

Community Radio

National Listener Survey

2016 Wave #1

FACT SHEET
MELBOURNE

July 2016

Prepared for:



OVERALL RADIO LISTENING MELBOURNE

	2015 Wave #2 In An Average Week		2016 Wave #1 In An Average Week		Wave to Wave % Change
	'000	%	'000	%	
Melbourne all people aged 15+	3,559	100	3,834	100	
Listeners to radio	3,013	85	3,269	85	+8.5
Listeners to community radio	1,020	29	1,110	29	+8.8
Listeners to commercial radio	2,554	72	2,765	72	+8.3
Listeners to ABC and/or SBS radio	1,303	37	1,427	37	+9.5
Listeners to community radio who:					
do not listen to commercial radio	219	6	244	6	+11.4
do not listen to ABC/SBS radio	410	12	441	12	+7.6
do not listen to commercial radio or ABC/SBS radio	114	3	115	3	+0.9

Listened to community radio in an average week	2015 Wave #2	2016 Wave #1	Wave to Wave % Change
Average no. of hours	19.2	17.4	-9.4

How to Read:

In an average week, of all people aged 15+ throughout Melbourne (3,834,000 people):

- 1,110,000 people, or 29%, listen to community radio
 - 244,000 people, or 6%, listen to community radio but not commercial radio
 - 441,000 people, or 12%, listen to community radio but not ABC/SBS radio
 - 115,000 people, or 3%, listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio
- Listening to community radio has increased by 8.8% compared to the last survey wave

Please Note: From 2016 onwards the Melbourne survey area was widened to include Geelong - the 2015 Wave #2 survey results exclude Geelong

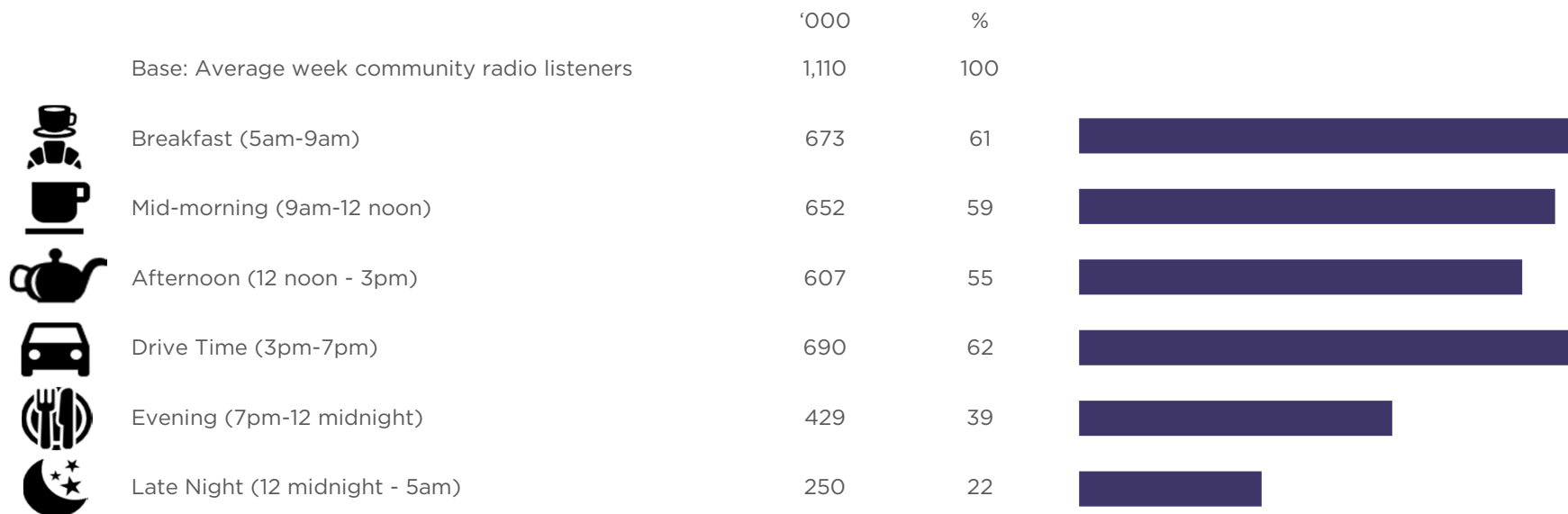
2015 Wave #2: March-June 2015 & Aug-Nov 2015 / 2016 Wave #1: Aug-Nov 2015 & May 2016

Representative sample of people 15+ throughout Melbourne - Base: Melbourne n=2,098 - Weekly Listeners n=588

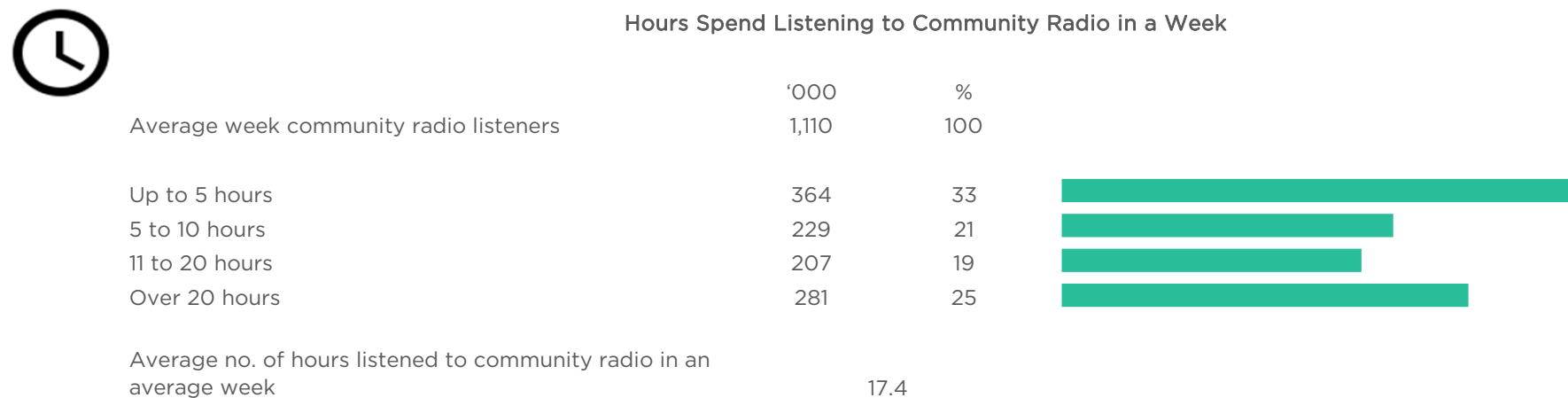
Source: McNair Ingenuity Research Pty Ltd - July 2016 - www.mcnair.com.au - Job No.: 1605R

COMMUNITY RADIO LISTENING BY DAY PART & HOURS SPENT LISTENING

The estimated 1,110,000 people aged 15+ who listened to community radio in the last seven days, listen during the following day parts:



Hours Spend Listening to Community Radio in a Week




REASONS FOR RADIO LISTENING TO COMMUNITY RADIO MELBOURNE


The estimated 1,110,000 people aged 15+ who listened to community radio in the last seven days, listen for the following reasons:





PROFILE OF WEEKLY LISTENERS AND OF THE POPULATION MELBOURNE


	Community Radio (15+)		Melbourne's Population (15+)	
	Total Weekly Listeners '000	%	'000	%
Community Radio Reach	1,110	29	3,834	100
Profile Base	1,110	100	3,834	100

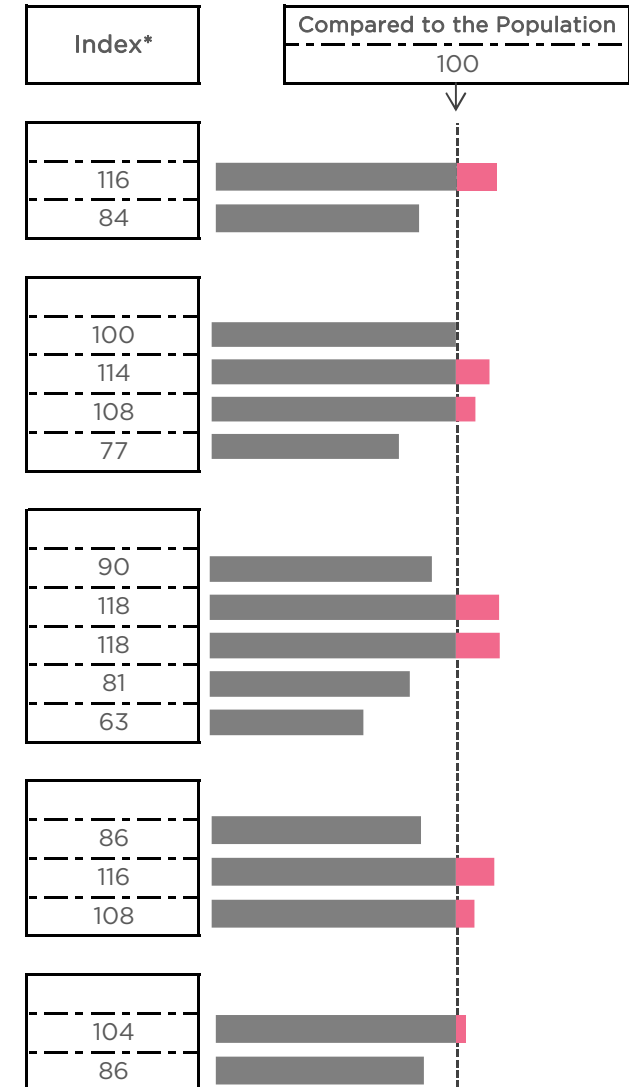
	Gender				
	Men	631	57	1878	49
	Women	479	43	1956	51

	Age Groups				
	15-24	187	17	638	17
	25-39	372	33	1100	29
	40-54	297	27	953	25
	55+	255	23	1143	30

	Marital Status				
	Single/never married	314	28	1198	31
	Married/partner, no children	226	20	660	17
	Married/partner/single, child(ren) at home	369	33	1062	28
	Married/partner/single, child(ren) left home	146	13	613	16
Widowed/divorced/separated	55	5	296	8	

	Number of People in Household				
	1 or 2	471	42	1867	49
	3 or 4	488	44	1475	38
	5 or more	152	14	487	13






	Main Grocery Buyer				
	Yes	901	81	2978	78
	No	209	19	856	22

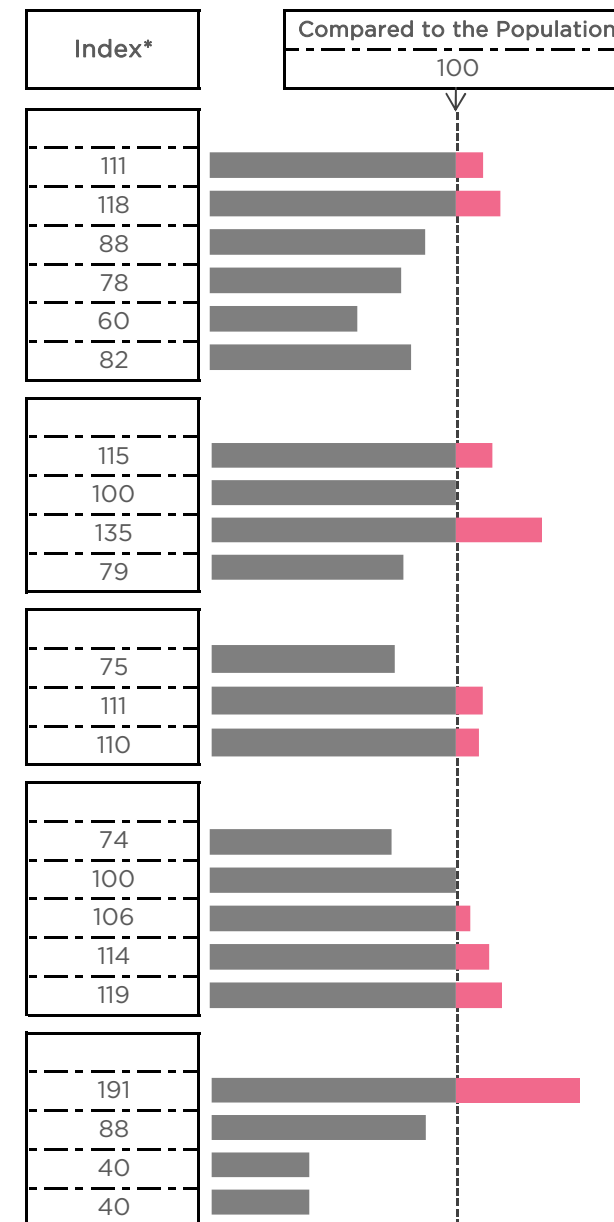


*The index shows the reach of community radio in each demographic group relative to the population. More detailed information in the method.

Representative sample of people 15+ throughout Melbourne - Base: Melbourne n=2,098 - Weekly Listeners n=588

PROFILE OF WEEKLY LISTENERS AND OF THE POPULATION MELBOURNE

Profile Base		Community Radio (15+)		Melbourne's Population (15+)	
		'000	%	'000	%
		1,110	100	3,834	100
	Work Status				
	Full-time	445	40	1382	36
	Part-time	294	26	825	22
	Home duties	80	7	313	8
	Retired / pensioner	158	14	701	18
	Unemployed	29	3	203	5
Student	103	9	411	11	
	Occupation				
	Professional, business manager or executive	256	23	748	20
	Business owner, self-employed, sales or clerical	230	21	806	21
	Technical, skilled, semi-skilled or manual	253	23	653	17
Not working	371	33	1627	42	
	Highest Level of Education				
	Primary, Secondary or High School	271	24	1208	32
	Some tertiary/TAFE	328	30	1029	27
University (Bachelor or higher degree)	512	46	1597	42	
	Gross Annual Income				
	Under \$20,000	192	17	887	23
	\$20,000 - \$40,000	230	21	816	21
	\$40,000 - \$60,000	204	18	659	17
	\$60,000 - \$100,000	277	25	847	22
Over \$100,000	207	19	620	16	
	Value of Community Radio				
	Very valuable	463	42	854	22
	Quite valuable	556	50	2203	57
	Not very valuable	70	6	569	15
Not at all valuable	21	2	208	5	









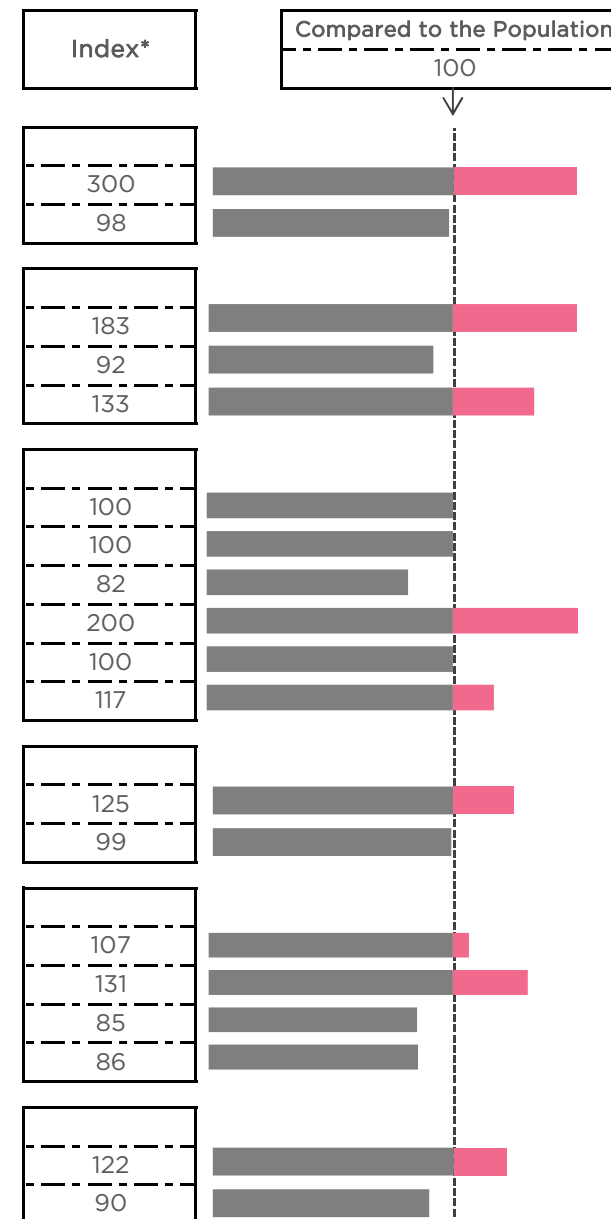
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Representative sample of people 15+ throughout Melbourne - Base: Melbourne n=2,098 - Weekly Listeners n=588

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PROFILE OF WEEKLY LISTENERS AND OF THE POPULATION MELBOURNE

Profile Base	Community Radio (15+)		Melbourne's Population (15+)	
	'000	%	'000	%
	1,110	100	3,834	100
 Aboriginal or Torres Strait Islander Origin				
Yes	30	3	49	1
No	1081	97	3786	99
 Identify as lesbian, gay or bisexual				
Yes	125	11	242	6
No	898	81	3370	88
Refused	87	8	223	6
 Have Disabilities				
Physical disability	99	9	330	9
Hearing impairment	69	6	229	6
Sight impairment	100	9	425	11
Speech impairment	28	2	51	1
None of the above	805	73	2799	73
Refused	78	7	240	6
 Reading Difficulty				
Yes	57	5	149	4
No	1053	95	3685	96
 Religious Faith				
Christianity	533	48	1737	45
Faith in other religion	189	17	500	13
No religious beliefs	325	29	1315	34
Refused	63	6	282	7
 Lang. Other Than English Spoken in Household				
Yes	437	39	1216	32
No	673	61	2619	68





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


Representative sample of people 15+ throughout Melbourne - Base: Melbourne n=2,098 - Weekly Listeners n=588


PROFILE OF OCCASIONAL LISTENERS AND OF THE POPULATION MELBOURNE


	Community Radio (15+)		Melbourne's Population (15+)	
	Total Occasional Listeners '000	%	'000	%
Community Radio Reach	2,003	52	3,834	100
Profile Base	2,003	100	3,834	100

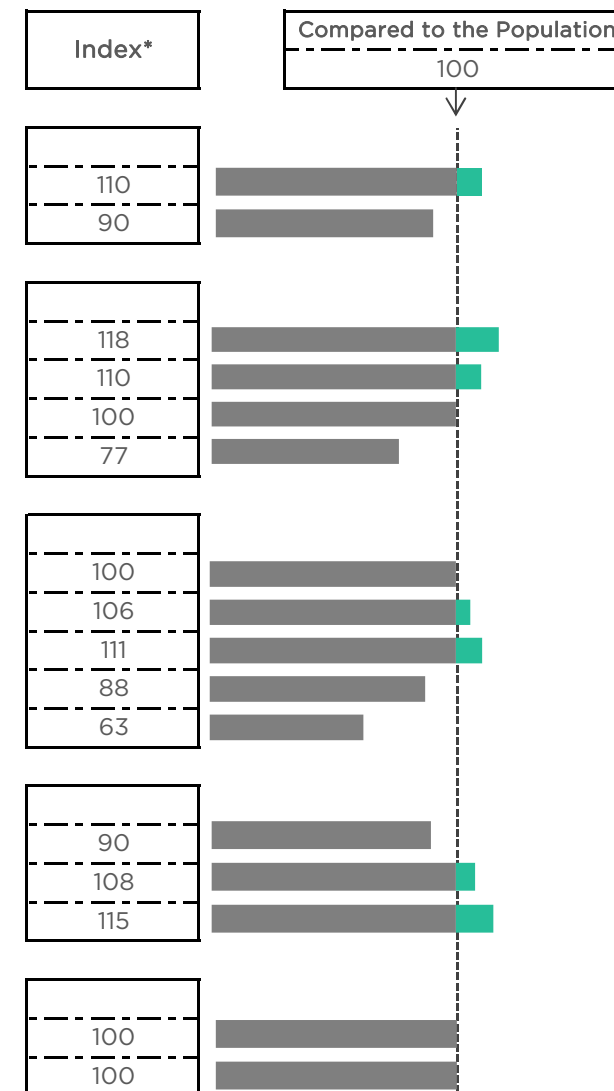
	Gender				
	Men	1080	54	1878	49
	Women	923	46	1956	51

	Age Groups				
	15-24	408	20	638	17
	25-39	634	32	1100	29
	40-54	495	25	953	25
	55+	465	23	1143	30

	Marital Status				
	Single/never married	625	31	1198	31
	Married/partner, no children	363	18	660	17
	Married/partner/single, child(ren) at home	615	31	1062	28
	Married/partner/single, child(ren) left home	289	14	613	16
Widowed/divorced/separated	107	5	296	8	

	Number of People in Household				
	1 or 2	884	44	1867	49
	3 or 4	826	41	1475	38
	5 or more	291	15	487	13






	Main Grocery Buyer				
	Yes	1570	78	2978	78
	No	433	22	856	22

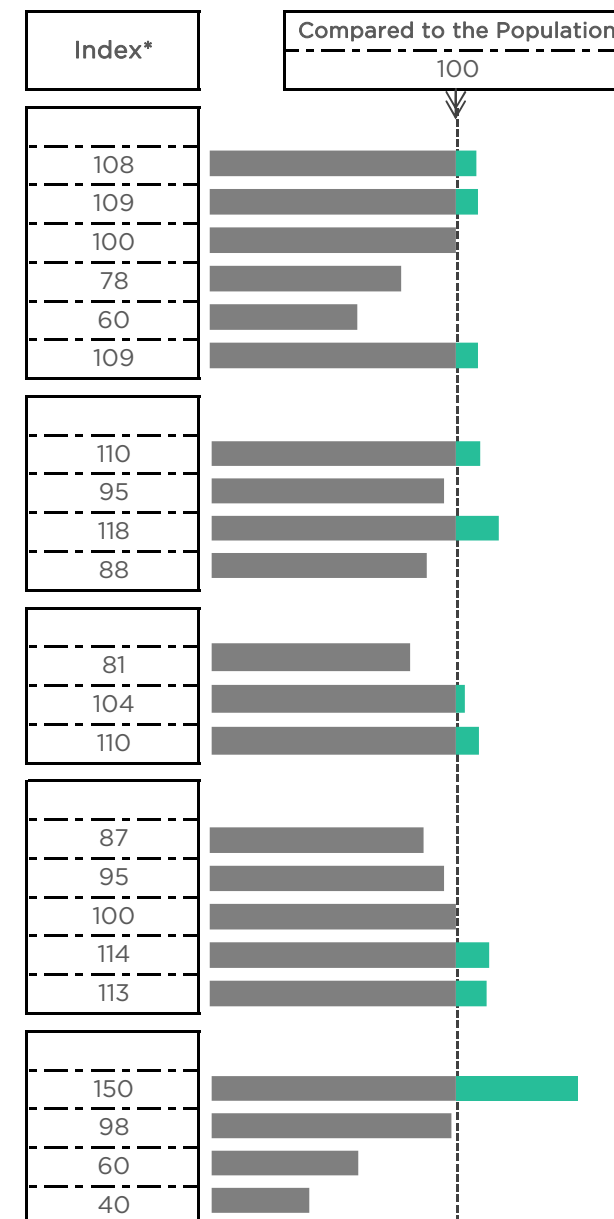


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Representative sample of people 15+ throughout Melbourne - Base: Melbourne n=2,098 - Occasional Listeners n=1,075

PROFILE OF OCCASIONAL LISTENERS AND OF THE POPULATION MELBOURNE

Profile Base		Community Radio (15+)		Melbourne's Population (15+)	
		Total Occasional Listeners			
		'000	%	'000	%
		2,003	100	3,834	100
	Work Status				
	Full-time	781	39	1382	36
	Part-time	475	24	825	22
	Home duties	156	8	313	8
	Retired / pensioner	279	14	701	18
	Unemployed	63	3	203	5
Student	248	12	411	11	
	Occupation				
	Professional, business manager or executive	448	22	748	20
	Business owner, self-employed, sales or clerical	406	20	806	21
	Technical, skilled, semi-skilled or manual	402	20	653	17
Not working	747	37	1627	42	
	Highest Level of Education				
	Primary, Secondary or High School	520	26	1208	32
	Some tertiary/TAFE	554	28	1029	27
University (Bachelor or higher degree)	929	46	1597	42	
	Gross Annual Income				
	Under \$20,000	396	20	887	23
	\$20,000 - \$40,000	398	20	816	21
	\$40,000 - \$60,000	338	17	659	17
	\$60,000 - \$100,000	509	25	847	22
Over \$100,000	358	18	620	16	
	Value of Community Radio				
	Very valuable	656	33	854	22
	Quite valuable	1122	56	2203	57
	Not very valuable	183	9	569	15
Not at all valuable	43	2	208	5	



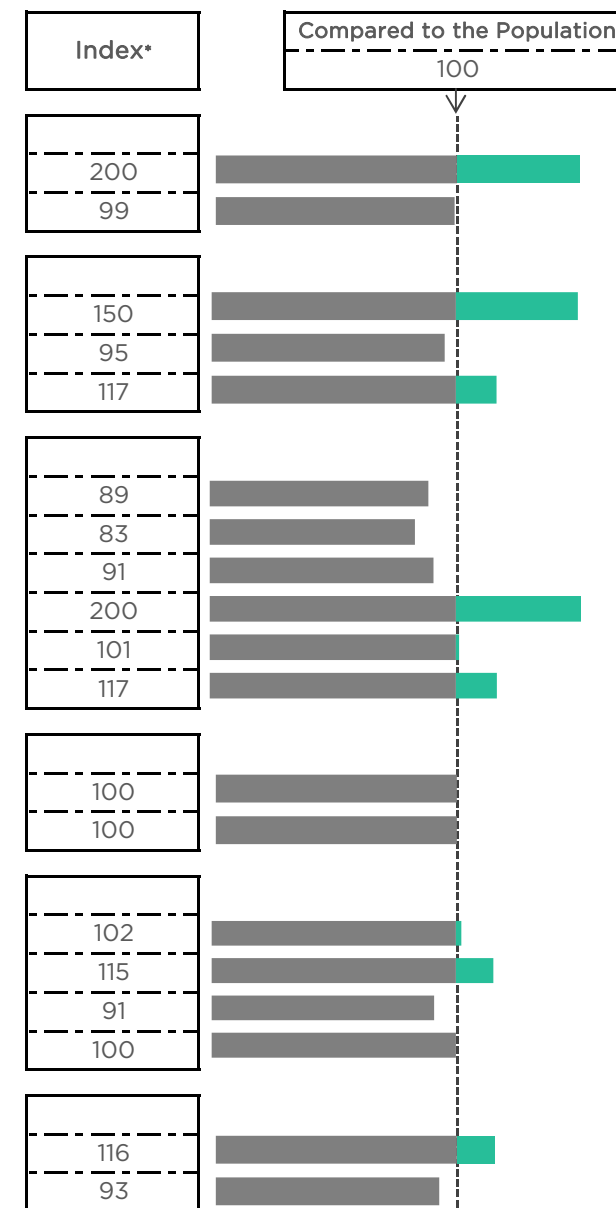
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Representative sample of people 15+ throughout Melbourne - Base: Melbourne n=2,098 - Occasional Listeners n=1,075

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PROFILE OF OCCASIONAL LISTENERS AND OF THE POPULATION MELBOURNE

Profile Base	Community Radio (15+)		Melbourne's Population (15+)	
	'000	%	'000	%
Aboriginal or Torres Strait Islander Origin				
Yes	41	2	49	1
No	1962	98	3786	99
Identify as lesbian, gay or bisexual				
Yes	175	9	242	6
No	1683	84	3370	88
Refused	145	7	223	6
Have Disabilities				
Physical disability	162	8	330	9
Hearing impairment	105	5	229	6
Sight impairment	194	10	425	11
Speech impairment	31	2	51	1
None of the above	1478	74	2799	73
Refused	139	7	240	6
Reading Difficulty				
Yes	83	4	149	4
No	1920	96	3685	96
Religious Faith				
Christianity	921	46	1737	45
Faith in other religion	308	15	500	13
No religious beliefs	630	31	1315	34
Refused	144	7	282	7
Lang. Other Than English Spoken in Household				
Yes	734	37	1216	32
No	1269	63	2619	68



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Representative sample of people 15+ throughout Melbourne - Base: Melbourne n=2,098 - Occasional Listeners n=1,075

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ABOUT THE SURVEY

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

METHOD

How:	This research is conducted by means of an mixed-mode survey comprising both online and telephone interviewing. A single respondent database across both methods ensures an integrated balance of respondents across Australia. This report contains the results of a survey with a rolling 2 Wave representative sample of 2,098 people aged 15 and over throughout Melbourne. Total sample across Australia (2 waves): 12,501 (536 Telephone / 11,965 Online)
Telephone interviews:	The telephone interviews were achieved by computer assisted telephone interviewing conducted by McNair Ingenuity Research in Crows Nest NSW. The telephone sample of people were selected at random from a commercial marketing database. All interviewing was conducted by trained and accredited interviewers under constant supervision. At least 5% of interviews were validated by means of live monitoring.
Online interviews:	The online surveys were conducted with assistance from YellowSquares, using online consumer research panels. YellowSquares is an ISO20252 accredited company.
When:	All interviewing was conducted in Aug-Nov 2015 & May 2016 inclusive.
Who:	This survey is a national survey of people aged 15+. Quotas are set by age, gender and location to ensure a representative sample.
For whom:	This research is commissioned and paid for by the Community Broadcasting Association of Australia
Weightings:	The results of this survey are weighted to the population estimates of the Australian Bureau of Statistics (ABS) - Estimated Resident Population (ERP) - 30 June 2014, so as to bring the sample exactly into line with Melbourne's population distribution by these characteristics.
More information:	For more information contact the Community Broadcasting Association of Australia - Email: office@cbaa.org.au - Phone: 02 9310 2999 This research was carried out in compliance with international standard for market and social research, ISO20252.

RELIABILITY OF RESULTS

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

While the overall survey was conducted amongst 2,098 people (+/- 2% margin of error), the weekly profile of community station listeners is based on one person who has listened in the last week. This is a much smaller group than the overall survey and hence the margin of error increases for these questions - 588 people (+/- 4% margin of error)

While results are reported as a single figure, it is better to think of them as the mid-point in a possible range. This means that if we were to repeat this survey 100 times, the results calculated from the total base would be within a range of +/- 2% in 95 of the 100 surveys.

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

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

INDEX*

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

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

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