



## Salt 106.5 is the fastest growing radio station on the Sunshine Coast!

The latest Sunshine Coast radio listener survey confirms Salt 106.5 (FM) is the fastest growing radio station here on the Coast, now reaching 42,000 listeners. As a point of reference, picture the Gabba full to capacity (see below image) and this is how many people we are now reaching!

In May of this year Salt 106.5 commissioned **McNair Ingenuity Research** to conduct a Community Radio Listener Survey of Sunshine Coast radio listening habits. The results, just released, have provided us with invaluable feedback about our listeners, the current trends and provided us with an insight into the sector itself. Below is just a snapshot of the results.

### Listener Reach up by 425%

|                   |   |                  |
|-------------------|---|------------------|
| 2012 listenership | - | 8,000 per month  |
| 2017 listenership | - | 42,000 per month |

### Age Groups:

|       |   |     |
|-------|---|-----|
| 15-24 | - | 24% |
| 25-39 | - | 19% |
| 40-54 | - | 40% |
| 55+   | - | 17% |

### Occupation:

|   |   |     |
|---|---|-----|
| Professional, business manager or executive       | - | 19% |
| Business owners, self-employed, sales or clerical | - | 14% |
| Technical, skilled, semi-skilled or manual        | - | 19% |

### Main Grocery Buyer:

|     |   |     |
|-----|---|-----|
| Yes | - | 68% |
| No  | - | 32% |

### Gross Annual Income:

|                   |   |     |
|-------------------|---|-----|
| \$20,000 and over | - | 46% |
|-------------------|---|-----|



More McNair data upon request.

McCindle Research findings on page 2.

In March of this year Salt 106.5 also participated in a national **McCrimdle Research** study, which looked at the impact that Salt 106.5 and other faith based community stations like us are having on listeners compared to that of commercial radio. Here are some of the results.

- 86% of Salt 106.5 listeners **trust our sponsors** more than commercial stations
- 77% of Salt 106.5 listeners **respond to our sponsors message** more than a commercial advertisers message

Salt 106.5 listeners are much more responsive than commercial radio listeners. In the last year, in response to a sponsor or advertisers message, our Salt 106.5 listeners are...

- 66% (2.1 x) more likely to **visit our sponsor's website**
- 54% (3.1 x) more likely to **give to our sponsor's financial appeal**
- 49% (1.9 x) more likely to **access our sponsor's service**
- 47% (2 x) more likely to **attend an event of one of our sponsors**
- 43% (1.7 x) more likely to **purchase a product from one of our sponsors**

Life Impact of my radio station

- 75% of Salt 106.5 listeners say this station provides a direct benefit to **me** (vs 24% commercial)
- 64% of Salt 106.5 listeners say this station provides a direct benefit to **my family** (vs 17% commercial)
- 68% of Salt 106.5 listeners say this station provides a direct benefit to **my community** (vs 27% commercial)

The impact of Salt 106.5 on my life has increased...

- Quality of **decision-making** (by 60%)
- **Prayer life** (by 54%)
- **Bible reading** (by 49%)
- **Church attendance** (by 30%)



#### About McCrimdle Research

As Australia's social researchers, McCrimdle Research takes the pulse of the nation. They research communities, survey our society, analyse the trends and communicate the findings.

McCrimdle is commissioned by government, leading brands and some of Australia's largest organisations because of they are renown for conducting world class research and communicating the insights in innovative ways.

Their expertise is analysing findings and effectively communicating insights and strategies. Their skills are in designing and deploying world class social and market research. McCrimdle's purpose is advising organisations to respond strategically to the trends and so remain ever-relevant in changing times. As social researchers they help organisations, brands and communities know the times.

#### About McNair Ingenuity Research

McNair Ingenuity Research has been commissioned to conduct each of the National Listener Surveys to date (over 10 years). McNair Ingenuity Research is a fully accredited market and social research organisation and has 70 years experience conducting radio audience research, going back to the first radio audience studies conducted in Australia in 1934.

#### About Salt 106.5

Salt 106.5 provides a positive radio environment with lots of support and practical advice to help every local Sunshine Coast family experience a "fresh full life". We are constantly promoting faith, supporting local families and good clean fun.

Our programs include a great mix of music, both Christian and mainstream hits, supportive family programmes, news, interviews and loads of listener interaction. Salt 106.5 broadcasts 24 hours, seven days a week, reaching out to the Sunshine Coast community.

Salt 106.5 is owned and operated by Sunshine Coast Christian Broadcasters Association Inc (SCCBA). The New brand and format of Salt 106.5 was introduced on Dec 1, 2016. The station started broadcasting in 1993 and was then called 106.5 Rhema FM.