COMMUNITY RADIO NATIONAL LISTENER SURVEY

World Radio 6EBA 95.3 (6EBA)

Who is listening?

- Nationally **4,519,000** Australians listen to their local community radio station in a typical week **(27% of the 15+ population)**
- Nationally **9,562,000** Australians listen to their local community radio station in an average month **(57% of the 15+ population)**
- **475,000** listen in Perth in a typical week **(37% of the 15+ population)**
- **812,000** listen in Perth in an average month **(63% of the 15+ population)**
- On average Perth listeners will tune in for **7.4** hours in a typical week

(McNair Ingenuity 2010)

Why are they listening?

- Specialist music programs (61%)
- Local information/ local news (49%)
- Programs not available elsewhere/ I hear something that I don't hear anywhere else (48%)

(Results for Perth)

6EBA Listeners

With **1,163,300** people (15+) in its broadcast licence service area:

- **6EBA** is estimated to share in a community radio audience reach of **348,990** in a typical week **(37% of the 15+ population)**
- **6EBA** is estimated to share in a community radio audience reach of **697,980** in an average month **(63% of the 15+ population)**

(Based on the 2010 National Listener Survey results with additional estimates by CBOnline)

Community Radio National Listener Survey report available at www.cbonline.org.au

CBAA COMMUNITY BROADCASTING ASSOCIATION OF AUSTRALIA

mcnair ingenuity research

Community Broadcasting Foundation Ltd