29	228	28	379	26
55+	79	18	142	18	387	27
<u>Work Status</u>						
Full time	241	54	406	51	668	46
Part time	79	18	165	21	269	18
Home duties	24	5	39	5	89	6
Retired / pensioner	44	10	90	11	243	17
Unemployed	4	1	9	1	25	2
Student	52	12	94	12	163	11
<u>Occupation</u>						
Professional/ manager/ executive/ farmer	153	35	254	32	402	28
Other white collar	83	19	174	22	284	20
Blue collar	84	19	143	18	248	17
Other	0	0	0	0	3	0
<u>Total Annual Gross Income</u>						
Less than \$20,000	113	26	200	25	392	27
\$20,000 to \$40,000	51	12	119	15	220	15
\$40,001 to \$60,000	96	22	155	19	280	19
Over \$60,000	112	25	206	26	316	22
Not established	71	16	123	15	249	17
<u>Have Ever</u>						
Visited a radio station's website	210	47	406	51	654	45
Visited a community radio station's website	65	15	73	9	97	7
Listened to a radio program on the internet	121	27	258	32	421	29
Listened to a community radio program on the internet	21	5	33	4	40	3
Downloaded a radio program from the internet	86	19	165	21	233	16
Downloaded a community radio program from the internet	12	3	12	2	21	1

Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 400 people 15+ throughout Brisbane

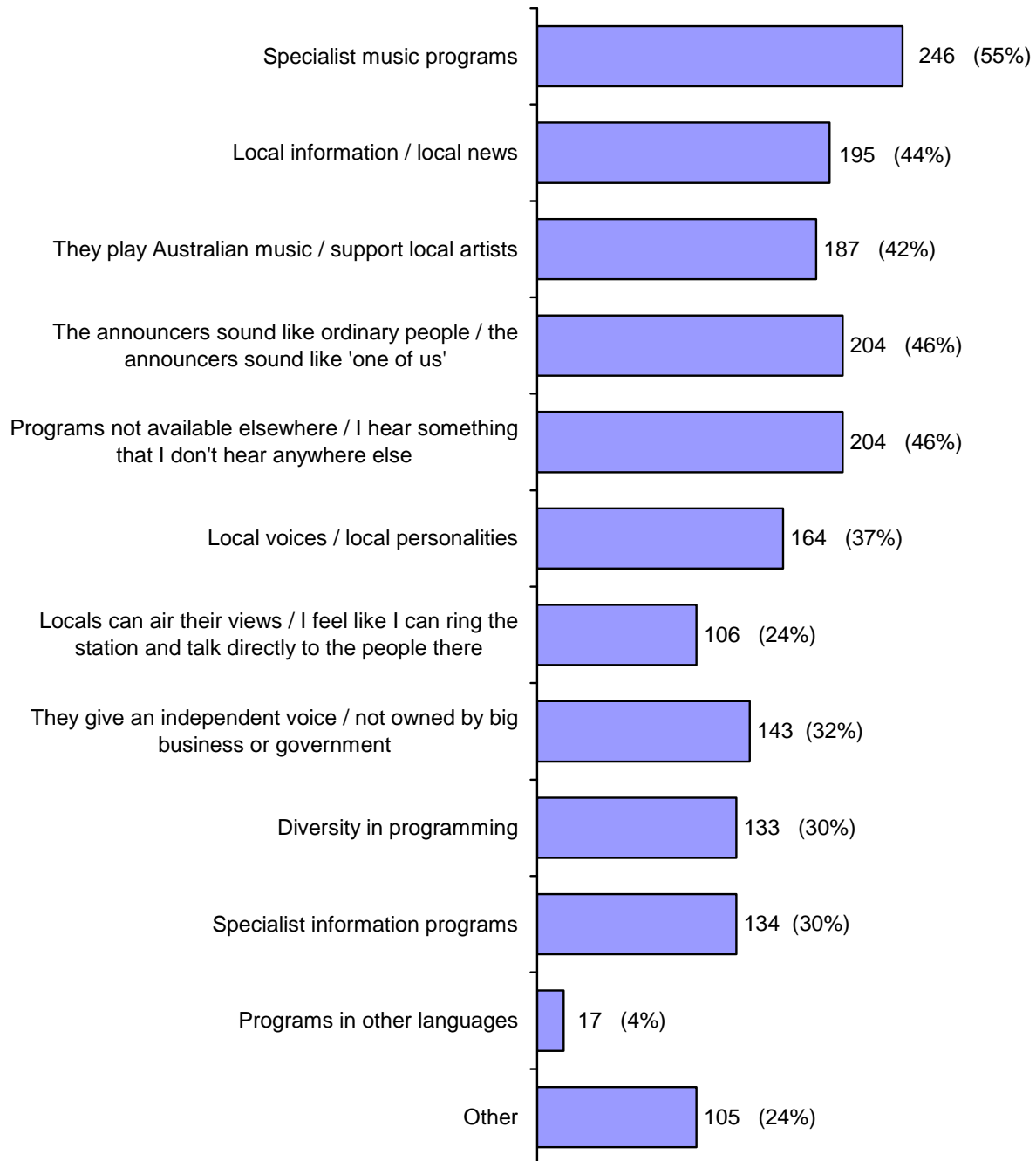
PROFILE OF LISTENERS AND OF THE POPULATION
- BRISBANE

	<u>Listeners 15+ to Community Radio</u>				<u>Population 15+</u>	
	<u>In An Average</u>		<u>In An Average</u>		<u>'000</u>	<u>%</u>
	<u>Week</u>	<u>Month</u>	<u>Week</u>	<u>Month</u>		
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>		
Total	443	100	803	100	1457	100
<u>Aboriginal or Torres Strait Islander Origin</u>						
Yes	6	1	6	1	12	1
No	427	96	780	97	1421	98
Refused	10	2	18	2	24	2
<u>Religious Beliefs</u>						
Christianity	300	68	537	67	930	64
Other	19	4	45	5	74	5
No religious beliefs	124	28	216	27	438	30
Refused	0	0	5	1	15	1
<u>Have Disabilities</u>						
Sight impairment	19	4	51	6	119	8
Physical disability	17	4	20	2	80	6
Hearing impairment	14	3	42	5	96	7
Speech impairment	9	2	13	2	19	1
None of the above	391	88	705	88	1224	84
Refused	0	0	0	0	0	0
<u>Language Other Than English Is Regularly Spoken in the Household</u>						
Yes	48	11	75	9	121	8
No	396	89	728	91	1336	92

Source: McNair Ingenuity Research Pty Ltd 2008
 Telephone survey of a representative sample of 400 people 15+ throughout Brisbane

REASONS FOR LISTENING

- BRISBANE



Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 400 people 15+ throughout Brisbane

OVERALL LISTENING
- ADELAIDE

	<u>In An Average Week</u>		<u>In An Average Month</u>	
	'000	%	'000	%
All people aged 15+	944	100	944	100
Listeners to radio	819	87	902	95
Listeners to community radio	346	37	618	65
Listeners to commercial radio	641	68	717	76
Listeners to ABC and/or SBS radio	355	38	445	47
Listeners to community radio who:				
do not listen to commercial radio	99	11	136	14
do not listen to ABC/SBS radio	197	21	316	33
do not listen to commercial radio or ABC/SBS radio	61	7	60	6

How to Read:

In an average week, of all people aged 15+ throughout Adelaide (944,000 people):

- 346,000 people, or 37%, listen to community radio
- 99,000 people, or 11%, listen to community radio but not commercial radio
- 197,000 people, or 21%, listen to community radio but not ABC/SBS radio
- 61,000 people, or 7%, listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio

Base: An estimated 346,000 people aged 15+ who listened to community radio in the last seven days:	'000	%
	346	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	284	82
11 to 20 hours	18	5
Over 20 hours	44	13
No. of hours not established	0	0
Average no. of hours = 9.1 hours		

"At what times of the day did you listen to this station (these stations) in the last seven days?"

Breakfast	161	46
Mid-morning	144	42
Afternoon	172	50
Evening	128	37

Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 400 people 15+ throughout Adelaide

PROFILE OF LISTENERS AND OF THE POPULATION
- ADELAIDE

	<u>Listeners 15+ to Community Radio</u>				<u>Population 15+</u>	
	<u>In An Average</u>		<u>In An Average</u>		<u>'000</u>	<u>%</u>
	<u>Week</u>	<u>Month</u>	<u>Week</u>	<u>Month</u>		
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>		
Total	346	100	618	100	944	100
<u>Gender</u>						
Men	192	55	320	52	457	48
Women	155	45	298	48	487	52
<u>Age Group</u>						
15-24	81	23	135	22	164	17
25-39	87	25	174	28	235	25
40-54	86	25	156	25	245	26
55+	93	27	153	25	301	32
<u>Work Status</u>						
Full time	174	50	282	46	385	41
Part time	66	19	120	19	177	19
Home duties	12	4	46	7	70	7
Retired / pensioner	54	16	104	17	214	23
Unemployed	10	3	19	3	22	2
Student	30	9	48	8	76	8
<u>Occupation</u>						
Professional/ manager/ executive/ farmer	81	24	136	22	204	22
Other white collar	63	18	132	21	178	19
Blue collar	93	27	131	21	176	19
Other	2	1	2	0	4	0
<u>Total Annual Gross Income</u>						
Less than \$20,000	75	22	173	28	278	29
\$20,000 to \$40,000	70	20	113	18	161	17
\$40,001 to \$60,000	101	29	147	24	185	20
Over \$60,000	42	12	80	13	140	15
Not established	58	17	104	17	182	19
<u>Have Ever</u>						
Visited a radio station's website	163	47	263	43	367	39
Visited a community radio station's website	56	16	73	12	80	8
Listened to a radio program on the internet	97	28	156	25	201	21
Listened to a community radio program on the internet	37	11	47	8	47	5
Downloaded a radio program from the internet	55	16	89	14	116	12
Downloaded a community radio program from the internet	12	4	14	2	16	2

Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 400 people 15+ throughout Adelaide

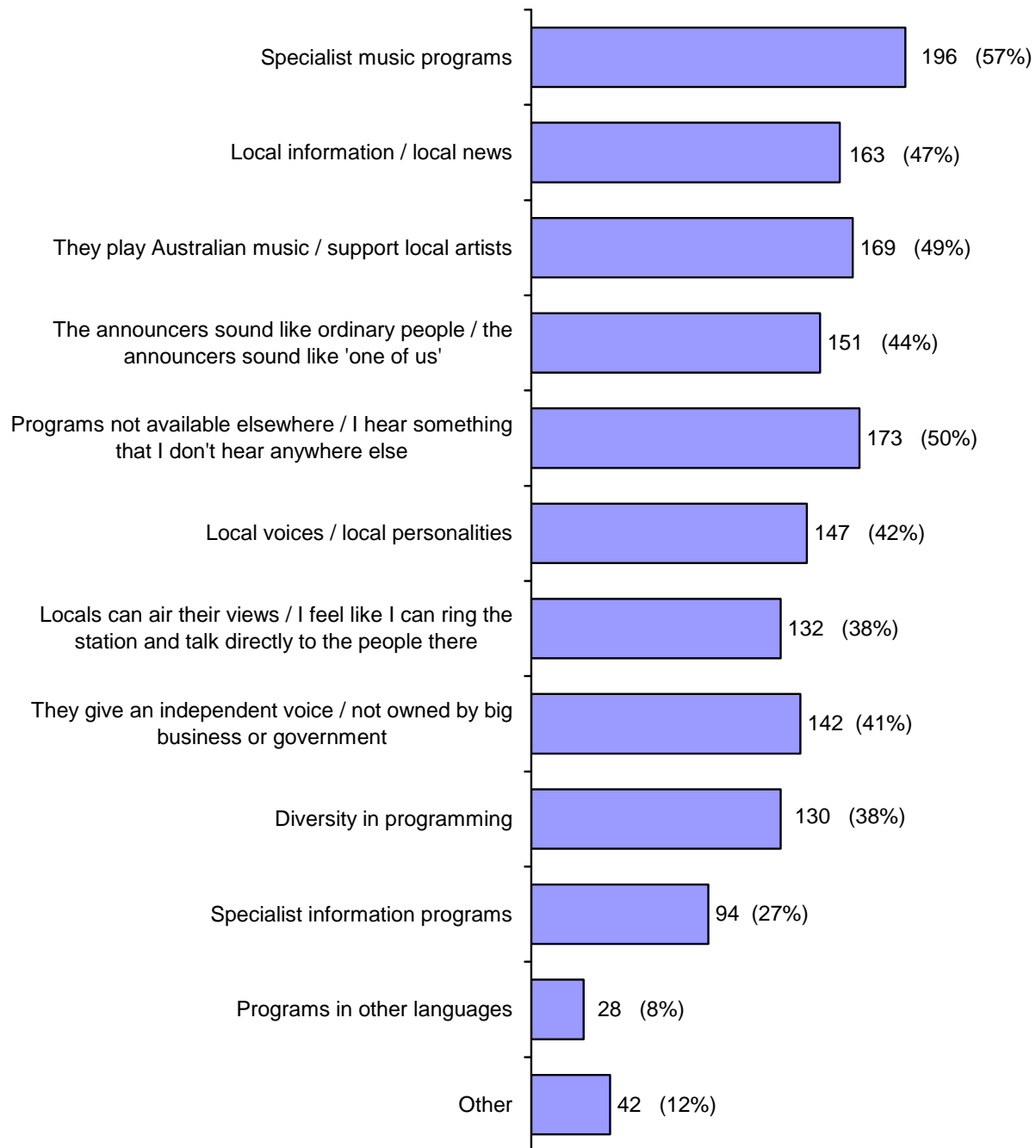
PROFILE OF LISTENERS AND OF THE POPULATION
- ADELAIDE

	<u>Listeners 15+ to Community Radio</u>				<u>Population 15+</u>	
	<u>In An Average</u>		<u>In An Average</u>		<u>'000</u>	<u>%</u>
	<u>Week</u>	<u>Month</u>	<u>Week</u>	<u>Month</u>		
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>		
Total	346	100	618	100	944	100
<u>Aboriginal or Torres Strait Islander Origin</u>						
Yes	0	0	6	1	6	1
No	346	100	612	99	936	99
Refused	0	0	0	0	3	0
<u>Religious Beliefs</u>						
Christianity	195	56	372	60	569	60
Other	19	6	32	5	45	5
No religious beliefs	128	37	208	34	317	34
Refused	4	1	6	1	13	1
<u>Have Disabilities</u>						
Sight impairment	24	7	54	9	102	11
Physical disability	21	6	47	8	91	10
Hearing impairment	19	6	32	5	65	7
Speech impairment	7	2	22	4	33	3
None of the above	282	82	494	80	718	76
Refused	5	2	5	1	7	1
<u>Language Other Than English Is Regularly Spoken in the Household</u>						
Yes	57	16	89	14	119	13
No	289	84	529	86	825	87

Source: McNair Ingenuity Research Pty Ltd 2008
 Telephone survey of a representative sample of 400 people 15+ throughout Adelaide

REASONS FOR LISTENING

- ADELAIDE



Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 400 people 15+ throughout Adelaide

PROFILE OF LISTENERS AND OF THE POPULATION
- PERTH

	<u>Listeners 15+ to Community Radio</u>				<u>Population 15+</u>	
	<u>In An Average</u>		<u>In An Average</u>		<u>'000</u>	<u>%</u>
	<u>Week</u>	<u>Month</u>	<u>Week</u>	<u>Month</u>		
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>		
Total	365	100	743	100	1229	100
<u>Gender</u>						
Men	185	51	368	50	610	50
Women	180	49	375	50	619	50
<u>Age Group</u>						
15-24	69	19	155	21	230	19
25-39	107	29	202	27	329	27
40-54	67	18	177	24	330	27
55+	122	33	209	28	341	28
<u>Work Status</u>						
Full time	163	45	312	42	537	44
Part time	68	19	162	22	251	20
Home duties	27	7	60	8	89	7
Retired / pensioner	73	20	121	16	204	17
Unemployed	6	2	9	1	26	2
Student	28	8	79	11	123	10
<u>Occupation</u>						
Professional/ manager/ executive/ farmer	79	22	158	21	320	26
Other white collar	75	21	145	20	229	19
Blue collar	77	21	171	23	238	19
Other	0	0	0	0	0	0
<u>Total Annual Gross Income</u>						
Less than \$20,000	92	25	234	31	353	29
\$20,000 to \$40,000	55	15	110	15	204	17
\$40,001 to \$60,000	49	13	93	12	142	12
Over \$60,000	109	30	206	28	334	27
Not established	61	17	101	14	198	16
<u>Have Ever</u>						
Visited a radio station's website	163	45	343	46	502	41
Visited a community radio station's website	57	16	81	11	89	7
Listened to a radio program on the internet	96	26	201	27	303	25
Listened to a community radio program on the internet	20	6	34	5	38	3
Downloaded a radio program from the internet	90	25	132	18	193	16
Downloaded a community radio program from the internet	19	5	22	3	27	2

Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 400 people 15+ throughout Perth

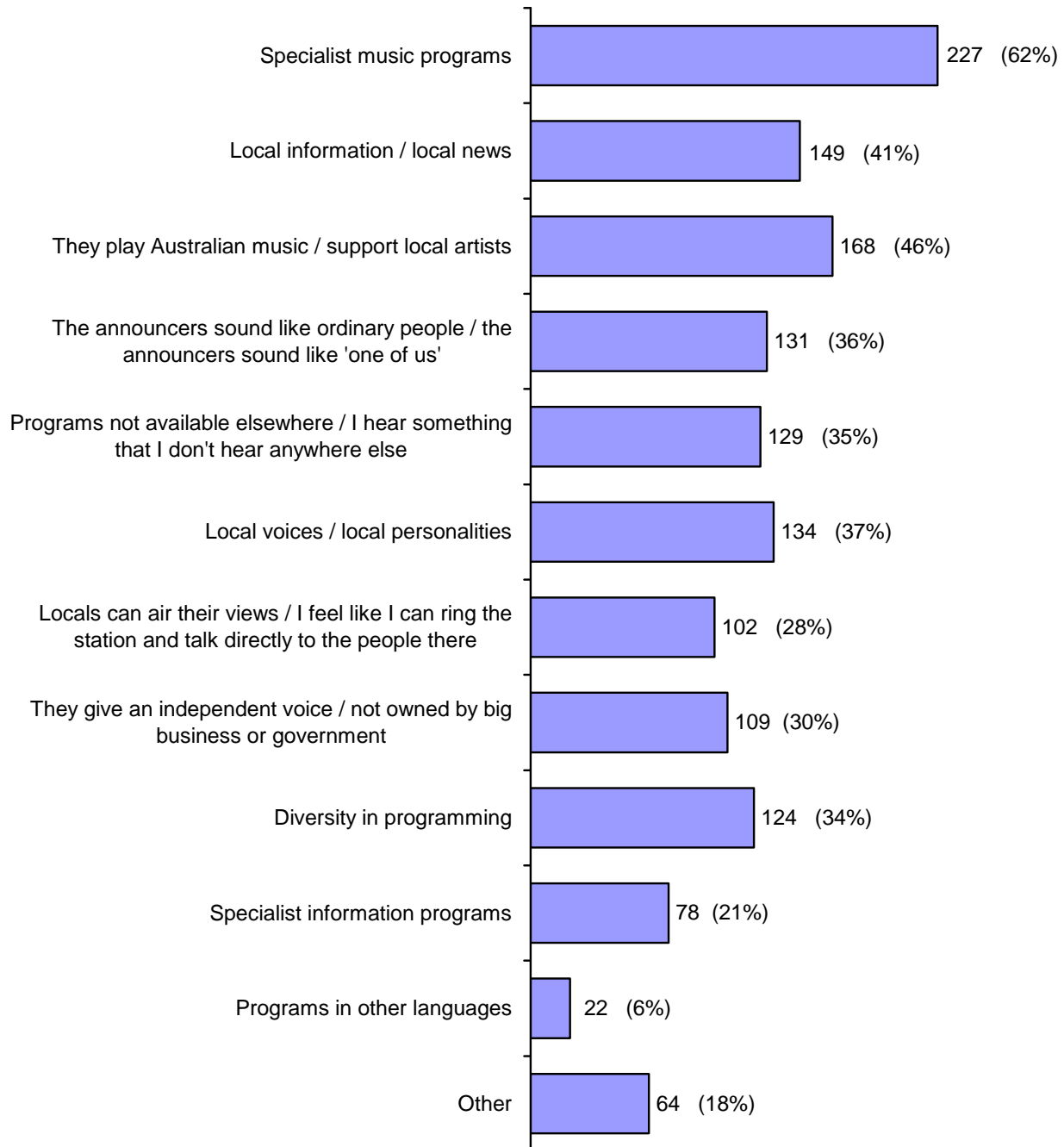
PROFILE OF LISTENERS AND OF THE POPULATION
- PERTH

	<u>Listeners 15+ to Community Radio</u>				<u>Population 15+</u>	
	<u>In An Average</u>		<u>In An Average</u>		<u>'000</u>	<u>%</u>
	<u>Week</u>	<u>Month</u>	<u>Week</u>	<u>Month</u>		
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>		
Total	365	100	743	100	1229	100
<u>Aboriginal or Torres Strait Islander Origin</u>						
Yes	3	1	11	1	21	2
No	362	99	732	99	1209	98
Refused	0	0	0	0	0	0
<u>Religious Beliefs</u>						
Christianity	211	58	436	59	706	57
Other	22	6	46	6	70	6
No religious beliefs	124	34	250	34	442	36
Refused	8	2	11	1	11	1
<u>Have Disabilities</u>						
Sight impairment	25	7	45	6	84	7
Physical disability	26	7	56	8	73	6
Hearing impairment	17	5	25	3	48	4
Speech impairment	3	1	6	1	9	1
None of the above	312	85	632	85	1046	85
Refused	0	0	3	0	5	0
<u>Language Other Than English Is Regularly Spoken in the Household</u>						
Yes	46	13	92	12	134	11
No	319	87	651	88	1095	89

Source: McNair Ingenuity Research Pty Ltd 2008
Telephone survey of a representative sample of 400 people 15+ throughout Perth

REASONS FOR LISTENING

- PERTH



Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 400 people 15+ throughout Perth

OVERALL LISTENING
- CANBERRA

	<u>In An Average Week</u>		<u>In An Average Month</u>	
	'000	%	'000	%
All people aged 15+	272	100	272	100
Listeners to radio	226	83	251	92
Listeners to community radio	49	18	114	42
Listeners to commercial radio	169	62	192	71
Listeners to ABC and/or SBS radio	142	52	166	61
Listeners to community radio who:				
do not listen to commercial radio	21	8	29	11
do not listen to ABC/SBS radio	19	7	33	12
do not listen to commercial radio or ABC/SBS radio	8	3	9	3

How to Read:

In an average week, of all people aged 15+ throughout Canberra (272,000 people):

- 49,000 people, or 18%, listen to community radio
- 21,000 people, or 8%, listen to community radio but not commercial radio
- 19,000 people, or 7%, listen to community radio but not ABC/SBS radio
- 8,000 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 49,000 people aged 15+ who listened to community radio in the last seven days:

'000	%
49	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	39	79
11 to 20 hours	3	7
Over 20 hours	7	14
No. of hours not established	0	0
Average no. of hours = 8.5 hours		

"At what times of the day did you listen to this station (these stations) in the last seven days?"

Breakfast	22	44
Mid-morning	21	43
Afternoon	26	53
Evening	18	36

Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 300 people 15+ throughout Canberra (ACT)

PROFILE OF LISTENERS AND OF THE POPULATION
- CANBERRA

	<u>Listeners 15+ to Community Radio</u>				<u>Population 15+</u>	
	<u>In An Average</u>		<u>In An Average</u>		<u>'000</u>	<u>%</u>
	<u>Week</u>	<u>Month</u>	<u>Week</u>	<u>Month</u>		
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>		
Total	49	100	114	100	272	100
<u>Gender</u>						
Men	25	51	59	52	134	49
Women	24	49	55	48	138	51
<u>Age Group</u>						
15-24	4	8	14	12	54	20
25-39	10	21	29	25	79	29
40-54	16	32	35	31	72	26
55+	19	39	36	32	67	25
<u>Work Status</u>						
Full time	18	37	56	49	133	49
Part time	10	21	20	17	52	19
Home duties	2	5	5	4	14	5
Retired / pensioner	15	31	23	20	42	15
Unemployed	1	1	4	3	6	2
Student	2	4	8	7	25	9
<u>Occupation</u>						
Professional/ manager/ executive/ farmer	12	24	33	29	86	32
Other white collar	8	16	22	19	48	18
Blue collar	8	16	19	17	49	18
Other	2	3	2	1	2	1
<u>Total Annual Gross Income</u>						
Less than \$20,000	15	30	28	25	68	25
\$20,000 to \$40,000	7	14	14	13	49	18
\$40,001 to \$60,000	10	20	20	18	39	14
Over \$60,000	13	27	40	35	82	30
Not established	4	9	12	10	34	12
<u>Have Ever</u>						
Visited a radio station's website	25	51	59	52	133	49
Visited a community radio station's website	9	19	13	12	16	6
Listened to a radio program on the internet	12	25	32	28	67	25
Listened to a community radio program on the internet	2	4	3	3	4	2
Downloaded a radio program from the internet	8	16	20	18	42	15
Downloaded a community radio program from the internet	0	0	0	0	2	1

Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 300 people 15+ throughout Canberra (ACT)

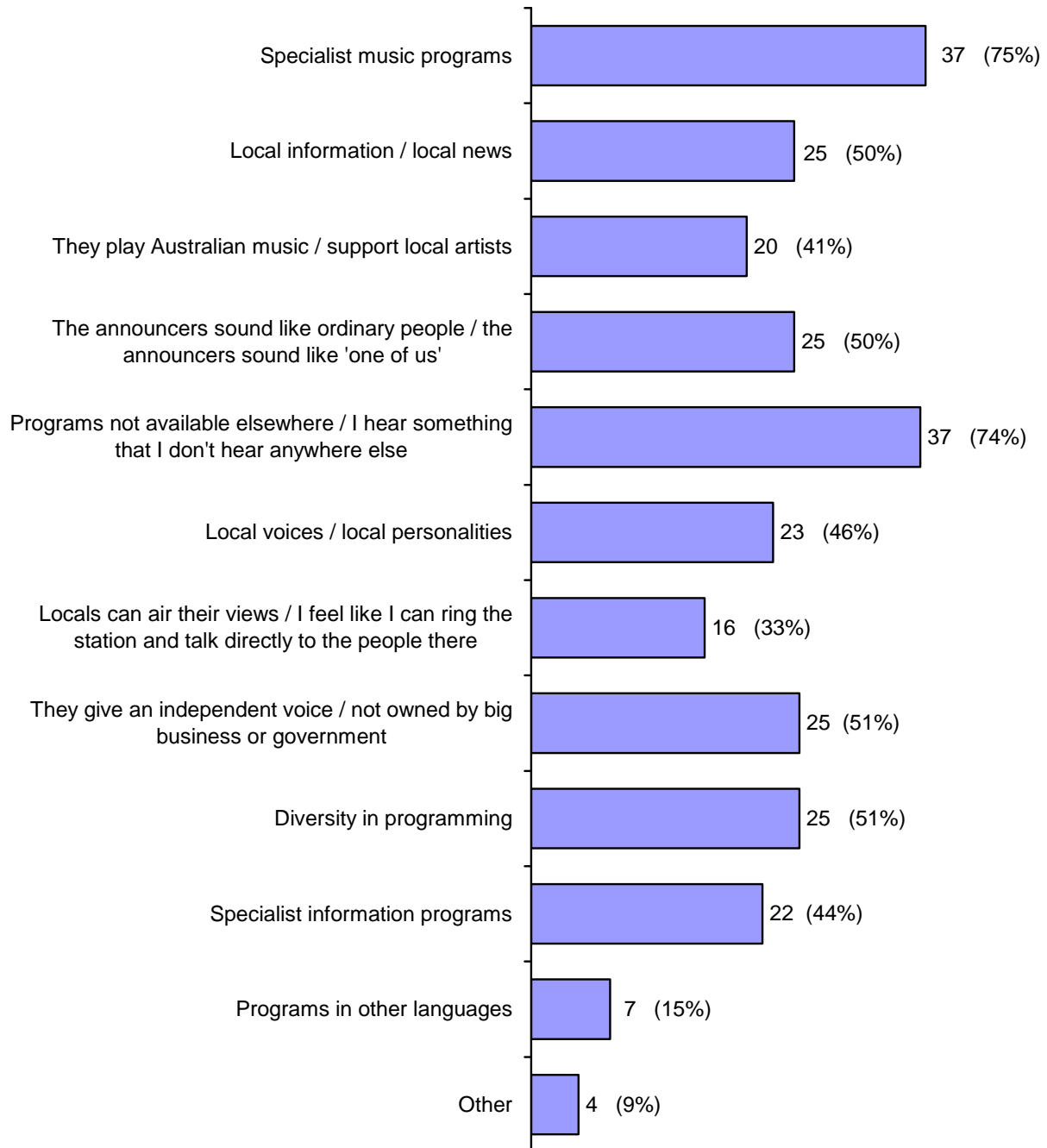
**PROFILE OF LISTENERS AND OF THE POPULATION
- CANBERRA**

	<u>Listeners 15+ to Community Radio</u>				<u>Population 15+</u>	
	<u>In An Average Week</u>		<u>In An Average Month</u>		<u>'000</u>	<u>%</u>
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>		
Total	49	100	114	100	272	100
<u>Aboriginal or Torres Strait Islander Origin</u>						
Yes	2	5	2	2	4	1
No	47	95	111	97	267	98
Refused	0	0	1	1	1	0
<u>Religious Beliefs</u>						
Christianity	34	68	70	61	151	55
Other	3	6	8	7	20	7
No religious beliefs	12	25	36	32	96	35
Refused	0	0	0	0	5	2
<u>Have Disabilities</u>						
Sight impairment	3	7	10	9	29	11
Physical disability	4	9	8	7	17	6
Hearing impairment	2	3	3	3	10	4
Speech impairment	0	0	0	0	1	0
None of the above	41	84	95	83	221	81
Refused	0	0	2	2	4	2
<u>Language Other Than English Is Regularly Spoken in the Household</u>						
Yes	8	16	16	14	37	14
No	41	84	98	86	234	86

Source: McNair Ingenuity Research Pty Ltd 2008
Telephone survey of a representative sample of 300 people 15+ throughout Canberra (ACT)

REASONS FOR LISTENING

- CANBERRA



Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 300 people 15+ throughout Canberra (ACT)

OVERALL LISTENING
- HOBART

	<u>In An Average Week</u>		<u>In An Average Month</u>	
	'000	%	'000	%
All people aged 15+	166	100	166	100
Listeners to radio	146	88	162	97
Listeners to community radio	45	27	102	61
Listeners to commercial radio	90	54	107	65
Listeners to ABC and/or SBS radio	95	57	112	67
Listeners to community radio who:				
do not listen to commercial radio	19	11	31	19
do not listen to ABC/SBS radio	18	11	34	20
do not listen to commercial radio or ABC/SBS radio	6	4	8	5

How to Read:

In an average week, of all people aged 15+ throughout Hobart (166,000 people):

- 45,000 people, or 27%, listen to community radio
- 19,000 people, or 11%, listen to community radio but not commercial radio
- 18,000 people, or 11%, listen to community radio but not ABC/SBS radio
- 6,000 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 45,000 people aged 15+ who listened to community radio in the last seven days:	'000	%
	45	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	36	80
11 to 20 hours	4	8
Over 20 hours	5	12
No. of hours not established	0	0
Average no. of hours = 8.0 hours		

"At what times of the day did you listen to this station (these stations) in the last seven days?"

Breakfast	17	39
Mid-morning	26	57
Afternoon	22	49
Evening	18	40

Source: McNair Ingenuity Research Pty Ltd 2008
Telephone survey of a representative sample of 174 people 15+ throughout Hobart

PROFILE OF LISTENERS AND OF THE POPULATION
- HOBART

	<u>Listeners 15+ to Community Radio</u>				<u>Population 15+</u>	
	<u>In An Average</u>		<u>In An Average</u>		<u>'000</u>	<u>%</u>
	<u>Week</u>	<u>Month</u>	<u>Week</u>	<u>Month</u>		
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>		
Total	45	100	102	100	166	100
<u>Gender</u>						
Men	27	61	55	54	80	48
Women	18	39	47	46	87	52
<u>Age Group</u>						
15-24	7	15	20	20	30	18
25-39	13	30	28	28	40	24
40-54	13	29	28	28	44	27
55+	11	26	25	25	53	32
<u>Work Status</u>						
Full time	20	45	38	38	56	34
Part time	8	19	21	21	34	21
Home duties	6	12	11	11	16	10
Retired / pensioner	8	19	20	20	41	24
Unemployed	0	0	2	2	5	3
Student	2	5	9	9	14	9
<u>Occupation</u>						
Professional/ manager/ executive/ farmer	7	16	18	18	28	17
Other white collar	8	18	19	19	29	17
Blue collar	14	30	22	21	33	20
Other	0	0	0	0	0	0
<u>Total Annual Gross Income</u>						
Less than \$20,000	14	31	30	29	53	32
\$20,000 to \$40,000	5	12	13	13	34	20
\$40,001 to \$60,000	11	24	24	23	31	19
Over \$60,000	9	21	16	16	23	14
Not established	6	12	20	19	27	16
<u>Have Ever</u>						
Visited a radio station's website	18	40	30	30	53	32
Visited a community radio station's website	7	15	8	8	9	5
Listened to a radio program on the internet	11	25	20	20	36	22
Listened to a community radio program on the internet	2	4	2	2	2	1
Downloaded a radio program from the internet	10	22	12	12	22	13
Downloaded a community radio program from the internet	1	2	1	1	2	1

Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 174 people 15+ throughout Hobart

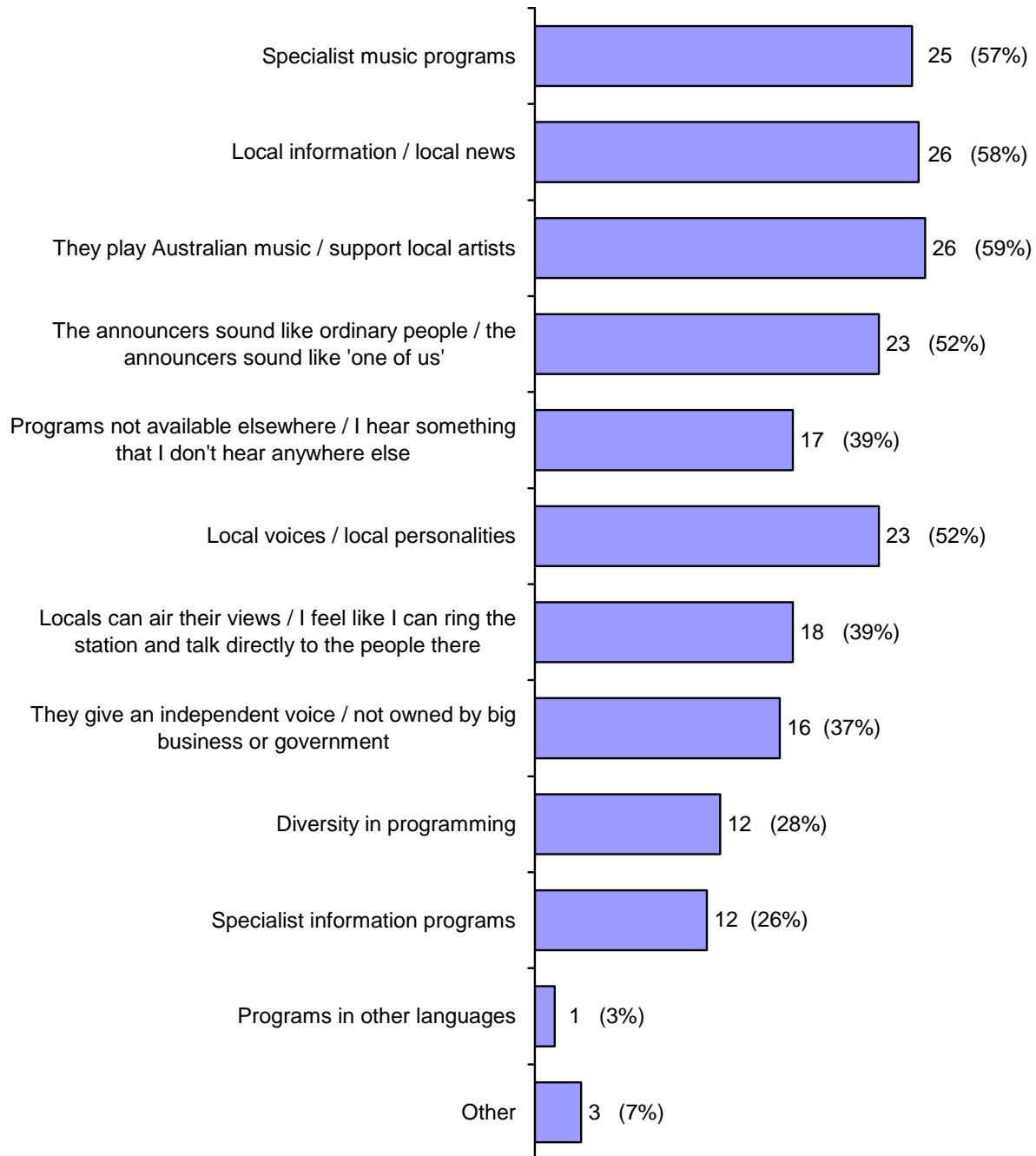
PROFILE OF LISTENERS AND OF THE POPULATION
- HOBART

	<u>Listeners 15+ to Community Radio</u>				<u>Population 15+</u>	
	<u>In An Average</u>		<u>In An Average</u>		<u>'000</u>	<u>%</u>
	<u>Week</u>	<u>Month</u>	<u>Week</u>	<u>Month</u>		
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>
Total	45	100	102	100	166	100
<u>Aboriginal or Torres Strait Islander Origin</u>						
Yes	2	4	3	3	4	2
No	40	90	96	94	156	94
Refused	3	6	4	4	6	4
<u>Religious Beliefs</u>						
Christianity	28	63	61	60	95	57
Other	3	7	7	7	11	7
No religious beliefs	14	30	34	33	60	36
Refused	0	0	0	0	0	0
<u>Have Disabilities</u>						
Sight impairment	5	11	15	15	24	15
Physical disability	4	10	8	8	15	9
Hearing impairment	2	4	5	5	12	7
Speech impairment	1	2	3	3	4	2
None of the above	35	79	77	75	125	75
Refused	0	0	0	0	1	1
<u>Language Other Than English Is Regularly Spoken in the Household</u>						
Yes	4	9	5	5	10	6
No	41	91	97	95	157	94

Source: McNair Ingenuity Research Pty Ltd 2008
Telephone survey of a representative sample of 174 people 15+ throughout Hobart

REASONS FOR LISTENING

- HOBART



*Note: Population estimates rounded to the nearest '000

Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 174 people 15+ throughout Hobart

OVERALL LISTENING
- DARWIN

	<u>In An Average Week</u>		<u>In An Average Month</u>	
	'000	%	'000	%
All people aged 15+	89	100	89	100
Listeners to radio	78	87	86	96
Listeners to community radio	37	41	67	75
Listeners to commercial radio	46	52	57	64
Listeners to ABC and/or SBS radio	47	53	55	61
Listeners to community radio who:				
do not listen to commercial radio	18	21	25	28
do not listen to ABC/SBS radio	17	19	26	29
do not listen to commercial radio or ABC/SBS radio	10	12	7	8

How to Read:

In an average week, of all people aged 15+ throughout Darwin (89,000 people):

- 37,000 people, or 41%, listen to community radio
- 18,000 people, or 21%, listen to community radio but not commercial radio
- 17,000 people, or 19%, listen to community radio but not ABC/SBS radio
- 10,000 people, or 12%, listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio

Base: An estimated 37,000 people aged 15+ who listened to community radio in the last seven days:	'000	%
	37	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	32	87
11 to 20 hours	3	7
Over 20 hours	2	6
No. of hours not established	0	
Average no. of hours = 5.9 hours		

"At what times of the day did you listen to this station (these stations) in the last seven days?"

Breakfast	16	45
Mid-morning	13	36
Afternoon	19	52
Evening	9	23

Source: McNair Ingenuity Research Pty Ltd 2008
Telephone survey of a representative sample of 101 people 15+ throughout Darwin

PROFILE OF LISTENERS AND OF THE POPULATION

- DARWIN

Listeners 15+ to Community Radio

	<u>In An Average</u>		<u>In An Average</u>		<u>Population 15+</u>	
	<u>Week</u>		<u>Month</u>			
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>
Total	37	100	67	100	89	100
<u>Gender</u>						
Men	19	52	35	53	48	53
Women	18	48	32	47	42	47
<u>Age Group</u>						
15-24	6	17	11	16	16	18
25-39	13	36	23	34	29	33
40-54	9	25	22	33	26	29
55+	8	22	12	17	17	19
<u>Work Status</u>						
Full time	21	58	41	61	57	64
Part time	8	23	12	18	14	16
Home duties	1	3	3	5	4	4
Retired / pensioner	3	9	5	7	5	6
Unemployed	0	0	1	1	1	1
Student	3	7	5	8	8	9
<u>Occupation</u>						
Professional/ manager/ executive/ farmer	14	37	23	34	25	28
Other white collar	9	25	16	24	23	26
Blue collar	7	19	14	21	22	25
Other	0	0	0	0	0	0
<u>Total Annual Gross Income</u>						
Less than \$20,000	5	15	10	15	15	17
\$20,000 to \$40,000	6	16	10	15	15	17
\$40,001 to \$60,000	7	19	13	19	19	21
Over \$60,000	14	37	27	40	32	36
Not established	5	13	7	11	8	9
<u>Have Ever</u>						
Visited a radio station's website	13	36	26	39	34	38
Visited a community radio station's website	4	11	5	8	6	7
Listened to a radio program on the internet	14	38	25	37	31	34
Listened to a community radio program on the internet	1	4	1	2	1	2
Downloaded a radio program from the internet	6	16	14	20	15	17
Downloaded a community radio program from the internet	0	0	1	2	1	1

Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 101 people 15+ throughout Darwin

PROFILE OF LISTENERS AND OF THE POPULATION

- DARWIN

Listeners 15+ to Community Radio

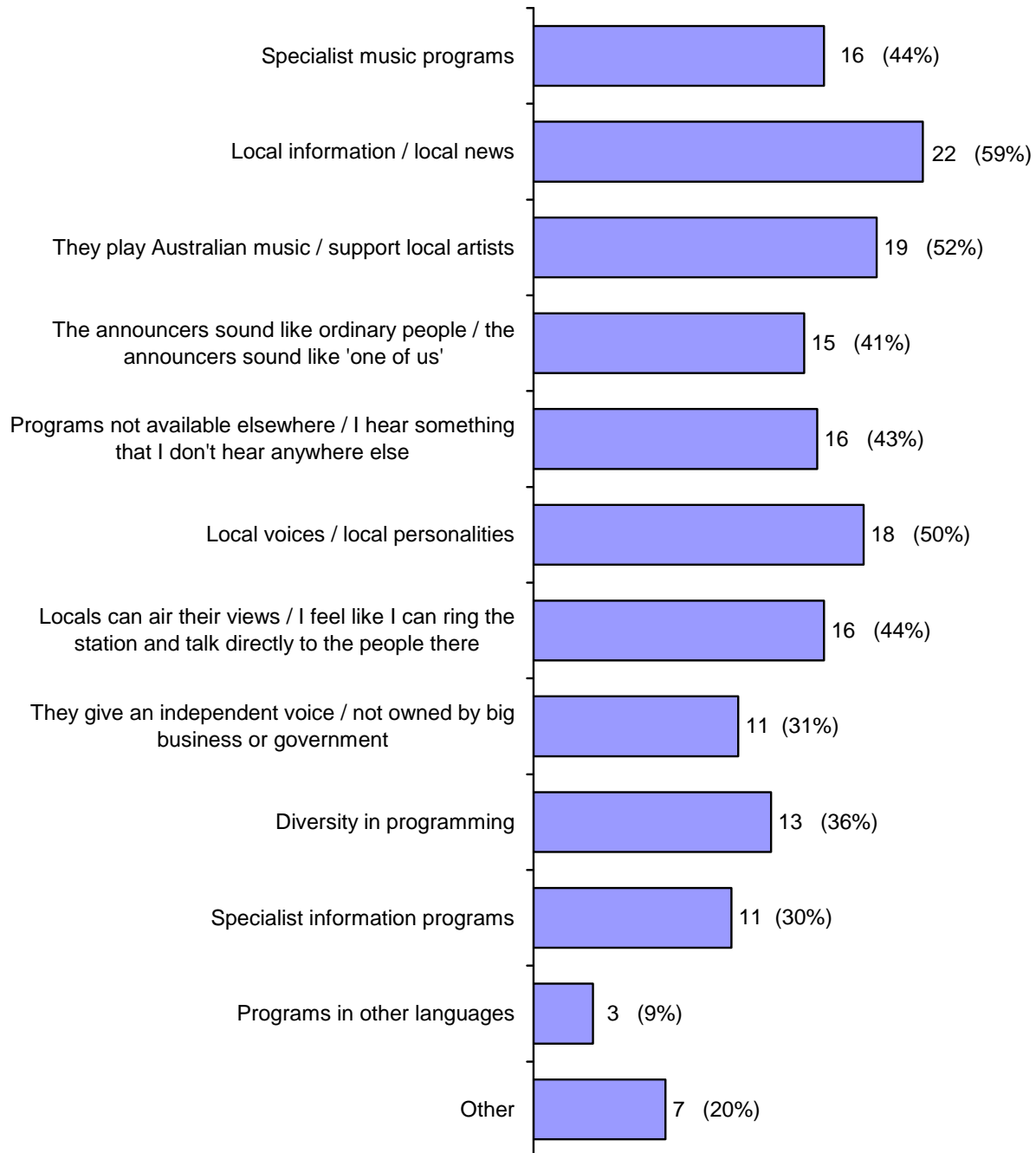
	<u>In An Average</u>		<u>In An Average</u>		<u>Population 15+</u>	
	<u>Week</u>	<u>Month</u>	<u>Week</u>	<u>Month</u>	<u>Week</u>	<u>Month</u>
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>
Total	37	100	67	100	89	100
<u>Aboriginal or Torres Strait Islander Origin</u>						
Yes	4	10	4	7	6	6
No	33	90	63	93	83	94
Refused	0	0	0	0	0	0
<u>Religious Beliefs</u>						
Christianity	17	47	32	47	42	48
Other	4	11	7	11	8	8
No religious beliefs	16	42	28	42	39	44
Refused	0	0	0	0	0	0
<u>Have Disabilities</u>						
Sight impairment	3	9	4	7	7	8
Physical disability	3	9	3	5	5	5
Hearing impairment	2	5	3	5	5	6
Speech impairment	0	0	0	0	2	2
None of the above	31	84	59	88	74	83
Refused	0	0	0	0	0	0
<u>Language Other Than English Is Regularly Spoken in the Household</u>						
Yes	4	12	8	11	8	9
No	32	88	60	89	81	91

Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 101 people 15+ throughout Darwin

REASONS FOR LISTENING

- DARWIN



*Note: Population estimates rounded to the nearest '000

Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 101 people 15+ throughout Darwin

**OVERALL LISTENING
- NON-METRO NEW SOUTH WALES**

	<u>In An Average Week</u>		<u>In An Average Month</u>	
	'000	%	'000	%
All people aged 15+	2021	100	2021	100
Listeners to radio	1702	84	1924	95
Listeners to community radio	727	36	1292	64
Listeners to commercial radio	1167	58	1375	68
Listeners to ABC and/or SBS radio	966	48	1176	58
Listeners to community radio who:				
do not listen to commercial radio	286	14	379	19
do not listen to ABC/SBS radio	346	17	511	25
do not listen to commercial radio or ABC/SBS radio	161	8	156	8

How to Read:

In an average week, of all people aged 15+ throughout Non-Metro NSW (2,021,000 people):

- 727,000 people, or 36%, listen to community radio
- 286,000 people, or 14%, listen to community radio but not commercial radio
- 346,000 people, or 17%, listen to community radio but not ABC/SBS radio
- 161,000 people, or 8%, listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio

Base: An estimated 727,000 people aged 15+ who listened to community radio in the last seven days:	'000	%
	727	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	501	69
11 to 20 hours	110	15
Over 20 hours	101	14
No. of hours not established	15	2
Average no. of hours = 11.1 hours		

"At what times of the day did you listen to this station (these stations) in the last seven days?"

Breakfast	289	40
Mid-morning	362	50
Afternoon	339	47
Evening	173	24

Source: McNair Ingenuity Research Pty Ltd 2008
Telephone survey of a representative sample of 400 people 15+ throughout Non-Metro NSW

PROFILE OF LISTENERS AND OF THE POPULATION
- NON-METRO NEW SOUTH WALES

	<u>Listeners 15+ to Community Radio</u>					
	<u>In An Average</u>		<u>In An Average</u>		<u>Population 15+</u>	
	<u>Week</u>		<u>Month</u>			
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>
Total	727	100	1292	100	2021	100
<u>Gender</u>						
Men	391	54	693	54	999	49
Women	336	46	599	46	1021	51
<u>Age Group</u>						
15-24	132	18	201	16	322	16
25-39	155	21	331	26	448	22
40-54	193	27	336	26	539	27
55+	248	34	425	33	712	35
<u>Work Status</u>						
Full time	245	34	450	35	714	35
Part time	191	26	310	24	450	22
Home duties	57	8	121	9	198	10
Retired / pensioner	142	20	260	20	469	23
Unemployed	22	3	45	3	58	3
Student	69	10	106	8	133	7
<u>Occupation</u>						
Professional/ manager/ executive/ farmer	137	19	246	19	406	20
Other white collar	144	20	243	19	370	18
Blue collar	155	21	272	21	388	19
Other	0	0	0	0	0	0
<u>Total Annual Gross Income</u>						
Less than \$20,000	240	33	422	33	660	33
\$20,000 to \$40,000	106	15	211	16	383	19
\$40,001 to \$60,000	144	20	230	18	331	16
Over \$60,000	140	19	230	18	353	17
Not established	96	13	199	15	293	15
<u>Have Ever</u>						
Visited a radio station's website	199	27	375	29	580	29
Visited a community radio station's website	66	9	96	7	101	5
Listened to a radio program on the internet	113	16	220	17	328	16
Listened to a community radio program on the internet	18	2	18	1	33	2
Downloaded a radio program from the internet	60	8	149	12	209	10
Downloaded a community radio program from the internet	16	2	16	1	24	1

Source: McNair Ingenuity Research Pty Ltd 2008

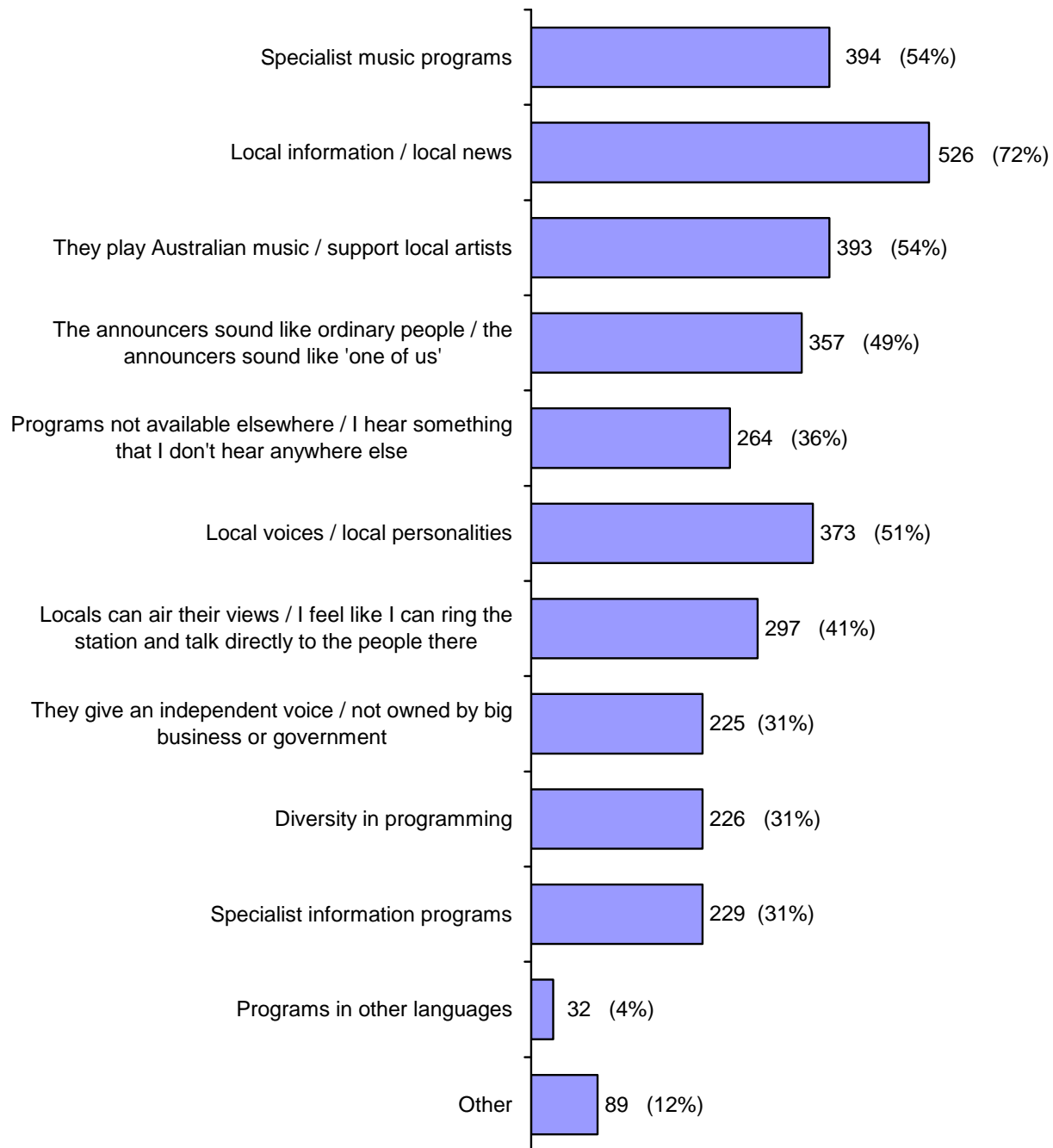
Telephone survey of a representative sample of 400 people 15+ throughout Non-Metro NSW

PROFILE OF LISTENERS AND OF THE POPULATION
- NON-METRO NEW SOUTH WALES

	<u>Listeners 15+ to Community Radio</u>				<u>Population 15+</u>	
	<u>In An Average</u>		<u>In An Average</u>		<u>'000</u>	<u>%</u>
	<u>Week</u>	<u>Month</u>	<u>Week</u>	<u>Month</u>		
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>
Total	727	100	1292	100	2021	100
<u>Aboriginal or Torres Strait Islander Origin</u>						
Yes	63	9	77	6	96	5
No	655	90	1203	93	1900	94
Refused	8	1	13	1	25	1
<u>Religious Beliefs</u>						
Christianity	537	74	921	71	1397	69
Other	39	5	51	4	81	4
No religious beliefs	146	20	299	23	509	25
Refused	5	1	21	2	34	2
<u>Have Disabilities</u>						
Sight impairment	34	5	81	6	154	8
Physical disability	89	12	117	9	174	9
Hearing impairment	42	6	78	6	121	6
Speech impairment	6	1	6	0	26	1
None of the above	602	83	1065	82	1643	81
Refused	9	1	14	1	24	1
<u>Language Other Than English Is Regularly Spoken in the Household</u>						
Yes	23	3	56	4	109	5
No	704	97	1236	96	1911	95

Source: McNair Ingenuity Research Pty Ltd 2008
 Telephone survey of a representative sample of 400 people 15+ throughout Non-Metro NSW

REASONS FOR LISTENING
- NON-METRO NEW SOUTH WALES



Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 400 people 15+ throughout Non-Metro NSW

PROFILE OF LISTENERS AND OF THE POPULATION
- NON-METRO VICTORIA

	<u>Listeners 15+ to Community Radio</u>				<u>Population 15+</u>	
	<u>In An Average</u>		<u>In An Average</u>		<u>'000</u>	<u>%</u>
	<u>Week</u>	<u>Month</u>	<u>Week</u>	<u>Month</u>		
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>		
Total	304	100	618	100	1103	100
<u>Gender</u>						
Men	180	59	336	54	543	49
Women	124	41	282	46	561	51
<u>Age Group</u>						
15-24	87	28	133	21	176	16
25-39	59	19	142	23	247	22
40-54	54	18	142	23	299	27
55+	105	34	202	33	381	35
<u>Work Status</u>						
Full time	110	36	239	39	415	38
Part time	59	19	133	21	250	23
Home duties	23	8	40	7	82	7
Retired / pensioner	74	24	134	22	243	22
Unemployed	14	5	25	4	35	3
Student	25	8	48	8	80	7
<u>Occupation</u>						
Professional/ manager/ executive/ farmer	44	15	109	18	218	20
Other white collar	24	8	95	15	184	17
Blue collar	100	33	164	27	257	23
Other	0	0	3	1	5	0
<u>Total Annual Gross Income</u>						
Less than \$20,000	124	41	210	34	363	33
\$20,000 to \$40,000	56	18	114	18	218	20
\$40,001 to \$60,000	63	21	101	16	174	16
Over \$60,000	14	5	71	12	149	13
Not established	47	15	123	20	199	18
<u>Have Ever</u>						
Visited a radio station's website	86	28	157	25	264	24
Visited a community radio station's website	33	11	44	7	53	5
Listened to a radio program on the internet	39	13	105	17	186	17
Listened to a community radio program on the internet	7	2	10	2	18	2
Downloaded a radio program from the internet	12	4	48	8	86	8
Downloaded a community radio program from the internet	0	0	0	0	0	0

Source: McNair Ingenuity Research Pty Ltd 2008

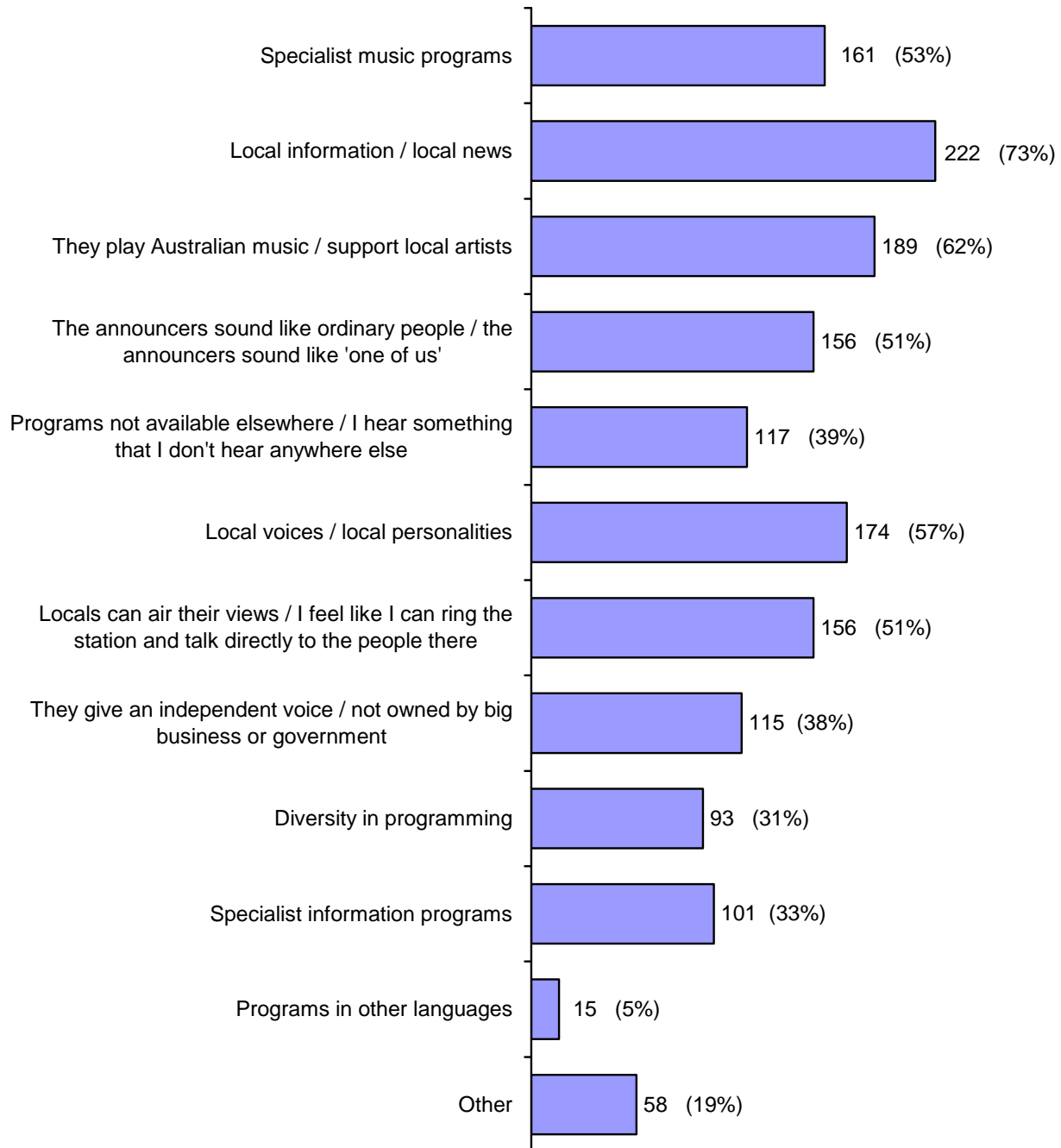
Telephone survey of a representative sample of 401 people 15+ throughout Non-Metro Victoria

PROFILE OF LISTENERS AND OF THE POPULATION
- NON-METRO VICTORIA

	<u>Listeners 15+ to Community Radio</u>				<u>Population 15+</u>	
	<u>In An Average</u>		<u>In An Average</u>		<u>'000</u>	<u>%</u>
	<u>Week</u>	<u>Month</u>	<u>Week</u>	<u>Month</u>		
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>		
Total	304	100	618	100	1103	100
<u>Aboriginal or Torres Strait Islander Origin</u>						
Yes	11	4	14	2	26	2
No	282	93	593	96	1060	96
Refused	11	4	11	2	18	2
<u>Religious Beliefs</u>						
Christianity	209	69	391	63	714	65
Other	3	1	27	4	39	3
No religious beliefs	84	28	189	31	332	30
Refused	8	3	11	2	18	2
<u>Have Disabilities</u>						
Sight impairment	38	13	65	11	88	8
Physical disability	26	9	63	10	101	9
Hearing impairment	19	6	34	5	66	6
Speech impairment	3	1	5	1	16	1
None of the above	243	80	495	80	892	81
Refused	6	2	9	1	14	1
<u>Language Other Than English Is Regularly Spoken in the Household</u>						
Yes	10	3	42	7	59	5
No	294	97	576	93	1045	95

Source: McNair Ingenuity Research Pty Ltd 2008
 Telephone survey of a representative sample of 401 people 15+ throughout Non-Metro Victoria

REASONS FOR LISTENING
- NON-METRO VICTORIA



Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 401 people 15+ throughout Non-Metro Victoria

PROFILE OF LISTENERS AND OF THE POPULATION
- NON-METRO QUEENSLAND

	<u>Listeners 15+ to Community Radio</u>				<u>Population 15+</u>	
	<u>In An Average</u>		<u>In An Average</u>		<u>'000</u>	<u>%</u>
	<u>Week</u>	<u>Month</u>	<u>Week</u>	<u>Month</u>		
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>		
Total	410	100	1044	100	1800	100
<u>Gender</u>						
Men	215	53	529	51	899	50
Women	195	47	514	49	901	50
<u>Age Group</u>						
15-24	74	18	190	18	301	17
25-39	115	28	261	25	455	25
40-54	85	21	297	28	485	27
55+	137	33	296	28	559	31
<u>Work Status</u>						
Full time	202	49	456	44	767	43
Part time	62	15	184	18	346	19
Home duties	23	6	68	7	133	7
Retired / pensioner	79	19	211	20	396	22
Unemployed	19	5	27	3	36	2
Student	25	6	98	9	122	7
<u>Occupation</u>						
Professional/ manager/ executive/ farmer	95	23	203	19	336	19
Other white collar	78	19	211	20	367	20
Blue collar	83	20	218	21	391	22
Other	8	2	8	1	19	1
<u>Total Annual Gross Income</u>						
Less than \$20,000	95	23	276	26	494	27
\$20,000 to \$40,000	110	27	208	20	383	21
\$40,001 to \$60,000	93	23	211	20	328	18
Over \$60,000	66	16	170	16	295	16
Not established	46	11	179	17	300	17
<u>Have Ever</u>						
Visited a radio station's website	132	32	319	31	462	26
Visited a community radio station's website	76	19	123	12	145	8
Listened to a radio program on the internet	93	23	226	22	319	18
Listened to a community radio program on the internet	31	8	68	6	75	4
Downloaded a radio program from the internet	59	14	126	12	178	10
Downloaded a community radio program from the internet	20	5	36	3	36	2

Source: McNair Ingenuity Research Pty Ltd 2008

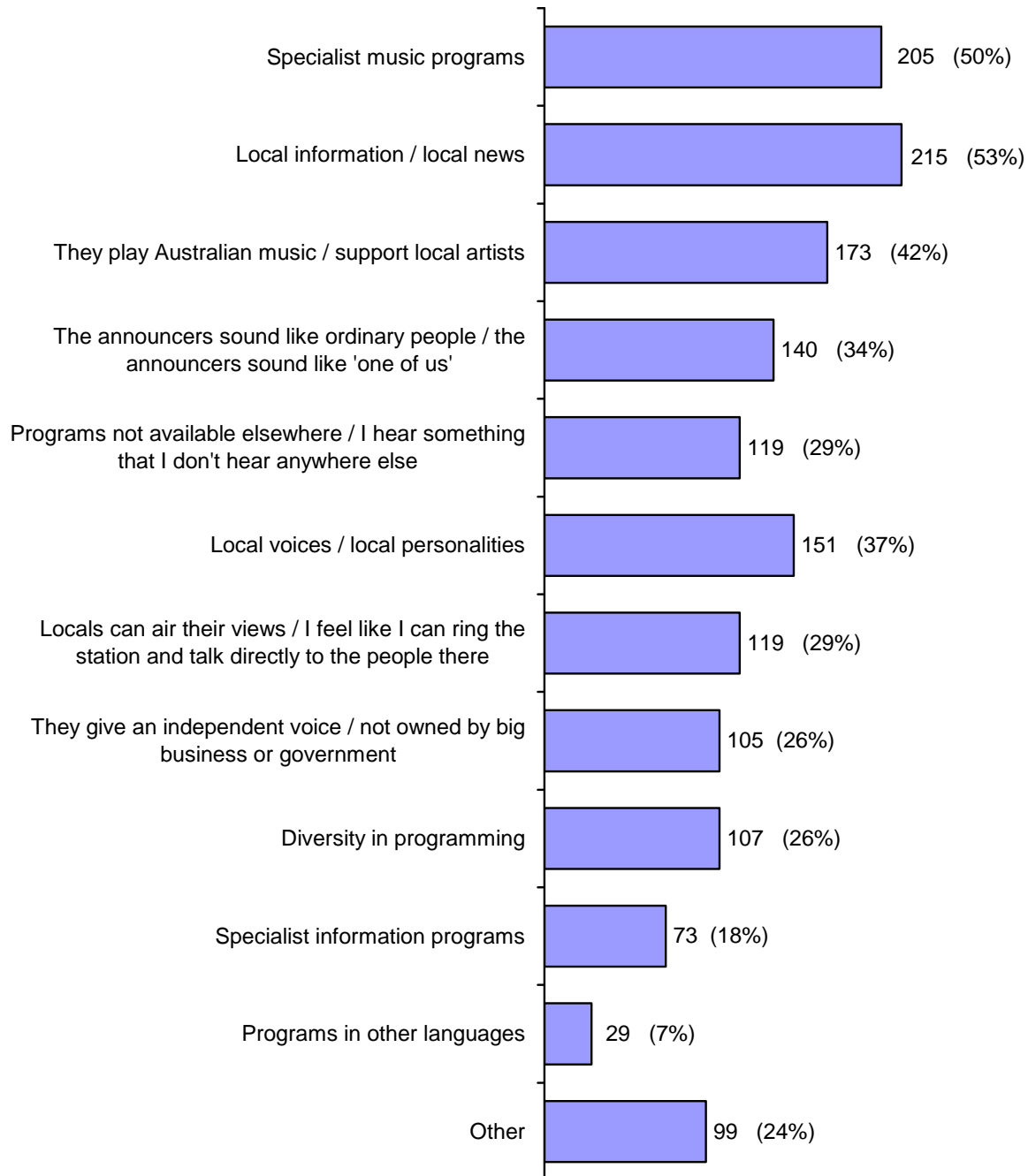
Telephone survey of a representative sample of 401 people 15+ throughout Non-Metro Queensland

PROFILE OF LISTENERS AND OF THE POPULATION
- NON-METRO QUEENSLAND

	<u>Listeners 15+ to Community Radio</u>				<u>Population 15+</u>	
	<u>In An Average</u>		<u>In An Average</u>		<u>'000</u>	<u>%</u>
	<u>Week</u>	<u>Month</u>	<u>Week</u>	<u>Month</u>		
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>		
Total	410	100	1044	100	1800	100
<u>Aboriginal or Torres Strait Islander Origin</u>						
Yes	42	10	45	4	64	4
No	368	90	995	95	1724	96
Refused	0	0	3	0	12	1
<u>Religious Beliefs</u>						
Christianity	283	69	673	65	1132	63
Other	20	5	38	4	54	3
No religious beliefs	98	24	308	29	564	31
Refused	9	2	25	2	50	3
<u>Have Disabilities</u>						
Sight impairment	43	11	148	14	198	11
Physical disability	22	5	84	8	141	8
Hearing impairment	37	9	96	9	166	9
Speech impairment	11	3	18	2	27	1
None of the above	316	77	795	76	1390	77
Refused	4	1	4	0	8	0
<u>Language Other Than English Is Regularly Spoken in the Household</u>						
Yes	34	8	58	6	92	5
No	375	92	986	94	1709	95

Source: McNair Ingenuity Research Pty Ltd 2008
 Telephone survey of a representative sample of 401 people 15+ throughout Non-Metro Queensland

REASONS FOR LISTENING
- NON-METRO QUEENSLAND



Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 401 people 15+ throughout Non-Metro Queensland

**OVERALL LISTENING
- NON-METRO SOUTH AUSTRALIA**

	<u>In An Average Week</u>		<u>In An Average Month</u>	
	'000	%	'000	%
All people aged 15+	336	100	336	100
Listeners to radio	286	85	319	95
Listeners to community radio	73	22	178	53
Listeners to commercial radio	200	59	222	66
Listeners to ABC and/or SBS radio	194	58	236	70
Listeners to community radio who:				
do not listen to commercial radio	19	6	50	15
do not listen to ABC/SBS radio	29	9	54	16
do not listen to commercial radio or ABC/SBS radio	8	2	16	5

How to Read:

In an average week, of all people aged 15+ throughout Non-Metro South Australia (336,000 people):

- 73,000 people, or 22%, listen to community radio
- 19,000 people, or 6%, listen to community radio but not commercial radio
- 29,000 people, or 9%, listen to community radio but not ABC/SBS radio
- 8,000 people, or 2%, listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio

Base: An estimated 73,000 people aged 15+ who listened to community radio in the last seven days:

'000 %
73 100

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

Up to 10 hours	59	82
11 to 20 hours	5	7
Over 20 hours	8	11
No. of hours not established	1	1
Average no. of hours = 7.9 hours		

"At what times of the day did you listen to this station (these stations) in the last seven days?"

Breakfast	23	32
Mid-morning	29	39
Afternoon	37	51
Evening	14	19

Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 301 people 15+ throughout Non-Metro South Australia

**PROFILE OF LISTENERS AND OF THE POPULATION
- NON-METRO SOUTH AUSTRALIA**

	<u>Listeners 15+ to Community Radio</u>				<u>Population 15+</u>	
	<u>In An Average</u>		<u>In An Average</u>		<u>'000</u>	<u>%</u>
	<u>Week</u>	<u>Month</u>	<u>Week</u>	<u>Month</u>		
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>		
Total	73	100	178	100	336	100
<u>Gender</u>						
Men	47	64	99	56	170	51
Women	26	36	79	44	166	49
<u>Age Group</u>						
15-24	13	18	37	21	49	15
25-39	20	27	47	27	76	23
40-54	20	27	45	26	94	28
55+	20	27	48	27	118	35
<u>Work Status</u>						
Full time	36	49	75	42	135	40
Part time	9	13	30	17	60	18
Home duties	6	8	14	8	31	9
Retired / pensioner	12	16	35	20	76	23
Unemployed	5	6	5	3	10	3
Student	6	8	18	10	25	7
<u>Occupation</u>						
Professional/ manager/ executive/ farmer	13	18	25	14	50	15
Other white collar	15	20	40	23	74	22
Blue collar	17	23	40	22	69	21
Other	0	0	0	0	1	0
<u>Total Annual Gross Income</u>						
Less than \$20,000	21	29	61	34	114	34
\$20,000 to \$40,000	16	22	39	22	76	23
\$40,001 to \$60,000	17	23	34	19	56	17
Over \$60,000	8	11	16	9	32	9
Not established	11	15	28	16	58	17
<u>Have Ever</u>						
Visited a radio station's website	17	23	50	28	89	26
Visited a community radio station's website	4	5	6	4	9	3
Listened to a radio program on the internet	15	20	25	14	45	13
Listened to a community radio program on the internet	2	2	4	2	5	1
Downloaded a radio program from the internet	3	5	11	6	23	7
Downloaded a community radio program from the internet	0	0	2	1	2	0

Source: McNair Ingenuity Research Pty Ltd 2008

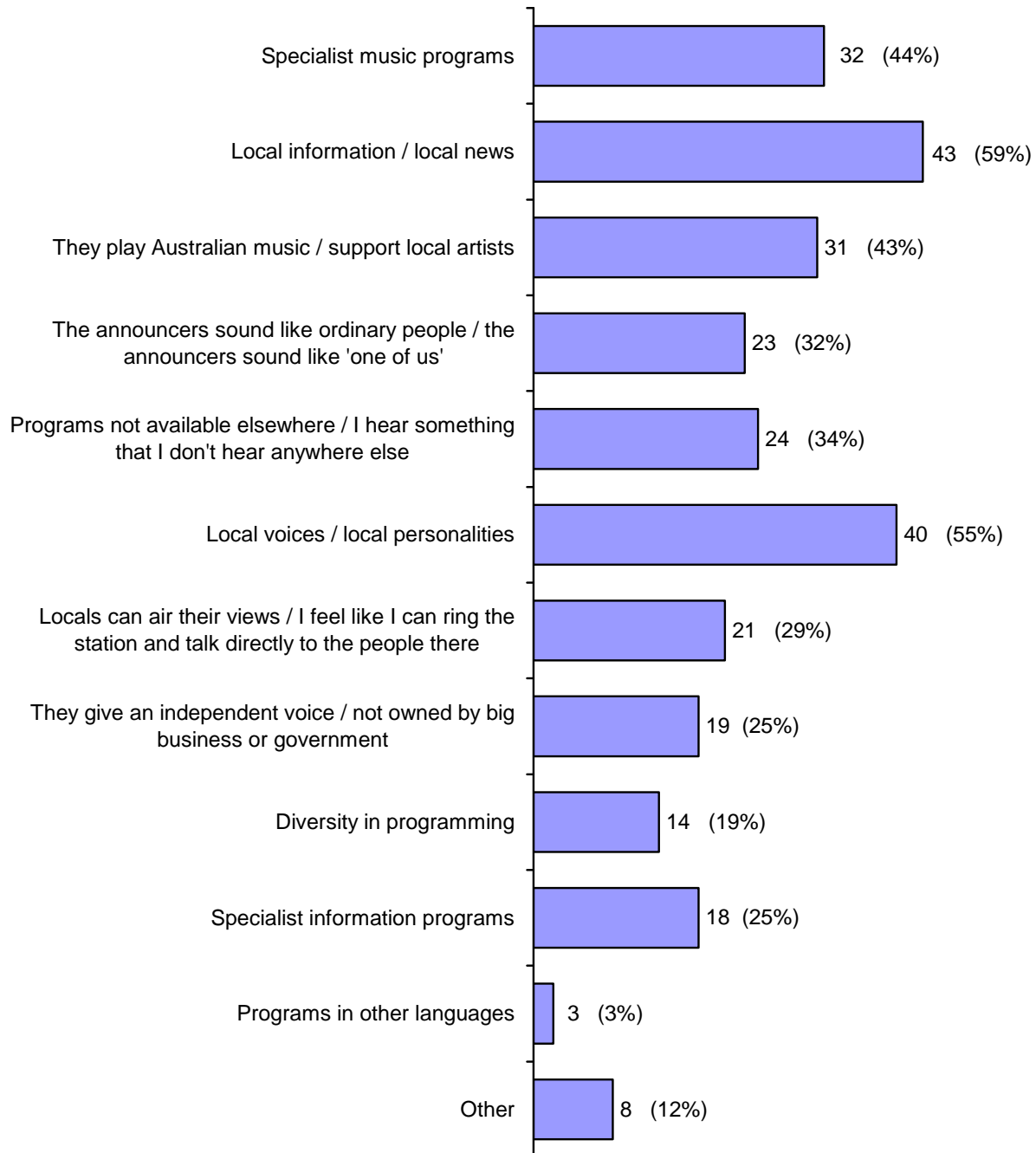
Telephone survey of a representative sample of 301 people 15+ throughout Non-Metro South Australia

**PROFILE OF LISTENERS AND OF THE POPULATION
- NON-METRO SOUTH AUSTRALIA**

	<u>Listeners 15+ to Community Radio</u>				<u>Population 15+</u>	
	<u>In An Average Week</u>		<u>In An Average Month</u>		<u>'000</u>	<u>%</u>
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>		
Total	73	100	178	100	336	100
<u>Aboriginal or Torres Strait Islander Origin</u>						
Yes	0	0	0	0	2	0
No	70	96	175	98	332	99
Refused	3	4	3	2	3	1
<u>Religious Beliefs</u>						
Christianity	51	70	116	65	210	63
Other	4	5	5	3	10	3
No religious beliefs	18	25	54	30	108	32
Refused	0	0	3	2	8	2
<u>Have Disabilities</u>						
Sight impairment	4	5	11	6	34	10
Physical disability	6	8	15	8	35	10
Hearing impairment	6	8	10	6	17	5
Speech impairment	1	2	1	1	2	1
None of the above	61	84	151	85	267	79
Refused	0	0	0	0	2	1
<u>Language Other Than English Is Regularly Spoken in the Household</u>						
Yes	1	1	7	4	14	4
No	72	99	171	96	323	96

Source: McNair Ingenuity Research Pty Ltd 2008
Telephone survey of a representative sample of 301 people 15+ throughout Non-Metro South Australia

REASONS FOR LISTENING
- NON-METRO SOUTH AUSTRALIA



Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 301 people 15+ throughout Non-Metro South Australia

**OVERALL LISTENING
- NON-METRO WESTERN AUSTRALIA**

	<u>In An Average Week</u>		<u>In An Average Month</u>	
	'000	%	'000	%
All people aged 15+	420	100	420	100
Listeners to radio	371	88	400	95
Listeners to community radio	68	16	167	40
Listeners to commercial radio	253	60	297	71
Listeners to ABC and/or SBS radio	257	61	293	70
Listeners to community radio who:				
do not listen to commercial radio	24	6	45	11
do not listen to ABC/SBS radio	28	7	52	12
do not listen to commercial radio or ABC/SBS radio	11	3	22	5

How to Read:

In an average week, of all people aged 15+ throughout Non-Metro Western Australia (420,000 people):

- 68,000 people, or 16%, listen to community radio
- 24,000 people, or 6%, listen to community radio but not commercial radio
- 28,000 people, or 7%, listen to community radio but not ABC/SBS radio
- 11,000 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 68,000 people aged 15+ who listened to community radio in the last seven days:

	'000	%
	68	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	57	84
11 to 20 hours	4	6
Over 20 hours	7	10
No. of hours not established	0	0
Average no. of hours =8.3 hours		

"At what times of the day did you listen to this station (these stations) in the last seven days?"

Breakfast	23	34
Mid-morning	38	55
Afternoon	35	52
Evening	17	25

Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 300 people 15+ throughout Non-Metro WA

PROFILE OF LISTENERS AND OF THE POPULATION
- NON-METRO WESTERN AUSTRALIA

	<u>Listeners 15+ to Community Radio</u>				<u>Population 15+</u>	
	<u>In An Average</u>		<u>In An Average</u>		<u>'000</u>	<u>%</u>
	<u>Week</u>	<u>Month</u>	<u>Week</u>	<u>Month</u>		
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>		
Total	68	100	167	100	420	100
<u>Gender</u>						
Men	44	65	85	51	218	52
Women	24	35	83	49	202	48
<u>Age Group</u>						
15-24	13	20	31	19	66	16
25-39	26	38	51	31	111	26
40-54	16	23	52	31	120	29
55+	13	19	33	20	123	29
<u>Work Status</u>						
Full time	36	52	96	57	218	52
Part time	16	24	32	19	83	20
Home duties	4	6	17	10	26	6
Retired / pensioner	6	9	15	9	71	17
Unemployed	0	0	2	1	5	1
Student	6	9	7	4	18	4
<u>Occupation</u>						
Professional/ manager/ executive/ farmer	19	27	52	31	106	25
Other white collar	8	12	34	20	101	24
Blue collar	25	37	41	25	92	22
Other	0	0	0	0	2	0
<u>Total Annual Gross Income</u>						
Less than \$20,000	19	28	39	23	112	27
\$20,000 to \$40,000	9	14	31	19	78	19
\$40,001 to \$60,000	12	18	31	19	56	13
Over \$60,000	22	32	52	31	121	29
Not established	6	9	14	8	53	13
<u>Have Ever</u>						
Visited a radio station's website	26	39	48	29	113	27
Visited a community radio station's website	8	12	14	8	16	4
Listened to a radio program on the internet	16	23	28	17	66	16
Listened to a community radio program on the internet	2	2	3	2	7	2
Downloaded a radio program from the internet	8	11	19	11	38	9
Downloaded a community radio program from the internet	2	2	6	3	6	1

Source: McNair Ingenuity Research Pty Ltd 2008

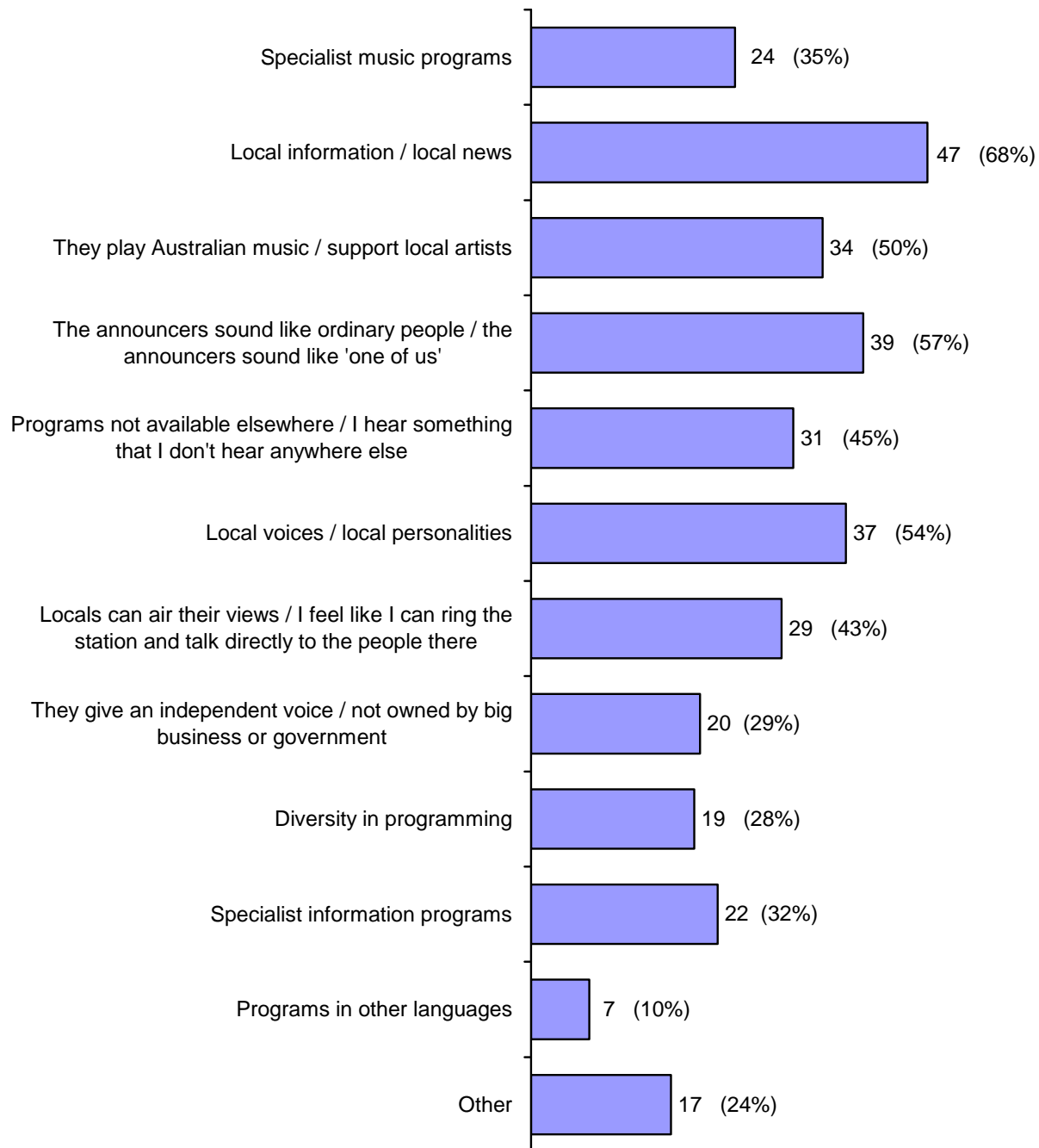
Telephone survey of a representative sample of 300 people 15+ throughout Non-Metro WA

PROFILE OF LISTENERS AND OF THE POPULATION
- NON-METRO WESTERN AUSTRALIA

	<u>Listeners 15+ to Community Radio</u>				<u>Population 15+</u>	
	<u>In An Average</u>		<u>In An Average</u>		<u>'000</u>	<u>%</u>
	<u>Week</u>	<u>Month</u>	<u>Week</u>	<u>Month</u>		
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>		
Total	68	100	167	100	420	100
<u>Aboriginal or Torres Strait Islander Origin</u>						
Yes	7	10	11	7	18	4
No	62	90	156	93	400	95
Refused	0	0	0	0	1	0
<u>Religious Beliefs</u>						
Christianity	35	51	95	56	246	59
Other	4	6	8	5	18	4
No religious beliefs	26	38	61	37	150	36
Refused	3	4	3	2	6	1
<u>Have Disabilities</u>						
Sight impairment	5	7	11	7	30	7
Physical disability	6	8	11	7	36	9
Hearing impairment	5	7	10	6	37	9
Speech impairment	0	0	3	2	6	1
None of the above	55	81	139	83	338	81
Refused	0	0	2	1	8	2
<u>Language Other Than English Is Regularly Spoken in the Household</u>						
Yes	2	3	16	10	26	6
No	66	97	151	90	394	94

Source: McNair Ingenuity Research Pty Ltd 2008
 Telephone survey of a representative sample of 300 people 15+ throughout Non-Metro WA

REASONS FOR LISTENING
- NON-METRO WESTERN AUSTRALIA



Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 300 people 15+ throughout Non-Metro WA

OVERALL LISTENING
- NEW SOUTH WALES

	<u>In An Average Week</u>		<u>In An Average Month</u>	
	'000	%	'000	%
All people aged 15+	5484	100	5484	100
Listeners to radio	4547	83	5117	93
Listeners to community radio	1499	27	3000	55
Listeners to commercial radio	3529	64	3967	72
Listeners to ABC and/or SBS radio	2271	41	2801	51
Listeners to community radio who:				
do not listen to commercial radio	482	9	775	14
do not listen to ABC/SBS radio	753	14	1292	24
do not listen to commercial radio or ABC/SBS radio	276	5	410	7

How to Read:

In an average week, of all people aged 15+ throughout New South Wales (5,484,000 people):

- 1,499,000 people, or 27%, listen to community radio
- 482,000 people, or 9%, listen to community radio but not commercial radio
- 753,000 people, or 14%, listen to community radio but not ABC/SBS radio
- 276,000 people, or 5%, listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio

Base: An estimated 1,499,000 people aged 15+ who listened to community radio in the last seven days:

	'000	%
	1499	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	1170	78
11 to 20 hours	161	11
Over 20 hours	147	10
No. of hours not established	21	1
Average no. of hours = 8.0 hours		

"At what times of the day did you listen to this station (these stations) in the last seven days?"

Breakfast	582	39
Mid-morning	657	44
Afternoon	642	43
Evening	423	28

Source: McNair Ingenuity Research Pty Ltd 2008
Telephone survey of a representative sample of 950 people 15+ throughout New South Wales

PROFILE OF LISTENERS AND OF THE POPULATION
- NEW SOUTH WALES

	<u>Listeners 15+ to Community Radio</u>				<u>Population 15+</u>	
	<u>In An Average</u>		<u>In An Average</u>		<u>'000</u>	<u>%</u>
	<u>Week</u>	<u>Month</u>	<u>Week</u>	<u>Month</u>		
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>		
Total	1499	100	3000	100	5484	100
<u>Gender</u>						
Men	804	54	1635	54	2695	49
Women	695	46	1366	46	2790	51
<u>Age Group</u>						
15-24	252	17	554	18	928	17
25-39	411	27	760	25	1460	27
40-54	454	30	865	29	1437	26
55+	382	25	821	27	1659	30
<u>Work Status</u>						
Full time	624	42	1224	41	2221	41
Part time	337	22	604	20	1054	19
Home duties	116	8	255	9	453	8
Retired / pensioner	244	16	522	17	1102	20
Unemployed	34	2	71	2	149	3
Student	144	10	324	11	505	9
<u>Occupation</u>						
Professional/ manager/ executive/ farmer	343	23	638	21	1191	22
Other white collar	312	21	596	20	1074	20
Blue collar	299	20	581	19	980	18
Other	7	0	13	0	31	1
<u>Total Annual Gross Income</u>						
Less than \$20,000	479	32	936	31	1657	30
\$20,000 to \$40,000	223	15	475	16	904	16
\$40,001 to \$60,000	284	19	496	17	882	16
Over \$60,000	300	20	584	19	1058	19
Not established	213	14	509	17	984	18
<u>Have Ever</u>						
Visited a radio station's website	610	41	1174	39	1994	36
Visited a community radio station's website	267	18	374	12	411	7
Listened to a radio program on the internet	404	27	861	29	1334	24
Listened to a community radio program on the internet	115	8	157	5	191	3
Downloaded a radio program from the internet	220	15	441	15	656	12
Downloaded a community radio program from the internet	69	5	88	3	108	2

Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 950 people 15+ throughout New South Wales

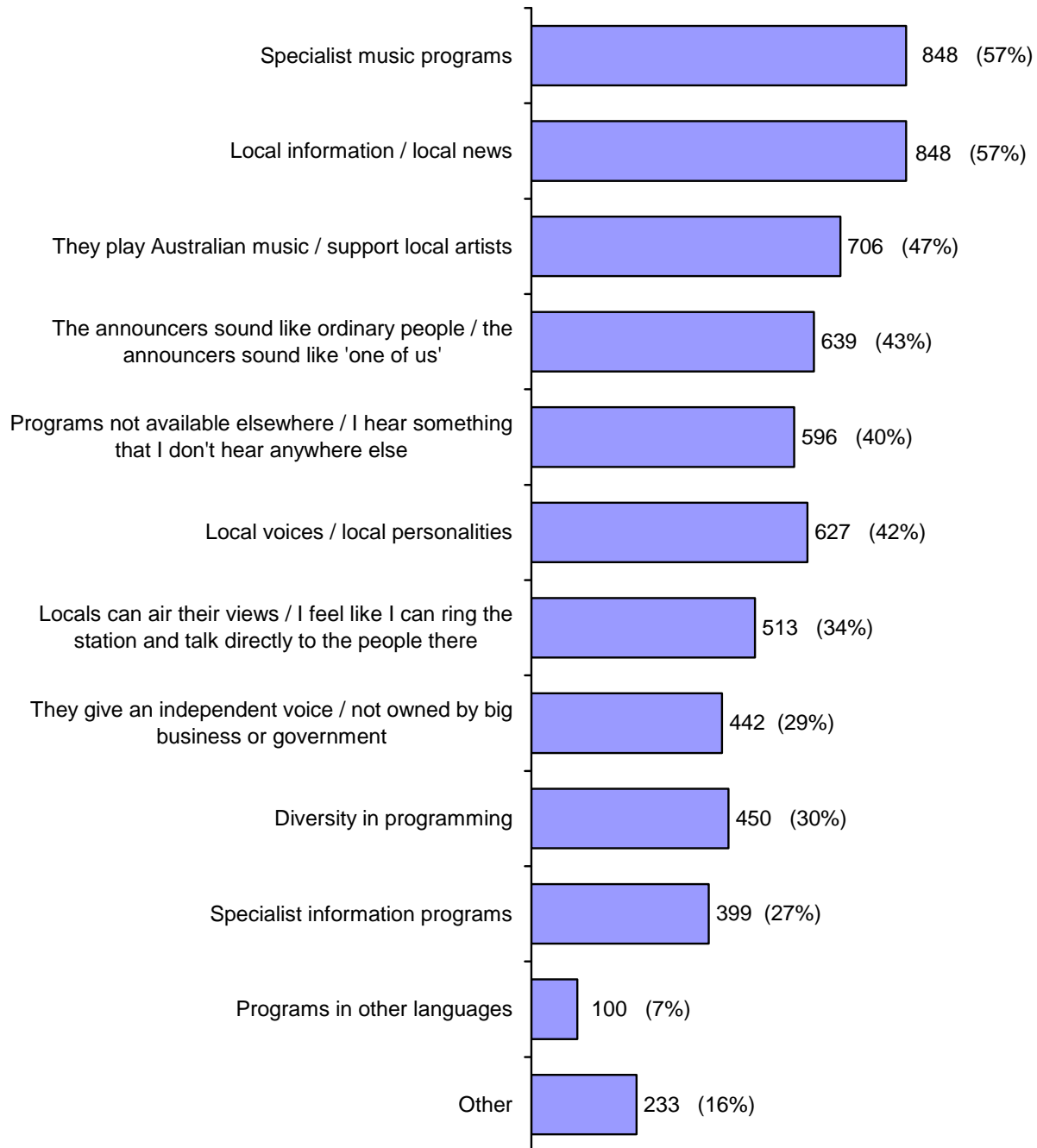
PROFILE OF LISTENERS AND OF THE POPULATION
- NEW SOUTH WALES

	<u>Listeners 15+ to Community Radio</u>				<u>Population 15+</u>	
	<u>In An Average</u>		<u>In An Average</u>		<u>'000</u>	<u>%</u>
	<u>Week</u>	<u>Month</u>	<u>Week</u>	<u>Month</u>		
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>		
Total	1499	100	3000	100	5484	100
<u>Aboriginal or Torres Strait Islander Origin</u>						
Yes	95	6	127	4	174	3
No	1388	93	2828	94	5254	96
Refused	15	1	45	1	57	1
<u>Religious Beliefs</u>						
Christianity	1004	67	1999	67	3533	64
Buddhism	37	2	76	3	141	3
Islam	48	3	66	2	111	2
Hinduism	24	2	37	1	89	2
Other	39	3	75	3	125	2
No religious beliefs	323	22	708	24	1396	25
Refused	23	2	40	1	90	2
<u>Have Disabilities</u>						
Sight impairment	99	7	225	7	422	8
Physical disability	121	8	190	6	340	6
Hearing impairment	62	4	128	4	261	5
Speech impairment	6	0	12	0	40	1
None of the above	1251	83	2523	84	4611	84
Refused	21	1	25	1	36	1
<u>Language Other Than English Is Regularly Spoken in the Household</u>						
Yes	192	13	418	14	823	15
No	1307	87	2582	86	4661	85
<u>Languages spoken at home (Top 6)</u>						
Chinese/ Cantonese/ Mandarin	24	13	64	15	146	18
Arabic	7	3	12	3	64	8
Italian	8	4	37	9	56	7
Hindi (Indian)	12	6	24	6	54	7
Spanish	27	14	38	9	52	6
Vietnamese	6	3	20	5	39	5
Other	101	53	210	50	399	48
Refused	7	4	13	3	13	2

Source: McNair Ingenuity Research Pty Ltd 2008
Telephone survey of a representative sample of 950 people 15+ throughout New South Wales

REASONS FOR LISTENING

- NEW SOUTH WALES



Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 950 people 15+ throughout New South Wales

OVERALL LISTENING
- VICTORIA

	<u>In An Average Week</u>		<u>In An Average Month</u>	
	'000	%	'000	%
All people aged 15+	4154	100	4154	100
Listeners to radio	3487	84	3873	93
Listeners to community radio	1101	27	2557	62
Listeners to commercial radio	2736	66	3037	73
Listeners to ABC and/or SBS radio	1833	44	2226	54
Listeners to community radio who:				
do not listen to commercial radio	359	9	613	15
do not listen to ABC/SBS radio	504	12	1087	26
do not listen to commercial radio or ABC/SBS radio	171	4	286	7

How to Read:

In an average week, of all people aged 15+ throughout Victoria (4,154,000 people):

- 1,101,000 people, or 27%, listen to community radio
- 359,000 people, or 9%, listen to community radio but not commercial radio
- 504,000 people, or 12%, listen to community radio but not ABC/SBS radio
- 171,000 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 1,101,000 people aged 15+ who listened to community radio in the last seven days:

	'000	%
	1101	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	892	81
11 to 20 hours	116	11
Over 20 hours	89	8
No. of hours not established	5	0
Average no. of hours = 7.1 hours		

"At what times of the day did you listen to this station (these stations) in the last seven days?"

Breakfast	465	42
Mid-morning	424	38
Afternoon	541	49
Evening	426	39

Source: McNair Ingenuity Research Pty Ltd 2008
Telephone survey of a representative sample of 951 people 15+ throughout Victoria

PROFILE OF LISTENERS AND OF THE POPULATION
- VICTORIA

	<u>Listeners 15+ to Community Radio</u>				<u>Population 15+</u>	
	<u>In An Average</u>		<u>In An Average</u>		<u>'000</u>	<u>%</u>
	<u>Week</u>	<u>Month</u>	<u>Week</u>	<u>Month</u>		
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>		
Total	1101	100	2557	100	4154	100
<u>Gender</u>						
Men	613	56	1272	50	2038	49
Women	488	44	1285	50	2116	51
<u>Age Group</u>						
15-24	192	17	477	19	717	17
25-39	278	25	679	27	1124	27
40-54	300	27	690	27	1080	26
55+	331	30	711	28	1233	30
<u>Work Status</u>						
Full time	529	48	1128	44	1793	43
Part time	198	18	477	19	792	19
Home duties	61	5	202	8	314	8
Retired / pensioner	187	17	401	16	728	18
Unemployed	49	4	82	3	124	3
Student	78	7	265	10	403	10
<u>Occupation</u>						
Professional/ manager/ executive/ farmer	356	32	650	25	1068	26
Other white collar	141	13	477	19	753	18
Blue collar	229	21	465	18	747	18
Other	0	0	14	1	16	0
<u>Total Annual Gross Income</u>						
Less than \$20,000	249	23	647	25	1063	26
\$20,000 to \$40,000	170	15	413	16	675	16
\$40,001 to \$60,000	199	18	409	16	686	17
Over \$60,000	258	23	501	20	845	20
Not established	226	20	587	23	885	21
<u>Have Ever</u>						
Visited a radio station's website	503	46	1000	39	1498	36
Visited a community radio station's website	205	19	251	10	265	6
Listened to a radio program on the internet	300	27	662	26	992	24
Listened to a community radio program on the internet	89	8	108	4	122	3
Downloaded a radio program from the internet	207	19	354	14	501	12
Downloaded a community radio program from the internet	76	7	82	3	82	2

Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 951 people 15+ throughout Victoria

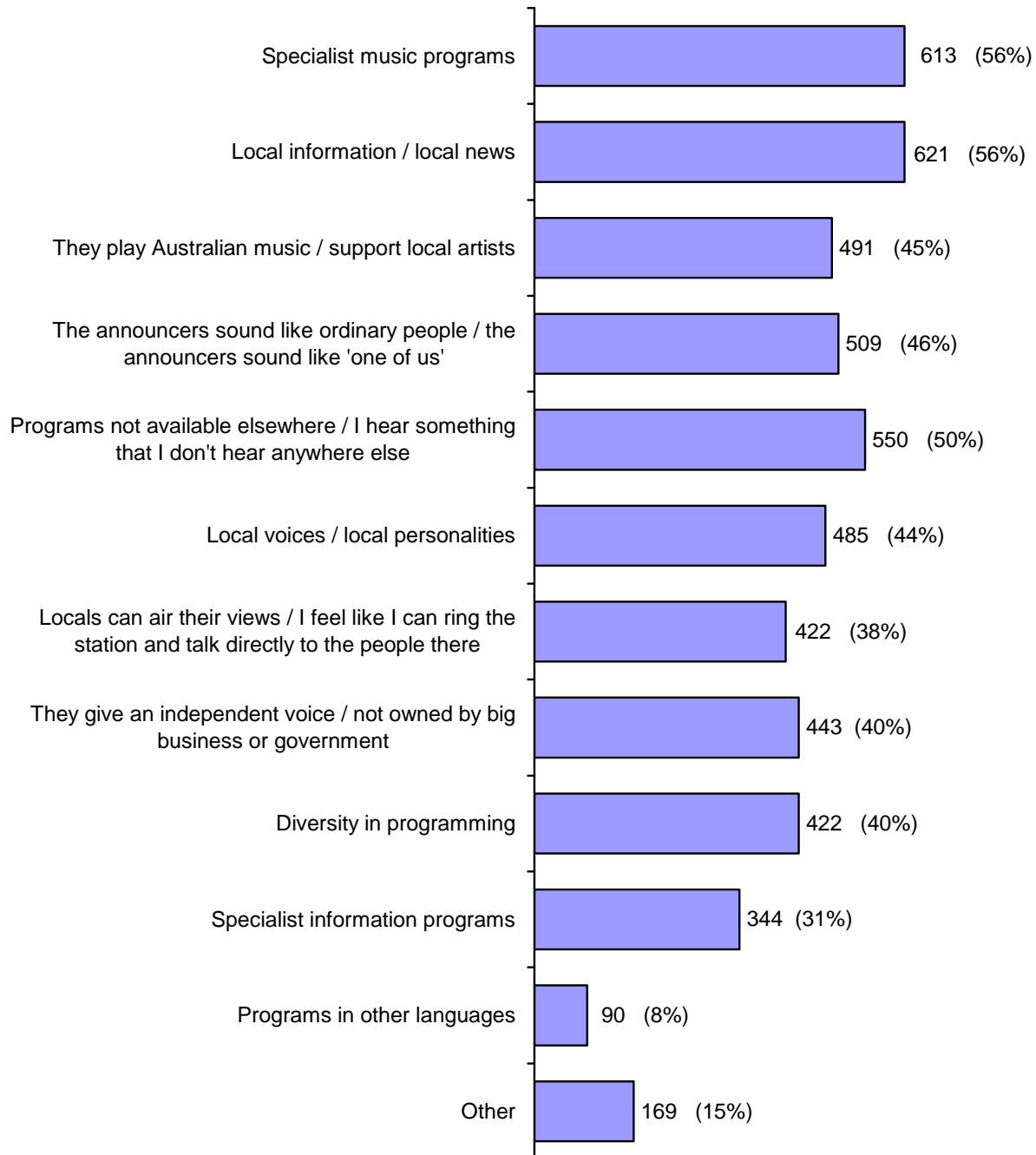
PROFILE OF LISTENERS AND OF THE POPULATION
- VICTORIA

	<u>Listeners 15+ to Community Radio</u>				<u>Population 15+</u>	
	<u>In An Average</u>		<u>In An Average</u>		<u>'000</u>	<u>%</u>
	<u>Week</u>	<u>Month</u>	<u>Week</u>	<u>Month</u>		
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>		
Total	1101	100	2557	100	4154	100
<u>Aboriginal or Torres Strait Islander Origin</u>						
Yes	22	2	35	1	52	1
No	1052	96	2474	97	4010	97
Refused	27	2	48	2	93	2
<u>Religious Beliefs</u>						
Christianity	679	62	1522	60	2488	60
Buddhism	5	0	37	1	75	2
Islam	0	0	36	1	53	1
Hinduism	10	1	16	1	33	1
Other	46	4	102	4	156	4
No religious beliefs	326	30	790	31	1273	31
Refused	35	3	54	2	75	2
<u>Have Disabilities</u>						
Sight impairment	110	10	250	10	384	9
Physical disability	70	6	147	6	250	6
Hearing impairment	71	6	125	5	198	5
Speech impairment	3	0	16	1	31	1
None of the above	901	82	2121	83	3454	83
Refused	6	1	25	1	49	1
<u>Language Other Than English Is Regularly Spoken in the Household</u>						
Yes	161	15	424	17	631	15
No	940	85	2133	83	3523	85
<u>Languages spoken at home (Top 5)</u>						
Italian	24	15	71	17	101	16
Chinese/ Cantonese/ Mandarin	9	6	37	9	64	10
Greek	17	11	37	9	57	9
Spanish	28	17	37	9	37	6
Hindi (Indian)	12	7	18	4	35	6
Other	66	41	214	50	324	51
Refused	5	3	10	2	13	2

Source: McNair Ingenuity Research Pty Ltd 2008
Telephone survey of a representative sample of 951 people 15+ throughout Victoria

REASONS FOR LISTENING

- VICTORIA



Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 951 people 15+ throughout Victoria

PROFILE OF LISTENERS AND OF THE POPULATION
- QUEENSLAND

	<u>Listeners 15+ to Community Radio</u>				<u>Population 15+</u>	
	<u>In An Average</u>		<u>In An Average</u>		<u>'000</u>	<u>%</u>
	<u>Week</u>	<u>Month</u>	<u>Week</u>	<u>Month</u>		
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>		
Total	853	100	1847	100	3257	100
<u>Gender</u>						
Men	429	50	932	50	1614	50
Women	424	50	916	50	1643	50
<u>Age Group</u>						
15-24	165	19	366	20	578	18
25-39	257	30	518	28	869	27
40-54	215	25	525	28	864	27
55+	216	25	438	24	946	29
<u>Work Status</u>						
Full time	443	52	863	47	1435	44
Part time	141	17	349	19	615	19
Home duties	46	5	107	6	222	7
Retired / pensioner	123	14	301	16	639	20
Unemployed	23	3	36	2	60	2
Student	76	9	192	10	286	9
<u>Occupation</u>						
Professional/ manager/ executive/ farmer	248	29	457	25	738	23
Other white collar	161	19	385	21	651	20
Blue collar	167	20	361	20	639	20
Other	8	1	8	0	22	1
<u>Total Annual Gross Income</u>						
Less than \$20,000	208	24	476	26	886	27
\$20,000 to \$40,000	161	19	327	18	603	19
\$40,001 to \$60,000	189	22	366	20	607	19
Over \$60,000	177	21	376	20	611	19
Not established	117	14	302	16	550	17
<u>Have Ever</u>						
Visited a radio station's website	342	40	725	39	1117	34
Visited a community radio station's website	142	17	196	11	243	7
Listened to a radio program on the internet	213	25	484	26	740	23
Listened to a community radio program on the internet	53	6	101	5	115	4
Downloaded a radio program from the internet	145	17	291	16	411	13
Downloaded a community radio program from the internet	32	4	48	3	57	2

Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 801 people 15+ throughout Queensland

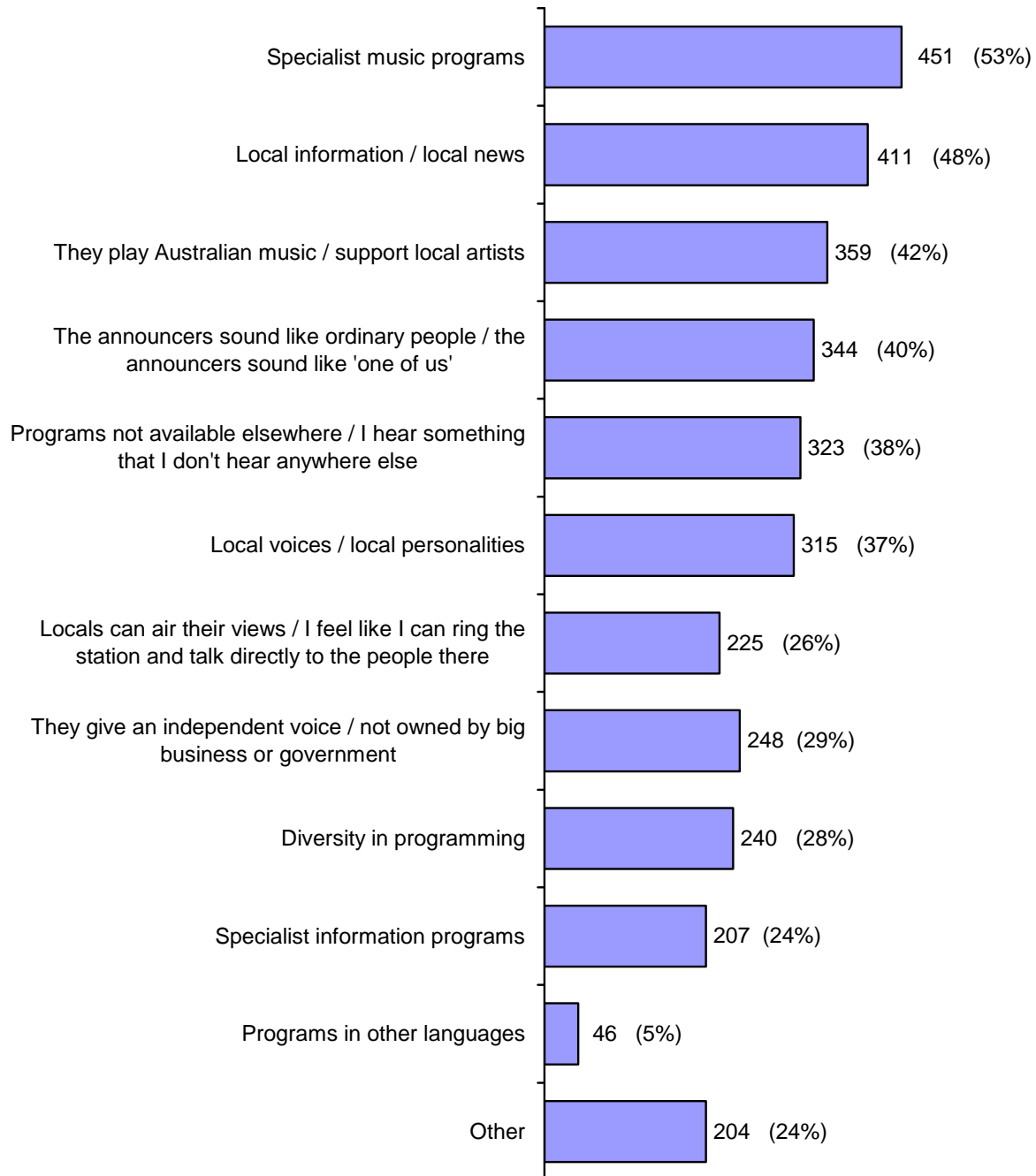
**PROFILE OF LISTENERS AND OF THE POPULATION
- QUEENSLAND**

	<u>Listeners 15+ to Community Radio</u>				<u>Population 15+</u>	
	<u>In An Average</u>		<u>In An Average</u>		<u>'000</u>	<u>%</u>
	<u>Week</u>	<u>Month</u>	<u>Week</u>	<u>Month</u>		
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>		
Total	853	100	1847	100	3257	100
<u>Aboriginal or Torres Strait Islander Origin</u>						
Yes	48	6	51	3	76	2
No	795	93	1775	96	3144	97
Refused	10	1	21	1	36	1
<u>Religious Beliefs</u>						
Christianity	583	68	1211	66	2062	63
Other	39	5	83	4	128	4
No religious beliefs	222	26	523	28	1003	31
Refused	9	1	30	2	64	2
<u>Have Disabilities</u>						
Sight impairment	62	7	198	11	318	10
Physical disability	39	5	104	6	221	7
Hearing impairment	51	6	138	7	262	8
Speech impairment	20	2	31	2	46	1
None of the above	707	83	1500	81	2614	80
Refused	4	0	4	0	8	0
<u>Language Other Than English Is Regularly Spoken in the Household</u>						
Yes	82	10	133	7	213	7
No	771	90	1715	93	3044	93

Source: McNair Ingenuity Research Pty Ltd 2008
Telephone survey of a representative sample of 801 people 15+ throughout Queensland

REASONS FOR LISTENING

- QUEENSLAND



Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 801 people 15+ throughout Queensland

PROFILE OF LISTENERS AND OF THE POPULATION
- SOUTH AUSTRALIA

	<u>Listeners 15+ to Community Radio</u>				<u>Population 15+</u>	
	<u>In An Average</u>		<u>In An Average</u>		<u>'000</u>	<u>%</u>
	<u>Week</u>	<u>Month</u>	<u>Week</u>	<u>Month</u>		
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>		
Total	419	100	796	100	1281	100
<u>Gender</u>						
Men	238	57	419	53	627	49
Women	181	43	377	47	653	51
<u>Age Group</u>						
15-24	95	23	171	22	213	17
25-39	106	25	221	28	311	24
40-54	105	25	202	25	339	26
55+	113	27	202	25	418	33
<u>Work Status</u>						
Full time	210	50	357	45	520	41
Part time	75	18	150	19	236	18
Home duties	18	4	61	8	102	8
Retired / pensioner	66	16	139	17	291	23
Unemployed	14	3	25	3	31	2
Student	36	9	65	8	101	8
<u>Occupation</u>						
Professional/ manager/ executive/ farmer	94	23	161	20	254	20
Other white collar	78	18	172	22	252	20
Blue collar	111	26	171	21	245	19
Other	2	1	2	0	5	0
<u>Total Annual Gross Income</u>						
Less than \$20,000	96	23	234	29	392	31
\$20,000 to \$40,000	86	21	151	19	237	18
\$40,001 to \$60,000	118	28	182	23	241	19
Over \$60,000	50	12	97	12	171	13
Not established	69	16	132	17	240	19
<u>Have Ever</u>						
Visited a radio station's website	179	43	313	39	456	36
Visited a community radio station's website	60	14	79	10	88	7
Listened to a radio program on the internet	112	27	182	23	246	19
Listened to a community radio program on the internet	39	9	51	6	52	4
Downloaded a radio program from the internet	59	14	100	13	139	11
Downloaded a community radio program from the internet	12	3	16	2	18	1

Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 701 people 15+ throughout South Australia

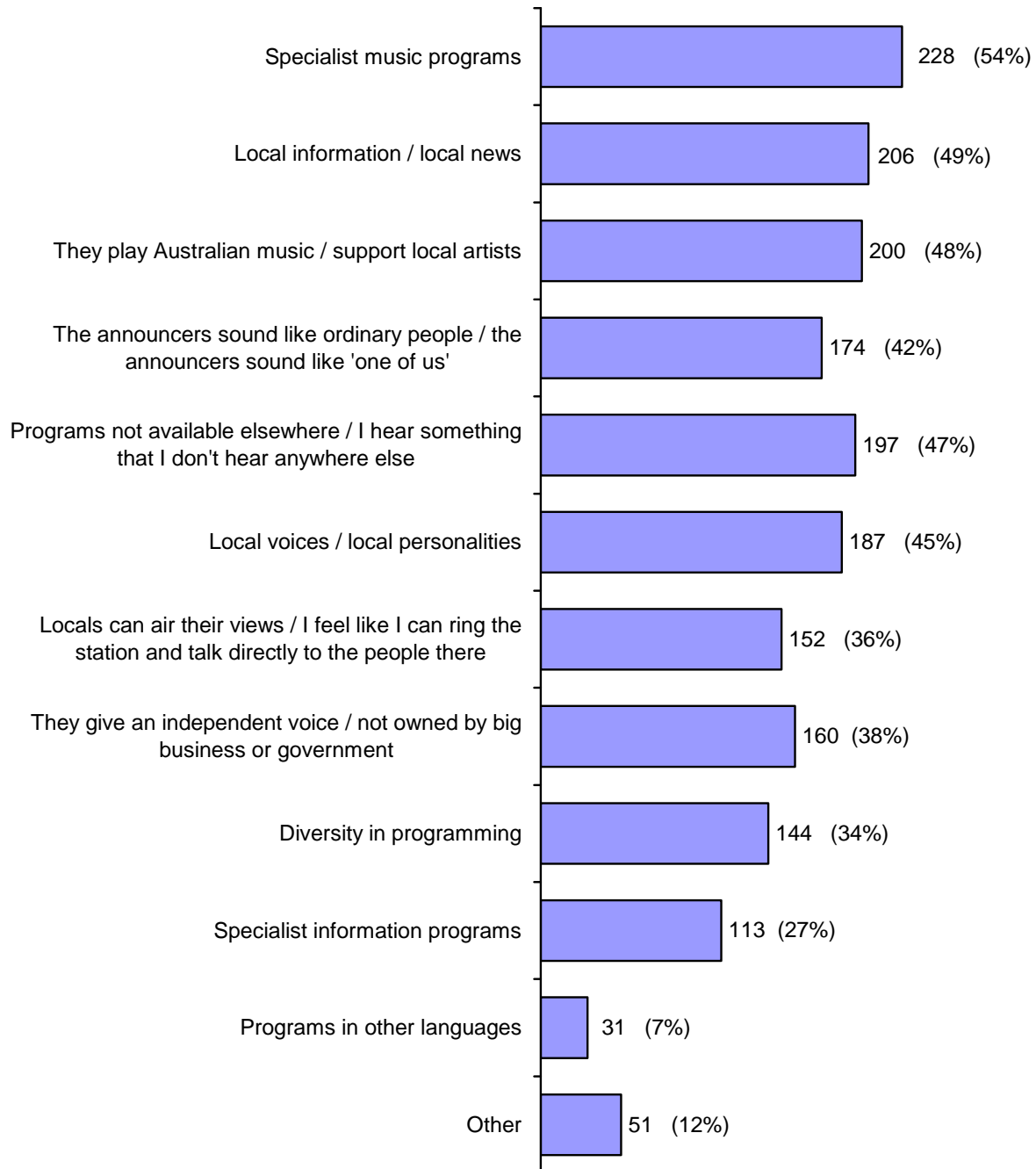
PROFILE OF LISTENERS AND OF THE POPULATION
- SOUTH AUSTRALIA

	<u>Listeners 15+ to Community Radio</u>				<u>Population 15+</u>	
	<u>In An Average</u>		<u>In An Average</u>		<u>'000</u>	<u>%</u>
	<u>Week</u>	<u>Month</u>	<u>Week</u>	<u>Month</u>		
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>		
Total	419	100	796	100	1281	100
<u>Aboriginal or Torres Strait Islander Origin</u>						
Yes	0	0	6	1	7	1
No	416	99	787	99	1268	99
Refused	3	1	3	0	5	0
<u>Religious Beliefs</u>						
Christianity	246	59	488	61	779	61
Other	23	5	37	5	56	4
No religious beliefs	146	35	262	33	425	33
Refused	4	1	9	1	21	2
<u>Have Disabilities</u>						
Sight impairment	28	7	65	8	136	11
Physical disability	28	7	62	8	126	10
Hearing impairment	25	6	43	5	82	6
Speech impairment	8	2	23	3	35	3
None of the above	344	82	644	81	985	77
Refused	5	1	5	1	10	1
<u>Language Other Than English Is Regularly Spoken in the Household</u>						
Yes	58	14	96	12	133	10
No	361	86	700	88	1148	90

Source: McNair Ingenuity Research Pty Ltd 2008
Telephone survey of a representative sample of 701 people 15+ throughout South Australia

REASONS FOR LISTENING

- SOUTH AUSTRALIA



Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 701 people 15+ throughout South Australia

PROFILE OF LISTENERS AND OF THE POPULATION
- WESTERN AUSTRALIA

	<u>Listeners 15+ to Community Radio</u>				<u>Population 15+</u>	
	<u>In An Average</u>		<u>In An Average</u>		<u>'000</u>	<u>%</u>
	<u>Week</u>	<u>Month</u>	<u>Week</u>	<u>Month</u>		
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>		
Total	434	100	910	100	1649	100
<u>Gender</u>						
Men	229	53	452	50	828	50
Women	204	47	458	50	821	50
<u>Age Group</u>						
15-24	83	19	186	20	296	18
25-39	133	31	253	28	440	27
40-54	83	19	230	25	450	27
55+	135	31	242	27	464	28
<u>Work Status</u>						
Full time	199	46	408	45	755	46
Part time	84	19	194	21	334	20
Home duties	31	7	77	8	115	7
Retired / pensioner	79	18	135	15	275	17
Unemployed	6	1	10	1	30	2
Student	34	8	86	9	141	9
<u>Occupation</u>						
Professional/ manager/ executive/ farmer	98	22	210	23	426	26
Other white collar	83	19	179	20	330	20
Blue collar	102	24	212	23	331	20
Other	0	0	0	0	2	0
<u>Total Annual Gross Income</u>						
Less than \$20,000	111	26	273	30	465	28
\$20,000 to \$40,000	64	15	141	15	282	17
\$40,001 to \$60,000	61	14	124	14	197	12
Over \$60,000	131	30	259	28	454	28
Not established	67	15	114	13	251	15
<u>Have Ever</u>						
Visited a radio station's website	189	44	392	43	615	37
Visited a community radio station's website	65	15	95	10	104	6
Listened to a radio program on the internet	112	26	229	25	369	22
Listened to a community radio program on the internet	22	5	36	4	46	3
Downloaded a radio program from the internet	97	22	150	17	231	14
Downloaded a community radio program from the internet	21	5	28	3	33	2

Source: McNair Ingenuity Research Pty Ltd 2008

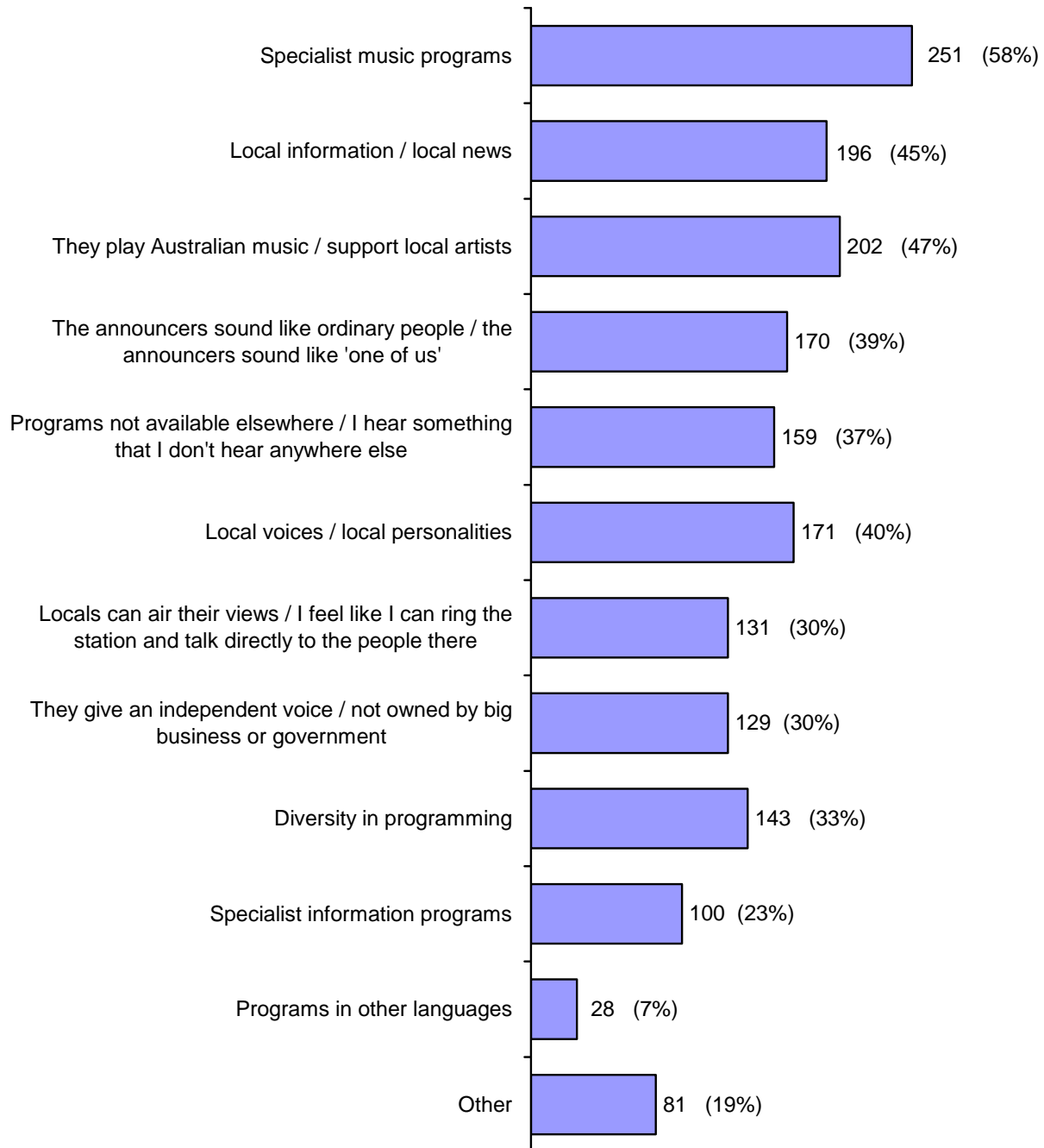
Telephone survey of a representative sample of 700 people 15+ throughout Western Australia

**PROFILE OF LISTENERS AND OF THE POPULATION
- WESTERN AUSTRALIA**

	<u>Listeners 15+ to Community Radio</u>				<u>Population 15+</u>	
	<u>In An Average Week</u>		<u>In An Average Month</u>		<u>'000</u>	<u>%</u>
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>		
Total	434	100	910	100	1649	100
<u>Aboriginal or Torres Strait Islander Origin</u>						
Yes	10	2	22	2	39	2
No	424	98	888	98	1609	98
Refused	0	0	0	0	1	0
<u>Religious Beliefs</u>						
Christianity	246	57	531	58	952	58
Other	27	5	54	6	89	5
No religious beliefs	150	35	311	34	592	36
Refused	11	3	14	1	16	1
<u>Have Disabilities</u>						
Sight impairment	30	7	56	6	114	7
Physical disability	32	7	67	7	110	7
Hearing impairment	22	5	34	4	85	5
Speech impairment	3	1	9	1	15	1
None of the above	367	85	771	85	1384	84
Refused	0	0	5	0	13	1
<u>Language Other Than English Is Regularly Spoken in the Household</u>						
Yes	48	11	108	12	160	10
No	385	89	802	88	1489	90

Source: McNair Ingenuity Research Pty Ltd 2008
Telephone survey of a representative sample of 700 people 15+ throughout Western Australia

REASONS FOR LISTENING
- WESTERN AUSTRALIA



Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 700 people 15+ throughout Western Australia

OVERALL LISTENING
- TASMANIA

	<u>In An Average Week</u>		<u>In An Average Month</u>	
	'000	%	'000	%
All people aged 15+	393	100	393	100
Listeners to radio	317	81	370	94
Listeners to community radio	97	25	225	57
Listeners to commercial radio	205	52	253	64
Listeners to ABC and/or SBS radio	212	54	249	63
Listeners to community radio who:				
do not listen to commercial radio	40	10	65	17
do not listen to ABC/SBS radio	38	10	82	21
do not listen to commercial radio or ABC/SBS radio	14	4	27	7

How to Read:

In an average week, of all people aged 15+ throughout Tasmania (393,000 people):

- 97,000 people, or 25%, listen to community radio
- 40,000 people, or 10%, listen to community radio but not commercial radio
- 38,000 people, or 10%, listen to community radio but not ABC/SBS radio
- 14,000 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 97,000 people aged 15+ who listened to community radio in the last seven days:	'000	%
	97	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	77	79
11 to 20 hours	5	5
Over 20 hours	15	16
No. of hours not established	0	0
Average no. of hours = 10.4 hours		

"At what times of the day did you listen to this station (these stations) in the last seven days?"

Breakfast	46	48
Mid-morning	49	50
Afternoon	56	57
Evening	38	39

Source: McNair Ingenuity Research Pty Ltd 2008
Telephone survey of a representative sample of 300 people 15+ throughout Tasmania

PROFILE OF LISTENERS AND OF THE POPULATION
- TASMANIA

	<u>Listeners 15+ to Community Radio</u>				<u>Population 15+</u>	
	<u>In An Average</u>		<u>In An Average</u>		<u>'000</u>	<u>%</u>
	<u>Week</u>	<u>Month</u>	<u>Week</u>	<u>Month</u>		
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>		
Total	97	100	225	100	393	100
<u>Gender</u>						
Men	50	51	113	50	192	49
Women	47	49	113	50	201	51
<u>Age Group</u>						
15-24	13	13	37	16	65	17
25-39	33	34	61	27	91	23
40-54	26	26	70	31	107	27
55+	26	26	57	25	131	33
<u>Work Status</u>						
Full time	45	46	103	46	154	39
Part time	14	15	46	21	85	22
Home duties	13	13	21	9	33	8
Retired / pensioner	19	20	36	16	85	22
Unemployed	2	2	4	2	11	3
Student	4	4	15	7	25	6
<u>Occupation</u>						
Professional/ manager/ executive/ farmer	16	17	45	20	65	17
Other white collar	16	16	42	19	65	17
Blue collar	27	28	63	28	108	27
Other	0	0	0	0	0	0
<u>Total Annual Gross Income</u>						
Less than \$20,000	28	28	58	26	116	29
\$20,000 to \$40,000	15	16	39	17	82	21
\$40,001 to \$60,000	20	21	58	26	80	20
Over \$60,000	24	24	37	17	56	14
Not established	10	11	33	15	59	15
<u>Have Ever</u>						
Visited a radio station's website	38	40	74	33	125	32
Visited a community radio station's website	16	16	18	8	21	5
Listened to a radio program on the internet	24	25	53	24	86	22
Listened to a community radio program on the internet	2	2	4	2	4	1
Downloaded a radio program from the internet	13	13	25	11	39	10
Downloaded a community radio program from the internet	1	1	2	1	3	1

Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 300 people 15+ throughout Tasmania

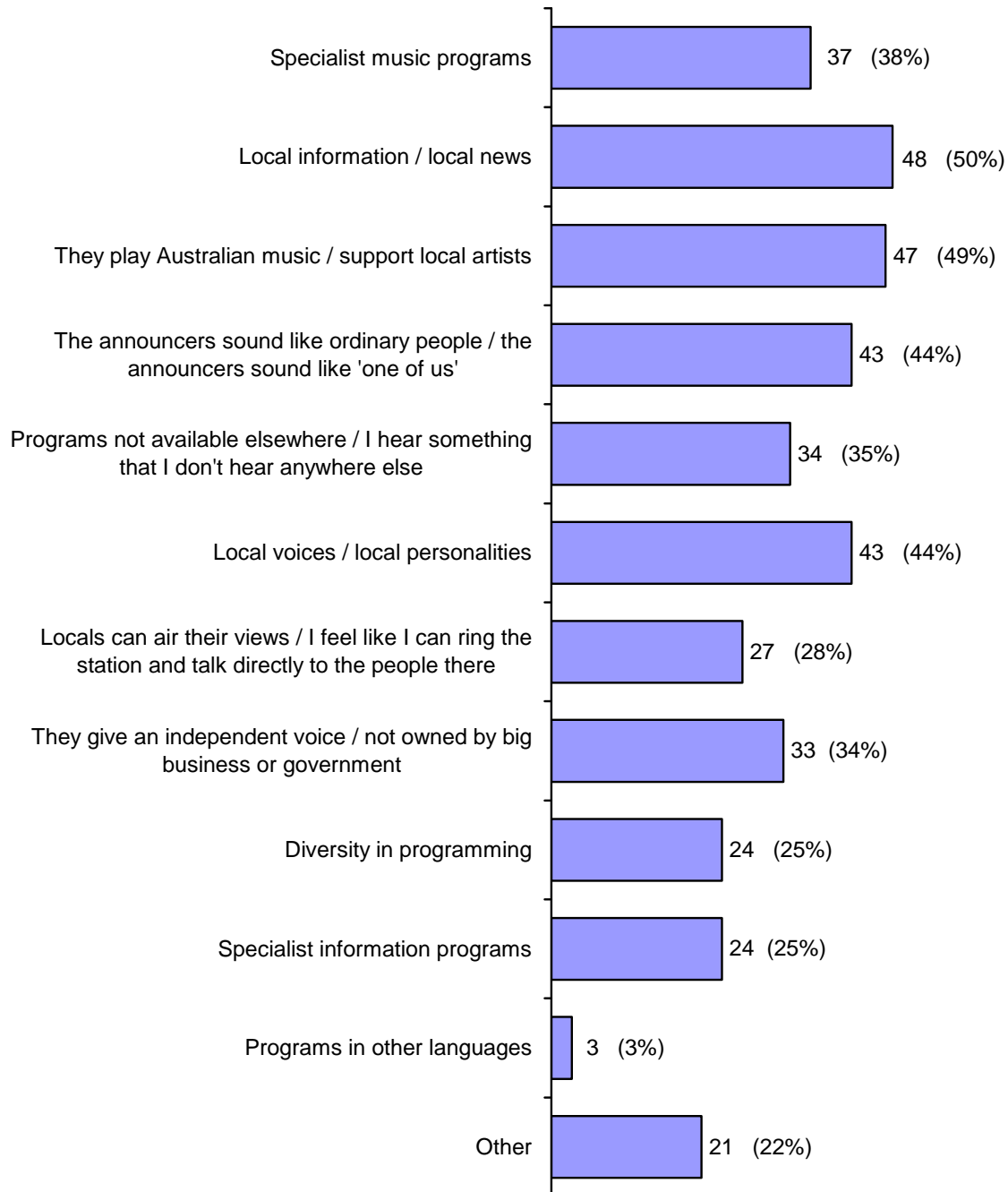
PROFILE OF LISTENERS AND OF THE POPULATION
- TASMANIA

	<u>Listeners 15+ to Community Radio</u>				<u>Population 15+</u>	
	<u>In An Average</u>		<u>In An Average</u>		<u>'000</u>	<u>%</u>
	<u>Week</u>	<u>Week</u>	<u>Month</u>	<u>Month</u>		
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>		
Total	97	100	225	100	393	100
<u>Aboriginal or Torres Strait Islander Origin</u>						
Yes	2	2	3	1	14	4
No	89	92	210	93	362	92
Refused	6	6	13	6	18	4
<u>Religious Beliefs</u>						
Christianity	60	62	135	60	225	57
Other	5	5	9	4	18	5
No religious beliefs	32	33	81	36	146	37
Refused	0	0	0	0	4	1
<u>Have Disabilities</u>						
Sight impairment	8	8	28	12	65	17
Physical disability	10	10	23	10	44	11
Hearing impairment	3	3	11	5	37	9
Speech impairment	1	1	3	1	4	1
None of the above	79	82	173	77	275	70
Refused	0	0	0	0	8	2
<u>Language Other Than English Is Regularly Spoken in the Household</u>						
Yes	5	6	8	3	16	4
No	92	94	218	97	378	96

Source: McNair Ingenuity Research Pty Ltd 2008
Telephone survey of a representative sample of 300 people 15+ throughout Tasmania

REASONS FOR LISTENING

- TASMANIA



Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 300 people 15+ throughout Tasmania

**OVERALL LISTENING
- NORTHERN TERRITORY**

	<u>In An Average Week</u>		<u>In An Average Month</u>	
	'000	%	'000	%
All people aged 15+	159	100	159	100
Listeners to radio	138	87	150	95
Listeners to community radio	66	42	112	70
Listeners to commercial radio	91	57	107	68
Listeners to ABC and/or SBS radio	82	51	99	62
Listeners to community radio who:				
do not listen to commercial radio	28	17	34	21
do not listen to ABC/SBS radio	32	20	38	24
do not listen to commercial radio or ABC/SBS radio	15	9	9	5

How to Read:

In an average week, of all people aged 15+ throughout Northern Territory (159,000 people):

- 66,000 people, or 42%, listen to community radio
- 28,000 people, or 17%, listen to community radio but not commercial radio
- 32,000 people, or 20%, listen to community radio but not ABC/SBS radio
- 15,000 people, or 9%, listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio

Base: An estimated 66,000 people aged 15+ who listened to community radio in the last seven days:	'000	%
	66	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	55	83
11 to 20 hours	7	10
Over 20 hours	4	7
No. of hours not established	0	0
Average no. of hours = 7.1 hours		

"At what times of the day did you listen to this station (these stations) in the last seven days?"

Breakfast	34	51
Mid-morning	24	37
Afternoon	38	58
Evening	18	26

Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 300 people 15+ throughout Northern Territory

**PROFILE OF LISTENERS AND OF THE POPULATION
- NORTHERN TERRITORY**

	<u>Listeners 15+ to Community Radio</u>				<u>Population 15+</u>	
	<u>In An Average</u>		<u>In An Average</u>		<u>'000</u>	<u>%</u>
	<u>Week</u>	<u>Month</u>	<u>Week</u>	<u>Month</u>		
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>		
Total	66	100	112	100	159	100
<u>Gender</u>						
Men	35	53	58	52	83	52
Women	31	47	54	48	76	48
<u>Age Group</u>						
15-24	11	17	19	17	33	20
25-39	25	38	39	35	53	34
40-54	17	26	34	31	45	28
55+	13	19	19	17	28	18
<u>Work Status</u>						
Full time	42	63	73	65	106	67
Part time	12	18	18	16	23	14
Home duties	2	3	5	4	6	4
Retired / pensioner	5	7	7	6	9	6
Unemployed	0		1	1	2	1
Student	5	8	8	8	13	8
<u>Occupation</u>						
Professional/ manager/ executive/ farmer	25	37	38	34	49	31
Other white collar	16	24	27	24	39	25
Blue collar	13	20	25	22	40	25
Other	0	0	1	0	1	0
<u>Total Annual Gross Income</u>						
Less than \$20,000	10	16	19	17	29	18
\$20,000 to \$40,000	10	15	17	15	25	16
\$40,001 to \$60,000	14	20	22	20	36	23
Over \$60,000	23	35	41	37	53	34
Not established	9	14	13	11	15	10
<u>Have Ever</u>						
Visited a radio station's website	27	41	45	40	61	39
Visited a community radio station's website	8	12	10	9	11	7
Listened to a radio program on the internet	22	33	35	31	45	28
Listened to a community radio program on the internet	3	5	3	3	3	2
Downloaded a radio program from the internet	13	19	22	20	25	16
Downloaded a community radio program from the internet	1	2	2	2	2	1

Source: McNair Ingenuity Research Pty Ltd 2008

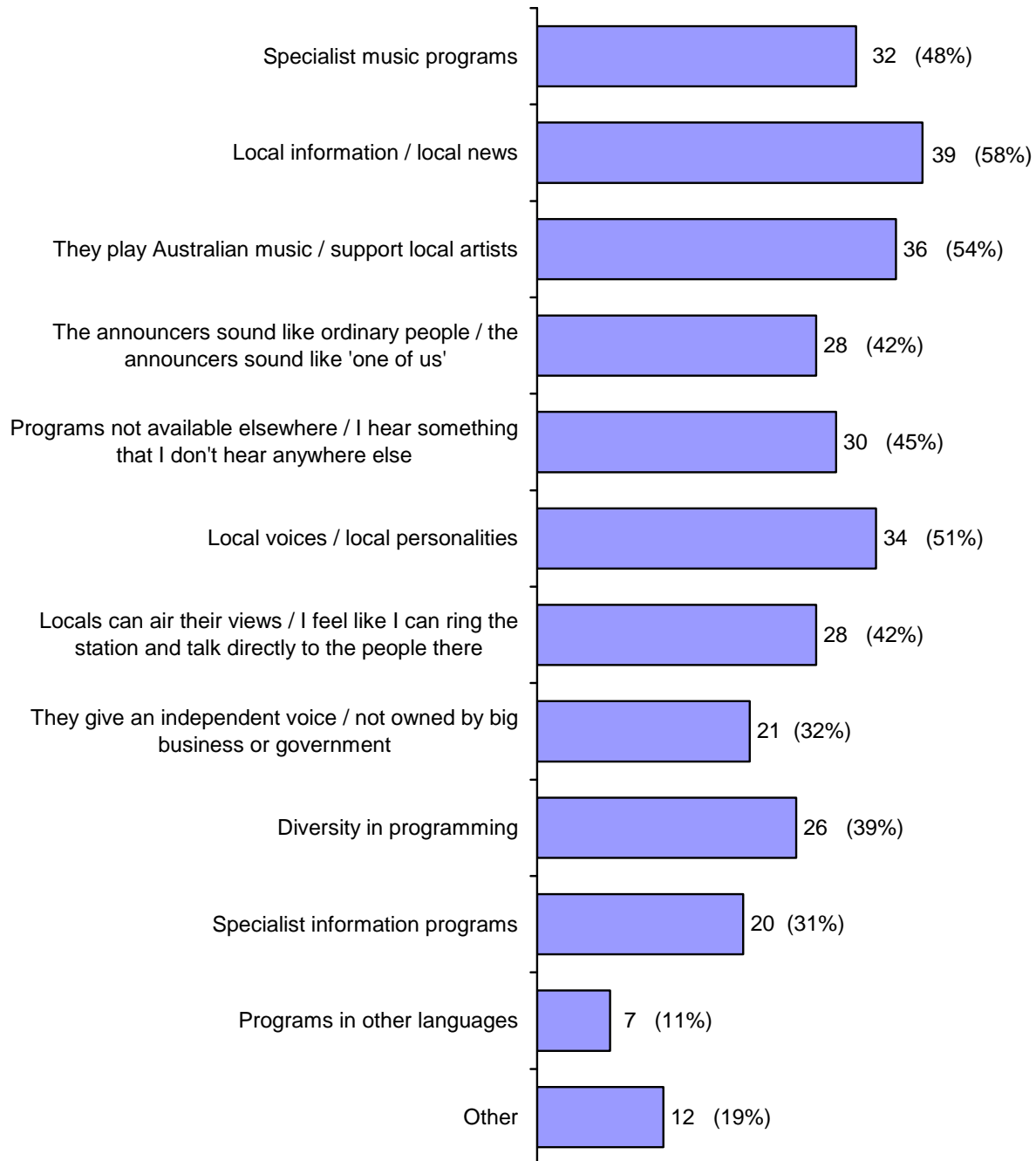
Telephone survey of a representative sample of 300 people 15+ throughout Northern Territory

**PROFILE OF LISTENERS AND OF THE POPULATION
- NORTHERN TERRITORY**

	<u>Listeners 15+ to Community Radio</u>				<u>Population 15+</u>	
	<u>In An Average Week</u>		<u>In An Average Month</u>		<u>'000</u>	<u>%</u>
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>		
Total	66	100	112	100	159	100
<u>Aboriginal or Torres Strait Islander Origin</u>						
Yes	5	8	7	6	11	7
No	61	92	105	94	148	93
Refused	0	0	0	0	0	0
<u>Religious Beliefs</u>						
Christianity	34	51	57	52	81	51
Other	5	9	10	8	12	8
No religious beliefs	27	40	45	40	65	41
Refused	0	0	0	0	1	0
<u>Have Disabilities</u>						
Sight impairment	7	10	10	9	13	8
Physical disability	5	7	6	6	9	6
Hearing impairment	6	9	8	7	10	6
Speech impairment	0	0	0	0	2	1
None of the above	54	81	93	83	131	82
Refused	0	0	0	0	0	0
<u>Language Other Than English Is Regularly Spoken in the Household</u>						
Yes	7	10	10	9	14	9
No	60	90	101	91	145	91

Source: McNair Ingenuity Research Pty Ltd 2008
Telephone survey of a representative sample of 300 people 15+ throughout Northern Territory

REASONS FOR LISTENING
- NORTHERN TERRITORY



Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 300 people 15+ throughout Northern Territory

PROFILE OF LISTENERS AND OF THE POPULATION
- AUSTRALIA - CRN COMMUNITY RADIO NETWORK

Listeners 15+ to CRN Community Radio

	<u>In An Average</u>		<u>In An Average</u>		<u>Population 15+</u>	
	<u>Week</u>		<u>Month</u>			
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>
Total	2500	100	6489	100	16650	100
<u>Gender</u>						
Men	1415	57	3507	54	8211	49
Women	1084	43	2981	46	8439	51
<u>Age Group</u>						
15-24	398	16	1155	18	2884	17
25-39	702	28	1720	27	4427	27
40-54	692	28	1854	29	4393	26
55+	707	28	1760	27	4946	30
<u>Work Status</u>						
Full time	1193	48	2957	46	7117	43
Part time	495	20	1269	20	3191	19
Home duties	167	7	456	7	1259	8
Retired / pensioner	413	17	1073	17	3171	19
Unemployed	73	3	159	2	413	2
Student	158	6	575	9	1499	9
<u>Occupation</u>						
Professional/ manager/ executive/ farmer	572	23	1520	23	3878	23
Other white collar	488	20	1388	21	3213	19
Blue collar	614	25	1299	20	3139	19
Other	15	1	19	0	78	0
<u>Total Annual Gross Income</u>						
Less than \$20,000	669	27	1803	28	4676	28
\$20,000 to \$40,000	410	16	1049	16	2856	17
\$40,001 to \$60,000	489	20	1162	18	2769	17
Over \$60,000	543	22	1371	21	3331	20
Not established	388	16	1104	17	3018	18
<u>Have Ever</u>						
Visited a radio station's website	966	39	2531	39	5999	36
Visited a community radio station's website	384	15	688	11	1160	7
Listened to a radio program on the internet	587	23	1703	26	3879	23
Listened to a community radio program on the internet	165	7	321	5	538	3
Downloaded a radio program from the internet	400	16	947	15	2044	12
Downloaded a community radio program from the internet	127	5	194	3	305	2

Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 5,003 people 15+ throughout Australia

PROFILE OF LISTENERS AND OF THE POPULATION
- AUSTRALIA - CRN COMMUNITY RADIO NETWORK

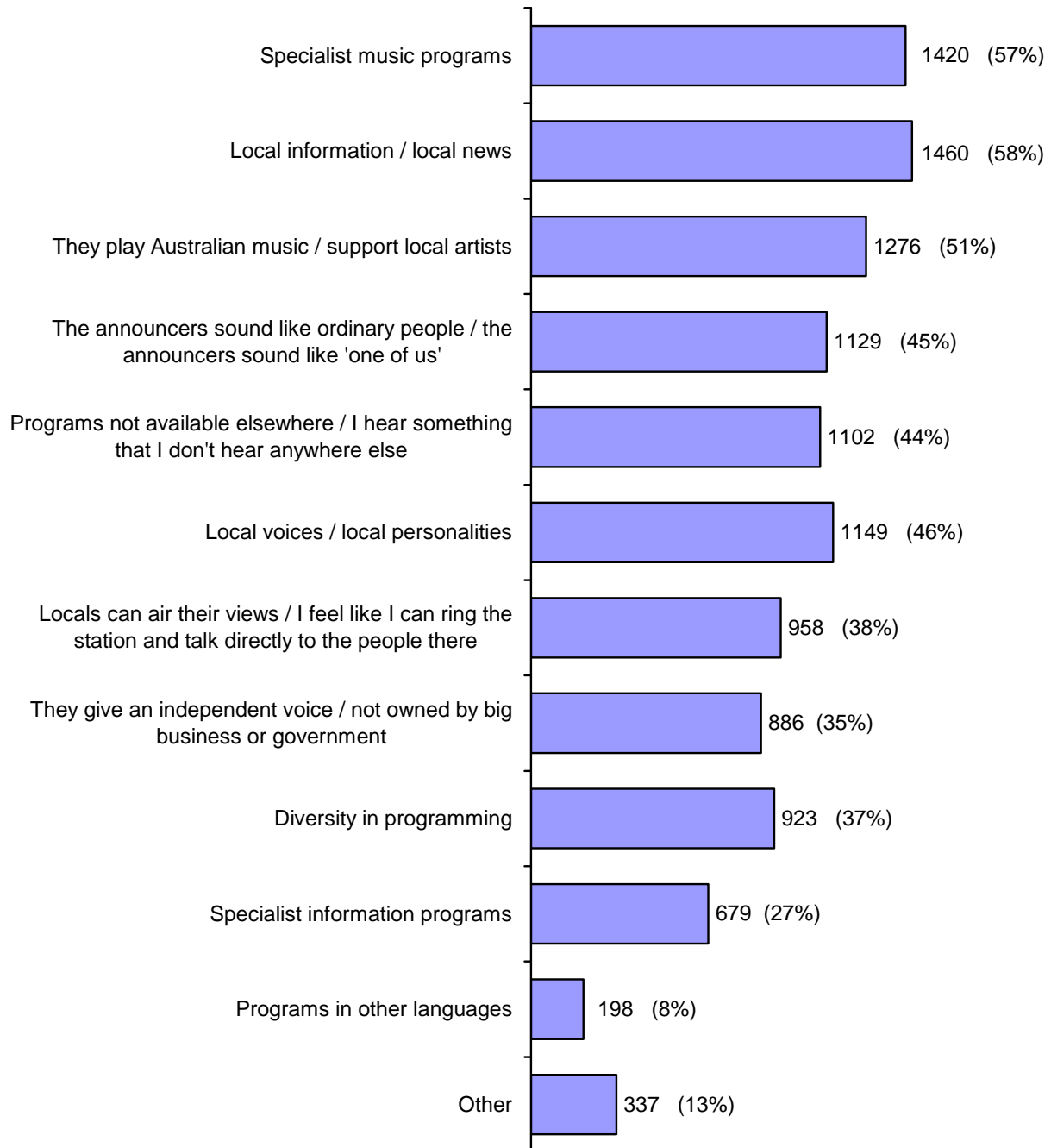
Listeners 15+ to CRN Community Radio

	<u>In An Average</u>		<u>In An Average</u>		<u>Population 15+</u>	
	<u>Week</u>		<u>Month</u>			
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>
Total	2500	100	6489	100	16650	100
<u>Aboriginal or Torres Strait Islander Origin</u>						
Yes	112	4	139	2	376	2
No	2338	94	6252	96	16062	96
Refused	50	2	99	2	212	1
<u>Religious Beliefs</u>						
Christianity	1609	64	4006	62	10271	62
Buddhism	32	1	117	2	324	2
Islam	33	1	97	1	189	1
Hinduism	27	1	56	1	158	1
Other	73	3	193	3	436	3
No religious beliefs	690	28	1938	30	4996	30
Refused	36	1	83	1	276	2
<u>Have Disabilities</u>						
Sight impairment	172	7	546	8	1482	9
Physical disability	215	9	455	7	1117	7
Hearing impairment	159	6	370	6	944	6
Speech impairment	33	1	64	1	173	1
None of the above	2040	82	5352	82	13674	82
Refused	15	1	40	1	129	1
<u>Language Other Than English Is Regularly Spoken in the Household</u>						
Yes	313	13	792	12	2027	12
No	2187	87	5697	88	14623	88

Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 5,003 people 15+ throughout Australia

REASONS FOR LISTENING
- AUSTRALIA - CRN COMMUNITY RADIO NETWORK



Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 5,003 people 15+ throughout Australia

PROFILE OF LISTENERS AND OF THE POPULATION
- AUSTRALIA - NRN STATIONS

	<u>Listeners 15+ to NRN Community Radio</u>				<u>Population 15+</u>	
	<u>In An Average</u>		<u>In An Average</u>		<u>'000</u>	<u>%</u>
	<u>Week</u>	<u>Month</u>	<u>Week</u>	<u>Month</u>		
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>
Total	1342	100	3902	100	16650	100
<u>Gender</u>						
Men	755	56	2151	55	8211	49
Women	586	44	1751	45	8439	51
<u>Age Group</u>						
15-24	199	15	640	16	2884	17
25-39	362	27	992	25	4427	27
40-54	344	26	1122	29	4393	26
55+	436	33	1148	29	4946	30
<u>Work Status</u>						
Full time	633	47	1766	45	7117	43
Part time	249	19	726	19	3191	19
Home duties	89	7	269	7	1259	8
Retired / pensioner	257	19	730	19	3171	19
Unemployed	45	3	110	3	413	2
Student	68	5	300	8	1499	9
<u>Occupation</u>						
Professional/ manager/ executive/ farmer	324	24	968	25	3878	23
Other white collar	280	21	791	20	3213	19
Blue collar	272	20	720	18	3139	19
Other	5	0	12	0	78	0
<u>Total Annual Gross Income</u>						
Less than \$20,000	348	26	1075	28	4676	28
\$20,000 to \$40,000	221	16	581	15	2856	17
\$40,001 to \$60,000	241	18	687	18	2769	17
Over \$60,000	338	25	868	22	3331	20
Not established	193	14	691	18	3018	18
<u>Have Ever</u>						
Visited a radio station's website	507	38	1558	40	5999	36
Visited a community radio station's website	211	16	477	12	1160	7
Listened to a radio program on the internet	346	26	1049	27	3879	23
Listened to a community radio program on the internet	93	7	203	5	538	3
Downloaded a radio program from the internet	233	17	620	16	2044	12
Downloaded a community radio program from the internet	60	4	106	3	305	2

Source: McNair Ingenuity Research Pty Ltd 2008

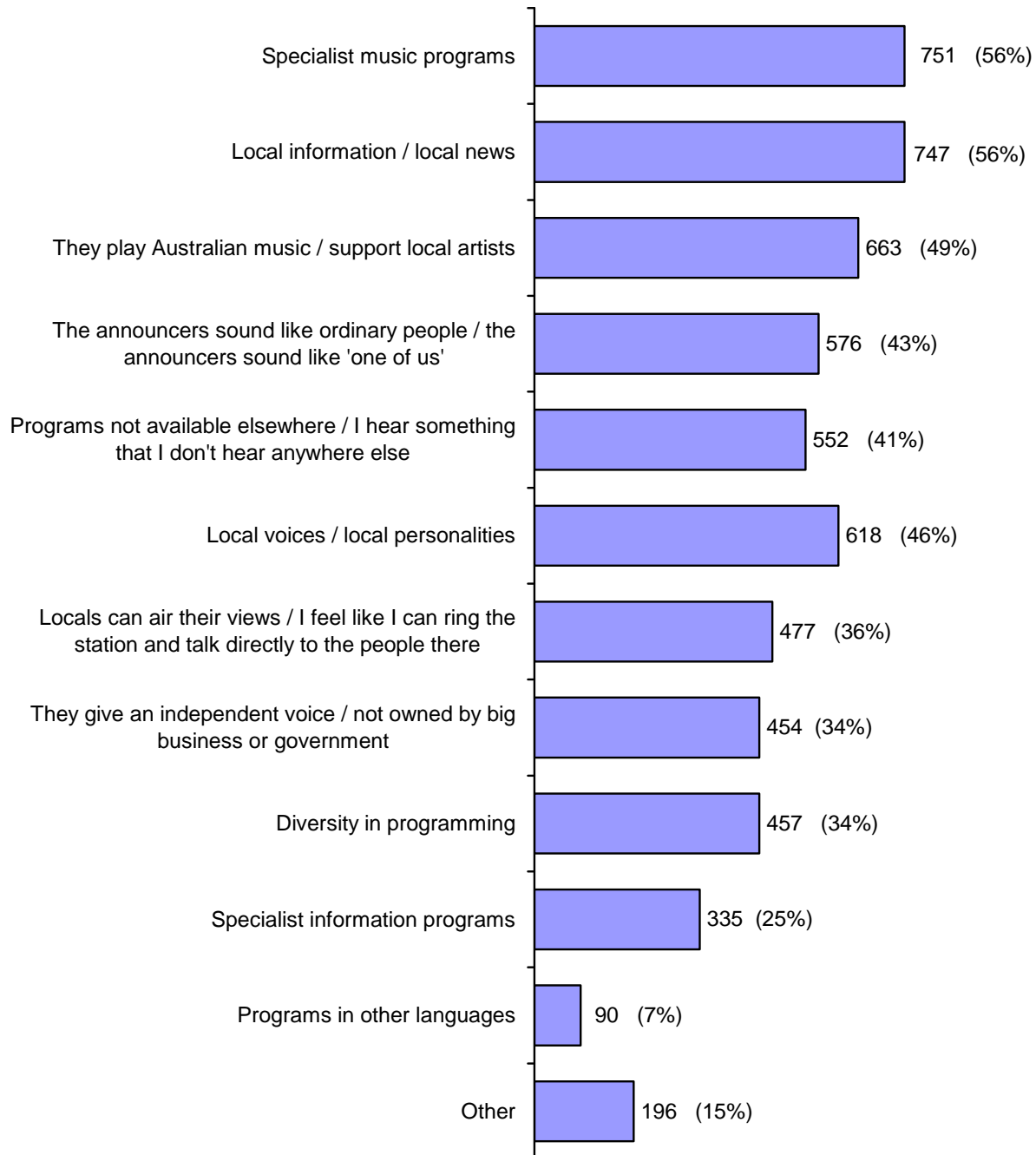
Telephone survey of a representative sample of 5,003 people 15+ throughout Australia

PROFILE OF LISTENERS AND OF THE POPULATION
- AUSTRALIA - NRN STATIONS

	<u>Listeners 15+ to NRN Community Radio</u>				<u>Population 15+</u>	
	<u>In An Average</u>		<u>In An Average</u>		<u>'000</u>	<u>%</u>
	<u>Week</u>	<u>Month</u>	<u>Week</u>	<u>Month</u>		
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>		
Total	1342	100	3902	100	16650	100
<u>Aboriginal or Torres Strait Islander Origin</u>						
Yes	66	5	103	3	376	2
No	1251	93	3742	96	16062	96
Refused	24	2	57	1	212	1
<u>Religious Beliefs</u>						
Christianity	875	65	2455	63	10271	62
Buddhism	18	1	58	1	324	2
Islam	7	0	60	2	189	1
Hinduism	19	1	32	1	158	1
Other	48	4	113	3	436	3
No religious beliefs	360	27	1143	29	4996	30
Refused	14	1	42	1	276	2
<u>Have Disabilities</u>						
Sight impairment	86	6	363	9	1482	9
Physical disability	110	8	266	7	1117	7
Hearing impairment	87	7	215	6	944	6
Speech impairment	29	2	36	1	173	1
None of the above	1081	81	3165	81	13674	82
Refused	18	1	31	1	129	1
<u>Language Other Than English Is Regularly Spoken in the Household</u>						
Yes	151	11	437	11	2027	12
No	1191	89	3465	89	14623	88

Source: McNair Ingenuity Research Pty Ltd 2008
 Telephone survey of a representative sample of 5,003 people 15+ throughout Australia

REASONS FOR LISTENING
- AUSTRALIA - NRN STATIONS



Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 5,003 people 15+ throughout Australia

Appendix

2. Have you listened to or heard any of these radio stations at any time in the last month? **(READ LIST)**

3. **(IF YES)** Have you listened to or heard any of these radio stations at any time in the last seven days? **(READ LIST)**

			2. Last Month	3. Last 7 Days
2BCR	B FM - Bankstown	100.9FM	001	001
2BLU	2BLU 89.1 - Blue Mountains	89.1FM	002	002
2CBA	FM103.2 The Heart of Sydney	103.2FM	003	003
2CCC	Triple C FM – Central Coast	96.3FM	004	004
2CCH	Hits and Country 94.1	94.1FM	005	005
2CCR	2CCR The Sound of Style	90.5FM	006	006
2FBI	FBI 94.5FM – Sydney Youth & Arts	94.5FM	007	007
2GCB	Rhema FM – Gosford Christian Broadcasters	94.9 FM	066	066
2GLF	89.3 FM – Community Action	89.3FM	008	008
2HHH	Triple H – Hornsby	100.1FM	009	009
2LND	Koori Radio	93.7FM	010	010
2MBS	2MBS Fine Music Sydney	102.5FM	011	011
2MCR	2MCR 100.3 FM - Campbelltown	100.3FM	012	012
2MFM	Muslim Community Radio	92.1FM	013	013
2MWM	Radio Northern Beaches	88.7FM or 90.3FM	014	014
2NBC	2NBC – 90.1 NBC FM	90.1FM	015	015
2NSB	FM 99.3 - Chatswood	99.3FM	016	016
2,000	Two Thousand FM	98.5FM	017	017
2RDJ	2RDJ FM - Burwood	88.1FM	018	018
2RES	89.7 Eastside Radio	89.7FM	019	019
2RPH	2RPH - Sydney's Radio Reading Service	Twelve 24AM	020	020
2RRR	2 Triple R – Ryde Regional Radio	88.5FM	021	021
2RSR	Radio Skid Row	88.9FM	022	022
2SER	2SER	107.3FM	023	023
2SNR	Radio Five-O-Plus	93.3FM	024	024
2SSR	Two Double-S R	99.7FM	025	025
2SWR	SW-Are FM - Blacktown	99.9FM	026	026
2VTR	Hawkesbury Radio	89.9FM	027	027
2WOW	Way Out West Fine Music	100.7FM	028	028
(DO NOT READ)	None of these		029	029

4a. **(IF LISTENED TO ONE OR MORE RADIO STATIONS IN THE LAST 7 DAYS – Q3)** a. For about how many hours were you listening to or hearing this station (these stations) in the last seven days?

_____ hours

(NOTE: THIS FIGURE SHOULD REPRESENT THE COMBINED HOURS OF LISTENING, IF MORE THAN ONE STATION LISTENED TO IN THE LAST SEVEN DAYS) (IF LISTENED FOR PART OF AN HOUR, ROUND UP TO NEXT HOUR)

b. At what times of the day did you listen to this station (these stations) in the last seven days? **(READ LIST) (MR)**

Breakfast	1
Mid-morning	2
Afternoon	3
Evening	4

c. Which of the following are your main reasons for listening to this station (these stations)? **(READ LIST) (MR) (ROTATE)**

Local voices / local personalities	01
Local information / local news	02
The announcers sound like ordinary people / the announcers sound like 'one of us'	03
Programs not available elsewhere / I hear something that I don't hear anywhere else	04
Programs in other languages	05
Diversity in programming	06
Specialist music	07
Specialist information programs	08
They give an independent voice / not owned by big business or government	09
Locals can air their views / I feel like I can ring the station and talk directly to the people there	10
They play Australian music / support local artists	11
Other (SPECIFY)	12

ALL:

5. Have you listened to or heard any commercial radio station at any time in the last month?

Yes 1 **GO TO Q6** No 2 **GO TO Q7**

6. **(IF YES TO Q5)** Have you listened to or heard any commercial radio station at any time in the last seven days?

Yes 1 No 2

7. Have you listened to or heard any ABC or SBS radio station at any time in the last month?

Yes 1 **GO TO Q8** No 2 **GO TO Q9**

8. **(IF YES TO Q7)** Have you listened to or heard any ABC or SBS radio station at any time in the last seven days ?

Yes 1 No 2

9a. Have you ever visited a radio station's website?

Yes 1 No 2 **GO TO Q10**

9b. **(IF YES)** Have you ever visited a community radio station's website?

Yes 1 No 2

10a. Have you ever listened to a radio program on the internet?

Yes 1 No 2 **GO TO Q11**

10b. **(IF YES)** Have you ever listened to a community radio program on the internet?

Yes 1 No 2

11a. Have you ever down loaded a radio program from the internet, to listen to a program on the computer or some other device?

Yes 1 No 2 **GO TO Q12**

11b. **(IF YES)** Have you ever down loaded a community radio program from the internet, to listen to a program on the computer or some other device?

Yes 1 No 2

Finally, just a few questions about yourself. Your answers will of course be treated with the strictest confidence, and will be used for statistical purposes only, to enable us to be sure we have a good cross-section of the community.

12a. Is a language other than English regularly spoken in your household?

Yes 1 No 2 **GO TO 12c**

b. **(IF YES)** What language do you speak at home?

Arabic	01	Polish	12
Cantonese	02	Portuguese	13
Chinese NFI	03	Spanish	14
Filipino/Tagalog	04	Turkish	15
German	05	Vietnamese	16
Greek	06	Other (SPECIFY) _____	17
Hindi (Indian)	07		
Italian	08		
Japanese	09	Refused (DO NOT READ OUT)	18
Korean	10		
Mandarin	11		

c. Are you of Aboriginal or Torres Strait Islander origin? **(READ LIST)**

Aboriginal	1
Torres Strait Islander	2
Aboriginal and Torres Strait Islander	3
Neither	4
Refused	5

13. What faith do you consider you have? **(READ LIST)**

Buddhism	01
Christian	02
Hindu	03
Islam	04
Judaism	05
Sekhism	06
Indigenous Australian traditions	07
Other (Specify)_____	08
No religious beliefs	09
Refused (DO NOT READ)	10

14. What is your age?_____**(CODE BELOW)**

IF REFUSED ASK:

To which of the following age groups do you belong? **(READ LIST)**

15-17	01	45-49	08
18-19	02	50-54	09
20-24	03	55-59	10
25-29	04	60-64	11
30-34	05	65-69	12
35-39	06	70 or over	13
40-44	07	Refused	14

15. Do you consider yourself to have any of the following disabilities? **(READ LIST) (MR)**

Physical disability	1
Hearing impairment	2
Sight impairment	3
Speech impairment	4
None of the above	5
Refused	6

16. Do you work? **(READ LIST)**

Full time	1	ASK
Part time	2	Q15
Home duties	3	
Retired/pensioner	4	ASK
Unemployed	5	Q16
Student	6	

17. Which one of these best describes your occupation? **(READ LIST)**

- Professional or senior government 01
- Business manager or executive 02
- Business owner or self-employed 03
- Sales or office work 04
- Technical or skilled 05
- Semi-skilled 06
- Manual worker 07
- Farm owner or manager 08
- Rural worker 09
- Other (SPECIFY) _____ 10

18. What is your approximate total annual income from all sources before taxes? Is it more than \$20,000 or less than \$20,000? **(CODE AS APPROPRIATE)**

More than \$20,000

or Less than \$20,000 1

(IF MORE) Is it more than \$40,000? Yes No 2

(IF MORE) Is it more than \$60,000? Yes No 3

(IF MORE) Is it more than \$80,000? Yes No 4

(IF MORE) Is it more than \$100,000? Yes6 No 5

19. **What is your postcode?** _____
9999 REFUSED / DK

Thank you for your time. Again, I am **[your first name]** from McNair Ingenuity Research, and we assure you that your answers are used only for statistical purposes and cannot be identified back to you.

Our supervisor is _____, and in case they need to check my work, can I just have your first name, and check that the phone number I have reached you on is:

RESPONDENT FIRST NAME: _____ RESPONDENT PHONE NO. _____

LOCALITY _____

If you have any queries you can call us on 1800 669 133, and ask for _____ the supervisor.

Thank you and good day/evening.

I hereby certify that this is a complete and accurate interview conducted in accordance with IQCA standards and ICC/ESOMAR code of conduct. I will not disclose to any other person the content of this questionnaire or any other information relating to this project.

Date: _____ Int. # _____

Interviewer Name: _____ Interviewer Signature: _____

Community Broadcasting Sector Growth 1984/85 – 2007/08

