



Warner and Balogh trade blows on community radio listenership figures

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Another war of words has broken out between CRA and the Community Radio sector over listenership information. Responding to an article on the recently released community radio research in *The Age* last week, **Joan Warner** has provoked a reply from McNair's **Matt Balogh**.



McNair's Matt Balogh

Similar to [radioinfo's article](#) on the release of the figures, The Age's Matthew Ricketson reported the community radio listenership figures, saying:

"The audience for community radio has jumped in the past two years even as the overall audience for commercial radio has marginally declined, according to a survey. The McNair Ingenuity telephone survey of 5000 people, commissioned by the Community Broadcasting Association of Australia, found that the proportion of people aged 15 and over who listened to a community radio station in an average week had increased from 4,034,000 in 2006 to 4,519,000 this year..."

Joan Warner wrote to the Age in response to the article, saying:

"It is far from accurate - but it is separate research to the official radio surveys that the community sector carries out every 2 years - they phone a couple of thousand people and ask leading questions - like have you ever listened to local community radio - without defining what that means - so the figures in our view are grossly exaggerated. However, we needed to choose whether to respond and give the ridiculous claims more air - as only 1 paper ran the story we decided to ignore it."

The exchange was reported in Crikey, which printed this response from McNair Ingenuity's Managing Consultant **Matt Balogh** today:

"Joan Warner is incorrect in her statements. The Community Broadcasting Association of Australia National Listener Survey is conducted by an organisation that has over half a century of experience in radio surveys. The sample comprises 5,000 people across Australia, and the questions are not leading - listeners are asked about a list of specific community stations. The survey has been run three times with very consistent results, and the method has been reviewed and endorsed by the Federal Department of Broadband, Communications and the Digital Economy."

"Every time the National Listener Survey is released we hear Ms Warner's rhetoric, and every time we have to rebuke her. The fact is that Community Radio is continuing to grow in Australia, and blaming the messenger will not help the commercial sector. Community radio provides 9.5 millions Australians with content that addresses community interests and needs."

Sourced from Radioinfo – www.radioinfo.com.au