Station Community Engagement Survey

Report Prepared for:

2RPH

SCES Wave 1 – May 2019

INTRODUCTION

About this Research

The results shown in this report are based on the responses to the questionnaire that your station collected. The results of the questions have not been altered in any way, or weighted. The columns of the report show the results for various groups of people, based on their responses to the questions as follows:

- Regular Listeners: Those that listened in the last week
- Occasional Listeners: Those that listened in the last month but not in the last week
- Non-listeners: Those that have not listened to your station in the last month.

The results of the survey amongst Regular Listeners will be indicative of your listeners, but may not be an accurate statistical profile, because these survey relied on people volunteering to participate in the survey.

The results do not provide information as to the proportion of listeners a station has amongst the population.

Terminology

Low sample: Results marked as a Low Sample should be used with caution. A low sample for that particular result means that the low number of respondents makes the results less statistically reliable.

DAB+ Digital Radio: Listening through a DAB+ digital radio set, currently only available to metro-wide stations in Sydney, Melbourne, Brisbane, Adelaide and Perth.

Internet / streaming: Listening through the station's website, a third party website or a radio app to live or recently broadcast content.

Base: The base shows the number of respondents for each question. For some questions this will be less than the overall base for the survey, because those questions may not have been applicable for certain people and was therefore not asked of them.
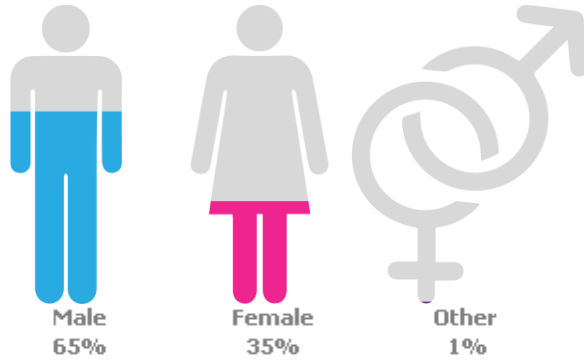
Net Promoter: Net Promoter divides listeners into three groups in order to calculate the score. Regular listeners answer the question "How likely would you be to recommend this radio station to friends or family, on a scale of 1 to 10, where 10 is the highest recommendation and 1 you wouldn't recommend?" Their responses, are categorized as follows:

- Promoters = score of 9-10
- Passives = score of 7-8
- Detractors = score of 0-6

The Net Promoter Score (NPS) is calculated by subtracting the percentage of detractors from the percentage of promoters.
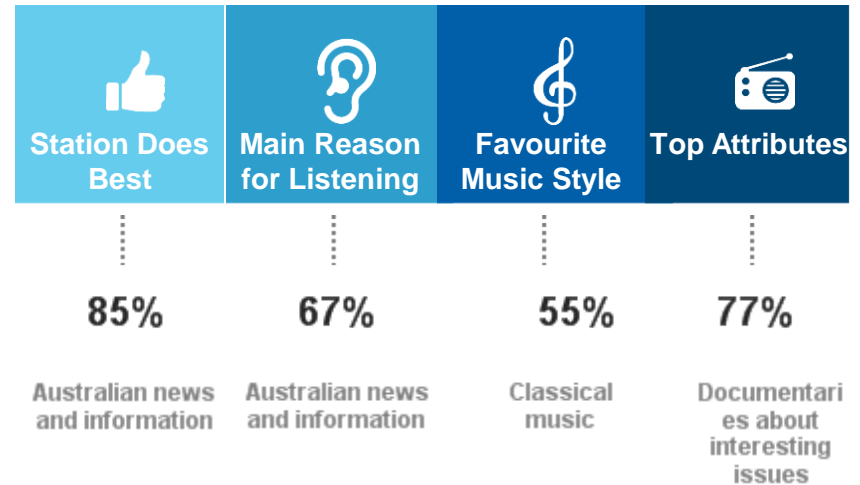
SUMMARY - 2RPH

Gender

Male 65%
Female 35%
Other 1%

Day Parts - When do people listen?

5:00 am - 9:00 am	61%
9:00 am - 12:00 noon	68%
12:00 noon - 3:00 pm	62%
3:00 pm - 7:00 pm	63%
7:00 pm - 12:00 am	48%
12:00 am - 5:00 am	24%

Net Promoter
50.0

Average Age
63 years

Time Spent Listening
17.1 hrs per wk

Station Does Best	Main Reason for Listening	Favourite Music Style	Top Attributes
85%	67%	55%	77%
Australian news and information	Australian news and information	Classical music	Documentaries about interesting issues

Regular Listeners - Base = 172

McNair yellowSquares

CBAA COMMUNITY BROADCASTING ASSOCIATION OF AUSTRALIA

Awareness and Listener Frequency

	Total	Regular Listeners	Occasional Listeners *	Non Listeners *
Base	*190*	*172*	*12*	*6*

AWARE OF STATION

	Total	Regular Listeners	Occasional Listeners *	Non Listeners *
Yes	100%	100%	100%	100%
No	0%	0%	0%	0%

EVER LISTENED TO STATION

	Total	Regular Listeners	Occasional Listeners *	Non Listeners *
Yes	100%	100%	100%	100%
No	0%	0%	0%	0%

LISTENED IN LAST MONTH

	Total	Regular Listeners	Occasional Listeners *	Non Listeners *
Yes	97%	100%	100%	0%
No	3%	0%	0%	100%

LISTENED IN LAST WEEK

	Total	Regular Listeners	Occasional Listeners *	Non Listeners *
Yes	91%	100%	0%	0%
No	9%	0%	100%	100%

*Caution Low Sample Size

McNair yellowSquares

PROFILE

Gender

	Total	Regular Listeners	Occasional Listeners *	Non Listeners *
Base	190	172	12	6
Male	63%	65%	67%	0%
Female	37%	35%	33%	100%
Gender diverse	1%	1%	0%	0%
Transgender	0%	0%	0%	0%
Intersex	0%	0%	0%	0%

*Caution Low Sample Size

PROFILE

Age

	Total	Regular Listener	Occasional Listeners	Non Listeners
Base	190	172	12	6
10-14	1%	1%	0%	0%
15-17	1%	1%	0%	0%
18-19	0%	0%	0%	0%
20-24	1%	1%	0%	0%
25-29	1%	1%	0%	17%
30-34	1%	1%	0%	0%
35-39	3%	3%	0%	17%
40-44	4%	3%	0%	17%
45-49	7%	6%	17%	17%
50-54	7%	8%	0%	0%
55-59	8%	9%	8%	0%
60-64	14%	15%	8%	0%
65-69	11%	11%	17%	0%
70-74	17%	16%	25%	17%
75-79	11%	10%	17%	0%
80-84	8%	8%	8%	0%
85-89	2%	2%	0%	0%
90 or over	3%	3%	0%	17%

PROFILE

ATSI

7.4 Are you of Aboriginal or Torres Strait Islander origin?

	Total	Regular Listener	Occasional Listeners	Non Listeners
Base	190	172	12	6
Yes	1%	1%	0%	0%
No	99%	99%	100%	100%

*Caution Low Sample Size

LANGUAGE

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

	Total	Regular Listener	Occasional Listeners ^	Non Listeners
Base	190	172	12	6
Yes	12%	12%	0%	33%
No	88%	88%	100%	67%

*Caution Low Sample Size

LISTENING FREQUENCY

7 Day Parts

Base= 172

	Net Audience (Mon-Fri)	Net Audience (Sat-Sun)	Net Audience (Mon-Sun)	Average Weekday Listening (Mon-Fri)
5:00 am - 9:00 am	56%	34%	61%	47%
9:00 am - 12:00 noon	61%	35%	68%	43%
12:00 noon - 3:00 pm	53%	38%	62%	34%
3:00 pm - 7:00 pm	53%	37%	63%	35%
7:00 pm - 12:00 am	45%	30%	48%	34%
12:00 am - 5:00 am	20%	18%	24%	17%
Total	98%	76%	99%	87%

LISTENING FREQUENCY

7 **Day Parts**

Base= 172	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	None of these
5:00 am - 9:00 am	49%	47%	48%	47%	47%	28%	23%	39%
9:00 am - 12:00 noon	46%	41%	41%	44%	42%	33%	26%	32%
12:00 noon - 3:00 pm	35%	31%	35%	34%	37%	31%	24%	38%
3:00 pm - 7:00 pm	34%	33%	39%	36%	35%	29%	27%	37%
7:00 pm - 12:00 am	31%	35%	33%	35%	35%	26%	22%	52%
12:00 am - 5:00 am	18%	17%	16%	18%	16%	17%	15%	76%
Total	88%	84%	85%	88%	88%	71%	62%	92%

LISTENING FREQUENCY

Time Spent Listening

Base= 172	None	1 – 60 Minutes	1 – 2 Hours	2 – 3 Hours	3 – 4 Hours	4 – 5 Hours	5 – 10 Hours	Over 10 Hours	Mean Hours
On an average Weekday	1%	24%	29%	14%	12%	8%	8%	4%	2.7
On an average Saturday	22%	30%	16%	13%	6%	5%	6%	2%	1.8
On an average Sunday	32%	26%	14%	11%	2%	5%	7%	2%	1.7
								Total (Mon to Sun)	17.1

LISTENING FREQUENCY

% Time Spent Listening by Location

Base= 172

🏠	At home	64%
🏢	At work	6%
🚗	In a car	25%
🚌	On public transport	1%
🚶	Walking or exercising out of home	3%
⛱	Elsewhere	1%

LISTENING FREQUENCY

Method of listening by location

	At home	At work	In a car	On public transport	Walking or exercising out of home	Elsewhere
Base size	139	21	79	6	15	9
AM / FM Radio signal	73%	62%	92%	33%	53%	44%
DAB+ Digital Radio signal	19%	14%	4%	0%	0%	0%
Live Radio streaming via a website or app such as Tune-in etc.	6%	14%	4%	50%	33%	44%
On demand streaming via a website or app such as Tune-in etc.	1%	5%	0%	0%	0%	0%
Download Podcasts to listen to later	1%	5%	0%	17%	13%	11%
Other (ie. TV signal, VAST Satellite service etc.)	0%	0%	0%	0%	0%	0%

Devices used to stream radio

Base size	*20*
Desktop/Laptop Computer	55%
Mobile phone, Tablet/iPad	65%
Other Device (Smart TV, Home Audio Systems etc.)	10%

PROGRAMMING FEEDBACK

Favourite Music Styles

	Total	Regular Listeners	Occasional Listeners *	Non Listeners *
Base	190	172	12	6
Country and western music	20%	20%	25%	17%
Gospel music	19%	19%	17%	17%
Indie	7%	5%	25%	17%
Metal	4%	3%	8%	0%
Electronic	6%	6%	8%	17%
World	15%	16%	17%	0%
Soul	13%	13%	8%	0%
Christian	16%	16%	8%	17%
Easy listening music	39%	38%	58%	17%
Pop	21%	21%	25%	17%
Classical music	54%	55%	58%	17%
Hip hop	6%	5%	25%	0%
Jazz / Blues	37%	38%	42%	17%
Reggae	9%	9%	8%	0%
Rock	29%	28%	42%	17%
Rap	2%	1%	17%	0%
30s, 40s & 50s music	27%	28%	17%	17%
60s & 70s music	47%	47%	50%	50%
80s & 90s music	29%	30%	33%	17%
Contemporary Music	14%	12%	42%	0%
Australian Music	27%	27%	33%	17%
Indigenous Music	11%	12%	0%	0%
Other music	14%	14%	8%	17%
No preference	8%	8%	0%	17%

COMMUNITY NEEDS FULFILMENT

Audience Needs - What Listeners Want From Your Station

	Total	Regular Listeners	Occasional Listeners *	Non Listeners *
Base	190	172	12	6
Information about the local area or local issues	42%	41%	42%	50%
Information about my own community or interest group	26%	27%	17%	17%
Australian news and information	76%	77%	75%	50%
Documentaries about interesting issues	77%	77%	83%	67%
Ethical or religious guidance	22%	22%	25%	17%
Guidance and discussion of health topics	56%	57%	42%	50%
Guidance and discussion of social issues such as domestic violence and suicide	29%	31%	17%	17%
Information about government services	44%	46%	33%	17%
Overseas news and information	66%	69%	42%	33%
Sport programming	13%	12%	25%	0%
Cultural programming	31%	33%	25%	0%
Indigenous content	24%	24%	25%	17%
Youth content	15%	15%	17%	0%
LGBTI content	11%	10%	17%	0%
Special interest music	17%	17%	17%	17%
Programs in my language (other than English)	3%	3%	0%	17%
Interviews with experts on a topic	63%	63%	58%	67%
Information / documentaries about specific social issues	52%	52%	42%	50%
Emergency Broadcast	42%	45%	25%	0%
Reading services for the print handicapped	62%	65%	42%	17%
Other suggestions (PLEASE SPECIFY)	18%	18%	17%	17%
Don't know	1%	1%	0%	0%

*Caution Low Sample Size

COMMUNITY NEEDS FULFILMENT

Station Fulfilling Needs - Very Well + Quite Well

Base = 184

	Total	Regular Listeners	Occasional Listeners
Information about the local area or local issues	43%	44%	42% *
Information about my own community or interest group	30%	31%	25% *
Australian news and information	83%	85%	58% *
Documentaries about interesting issues	65%	66%	50% *
Ethical or religious guidance	29%	29%	25% *
Guidance and discussion of health topics	53%	53%	50% *
Guidance and discussion of social issues such as domestic violence and suicide	24%	23%	33% *
Information about government services	45%	45%	42% *
Overseas news and information	70%	73%	33% *
Sport programming	23%	22%	33% *
Cultural programming	30%	31%	17% *
Indigenous content	22%	22%	17% *
Youth content	16%	17%	0% *
LGBTI content	8%	9%	0% *
Special interest music	20%	20%	8% *
Programs in my language (other than English)	4%	5%	0% *
Interviews with experts on a topic	51%	53%	17% *
Information / documentaries about specific social issues	48%	49%	42% *
Emergency Broadcast	20%	21%	0% *
Reading services for the print handicapped	78%	78%	75% *

*Caution Low Sample Size

COMMUNITY NEEDS FULFILMENT

Station Fulfilling Needs - Regular Listeners

Base = 172

	Very Well	Quite Well	Not Very Well	Don't Know / Not applicable	Net Very Well/Quite Well
Information about the local area or local issues	16%	28%	16%	40%	44%
Information about my own community or interest group	11%	20%	17%	52%	31%
Australian news and information	49%	36%	5%	10%	85%
Documentaries about interesting issues	26%	40%	13%	22%	66%
Ethical or religious guidance	12%	17%	5%	66%	29%
Guidance and discussion of health topics	22%	32%	13%	34%	53%
Guidance and discussion of social issues such as domestic violence and suicide	10%	13%	13%	64%	23%
Information about government services	16%	29%	17%	38%	45%
Overseas news and information	35%	38%	9%	18%	73%
Sport programming	10%	12%	8%	70%	22%
Cultural programming	10%	21%	6%	62%	31%
Indigenous content	6%	16%	6%	72%	22%
Youth content	4%	13%	7%	76%	17%
LGBTI content	4%	5%	6%	85%	9%
Special interest music	6%	14%	14%	66%	20%
Programs in my language (other than English)	3%	1%	6%	90%	5%
Interviews with experts on a topic	13%	40%	15%	32%	53%
Information / documentaries about specific social issues	17%	32%	12%	40%	49%
Emergency Broadcast	11%	10%	12%	67%	21%
Reading services for the print handicapped	63%	16%	2%	19%	78%

COMMUNITY NEEDS FULFILMENT

Station Fulfilling Needs - Occasional Listeners

Base = 12

	Very Well	Quite Well	Not Very Well	Don't Know / Not applicable	Net Very Well/Quite Well
Information about the local area or local issues *	0%	42%	8%	50%	42%
Information about my own community or interest group *	0%	25%	8%	67%	25%
Australian news and information *	25%	33%	8%	33%	58%
Documentaries about interesting issues *	8%	42%	8%	42%	50%
Ethical or religious guidance *	0%	25%	8%	67%	25%
Guidance and discussion of health topics *	0%	50%	0%	50%	50%
Guidance and discussion of social issues such as domestic violence and suicide *	0%	33%	8%	58%	33%
Information about government services *	0%	42%	8%	50%	42%
Overseas news and information *	8%	25%	25%	42%	33%
Sport programming *	8%	25%	8%	58%	33%
Cultural programming *	0%	17%	8%	75%	17%
Indigenous content *	0%	17%	17%	67%	17%
Youth content *	0%	0%	17%	83%	0%
LGBTI content *	0%	0%	17%	83%	0%
Special interest music *	0%	8%	25%	67%	8%
Programs in my language (other than English) *	0%	0%	0%	100%	0%
Interviews with experts on a topic *	0%	17%	25%	58%	17%
Information / documentaries about specific social issues *	0%	42%	8%	50%	42%
Emergency Broadcast *	0%	0%	8%	92%	0%
Reading services for the print handicapped *	50%	25%	8%	17%	75%

*Caution Low Sample Size

COMMUNITY NEEDS FULFILMENT

Reasons for Listening

	Total	Regular Listeners	Occasional Listeners *
Base	184	172	12
Information about the local area or local issues	21%	22%	17%
Information about my own community or interest group	10%	10%	0%
Australian news and information	66%	67%	58%
Documentaries about interesting issues	51%	53%	25%
Ethical or religious guidance	15%	16%	0%
Guidance and discussion of health topics	32%	33%	17%
Guidance and discussion of social issues such as domestic violence and suicide	8%	9%	0%
Information about government services	22%	23%	8%
Overseas news and information	55%	57%	25%
Sport programming	6%	6%	8%
Cultural programming	12%	12%	8%
Indigenous content	8%	9%	0%
Youth content	2%	2%	0%
LGBTI content	2%	2%	0%
Special interest music	8%	9%	0%
Programs in my language (other than English)	1%	1%	0%
Interviews with experts on a topic	34%	35%	17%
Information / documentaries about specific social issues	34%	35%	25%
Emergency Broadcast	11%	11%	17%
Reading services for the print handicapped	52%	52%	58%
Other suggestions	18%	19%	8%
Don't know	4%	3%	8%

*Caution Low Sample Size

COMMUNITY NEEDS FULFILMENT

Statements about Station - Net Strongly Agree/Somewhat Agree

Base = 184

	Total	Regular Listeners	Occasional Listeners
Understands its listeners	79%	81%	58% *
Is a station I trust	88%	89%	67% *
Is a station I relate to	84%	87%	50% *
Is a station 'for me'	81%	84%	33% *
Broadcasts valuable and relevant content	90%	93%	50% *
Has good presenters	86%	88%	67% *
Plays good music	46%	48%	17% *
Is part of my life	82%	85%	33% *

*Caution Low Sample Size

COMMUNITY NEEDS FULFILMENT

Statements about Station - Regular Listeners

Base = 172

	Agree strongly	Somewhat agree	Somewhat disagree	Strongly disagree	Neither agree nor disagree	Net Agree Strongly/Somewhat Agree
Understands its listeners	45%	35%	2%	2%	15%	81%
Is a station I trust	68%	21%	2%	0%	9%	89%
Is a station I relate to	53%	34%	3%	0%	10%	87%
Is a station 'for me'	43%	41%	5%	1%	10%	84%
Broadcasts valuable and relevant content	60%	33%	2%	0%	5%	93%
Has good presenters	56%	32%	5%	1%	6%	88%
Plays good music	16%	33%	15%	3%	33%	48%
Is part of my life	42%	43%	3%	1%	10%	85%

COMMUNITY NEEDS FULFILMENT

Statements about Station - Occasional Listeners

Base = 12

	Agree strongly	Somewhat agree	Somewhat disagree	Strongly disagree	Neither agree nor disagree	Net Agree Strongly/Somewhat Agree
Understands its listeners *	17%	42%	0%	8%	33%	58%
Is a station I trust *	42%	25%	0%	0%	33%	67%
Is a station I relate to *	33%	17%	0%	0%	50%	50%
Is a station 'for me' *	17%	17%	8%	0%	58%	33%
Broadcasts valuable and relevant content *	33%	17%	0%	8%	42%	50%
Has good presenters *	33%	33%	8%	0%	25%	67%
Plays good music *	0%	17%	17%	0%	67%	17%
Is part of my life *	0%	33%	8%	8%	50%	33%

*Caution Low Sample Size

CONTRIBUTERS PROFILE

Base = 172

	Currently	In the Past	Consider
Volunteering at this Station	10%	3%	19%
An employee of this Station	1%	1%	7%
A shareholder of this Station	0%	0%	2%
A member or subscriber of this Station	12%	2%	12%
Making regular donations to this Station	3%	2%	3%
Making occasional donations to this Station	10%	5%	19%
Sponsoring this Station	1%	0%	2%
Leaving a bequest to this Station	3%	0%	5%
None of these	71%	90%	52%