

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 Week</u>		<u>In An Average Month</u>		<u>Population 15+</u>	
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>
Total	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

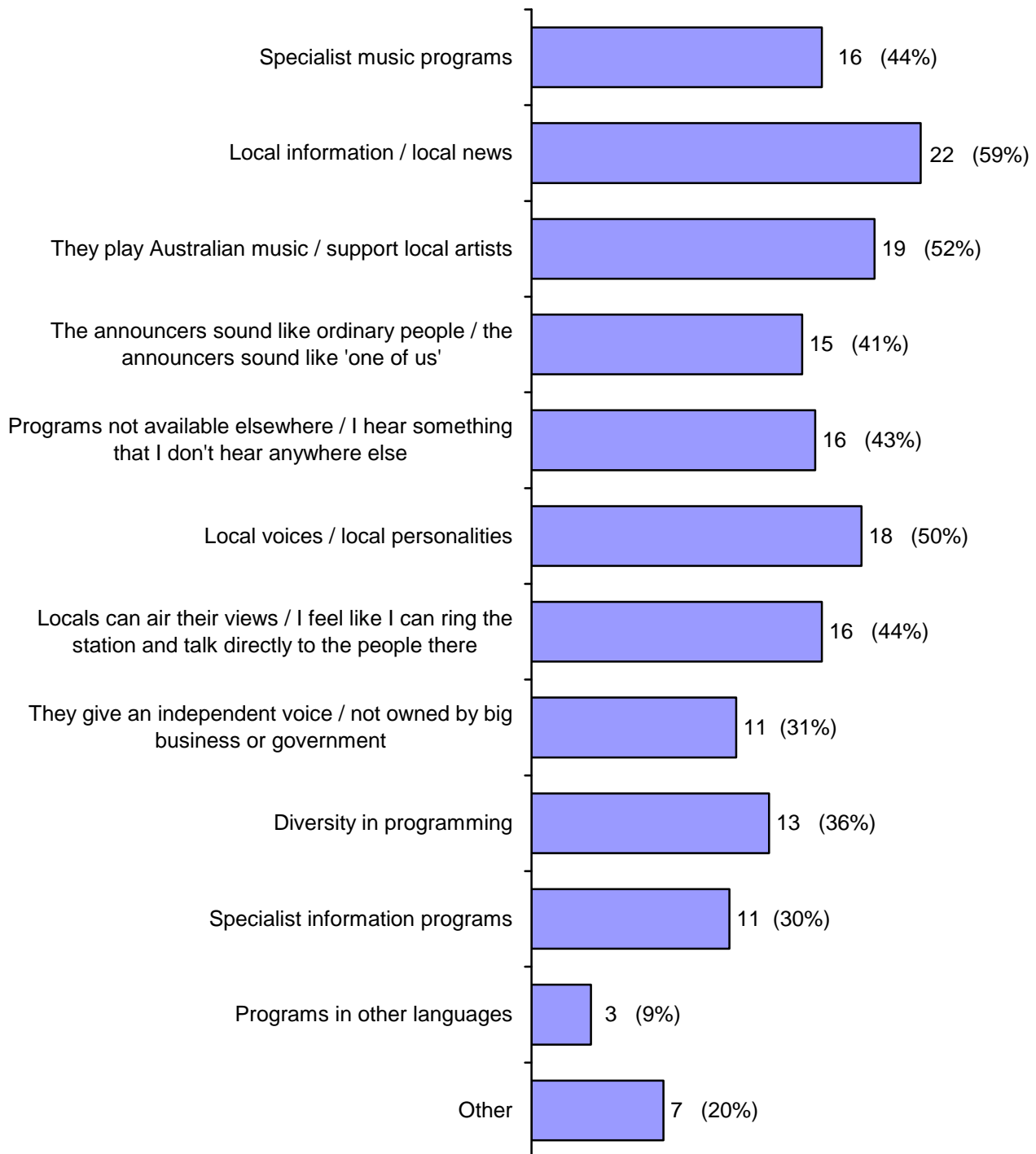
	<u>In An Average</u>		<u>In An Average</u>		<u>Population 15+</u>	
	<u>Week</u>		<u>Month</u>			
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>
Total	37	100	67	100	89	100
<u>Aboriginal or Torres Strait Islander Origin</u>						
Yes	4	10	4	7	6	6
No	33	90	63	93	83	94
Refused	0	0	0	0	0	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