

# Community Radio

## National Listener Survey

2019 Wave #2

FACT SHEET  
AUSTRALIA

December 2019

Prepared for:



## OVERALL RADIO LISTENING AUSTRALIA

	2019 Wave #1 In An Average Week		2019 Wave #2 In An Average Week		Wave to Wave % Change
	'000	%	'000	%	
Australia all people aged 15+	19,958	100	19,958	100	
Listeners to radio	16,661	83	16,712	84	+0.3
Listeners to community radio	5,893	30	5,788	29	-1.8
Listeners to commercial radio	13,288	67	13,243	66	-0.3
Listeners to ABC and/or SBS radio	7,707	39	7,716	39	+0.1
Listeners to community radio who:					
do not listen to commercial radio	1,564	8	1,558	8	-0.4
do not listen to ABC/SBS radio	2,619	13	2,575	13	-1.7
do not listen to commercial radio or ABC/SBS radio	927	5	918	5	-1.0

Listened to community radio in an average week	2019 Wave #1	2019 Wave #2	
Average no. of hours	15.7	14.7	-6.7

### How to Read\*:

In an average week, of all people aged 15+ throughout Australia (19,958,000 people):

- 5,788,000 people, or 29%, listen to community radio
  - 1,558,000 people, or 8%, listen to community radio but not commercial radio
  - 2,575,000 people, or 13%, listen to community radio but not ABC/SBS radio
  - 918,000 people, or 5%, listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio
- Listening to community radio has decreased by 1.8% compared to the last survey wave

\* A detailed how to read guide can be found by clicking here

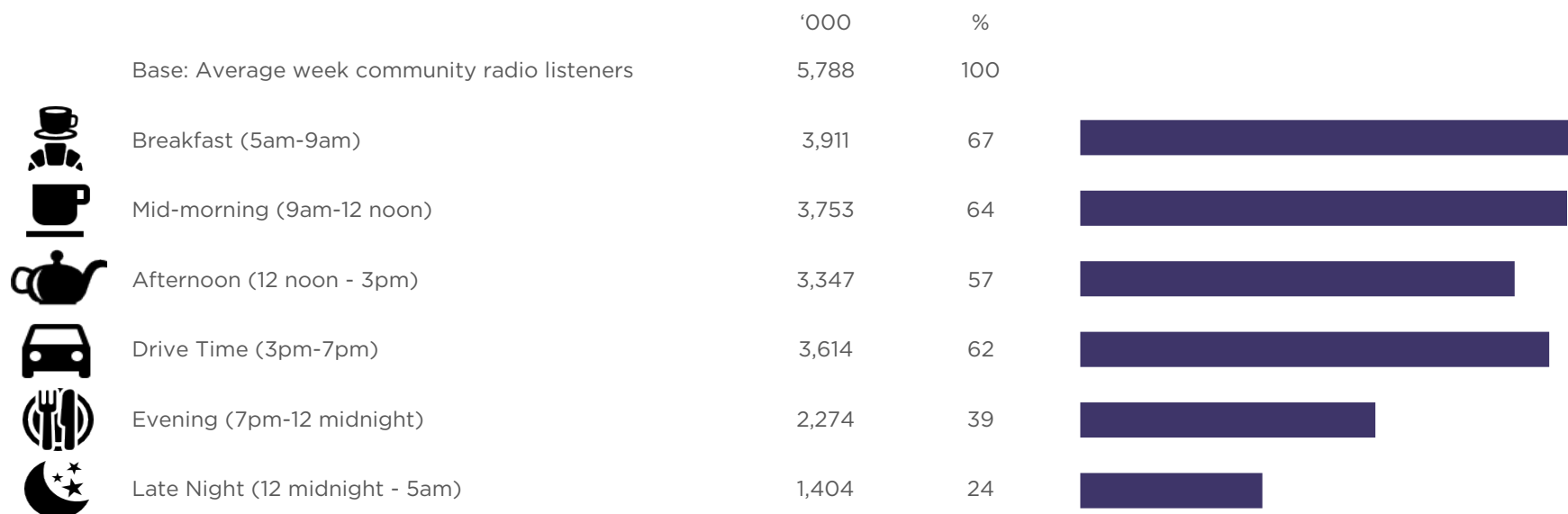
2019 Wave #1: May 2018, October 2018, May 2019 / 2019 Wave #2: May 2018, May 2019, October 2019

Representative sample of people 15+ throughout Australia - Base: Australia n=14,727 - Weekly Listeners n=4,434

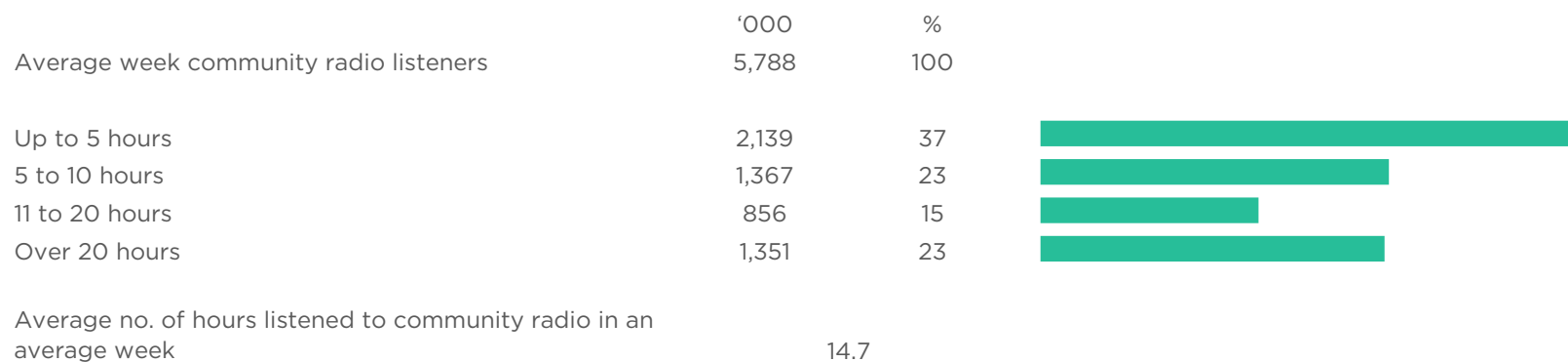
Source: McNair yellowSquares Pty Ltd - December 2019 - www.mcnairstudio.com.au - Job No.: 190101

## COMMUNITY RADIO LISTENING BY DAY PART & HOURS SPENT LISTENING

The estimated 5,788,000 people aged 15+ who listened to community radio in the last seven days, listen during the following day parts:

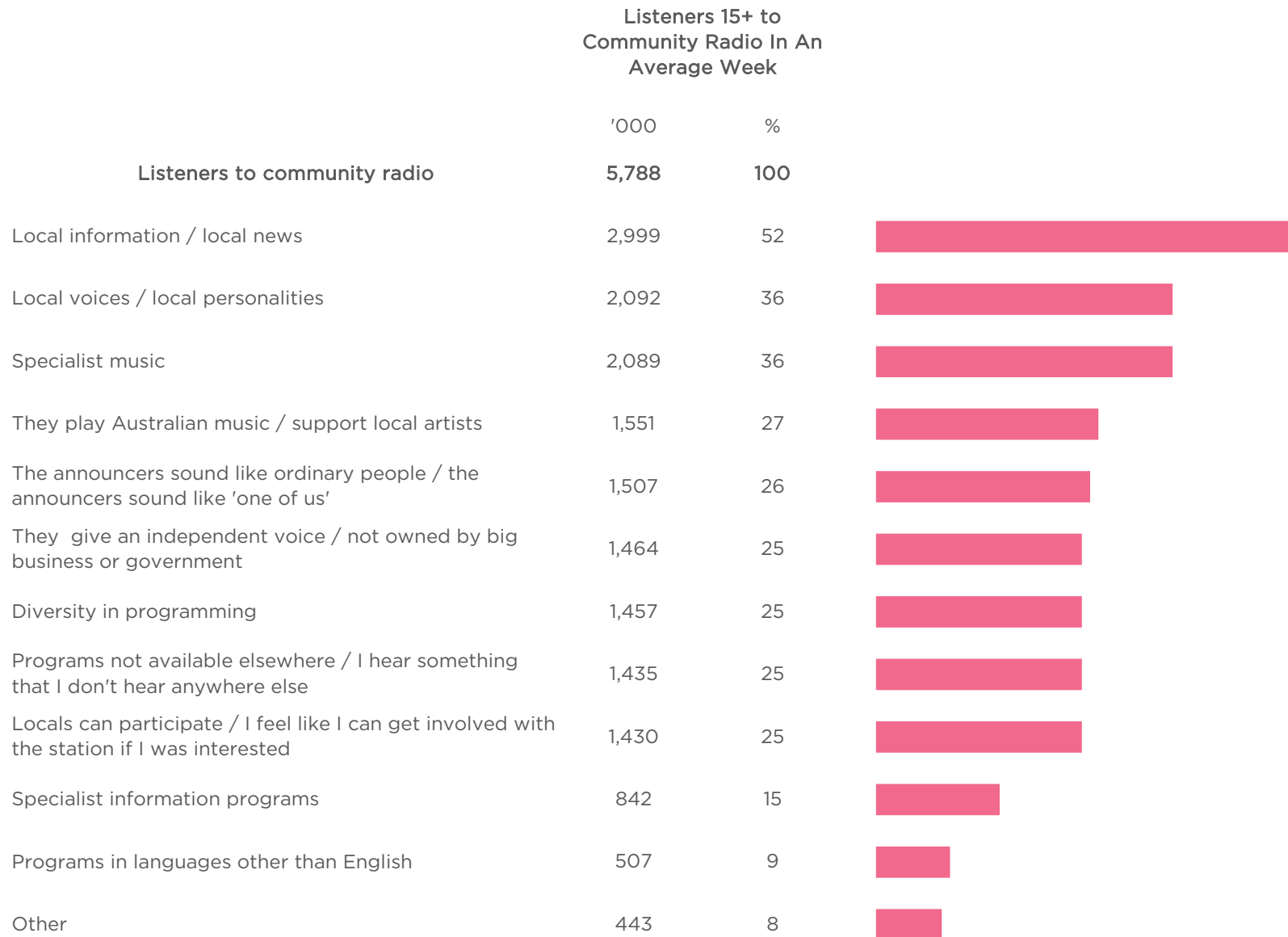


### Hours Spend Listening to Community Radio in a Week



## REASONS FOR RADIO LISTENING TO COMMUNITY RADIO AUSTRALIA

The estimated 5,788,000 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 AUSTRALIA

	Community Radio (15+)		Australia's Population (15+)	
	Total Weekly Listeners			
	'000	%	'000	%
Community Radio Reach	5,788	29	19,958	100
Profile Base	5,788	100	19,958	100

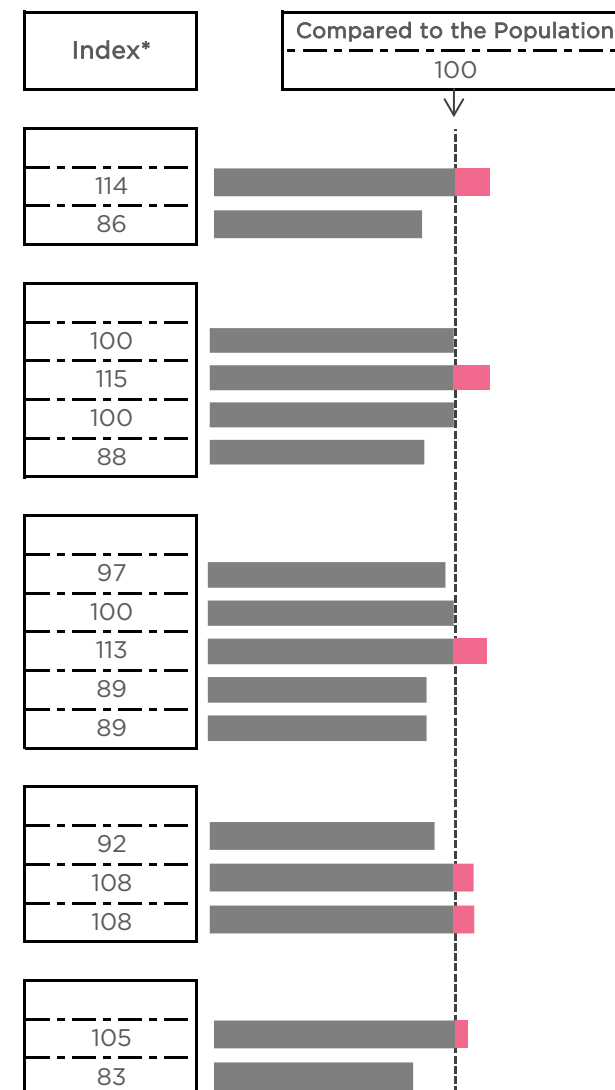
	<b>Gender</b>			
	Men	3244	56	9820 49
	Women	2545	44	10139 51

	<b>Age Groups</b>			
	15-24	934	16	3202 16
	25-39	1798	31	5342 27
	40-54	1389	24	4786 24
	55+	1668	29	6628 33

	<b>Marital Status</b>			
	Single/never married	1609	28	5844 29
	Married/partner, no children	835	14	2784 14
	Married/partner/single, child(ren) at home	1946	34	5924 30
	Married/partner/single, child(ren) left home	941	16	3521 18
	Widowed/divorced/separated	459	8	1887 9

	<b>Number of People in Household</b>			
	1 or 2	2728	47	10199 51
	3 or 4	2317	40	7322 37
	5 or more	743	13	2438 12

	<b>Main Grocery Buyer</b>			
	Yes	4664	81	15387 77
	No	1125	19	4571 23








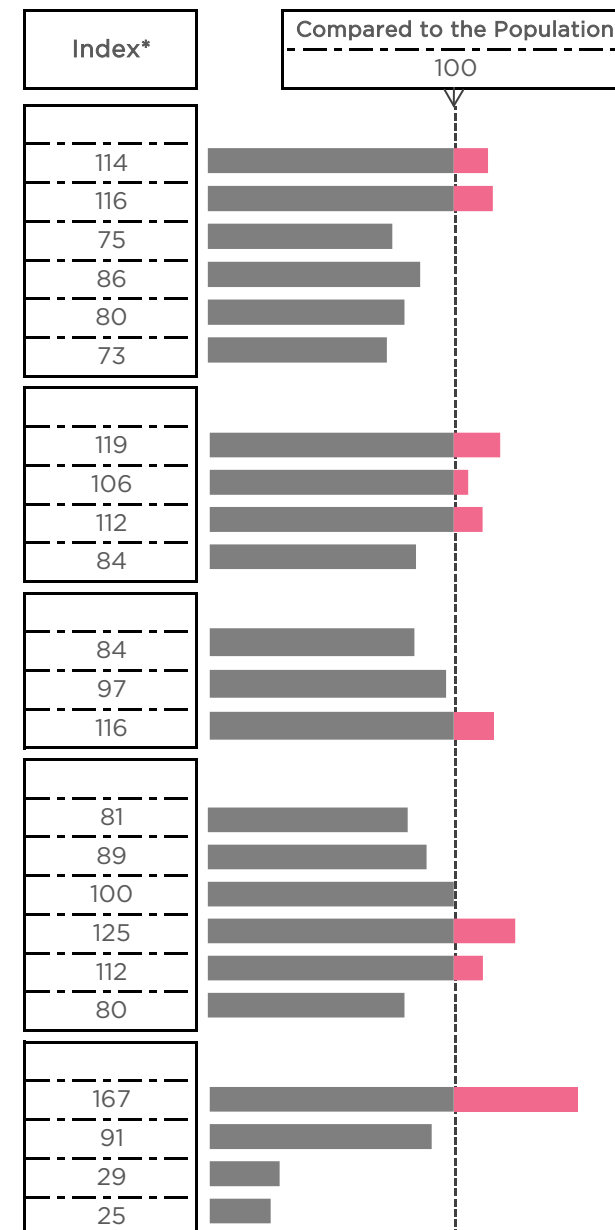
\*The index shows the reach of community radio in each demographic group relative to the population. More detailed information in the method.

Representative sample of people 15+ throughout Australia - Base: Australia n=14,727 - Weekly Listeners n=4,434

Source: McNair yellowSquares Pty Ltd - December 2019 - www.mcnair.com.au - Job No.: 190101

## PROFILE OF WEEKLY LISTENERS AND OF THE POPULATION AUSTRALIA

Profile Base		Community Radio (15+) Total Weekly Listeners		Australia's Population (15+)	
		'000	%	'000	%
		5,788	100	19,958	100
	<b>Work Status</b>				
	Full-time	2353	41	7145	36
	Part-time	1250	22	3853	19
	Home duties	375	6	1510	8
	Retired / pensioner	1116	19	4300	22
	Unemployed	229	4	1023	5
	Student	466	8	2127	11
	<b>Occupation</b>				
	Professional, business manager or executive	1454	25	4100	21
	Business owner, self-employed, sales or clerical	1051	18	3427	17
	Technical, skilled, semi-skilled or manual	1098	19	3472	17
	Not working	2186	38	8960	45
	<b>Highest Level of Education</b>				
	Primary, Secondary or High School	1514	26	6179	31
	Some tertiary/TAFE	1812	31	6390	32
	University (Bachelor or higher degree)	2462	43	7389	37
	<b>Gross Annual Income</b>				
	Under \$20,000	776	13	3193	16
	\$20,000 - \$40,000	924	16	3577	18
	\$40,000 - \$60,000	837	14	2731	14
	\$60,000 - \$100,000	1430	25	3915	20
	Over \$100,000	1122	19	3480	17
	Refused	699	12	3062	15
	<b>Value of Community Radio</b>				
	Very valuable	2579	45	5376	27
	Quite valuable	2888	50	10966	55
	Not very valuable	260	4	2814	14
	Not at all valuable	61	1	802	4









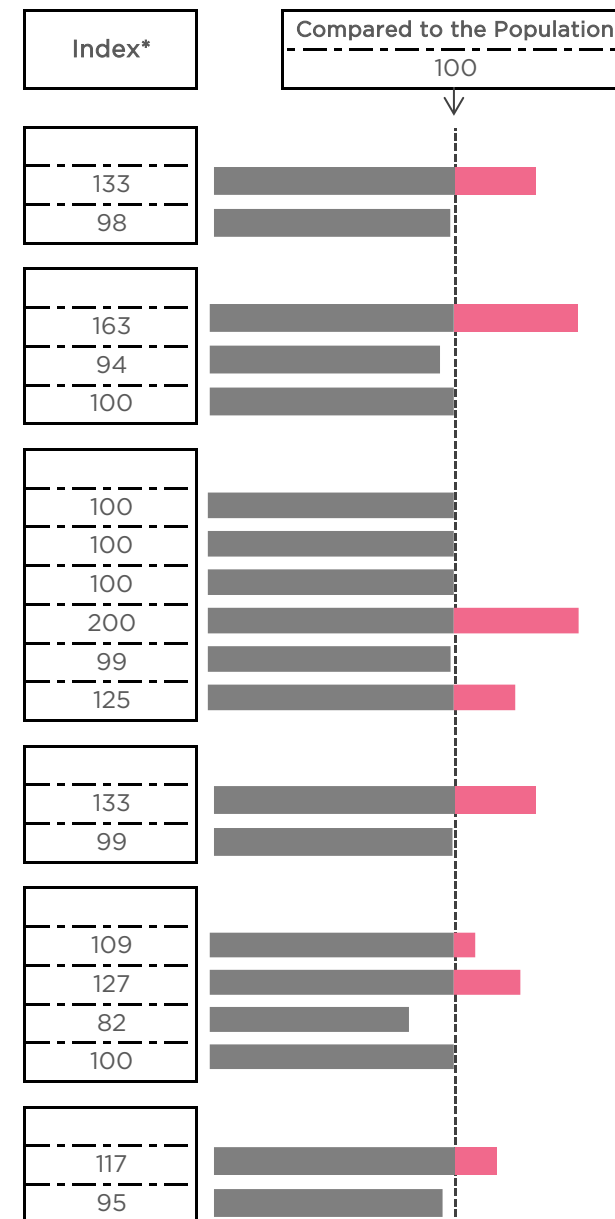
\*The index shows the reach of community radio in each demographic group relative to the population. More detailed information in the method.

Representative sample of people 15+ throughout Australia - Base: Australia n=14,727 - Weekly Listeners n=4,434

Source: McNair yellowSquares Pty Ltd - December 2019 - [www.mcnairstudio.com.au](http://www.mcnairstudio.com.au) - Job No.: 190101

# PROFILE OF WEEKLY LISTENERS AND OF THE POPULATION AUSTRALIA

Profile Base		Community Radio (15+) Total Weekly Listeners		Australia's Population (15+)	
		'000	%	'000	%
		5,788	100	19,958	100
	Aboriginal or Torres Strait Islander Origin				
	Yes	253	4	589	3
	No	5510	95	19322	97
	Identify as LGBTI				
	Yes	732	13	1678	8
	No	4831	83	17466	88
	Refused	225	4	815	4
	Have Disabilities				
	Physical disability	493	9	1811	9
	Hearing impairment	409	7	1440	7
	Sight impairment	584	10	2009	10
	Speech impairment	109	2	204	1
	None of the above	4295	74	14938	75
	Refused	278	5	881	4
	Reading Difficulty				
	Yes	240	4	628	3
	No	5549	96	19330	97
	Religious Faith				
	Christianity	2899	50	9146	46
	Faith in other religion	837	14	2228	11
	No religious beliefs	1788	31	7638	38
	Refused	265	5	946	5
	Lang. Other Than English Spoken in Household				
	Yes	1586	27	4510	23
	No	4203	73	15448	77




\*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 Australia - Base: Australia n=14,727 - Weekly Listeners n=4,434


Source: McNair yellowSquares Pty Ltd - December 2019 - www.mcnair.com.au - Job No.: 190101


# PROFILE OF OCCASIONAL LISTENERS AND OF THE POPULATION AUSTRALIA


	Community Radio (15+)		Australia's Population (15+)	
	Total Occasional Listeners			
	'000	%	'000	%
Community Radio Reach	10,707	54	19,958	100
Profile Base	10,707	100	19,958	100

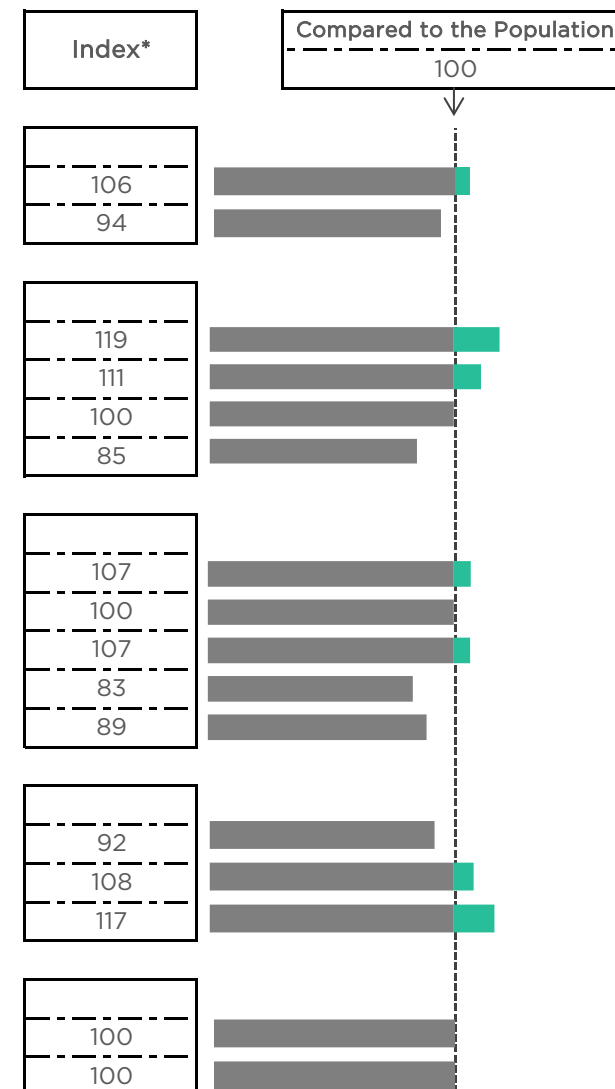
	<b>Gender</b>				
	Men	5590	52	9820	49
	Women	5117	48	10139	51

	<b>Age Groups</b>				
	15-24	2010	19	3202	16
	25-39	3214	30	5342	27
	40-54	2533	24	4786	24
	55+	2949	28	6628	33

	<b>Marital Status</b>				
	Single/never married	3298	31	5844	29
	Married/partner, no children	1524	14	2784	14
	Married/partner/single, child(ren) at home	3433	32	5924	30
	Married/partner/single, child(ren) left home	1621	15	3521	18
	Widowed/divorced/separated	831	8	1887	9

	<b>Number of People in Household</b>				
	1 or 2	4987	47	10199	51
	3 or 4	4259	40	7322	37
	5 or more	1461	14	2438	12

	<b>Main Grocery Buyer</b>				
	Yes	8242	77	15387	77
	No	2464	23	4571	23








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

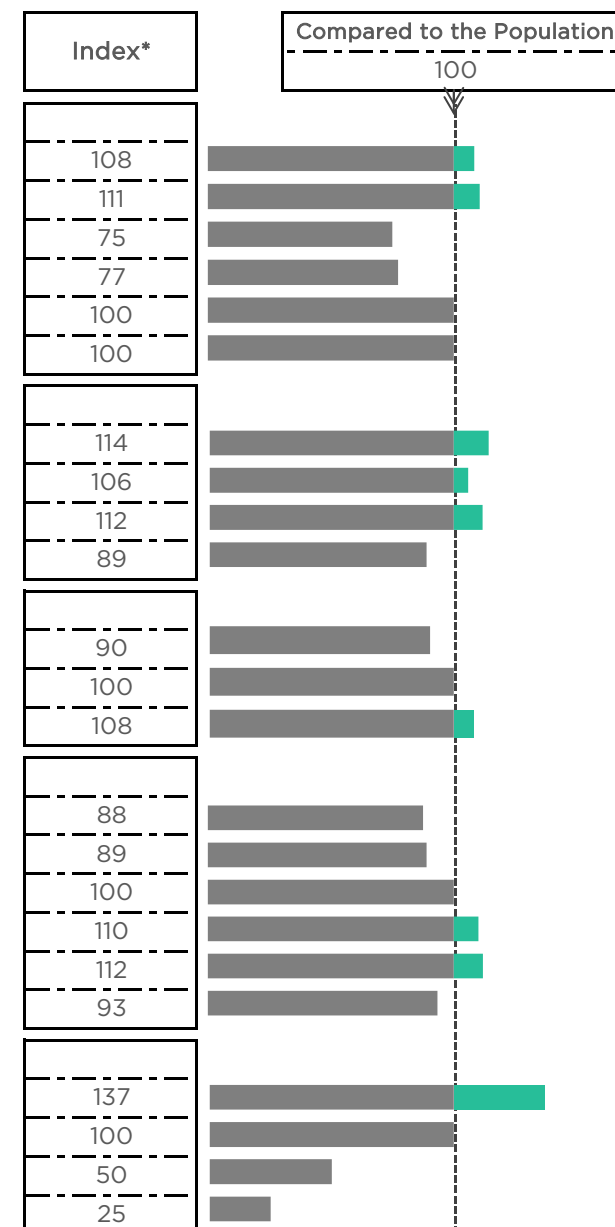
Representative sample of people 15+ throughout Australia - Base: Australia n=14,727 - Occasional Listeners n=8,153

Source: McNair yellowSquares Pty Ltd - December 2019 - www.mcnair.com.au - Job No.: 190101



## PROFILE OF OCCASIONAL LISTENERS AND OF THE POPULATION AUSTRALIA







		Community Radio (15+)		Australia's Population (15+)	
Profile Base		'000	%	'000	%
		10,707	100	19,958	100
	<b>Work Status</b>				
	Full-time	4168	39	7145	36
	Part-time	2290	21	3853	19
	Home duties	682	6	1510	8
	Retired / pensioner	1859	17	4300	22
	Unemployed	495	5	1023	5
	Student	1213	11	2127	11
	<b>Occupation</b>				
	Professional, business manager or executive	2527	24	4100	21
	Business owner, self-employed, sales or clerical	1915	18	3427	17
	Technical, skilled, semi-skilled or manual	2015	19	3472	17
	Not working	4249	40	8960	45
	<b>Highest Level of Education</b>				
	Primary, Secondary or High School	2999	28	6179	31
	Some tertiary/TAFE	3428	32	6390	32
	University (Bachelor or higher degree)	4280	40	7389	37
	<b>Gross Annual Income</b>				
	Under \$20,000	1551	14	3193	16
	\$20,000 - \$40,000	1685	16	3577	18
	\$40,000 - \$60,000	1546	14	2731	14
	\$60,000 - \$100,000	2381	22	3915	20
	Over \$100,000	2048	19	3480	17
	Refused	1496	14	3062	15
	<b>Value of Community Radio</b>				
	Very valuable	3914	37	5376	27
	Quite valuable	5858	55	10966	55
	Not very valuable	795	7	2814	14
	Not at all valuable	139	1	802	4

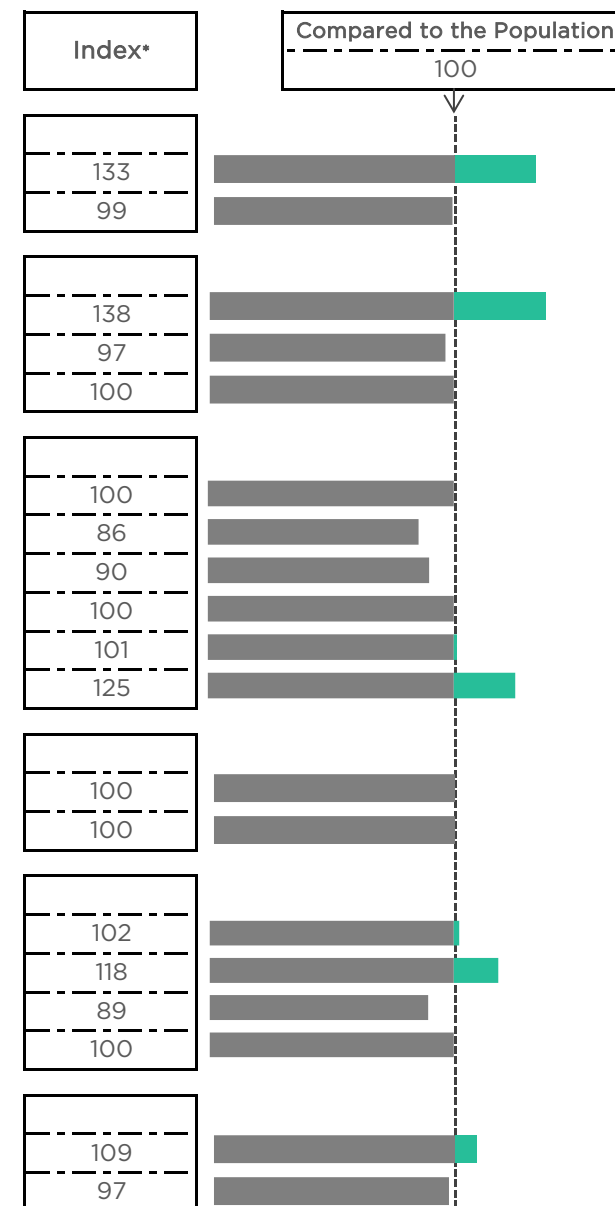


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Representative sample of people 15+ throughout Australia - Base: Australia n=14,727 - Occasional Listeners n=8,153

# PROFILE OF OCCASIONAL LISTENERS AND OF THE POPULATION AUSTRALIA

Profile Base		Community Radio (15+) Total Occasional Listeners		Australia's Population (15+)	
		'000	%	'000	%
		10,707	100	19,958	100
	<b>Aboriginal or Torres Strait Islander Origin</b>				
	Yes	416	4	589	3
	No	10256	96	19322	97
	<b>Identify as LGBTI</b>				
	Yes	1159	11	1678	8
	No	9125	85	17466	88
	Refused	423	4	815	4
	<b>Have Disabilities</b>				
	Physical disability	916	9	1811	9
	Hearing impairment	695	6	1440	7
	Sight impairment	1014	9	2009	10
	Speech impairment	144	1	204	1
	None of the above	8084	76	14938	75
	<b>Reading Difficulty</b>				
	Yes	363	3	628	3
	No	10344	97	19330	97
	<b>Religious Faith</b>				
	Christianity	5082	47	9146	46
	Faith in other religion	1410	13	2228	11
	No religious beliefs	3693	34	7638	38
	Refused	524	5	946	5
	<b>Lang. Other Than English Spoken in Household</b>				
	Yes	2718	25	4510	23
	No	7989	75	15448	77



\*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 Australia - Base: Australia n=14,727 - Occasional Listeners n=8,153

## 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:	<p>This research is conducted by means of a mixed-mode survey comprising online, telephone and street-intercept interviewing. A single respondent database across all methods ensures an integrated balance of respondents across Australia.</p> <p>This report contains the results of a survey with a rolling 2 Wave representative sample of 14,727 people aged 15 and over throughout Australia.</p> <p>Total sample across Australia (2 waves): 14,727</p>
Telephone interviews:	<p>The telephone interviews were achieved by computer assisted telephone interviewing conducted by McNair yellowSquares 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.</p>
Online interviews:	<p>The online surveys were conducted with the use of online consumer research panels. The sample was sourced from ISO 20252 accredited companies.</p>
When:	<p>All interviewing was conducted in May 2018, May 2019, October 2019 inclusive.</p>
Who:	<p>This survey is a national survey of people aged 15+. Quotas are set by age, gender and location to ensure a representative sample.</p>
For whom:	<p>This research is commissioned and paid for by the Community Broadcasting Association of Australia</p>
Weightings:	<p>The results of this survey are weighted to the population estimates of the Australian Bureau of Statistics (ABS) - Estimated Resident Population (ERP) - 30 June 2017, so as to bring the sample exactly into line with Australia's population distribution by these characteristics.</p>
More information:	<p>For more information contact the Community Broadcasting Association of Australia - Email: <a href="mailto:office@cbaa.org.au">office@cbaa.org.au</a> - Phone: 02 9310 2999.</p> <p>This research was carried out in compliance with the international standard for market and social research, ISO20252.</p>

### 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 14,727 people (+/- 1% margin of error), the weekly profile of community station listeners is based on people who have 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 - 4,434 people (+/- 1% 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 +/- 1% 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.