**Station Community Engagement Survey**

**2RPH Listener Survey**

Report prepared for 2RPH – SCES Wave 1 May 2019

**Summary**

**Gender**

Male 65%

Female 35%

Other 1%

**Average age**

63 years

**Time spent listening**

17.1 hours per week

**Day parts – When do people listen?**

5:00am to 9:00am = 61%

9:00am to 12:00 noon = 68%

12:00noon to 3:00pm = 62%

3:00pm to 7:00pm = 63%

7:00pm to 12:00am = 48%

12:00am to 5:00am = 24%

**Station does best**

85% said Australian news and information

**Main reason for listening**

67% said Australian news and information

**Favourite music style**

55% said classical music

**Top attributes**

77% said documentaries about interesting issues

**Time spent listening by location**

64% said they listen to 2RPH at home

25% said in a car

Out of these listeners, 73% listen on an AM/FM radio signal from home and 92% listen on an AM/FM signal in a car.

**Top 5 music styles**

1. Classical music (55%)

2. 60s and 70s music (47%)

3. Easy listening music (38%)

4. Jazz/Blues (38%)

5. 80s and 90s music (30%)

**Audience needs**

**What listeners want from your station – Top 10**

1. Australian news and information (77%)

2. Documentaries about interesting issues (77%)

3. Overseas news and information (69%)

4. Reading services for the visually impaired (65%)

5. Interviews with experts on a topic (63%)

6. Guidance and discussion of health topics (57%)

7. Information about government services (46%)

8. Emergency broadcast (45%)

9. Information about the local area or local issues (41%)

10. Cultural programming (33%)

**Reasons for listening – Top 6**

1. Australian news and information (67%)

2. Overseas news and information (57%)

3. Documentaries about interesting issues (53%)

4. Reading services for the visually impaired (52%)

5. Information/documentaries about specific social issues (35%)

6. Interviews with experts on a topic (35%)

**Statements about the station**

Understands its listeners (79%)

Is a station I trust (88%)

Is a station I relate to (84%)

Is a station ‘for me’ (81%)

Broadcasts valuable and relevant content (90%)

Has good presenters (86%)

Plays good music (46%)

Is part of my life (82%)