

Australia – PTR Pet Talk Radio Stations

OVERALL LISTENING - AUSTRALIA - PTR STATIONS

	'000	%	'000	%
	16111	100	16111	100
	<u>In An Average</u>		<u>In An Average</u>	
	<u>Week</u>		<u>Month</u>	
All people aged 15+				
Listeners to radio	13837	86	14920	93
Community radio listeners accessible through the PTR	640	4	1686	10
Listeners to commercial radio	10729	67	11816	73
Listeners to ABC and/or SBS radio	7375	46	8805	55
Community radio listeners accessible through the PTR who:				
do not listen to commercial radio	200	1	416	3
do not listen to ABC/SBS radio	291	2	662	4
do not listen to commercial radio or ABC/SBS radio	103	1	164	1

Average time spent listening to PTR community radio in an average week by listeners to PTR community radio = 8.7 hours

How to Read:

In an average week, of all people aged 15+ throughout Australia (16,111,000 people):

- 640,000 people, or 4%, listen to PTR community radio
- 200,000 people, or 1%, listen to PTR community radio but not commercial radio
- 291,000 people, or 2%, listen to PTR community radio but not ABC/SBS radio
- 103,000 people, or 1%, listen to PTR community radio exclusively, that is, listen to PTR community radio but not commercial radio or ABC/SBS radio

Source: McNair Ingenuity Research Pty Ltd 2006
Telephone survey of a representative sample of 5,010 people 15+ throughout Australia



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

	<u>Listeners 15+ to PTR Community Radio</u>					
	<u>In An Average Week</u>		<u>In An Average Month</u>		<u>Population 15+</u>	
	'000	%	'000	%	'000	%
Total	640	100	1686	100	16111	100
<u>Gender</u>						
Men	346	54	922	55	7948	49
Women	294	46	765	45	8163	51
<u>Age Group</u>						
15-24	126	20	305	18	2762	17
25-39	123	19	409	24	4338	27
40-54	161	25	451	27	4298	27
55+	230	36	521	31	4712	29
<u>Work Status</u>						
Full time	260	41	655	39	6549	41
Part time	146	23	389	23	2969	18
Home duties	34	5	123	7	1371	9
Retired / pensioner	113	18	295	17	3211	20
Unemployed	3	1	34	2	340	2
Student	83	13	191	11	1671	10
<u>Occupation</u>						
Professional / manager/ executive/ farm owner	122	19	333	20	3467	22
Other white collar	153	24	356	21	3089	19
Blue collar	81	13	255	15	2311	14
Other	50	8	100	6	651	4
<u>Language Other Than English Is Regularly Spoken in the Household</u>						
Yes	92	14	222	13	2755	17
No	548	86	1464	87	13356	83
<u>Total Annual Gross Income</u>						
Less than \$20,000	209	33	560	33	5216	32
\$20,000 to \$40,000	130	20	275	16	3225	20
\$40,001 to \$60,000	113	18	362	21	2587	16
Over \$60,000	83	13	263	16	2953	18
Not established	106	16	226	13	2129	13
<u>Have Ever</u>						
Visited a radio station's website	186	29	478	28	5037	31
Listened to a live or streamed radio program on the internet	103	16	283	17	2680	17
Downloaded a radio program from the internet	49	8	145	9	1361	8

Source: McNair Ingenuity Research Pty Ltd 2006
 Telephone survey of a representative sample of 5,010 people 15+ throughout Australia



FREQUENCY / VOLUME OF LISTENING AND REASONS FOR LISTENING
- AUSTRALIA - PTR STATIONS

Base: An estimated 640,000 people aged 15+ who listened to PTR community radio in the last seven days

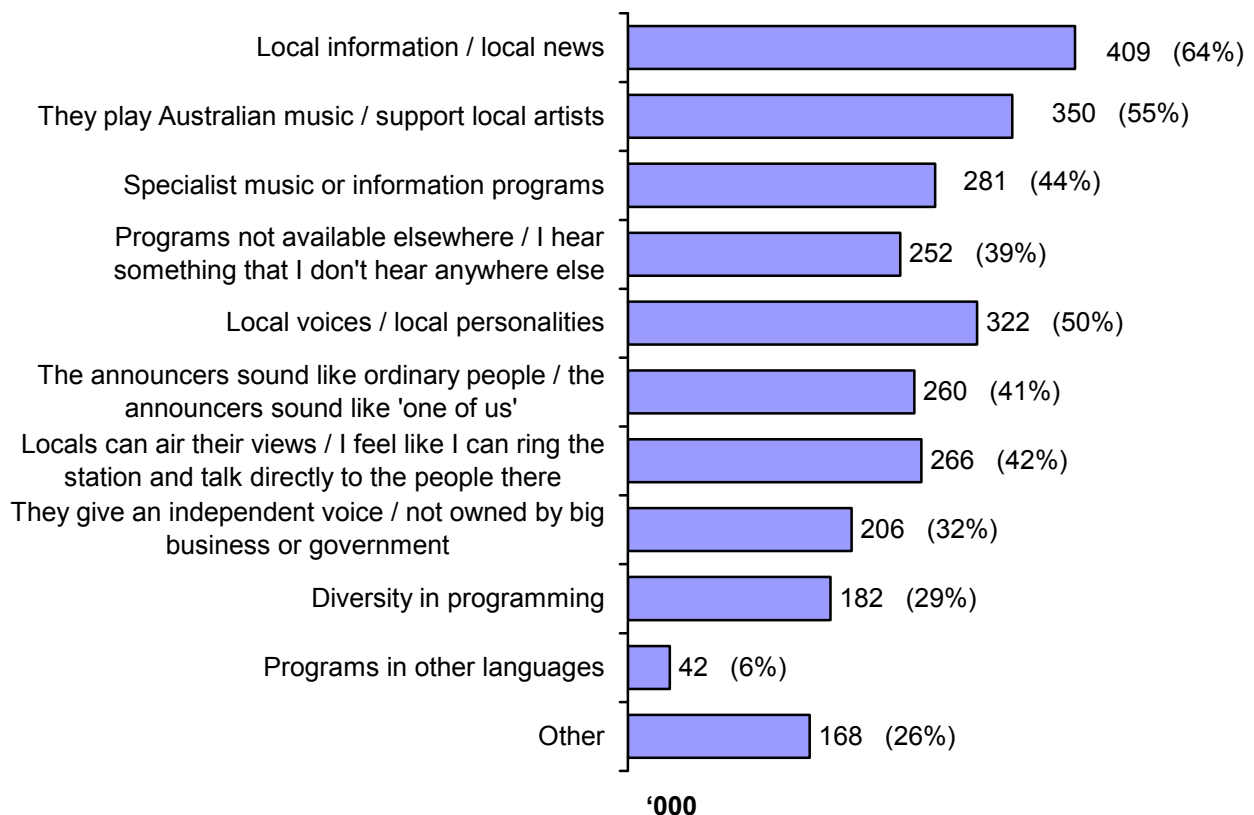
Base: '000 %
 640 100

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

Up to 10 hours	530	83
11 to 20 hours	24	4
Over 20 hours	81	13
No. of hours not established	6	1

Average no. of hours = 8.7 hours

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



Source: McNair Ingenuity Research Pty Ltd 2006

Telephone survey of a representative sample of 5,010 people 15+ throughout Australia

