

# **Collaborative Evaluation & Research Centre**

**Supporting Innovative Research and Evaluation**



## **GIPPSLAND FM – NOW AND INTO THE FUTURE PROJECT 2024**

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FEDERATION UNIVERSITY  
COLLABORATIVE EVALUATION &  
RESEARCH CENTRE

SUPPORTING INNOVATIVE RESEARCH AND EVALUATION

GIPPSLAND FM -  
NOW AND INTO THE FUTURE  
PROJECT, 2024

NOVEMBER 2024

## ACKNOWLEDGEMENTS

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The Collaborative Evaluation & Research Centre (CERC) Federation University Gippsland, acknowledges Aboriginal and Torres Strait Islander people as the traditional owners and custodians of the land, sea and nations and pays our respect to elders, past, present and emerging. The CERC further acknowledges our commitment to working respectfully to honour their ongoing cultural and spiritual connections to this country.

The CERC would like to acknowledge the Gippsland FM for funding this project.

The CERC also would like to thank Gippsland FM for their support and contribution to the activity of the evaluation of Gippsland FM – Now and into the Future Project. The ongoing commitment and support from this organisation for the project ensured a robust evaluation.

## ABOUT THE AUTHOR

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The Collaborative Evaluation & Research Centre (CERC) Federation University Gippsland is an innovative initiative that aims to build evaluation capacity and expertise locally in Gippsland, and nationally and internationally. As a local provider in Gippsland, Victoria, the CERC understands the value of listening to the community and has the ability to deliver timely and sustainable evaluations that are tailored to the needs of a wide variety of organisations.

Professor Joanne Porter is the Director of the CERC. Joanne has led a number of successful research projects and evaluations in conjunction with local industry partners. She has guided the development of the CERC since its formation in 2018.

The CERC team that evaluated the Gippsland FM Project 2024 included:

- Professor Joanne Porter
- Dr Daria Soldatenko
- Chelsea Webb
- Dr Sambath My
- Luis Hualda



# CONTENTS

ACKNOWLEDGEMENTS.....	4
ABOUT THE AUTHOR.....	4
1. EXECUTIVE SUMMARY .....	6
1.1 INTRODUCTION .....	6
1.2 KEY FINDINGS.....	6
1.3 KEY RECOMMENDATIONS.....	7
2. EVALUATION OF THE GIPPSLAND FM – NOW AND INTO THE FUTURE PROJECT .....	10
2.1 INTRODUCTION.....	10
2.2 PROJECT DELIVERY / ACTIVITIES .....	10
3. THE EVALUATION .....	11
3.1 AIM OF THE EVALUATION .....	11
3.2 EVALUATION RESEARCH AIMS .....	11
3.3 DATA COLLECTION / TOOLS USED .....	11
4. EVALUATION FINDINGS .....	12
5. DISCUSSION AND RECOMMENDATIONS.....	26
5.1 DISCUSSION.....	26
5.2 RECOMMENDATIONS.....	28
6. LIMITATIONS .....	29
7. METHODOLOGY .....	30
7.1 CONCEPTUAL FRAMEWORK.....	30
7.2 EVALUATION METHODOLOGY .....	30
8. ETHICAL APPROVAL AND PRACTICE.....	32
9. ABBREVIATIONS .....	32
10. LIST OF FIGURES.....	33
11. APPENDICES .....	33

## 1. EXECUTIVE SUMMARY

### 1.1 INTRODUCTION

Local radios play an important part in local communities, being the source of information on current events, entertainment, and a place where people can develop social connections. It was also found that community radios and talkback shows, provide people who experience isolation, an opportunity to connect with other people.<sup>1</sup> Community radios also present an opportunity for understanding issues more accessible to people in local communities, which can enhance the ability of people to make important decisions such as in elections.<sup>2</sup>

This project aimed to determine the preferences of listeners in the local community to make radio stations more responsive to local needs. Providing information that can allow radio stations to develop strategies to stay relevant and sustainable programming.

The Collaborative Evaluation and Research Centre (CERC) in partnership with Gippsland FM, a locally produced radio station, was commissioned to better understand listener preferences to guide future programming and segments. Three main research aims were created:

1. Develop an understanding of Gippsland's awareness of the station.
2. Develop a profile of the people listening to the station.
3. Develop an understanding of the future of Gippsland FM in the region, its purpose, audience appreciation and scheduled segments.

Data were collected from August - November 2024 through a Gippsland radio listeners survey. This project has been de-identified, with all references to Gippsland FM removed from participant-facing documentation to ensure biased, conflicted or organised responses are less likely to be obtained.

### 1.2 KEY FINDINGS

A number of key findings were achieved, and subsequent recommendations were developed within the project. These key findings and recommendations provide an overview of the significant outcomes that were extracted from the data, with SMART (Specific, Measurable, Achievable, Relevant and Time-bound) recommendations on how to implement data in potential future iterations of the project.

This report presents findings from the Gippsland radio listener survey conducted to evaluate the preferences and perceptions of Gippsland FM and other local radio stations. The analysis, based on 104 completed surveys, highlights a diverse audience with a strong preference for local news and music.

The data from the listener survey provided insights into radio listening profiles among the Gippsland community, their listening habits focusing on various aspects, including preferred radio stations, listening times, formats, and their preferences as well. The demographic analysis revealed that the majority of participants were women (n=56, 53.8%) and aged 41-60 years (n=49, 47.1%), with a

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<sup>1</sup> Ewart, J. (2013). Local people, local places, local voices and local spaces: How talkback radio in Australia provides hyper-local news through mini-narrative sharing. *Journalism*, 15(6), 790-807. <https://doi.org/10.1177/1464884913491652>

<sup>2</sup> Nettlefold, J. E. (2019). Listening at the local level: the role of radio in building community and trust. *Media International Australia*, 172(1), 74-88. <https://doi.org/10.1177/1329878x19858662>

significant proportion holding higher education qualifications (n=52, 50.0%). Most participants worked full-time (n=45, 43.5%), part-time (n=22, 21.2%) or were retired (n=19, 18.3%). Nearly all spoke English at home, reflecting a homogeneous language background. Income levels varied, with the majority (n=46, 44.2%) earning between \$501-\$2,000 weekly.

According to the findings, FM radio was the most popular format, with 87.5% of participants (n=91) listening to FM in the past week, while AM radio and podcasts each attracted about 30%. The most frequently listened-to station was ABC Gippsland Radio (n=40, 38.5%), followed by Gippsland FM (n=21, 20.2%) and Triple M (n=20, 19.2%). Peak listening occurred in the early morning (6 am - 9 am), with 71.2% (n=74) tuning in, followed by the late afternoon slot (3 pm - 6 pm) (n=51, 49.0%). The majority of participants (n=59, 56.7%) primarily tuned in while driving. Daily listening time was mostly within 1 hour (n=52, 50.0%), with fewer people listening for extended periods.

Regarding content preferences, 'Local information/local news' (n=75, 72.1%) and 'Music' (n=74, 71.2%) were reported as the primary reasons for listening to the radio. This indicates a strong preference for content that connects listeners to their community. Rock and pop were the most favoured genres (n=40 each), followed by music from the 70s and 80s (n=35 each).

Participants' comments and suggestions for improvement included greater program diversity, less talk and advertising, more local content, and balanced political reporting. Most participants felt their preferred stations met their needs for news and community information but identified opportunities for improved music variety and inclusivity. These insights can be useful for tailoring radio content to meet the preferences and needs of the Gippsland community better.


### 1.3 KEY RECOMMENDATIONS

Several recommendations for future programming and segments on Gippsland FM have been identified through this project. The following recommendations are based on the findings of this report:

1. Expand content diversity: Introduce genre-specific and niche programming, reduce sports dominance during key times, and incorporate more global perspectives, such as international news (e.g., BBC), to balance local and global perspectives.
2. Enhance music variety: Broaden the range of music, reduce repetitive playlists, and include more genres beyond mainstream and country.
3. Promote local engagement: Increase airtime for local artists and community-focused content to strengthen ties with the Gippsland audience. Feature local events, interviews, and regional issues.
4. Integrate local content into music programming: Incorporate brief but meaningful local updates within music segments to balance the audience's desire for local content with their preference for more music.
5. Enhance commuter-focused programming: Tailor peak commute-time content to include brief and engaging segments such as traffic updates, weather forecasts, and local news, interspersed with music to better serve commuting listeners.
6. Address political concerns: Develop guidelines to ensure politically balanced and unbiased reporting. Ensure fair representation of different viewpoints and reduce political content during peak hours.

7. Improve presenter engagement: Offer training to presenters to enhance diversity, professionalism, and audience interaction, especially in morning programs.
8. Streamline programming: Reduce excessive advertising and balance morning show content to avoid overloading listeners with talk and ads. Ensure a mix of music, news, and audience interaction.
9. Consider establishing a dedicated local news service: Develop a local news service by leveraging online platforms and partnerships with local contributors to meet audience demand for community-focused content.
10. Invest in broadcasting infrastructure: Improve signal reception across Gippsland, particularly in rural areas. Explore digital radio options and invest in apps for streaming to enhance accessibility.
11. Leverage digital platforms: Invest in mobile apps and podcasts to engage younger, tech-savvy listeners. Offer exclusive digital content and interactive features like song requests and topic suggestions.

By addressing these recommendations, Gippsland FM can better meet the evolving needs of its audience while maintaining its role as a trusted source of local news and entertainment.

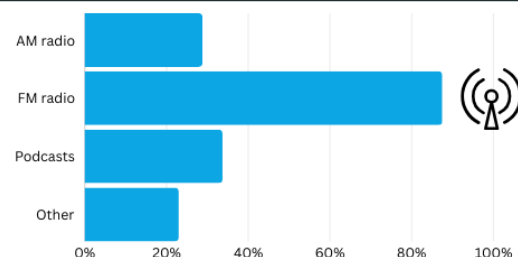


# GIPPSLAND FM - NOW AND INTO THE FUTURE

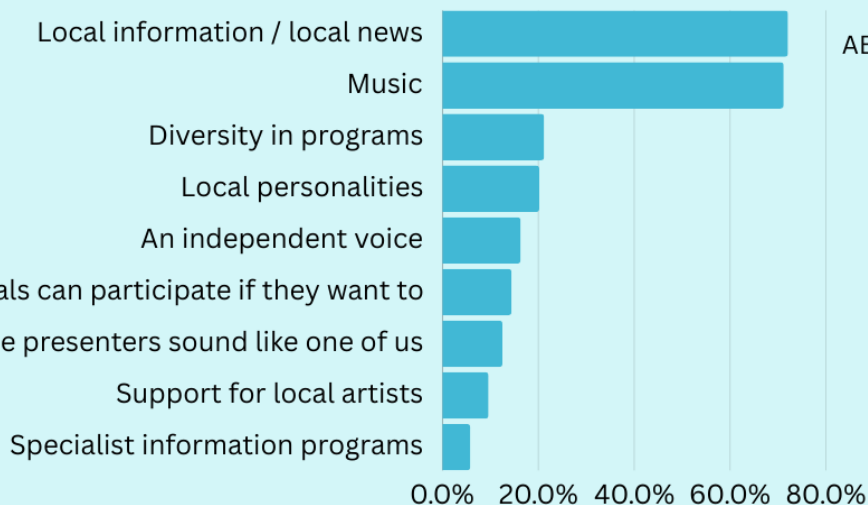


## Gippsland radio listener survey

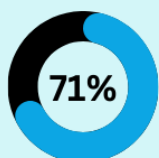
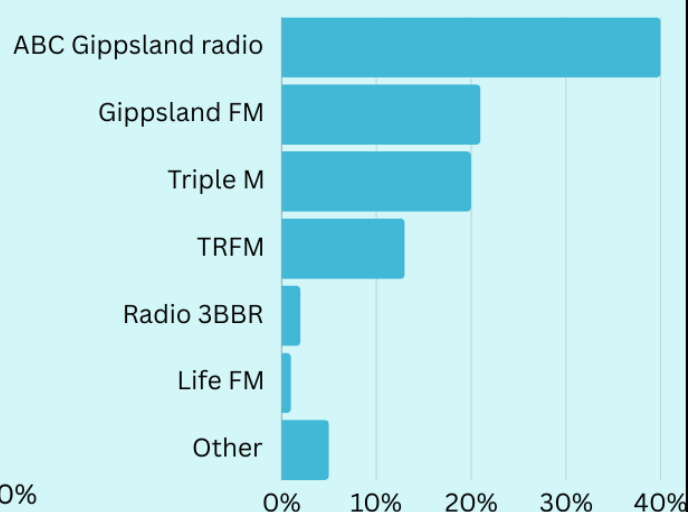
**104** participants



### Reasons for listening to the radio



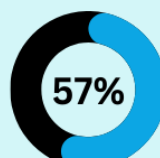
### Preferred FM radio stations



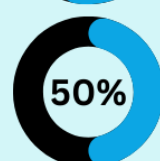
**71%** Listened to the radio in  
the morning  
(6 am - 9 am)



**50%** Listened to the radio  
late afternoon  
(3 pm - 6 pm)

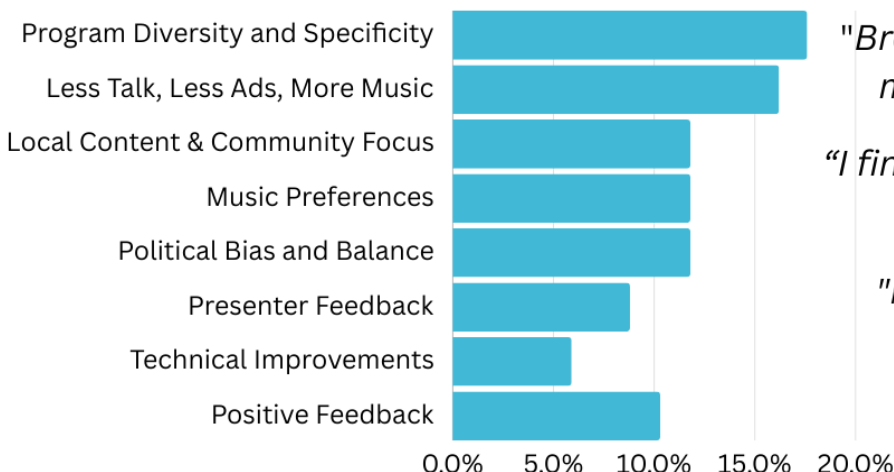


**57%** Listened to the  
radio in the car



**50%** Spent 1- 60 mins  
per day listening to  
the radio

### Participants' recommendations



### Comments

"Breakfast radio. Too much talking. I need music to listen to on my way to work"

"I find some morning slots are becoming too political and pushing an agenda"

"More local news", "More local talent"

"More diversity of programs"

"Very happy with all of Gippsland FM"

## 2. EVALUATION OF THE GIPPSLAND FM – NOW AND INTO THE FUTURE PROJECT

### 2.1 INTRODUCTION

Local radio stations are essential pillars of regional communities, offering more than just news updates and entertainment. They serve as trusted sources of information on local events, weather updates, and community issues while acting as hubs for cultural expression and identity. These stations foster a sense of belonging by creating opportunities for social engagement, particularly through interactive programs like community discussions and talkback shows, which help reduce feelings of isolation for many, including the elderly, those in remote areas, and individuals facing social barriers.<sup>1</sup>

Furthermore, community radio plays a significant role in education and empowerment. By presenting complex topics—such as health initiatives, environmental concerns, and political processes—in an accessible manner, they enhance public awareness and understanding. This, in turn, equips residents to make informed decisions, whether it's participating in local governance, voting in elections, or taking action on pressing social and economic issues.<sup>2</sup>

Local radio also supports the growth of regional talent, providing a platform for local artists, musicians, and storytellers to share their work and contribute to the unique cultural fabric of their communities. Overall, the presence of local radio strengthens community bonds, enriches lives, and promotes a well-informed, connected, and engaged society.

This project aimed to determine the preferences of listeners in the local community to make radio stations more responsive to local needs. This is expected to provide information that can allow radio stations to develop strategies to stay relevant and sustainable. The Collaborative Evaluation and Research Centre (CERC) in partnership with Gippsland FM, a locally produced radio station, was commissioned to better understand listener preferences to guide future programming and segments.

### 2.2 PROJECT DELIVERY / ACTIVITIES

In partnership with Gippsland FM, the CERC developed the Gippsland radio listener survey which was disseminated across Gippsland. The CERC developed a project flyer containing project information, including a QR code for accessing the survey questionnaire and its link to Qualtrics. The research team was responsible for survey distribution via partner affiliations and social media posts on social media platforms and through snowballing recruitment methods., whilst the funder (Gippsland FM) was responsible for further recruitment via their own partner organisations.

In addition, a paper-based survey was administered in the region and completed forms were collected by the CERC evaluation team, who encoded responses in Qualtrics. Then data were entered into the Statistical Package for Social Sciences (SPSS)<sup>3</sup> for analysis and reporting.

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<sup>1</sup> Ewart, J. (2013). Local people, local places, local voices and local spaces: How talkback radio in Australia provides hyper-local news through mini-narrative sharing. *Journalism*, 15(6), 790-807. <https://doi.org/10.1177/1464884913491652>

<sup>2</sup> Nettlefold, J. E. (2019). Listening at the local level: the role of radio in building community and trust. *Media International Australia*, 172(1), 74-88. <https://doi.org/10.1177/1329878x19858662>

<sup>3</sup> Statistical Package for Social Sciences (SPSS) (2023). (Version 29) [Computer Software]. <https://www.ibm.com/spss>

### 3. THE EVALUATION

#### 3.1 AIM OF THE EVALUATION


Gippsland FM is a local community-run radio station in the Latrobe Valley that aims to connect the community with local-based content. The Collaborative Evaluation & Research Centre (CERC) partnered with Gippsland FM to better understand listeners' preferences and guide future programming and segments.

#### 3.2 EVALUATION RESEARCH AIMS

1. Develop an understanding of Gippslands' awareness of the station.
2. Develop a profile of the people listening to the station.
3. Develop an understanding of the future of Gippsland FM in the region, its purpose, audience appreciation and scheduled segments.

#### 3.3 DATA COLLECTION / TOOLS USED

A quantitative method was used for this project. Data were collected from August - November 2024 through the Gippsland radio listener survey. A self-administered survey questionnaire (Appendix 2, page 34) with some open-text questions was developed to capture three key components: a profile of people listening to the Gippsland FM station, listeners' current understanding of the station, and their suggestions for the future of Gippsland FM in the region. This project had been de-identified, with all references to Gippsland FM removed from participant-facing documentation to ensure biased, conflicted or organised responses are less likely to be obtained.



## 4. EVALUATION FINDINGS

### INTRODUCTION

Presented below are the results of the Gippsland FM listeners survey. Out of 129 responses, 104 completed surveys were included in the analysis.

### DEMOGRAPHIC INFORMATION

Women were slightly more represented in the sample (n=56, 53.8%) compared to men (n=42, 40.4%) (Figure 1). Two participants identified with a different term, two preferred not to state their gender, and two did not respond to this question.

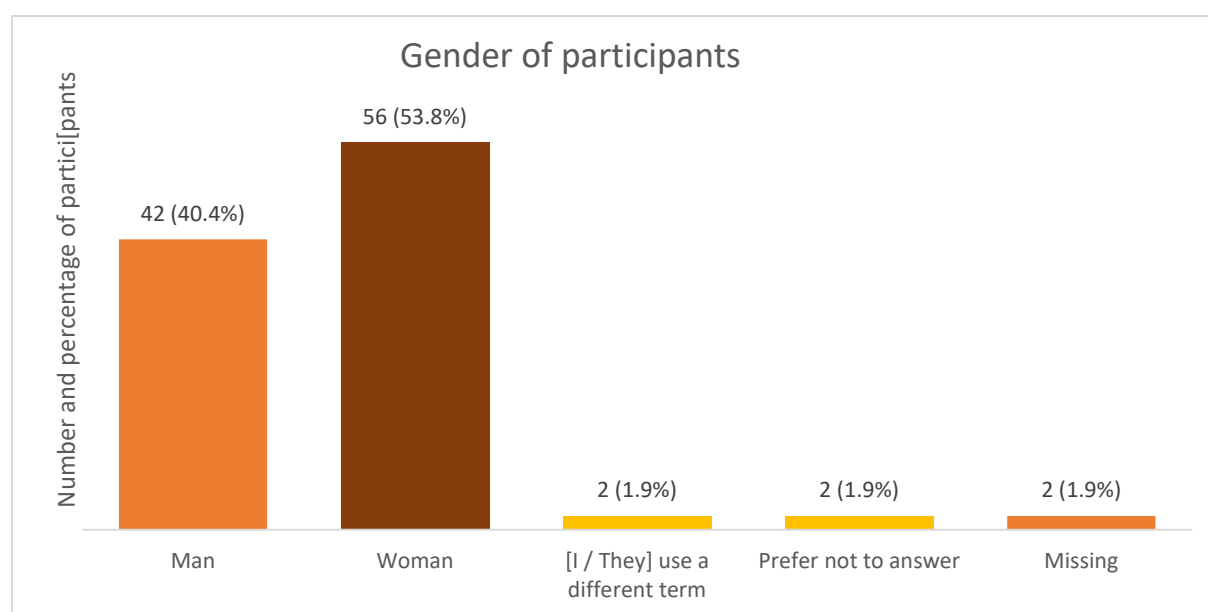


Figure 1. Gender of participants

All participants were over 16 and diverse in age, with the majority falling into the 41-60 age range (n=49, 47.1%). This was followed by people from 70 and above (n=16, 15.4%), 61-70 years (n=15, 14.4%) and 30-40 years (n=14, 13.5%). Two participants did not indicate their ages. The number of participants for each age category is shown in Figure 2 below. Only one participant reported speaking a language other than English at home, suggesting a homogeneous linguistic background.

A comparison of the age groups of participants with Latrobe City demographics<sup>4</sup>, presented in Figure 2, revealed an overrepresentation of participants in the 41-50 and 51-60 age groups (28.8% and 18.3% respectively), which are notably higher than the corresponding segments in the general Latrobe City population. Conversely, younger participants, particularly those in the 16-19 and 20-24 age groups, were underrepresented, with these groups comprising only 2.9% and 0% of the survey sample, respectively.

This age group skew suggests that the results may not fully reflect the perspectives of younger residents of Latrobe City, who may have different preferences and behaviours, especially regarding

<sup>4</sup> Australian Bureau of Statistics. (2021). *Latrobe (Vic.): 2021 Census All persons QuickStats*. <https://abs.gov.au/census/find-census-data/quickstats/2021/LGA23810>

media consumption and local content. The overrepresentation of middle-aged and older participants could influence the survey's findings, particularly when considering trends or preferences that may vary significantly across age demographics.

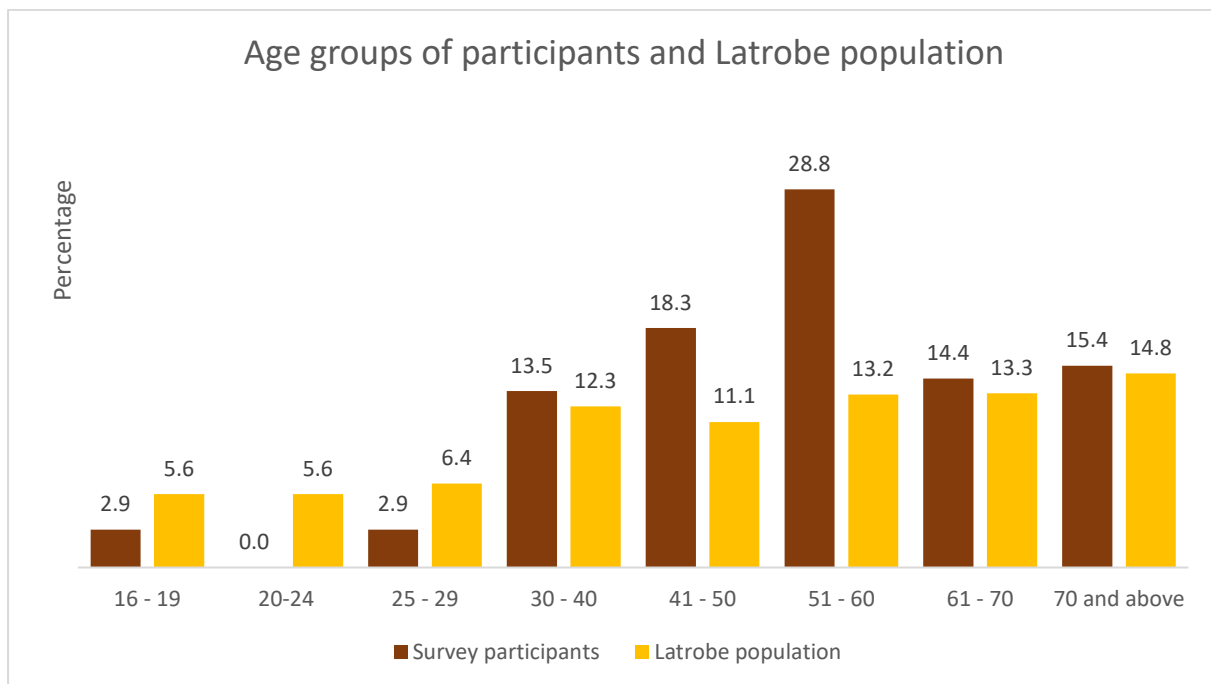


Figure 2. Age distribution of participants compared to ABS Latrobe population by age

Educational levels of participants varied, with a notable proportion having higher education: one-fourth of participants (n=26, 25.0%) held a university degree, and a similar percentage had a postgraduate degree (Figure 3). Additionally, 21 participants (20.2%) had completed TAFE or vocational training. Three participants did not respond to this question.

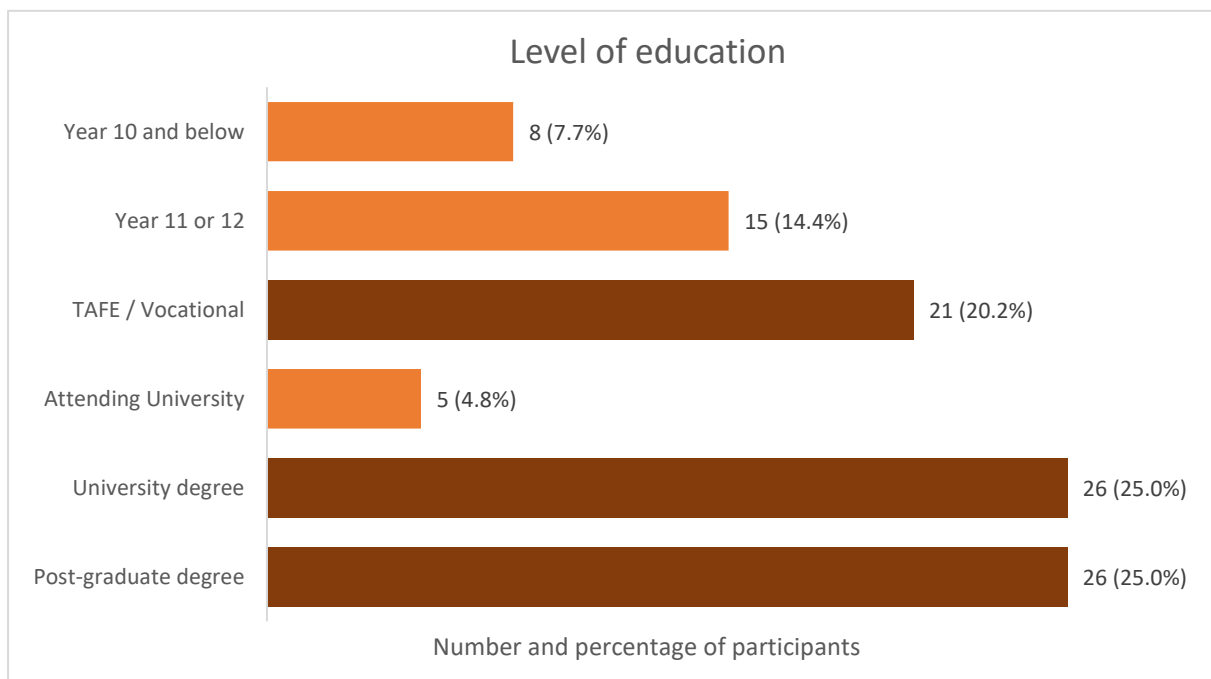


Figure 2. The education level of participants

As shown in Figure 4, the participants' employment status was fairly diverse. Nearly half of the participants were employed full-time (n=45, 43.5%), while 22 participants worked part-time (21.2%). Approximately one-fifth of the participants were retired (n=19, 18.3%), suggesting a notable presence of older individuals who may be regular listeners. Additionally, two participants did not provide information about their employment status.

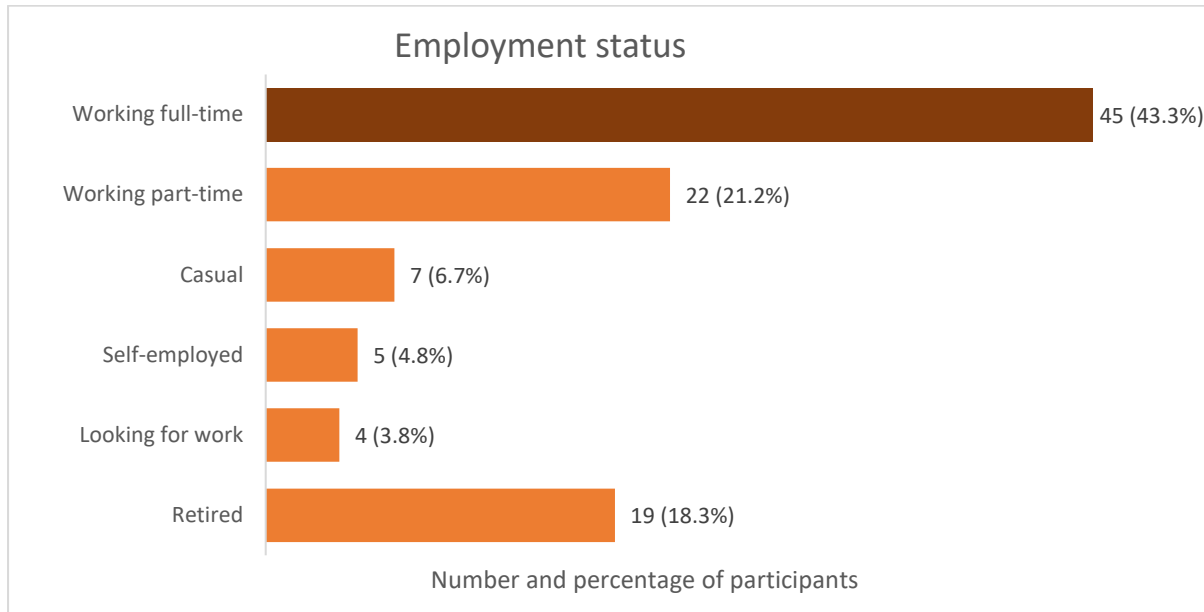


Figure 3. Employment status of participants

Participants' income levels varied, with the majority earning between \$501-\$2,000 weekly (n=46, 44.2%) as shown in Figure 5. Thirty participants (28.8%) preferred not to disclose their weekly income.

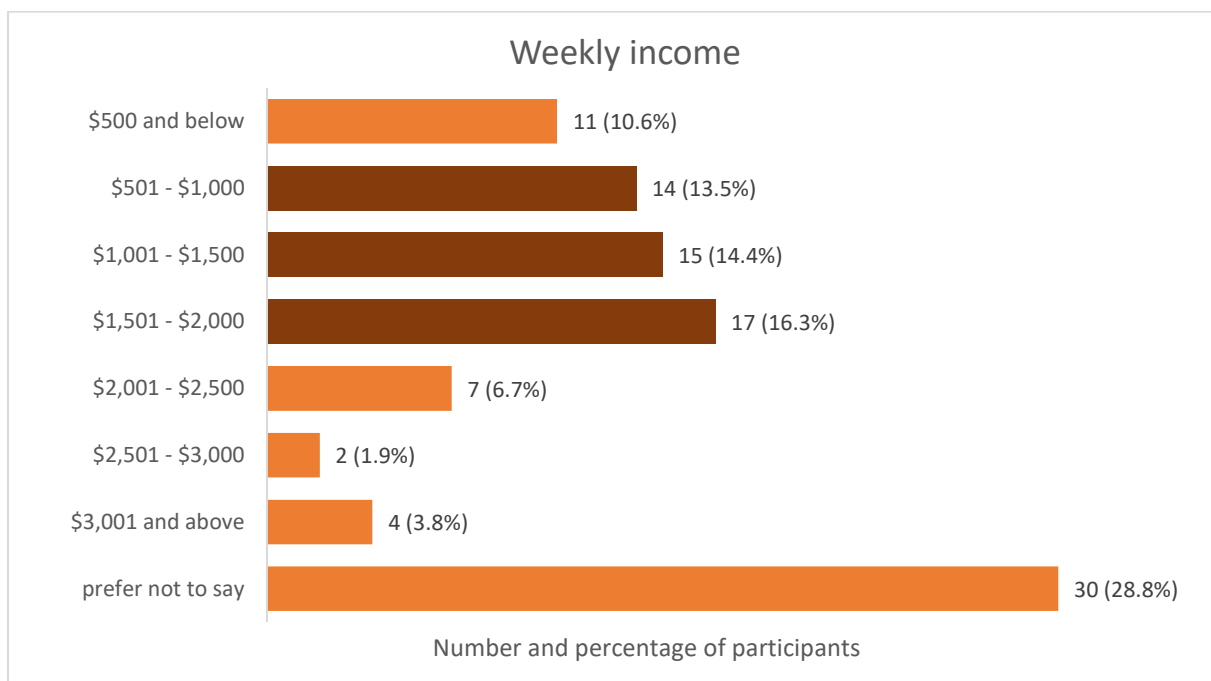


Figure 4. Weekly income of participants

The distribution of towns and suburbs where participants reside is demonstrated in Figure 6 below. The majority of participants were from Traralgon (n=27, 26.0%) and Churchill (n=17, 16.3%). Ten participants who selected 'Other' were from Neerim/Neerim Junction, Neerim South, Warragul, Sale, Walhalla, Maryknoll, Leongatha, Toongabbie, and Tynong North. Two participants did not state their town.

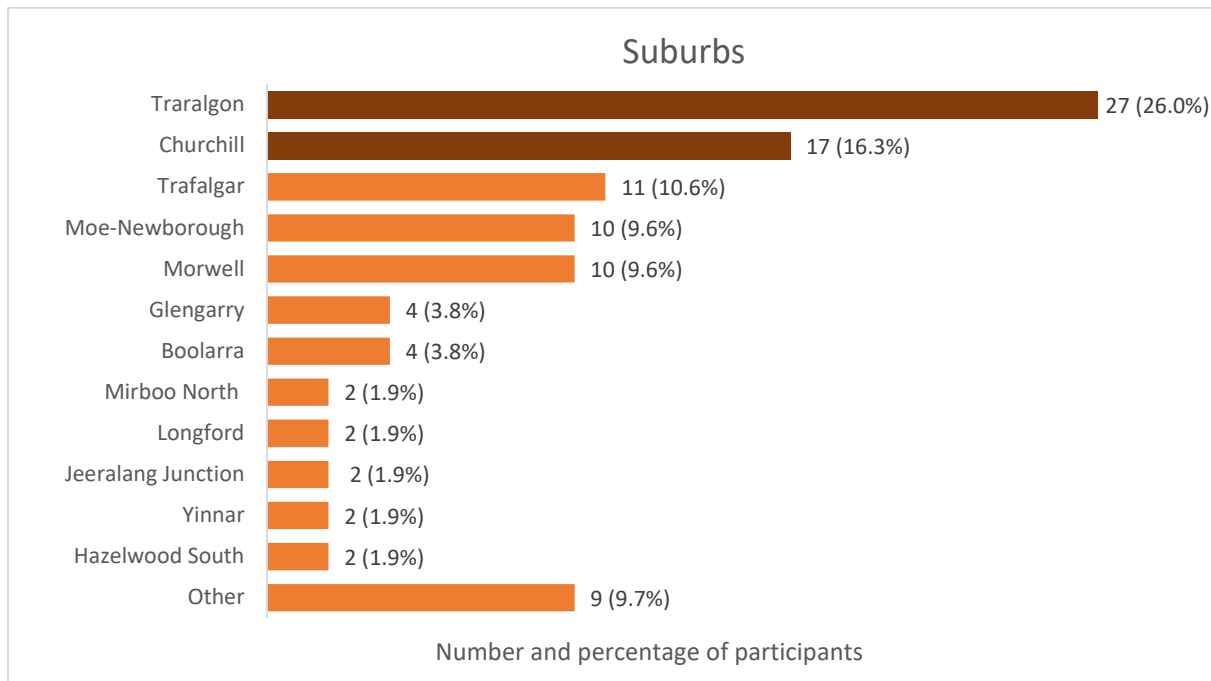


Figure 5. Suburbs where participants live

## PARTICIPANTS' RADIO SETTINGS PREFERENCES

As shown in Figure 7, FM radio was the most popular audio platform (n=91, 87.5%), followed by Podcasts (n=35, 33.7%) and AM radio (n=30, 28.8%). The 'Other' category for audio platforms included a variety of services and formats beyond traditional radio and podcasts, such as streaming services (e.g, Spotify) (n=11, 10.6%), audiobooks (n=6, 5.8%), CDs (n=2, 1.9%) and vinyl (n=1, 1.0%). This diversity highlighted the varied listening preferences of survey participants.

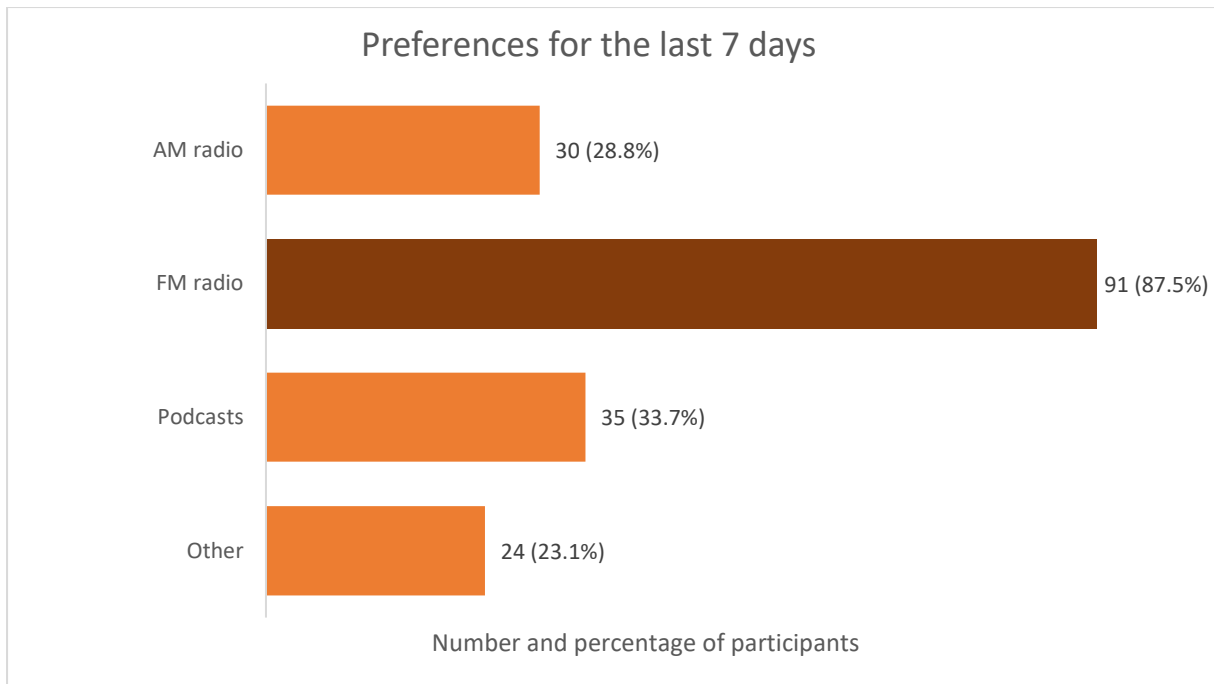


Figure 6. Participants' preferences for audio platforms

Regarding the participants' preferred FM radio stations, the largest group listened to ABC Gippsland radio (n=40, 38.5%), while one-fifth preferred Gippsland FM (n=21, 20.2%) (Figure 8). Tripple M Gippsland ranked third, with 20 participants (19.2%). The remaining three listed FM radio stations collectively accounted for 15.4% (n=15). In addition, five participants chose 'Other' stations without specifying them, and two participants did not respond to this question.

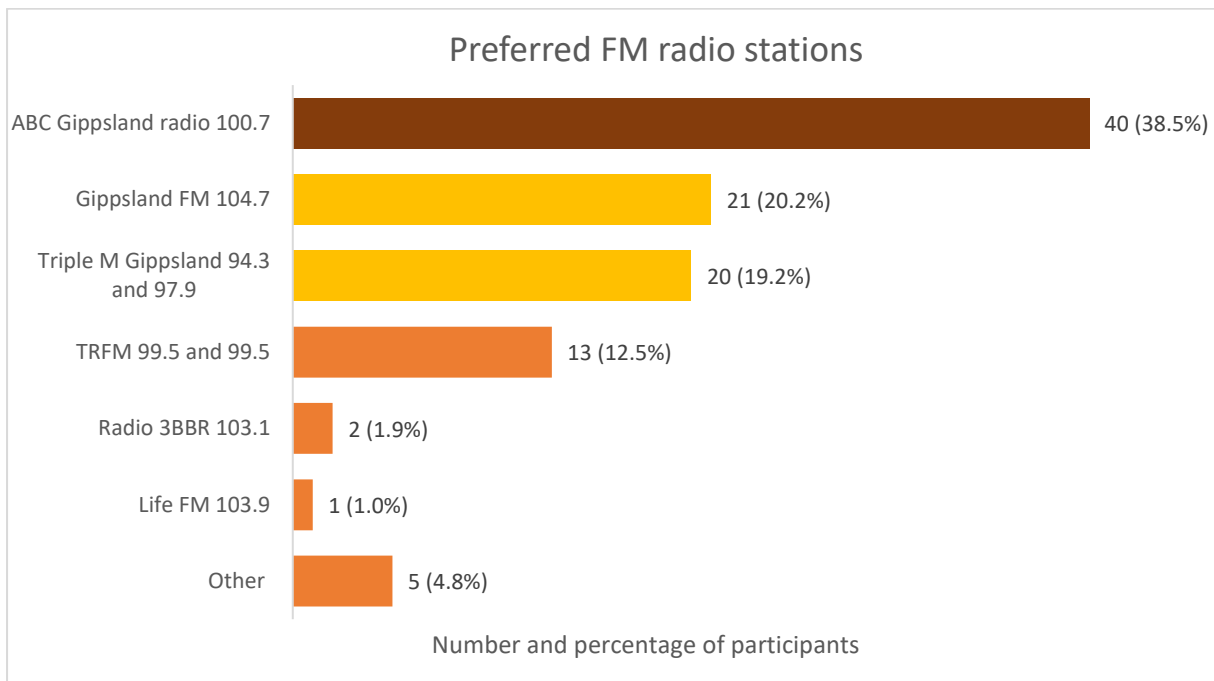


Figure 7. Preferred FM radio stations

The participants were asked to indicate their preferred way of listening to the radio. The majority of participants (n=77, 74.0%) preferred conventional radio tuning, likely for its ease and familiarity. Radio station apps were chosen by 17 participants (16.3%) suggesting a moderate preference for mobile and on-demand access that still preserves station-specific programming (Figure 9). Streaming from a website was noted by 13 participants, showing a smaller group that used direct online streaming to access radio, which may appeal to those who listen on computers or prefer the flexibility of web-based access. The 'Other' responses included audiobooks and CDs.

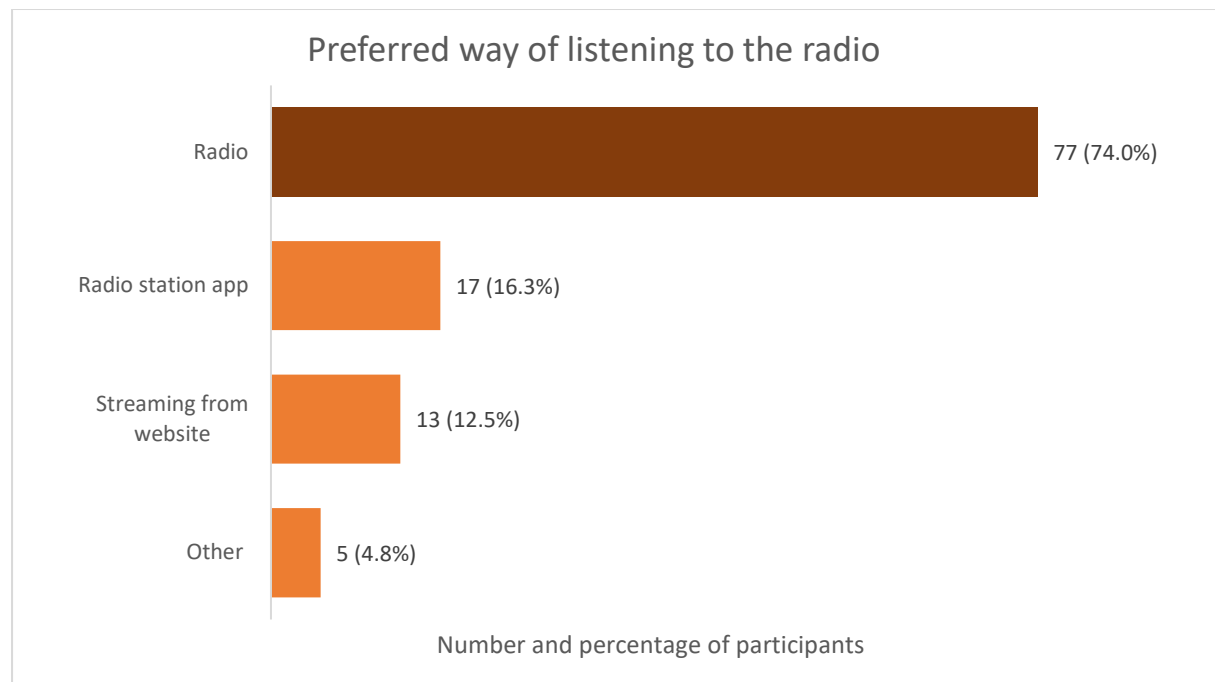


Figure 8. Preferred way of listening to the radio

In response to the question about the preferences for radio listening times throughout the day, the early morning hours '6 am - 9 am (Breakfast)' was reported as the most popular time slot (n=74, 71.2%). The second most popular time slot was '3 pm - 6 pm (Late afternoon)', selected by 51 participants (49.0%). These two time slots more likely align with the typical commute times - heading to work in the morning and returning home late afternoon. In contrast, the 'Evening' and 'Overnight' slots saw lower engagement, possibly due to fewer active listeners during these times. The distribution of responses to this question is presented in Figure 10 below.

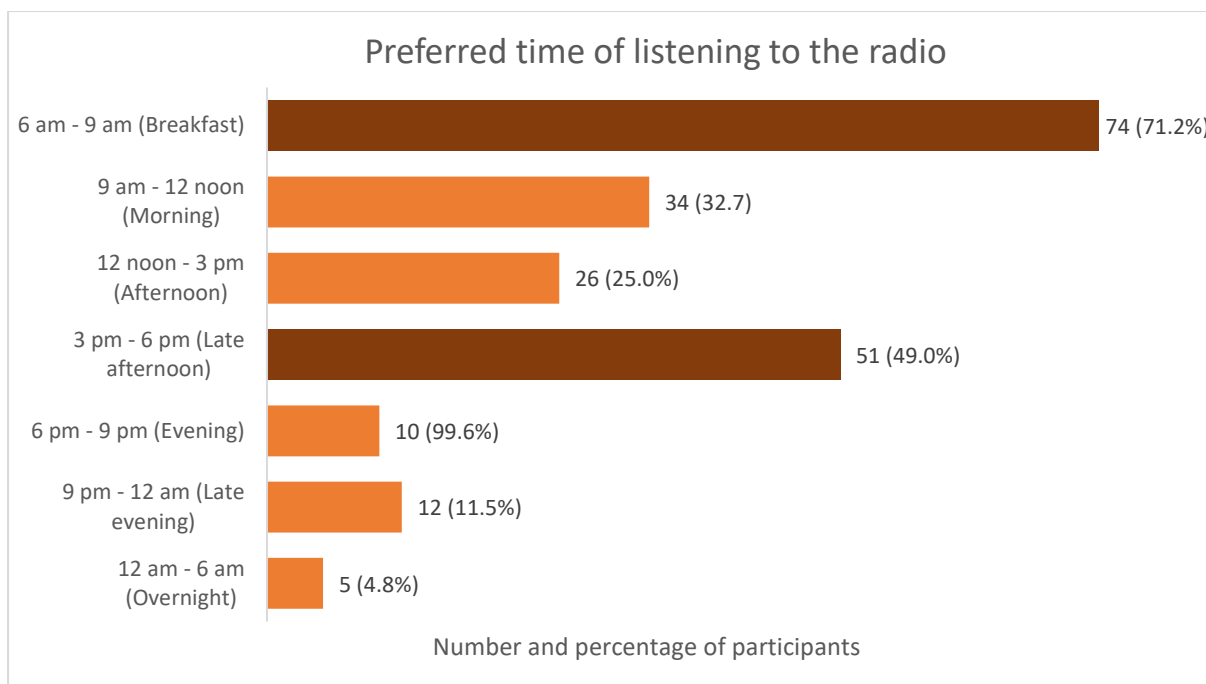


Figure 9. Preferred time of listening to the radio

As shown in Figure 11, half of the participants ( $n=52$ , 50.0%) listened to the radio for less than one hour per day, while one-fourth ( $n=26$ , 25.0%) spent 1-2 hours. Only one participant (1.0%) reported listening for over 10 hours per day. One participant did not respond to this question.

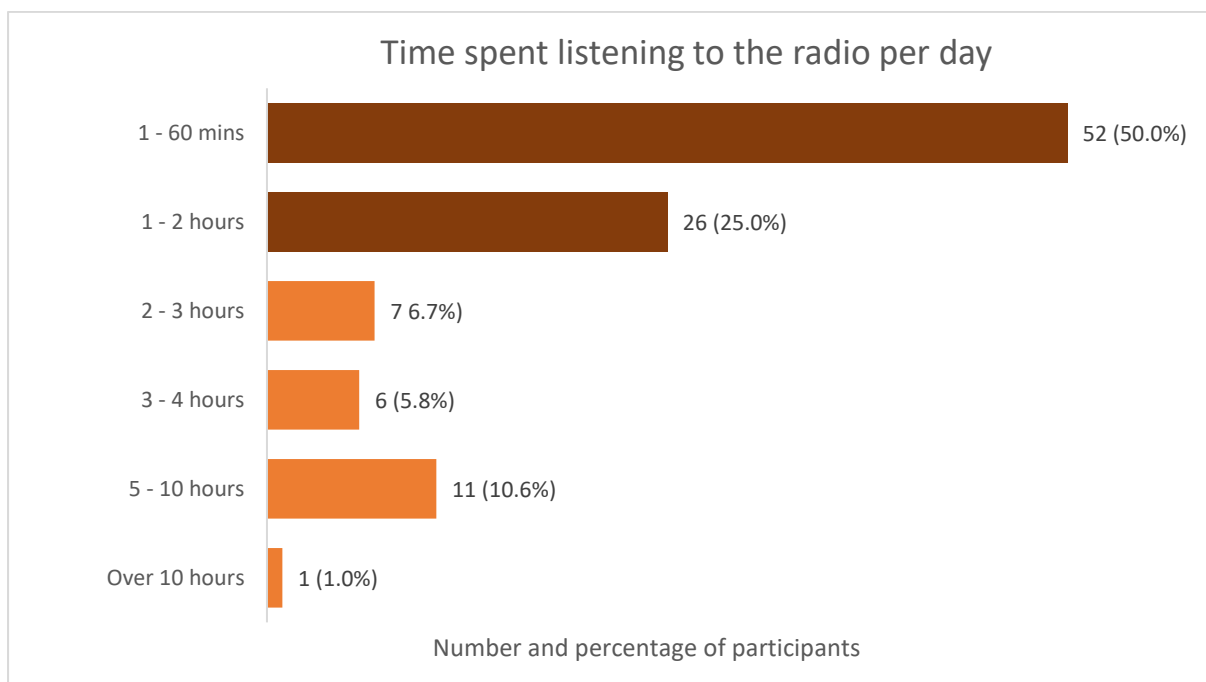


Figure 10. Time spent listening to the radio per day

In terms of where participants listened to the radio (Figure 12), 'In a car' was the most common location (n=59, 56.7%), followed by 'At home' (n=37, 35.6%). Listening 'At work' showed moderate engagement (n=14, 13.5%). This suggests that radio is predominantly consumed during commuting and at home, with a smaller group listening at work. The 'Other' response indicated listening on public transport (n=1, 1.0%).

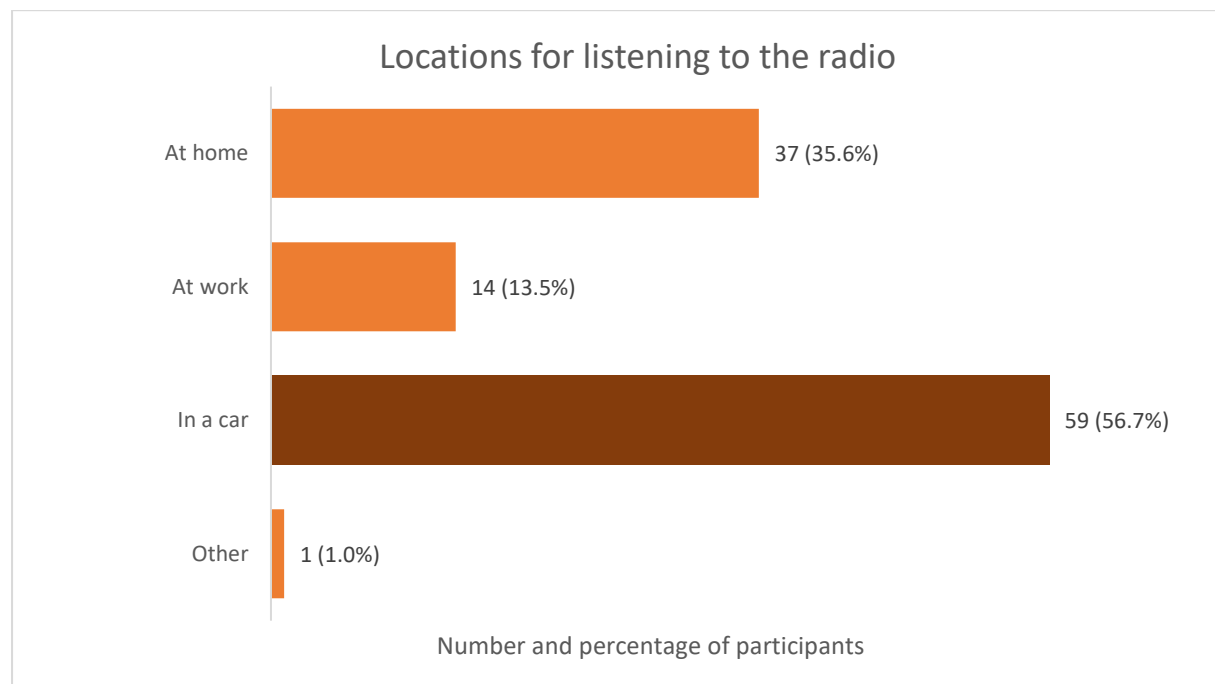


Figure 11. Locations for listening to the radio

## PARTICIPANTS' RADIO CONTENT PREFERENCES

In response to the question about the main reasons for listening to the radio, the two primary motivations participants reported were 'Local information/local news' (n=75, 72.1%) and 'Music' (n=74, 71.2%) (Figure 13). Other notable reasons include 'Diversity in programs' (n=22, 21.2%) and 'Local personalities' (n=21, 20.2%). Less frequently cited reasons are presented in Figure 13 below. Overall, the chart highlights that participants appreciated local content, music, and varied programming when choosing to listen to the radio.

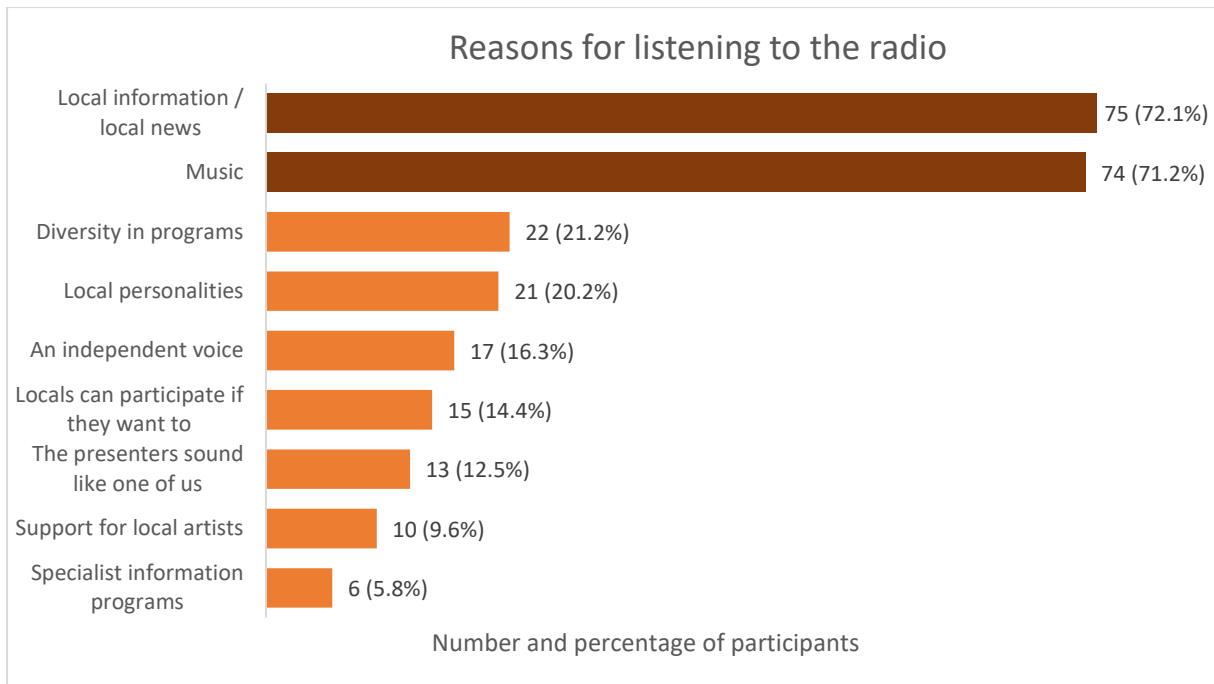


Figure 12. Reasons for listening to the radio

Participants were asked about the type of music they like listening to in an open-ended question. As can be seen in generated word cloud (Figure, 14), the most commonly reported genres were rock (n=40) and pop (n=40), followed by country (n=15), alternative (n=10), and classical (n=6). The top preferred decades were the 70s and 80s (n=35), followed by the 90s (n=20), the 60s (n=12), and 2000s (n=5). Additionally, twenty participants indicated flexibility across genres, expressing a preference for 'all' or 'any' music." The larger the word the more popular the type of music was for the survey participants.

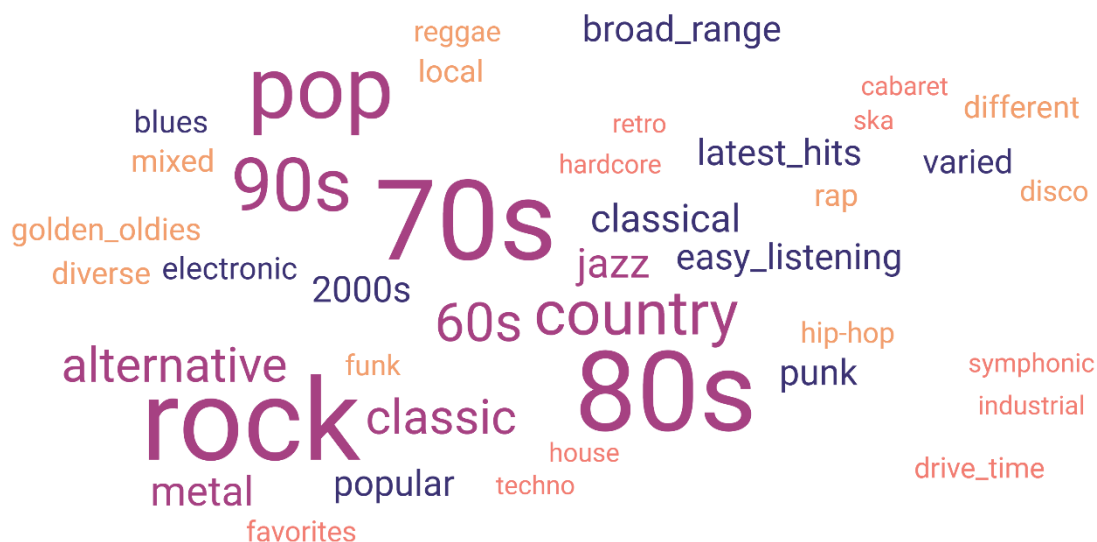


Figure 13. Wordcloud for the question "Which type of music do you like listening to?"

Participants were asked *'If you could change programs on the radio, what changes would they be?'*. This was an open-ended question, and the responses were grouped into similar themes. Some comments addressed multiple themes. Sixty-eight participants (65.4%) responded to this question. A significant number of responses were related to *'Program Diversity and Specificity'* (n=12, 17.6%), followed by *'Less Talk, Less Ads, More Music'* (n=11, 16.2%). *'More Local Content and Community Focus'*, *'Music Preferences'*, and *'Political Bias and Balance'* received an equal number of responses (n=8, 11.8%) (Figure 15).

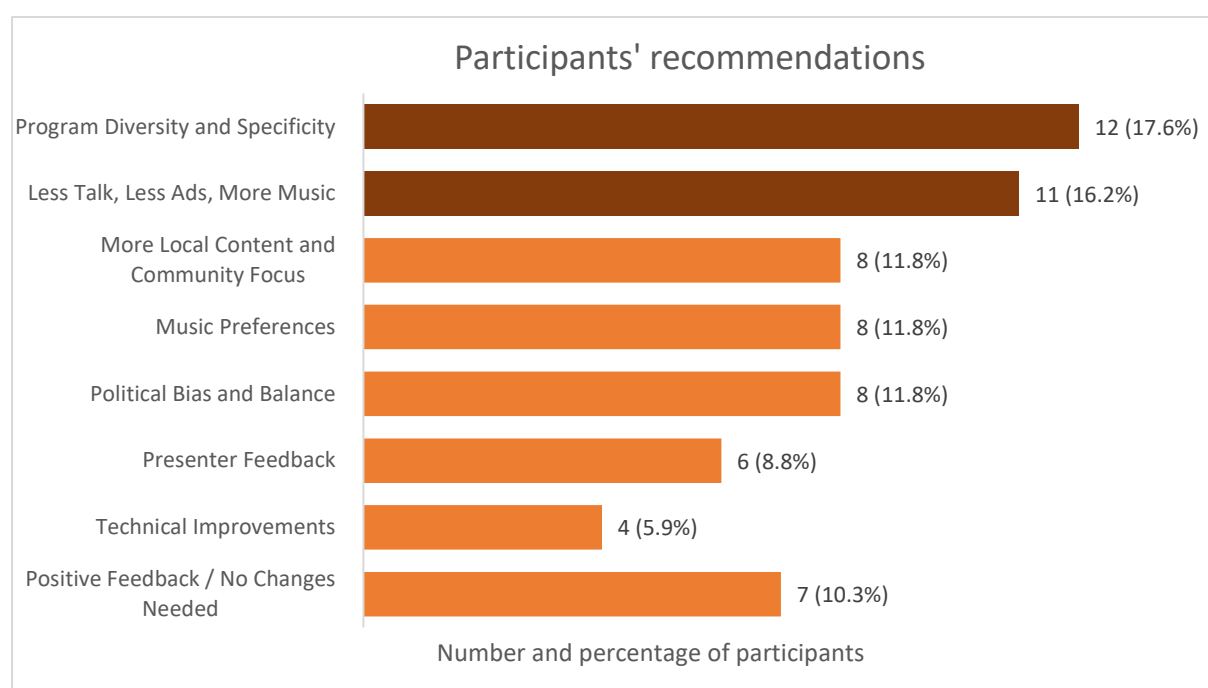


Figure 14. Grouped participants' recommendations

The explanation of identified themes is presented below, with illustrative quotes as examples.

### 1. Program Diversity and Specificity (n= 12, 17.6%)

This group of suggestions emphasised diversifying content with genre-specific shows, interviews, competitions, and a broader range of topics. Specific feedback included reducing sports coverage, especially on weekends, to allow for more music or general programming. In addition, some suggestions included offering Melbourne stations, BBC News, and other new features to enhance content variety.

*"Less football broadcast on weekends, more news, weather, traffic reports."*

*"More diversity of programs, similar to Gippsland FM's."*

*"More Melbourne stations available (or something similar), e.g., Gold 104."*

*"International—BBC News."*

## 2. Less Talk, Less Ads, More Music (n=11, 16.2%)

Participants called for less talking, especially during breakfast programs, in favour of more music to create a better listening experience. Many highlighted frustrations with excessive talking, particularly during commuting hours, and expressed dissatisfaction with the high volume of advertising on mainstream radio.

*"Breakfast radio is a joke—more music and less talking. Can't they just do music-based shows?"*

*"Breakfast radio. Too much talking, just way too much talking. I need music to listen to on my way to work."*

*"Less advertising—more music and local presenters."*

*"Less advertisements and less talk."*

## 3. More Local Content and Community Focus (n=8, 11.8%)

Participants emphasised the desire for *"more local news"*, local issues, and *"local artists"*, with some criticised for reduced local programming on ABC Gippsland in recent years.

*"More local talent on an evening."*

*"More real people on local issues."*

*"ABC Gippsland has gradually seen its local programming reduced in recent years; I appreciate local content, not statewide."*

## 4. Music Preferences (n= 8, 11.8%)

Participants expressed clear preferences for greater music variety and less repetition. There were repeated requests for less country music or "twangy" country music in favour of a broader music selection or more genre-specific programming.

*"Gippy FM—too much country."*

*"Less country. Less top 40. More history. 70's 80's 90's."*

*"That they mix up the music more, not repeat the same songs over and over."*

*"Don't play the same songs all the time."*

## 5. Political Bias and Balance (n=8, 11.8%)

Many participants expressed concerns about perceived political bias and a lack of *"politically balanced"* and *"fair and transparent news reporting"* in radio programs.

*"Get rid of the bias by [presenters] on Gippsland FM."*

*"Less right-wing conspiracy theorists and self-serving narcissistic men on local radio."*

*"I find some morning slots are becoming too political and pushing an agenda, especially against sitting council members. I want to listen to informed debate, not public attacks on people by self-appointed experts. These slots seem to be a platform for groups pushing agendas, not good solid local news and information."*

*"The morning timeslots on Gippsland FM are terrible with angry, slanderous political campaigning."*

#### 6. Presenter Feedback (n=6, 8.8%)

Participants critiqued morning radio hosts, calling for a more diverse and engaging presenter team.

*"Better hosts on morning radio."*

*"The local presenters are not a favourite."*

*"Ensure that presenters avoid trite topics and comments."*

*"I like to hear from a mixed team to get both the male/female perspective."*

#### 7. Technical Improvements (n=4, 5.9%)

Some participants raised concerns about reception, sound quality, and interruptions, along with requests for digital radio for better sound clarity.

*"During the Olympics, ABC Gippsland was bumped from digital to analog. I missed listening to and had to dig out an analog radio, but the sound quality was terrible."*

*"We need digital radio."*

*"Make it FM for better sound."*

#### 8. Positive Feedback / No Changes Needed (n=7, 10.3%)

A few participants expressed satisfaction with current programs, indicating no changes were needed or that the coverage already met their expectations.

*"Very happy with all of Gippsland FM."*

*"Happy with ABC."*

*"Leave it as it is."*

*"Radio seems to cover most areas, e.g., talk back, local content, promotion of local events, etc. Not sure what else is needed."*

Next, participants were given a series of statements on how participants felt about the radio station they listened to the most and asked to rate each one from *Strongly Agree* to *Strongly Disagree*. The original responses were on a five-point Likert scale. For reporting purposes, *Strongly Agree* and *Agree* have been combined in the positive and *Strongly Disagree* and *Disagree* have been combined in the

negative throughout this report. The results are presented using a three-point Likert scale. The results are shown in Figure 16 below.

The participants' favourite stations were generally well-regarded, with most participants agreeing they understand their audience (74.0%), are trustworthy (70.2%), and relatable (70.2%). Stations were valued for their personal relevance, content, and presenters, though responses around music and emotional attachment were more mixed, suggesting areas for improvement (Figure 16).

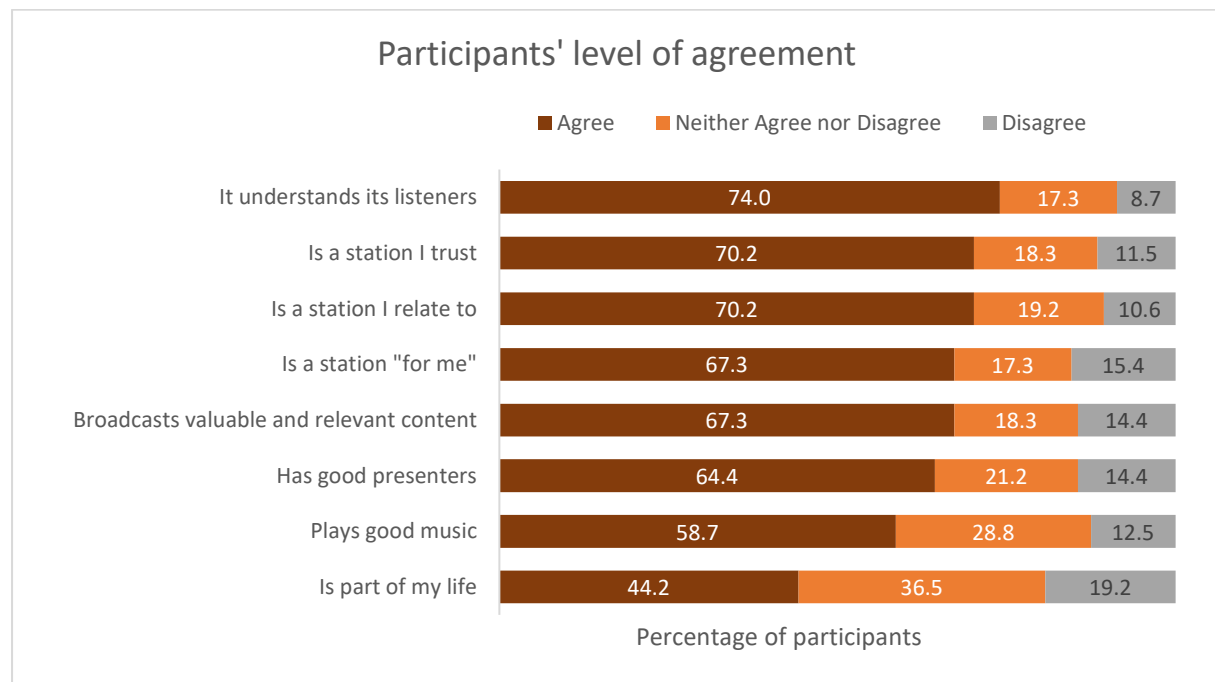


Figure 15. Participants' level of agreement on the statements

Participants were given a series of statements to rate how well their most-listened-to radio stations met their needs. The original four-point Likert scale responses were modified into a three-point scale for simplification, combining 'Very Well' and 'Quite Well' into 'Well' for ease of presentation. Figure 17 shows that the radio stations generally met listeners' needs, particularly in terms of Australian and local news (73.1%) and relevant community information (67.3%). However, the stations were less effective in addressing niche interests or specialised topics, highlighting opportunities to better meet the needs of younger listeners, specific cultural groups, and diverse content preferences. The total percentage for each statement does not equal 100% as an additional response option, 'Don't know / Not applicable,' was available.

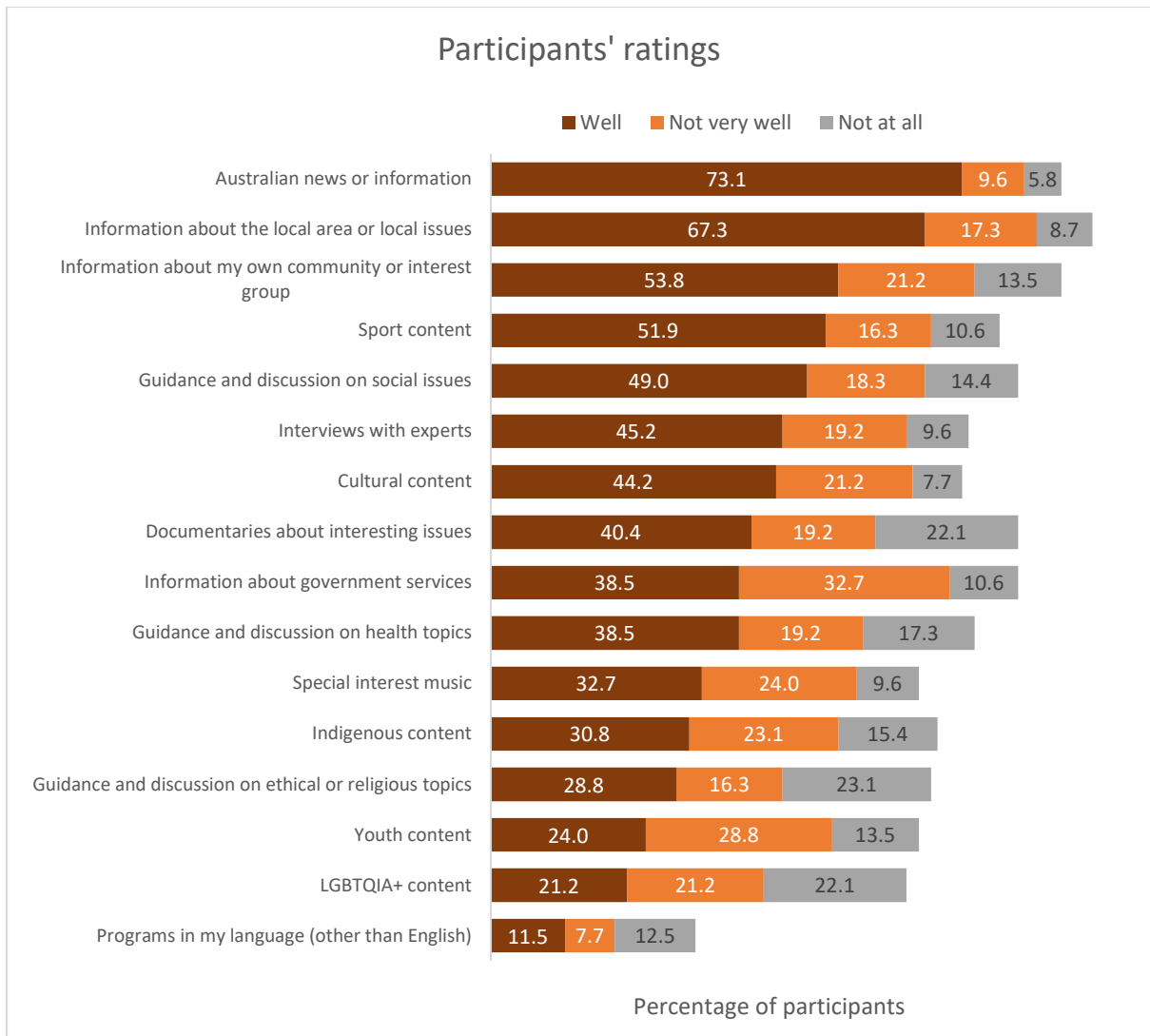


Figure 16. Participants' ratings on how well their most-listened-to radio stations met their needs

## 5. DISCUSSION AND RECOMMENDATIONS

### 5.1 DISCUSSION

This report presents the findings of a Gippsland radio listener survey, based on 104 completed responses. The discussion focuses on three key sections of the analysis, examining listeners' preferences to inform and guide future programming and segment development.

1. Profile of radio listeners in Gippsland.
2. Settings preferences of radio listeners in Gippsland.
3. Content preferences of radio listeners in Gippsland.

#### **Profile of radio listeners in Gippsland.**

The demographic analysis revealed a diverse audience, with women slightly outnumbering men (53.8% vs. 40.4%). The age distribution was well-balanced, with most participants falling within the 41-60 age range (n=49, 47.1%). Approximately 15% of participants were in each of the following age groups: 30-40 years, 61-70 years, and 70 and above. These findings reflect a predominantly mature audience of Gippsland Radio, suggesting that programming targeting this age group may resonate well, particularly with content relevant to their interests and daily routines.

Additionally, the analysis highlighted notable gaps in representation among younger demographics, with participants aged 16-29 comprising only 5.8% of the sample. This indicates a need for strategies to engage younger audiences, such as incorporating digital platforms, modern music genres, and youth-focused programming that better cater to their preferences.

Educational levels were varied, with a significant proportion (n=52, 50%) holding a university or postgraduate degree, indicating an educated audience. This demographic may appreciate more intellectual or informative content, such as current affairs, in-depth interviews, and cultural programming. Employment data showed that 43.5% (n=45) of participants were employed full-time, while 18.3% (n=19) were retired. This mix of working participants and older individuals suggests that radio serves different purposes, from being a companion during commutes for working listeners to a source of leisure and connection for retirees.

The geographic spread was concentrated in larger towns such as Traralgon (26.0%) and Churchill (16.3%). While these areas represent the primary hubs for the station's audience, the representation from smaller or rural towns highlights the station's broader reach within the region. However, the linguistic homogeneity—only one participant spoke a language other than English—points to limited cultural diversity in the current audience. This suggests an opportunity for the station to expand inclusivity by incorporating programming or initiatives aimed at culturally and linguistically diverse (CALD) groups, potentially attracting a more diverse listenership.

#### **Settings preferences of radio listeners in Gippsland.**

FM radio remains the dominant platform, with 87.5% of participants (n=91) preferring it over AM radio, digital alternatives like streaming or apps. This highlights the enduring relevance of traditional radio, though newer platforms such as podcasts (33.7%) and streaming (10.6%) are gaining traction, particularly among younger or tech-savvy audiences. Despite this, the relatively low engagement with

apps and online streaming indicates an opportunity to explore digital solutions to attract a broader, more diverse audience.

Listening habits were heavily influenced by lifestyle routines. Breakfast hours (6-9 am) and late afternoon (3-6 pm) emerged as the most popular time slots, aligning with commuting patterns. This suggests that radio serves as a vital companion during transitions between home and work. Listening locations reinforced this trend, with 56.7% of participants (n=59) primarily tuning in while driving. Home listening accounted for 35.6% (n=37), showing that radio also plays a significant role in leisure or household activities.

The majority of participants (n=52, 50.0%) listened to the radio for less than one hour per day. This suggests that most listeners engage for shorter, more casual listening sessions rather than extended periods.

### **Content preferences of radio listeners in Gippsland.**

Content preferences were dominated by local news and music, with 72.1% (n=75) and 71.2% (n=74) of participants citing these as primary motivations for listening to the radio. This underscores the importance of providing timely and relevant local information.

Additionally, a significant number of listeners (21.2%, n=22) expressed a preference for diverse programming, ranging from talk shows to specialty broadcasts, while 20.2% (n=21) valued the personalities behind the microphone. This indicates a desire for content that not only informs but also engages, creating a sense of connection through familiar local voices. The importance of local personalities was particularly noted, with listeners appreciating the authenticity and community-oriented nature of their broadcasts.

When it comes to music, the preferences were diverse but leaned towards mainstream genres. Rock and pop were the most favoured (n=40 each), followed by country (n=15), reflecting a broad appeal for both contemporary and classic tunes. Preferences for music from the 70s and 80s further highlighted the mature demographic. Feedback about repetitive playlists and an overemphasis on country music suggests a need for greater variety to cater to different tastes.

Participants expressed a desire for program changes, including reducing political bias, with many feeling that certain stations leaned too heavily in one direction. Survey participants asked for more balanced content that reflected a wider range of opinions and perspectives. The desire for greater content diversity was also evident, with requests to include more topics of interest beyond the current programming. Additionally, a significant number of listeners expressed a need for improved music quality, particularly regarding the sound and mix of songs played, indicating a preference for more polished and professionally curated playlists.

One of the more prominent critiques from participants was the excessive amount of advertising and talk, particularly during morning shows. Many felt that the heavy advertising and long segments of conversation detracted from their listening experience, suggesting an opportunity to streamline programming. Listeners recommended a more balanced approach to content, with less talk and advertising and a greater focus on music.

The participants' favourite radio stations were generally well-regarded, with a majority of listeners agreeing that these stations understood their audience (74.0%), were trustworthy (70.2%), and were relatable (70.2%). These attributes indicate a strong connection between the stations and their

listeners, highlighting the importance of catering to local preferences and establishing a sense of community.

Furthermore, while many participants felt their stations were meeting their needs for Australian news (73.1%) and local information (67.3%), there were clear gaps in meeting other emotional and social needs. Some participants indicated a desire for more content that resonated with their personal interests, such as niche topics, emotional storytelling, and inclusive programming that reflects the diversity of the community. There is a noticeable demand for radio to not only serve as an information hub but also as a platform for fostering deeper connections with its audience.

In summary, the findings reflect the overall positive experience radio audience in Gippsland. Listeners appreciate the community connection offered by local radio but are increasingly seeking variety, inclusivity, and innovation in programming. By addressing areas of concern, such as political neutrality, content diversity, and listener engagement, Gippsland radio stations can continue to be a trusted and integral part of the community.

## 5.2 RECOMMENDATIONS

Several recommendations for future programming and segments on Gippsland FM have been identified through this project. The following recommendations are based on the findings of this report:

1. Expand content diversity: Introduce genre-specific and niche programming, reduce sports dominance during key times, and incorporate more global perspectives, such as international news (e.g., BBC), to balance local and global perspectives.
2. Enhance music variety: Broaden the range of music, reduce repetitive playlists, and include more genres beyond mainstream and country.
3. Promote local engagement: Increase airtime for local artists and community-focused content to strengthen ties with the Gippsland audience. Feature local events, interviews, and regional issues.
4. Integrate local content into music programming: Incorporate brief but meaningful local updates within music segments to balance the audience's desire for local content with their preference for more music.
5. Enhance commuter-focused programming: Tailor peak commute-time content to include brief and engaging segments such as traffic updates, weather forecasts, and local news, interspersed with music to better serve commuting listeners.
6. Address political concerns: Develop guidelines to ensure politically balanced and unbiased reporting. Ensure fair representation of different viewpoints and reduce political content during peak hours.
7. Improve presenter engagement: Offer training to presenters to enhance diversity, professionalism, and audience interaction, especially in morning programs.

8. Streamline programming: Reduce excessive advertising and balance morning show content to avoid overloading listeners with talk and ads. Ensure a mix of music, news, and audience interaction.
9. Consider establishing a dedicated local news service: Develop a local news service by leveraging online platforms and partnerships with local contributors to meet audience demand for community-focused content.
10. Invest in broadcasting infrastructure: Improve signal reception across Gippsland, particularly in rural areas. Explore digital radio options and invest in apps for streaming to enhance accessibility.
11. Leverage digital platforms: Invest in mobile apps and podcasts to engage younger, tech-savvy listeners. Offer exclusive digital content and interactive features like song requests and topic suggestions.

By addressing these recommendations, Gippsland FM can better meet the evolving needs of its audience while maintaining its role as a trusted source of local news and entertainment.

## 6. LIMITATIONS

There were limitations related to this evaluation that must be considered. These included:

1. A larger sample size of survey respondents would have been ideal to gain a deeper understanding of radio listeners' profiles in Gippsland and their preferences.
2. Greater representation of younger generations would have offered better insight into their specific listening habits and preferences.
3. Participants under 30 years old were underrepresented in the survey (n=6, 5.8%), which may have impacted the results. This age group is typically more active users of streaming services and music apps, potentially biasing the findings toward a preference for traditional radio usage.
4. The demographic imbalances and the overrepresentation of middle-aged and older participants may limit the generalisability of the findings to the broader Latrobe City population, as younger residents may have different preferences and behaviours, especially regarding media consumption.
5. Including more culturally diverse groups would have enhanced the understanding of how different communities engage with radio content.
6. The high performance of the breakfast and late afternoon timeslots is likely influenced by the significant proportion of participants who were working individuals. This demographic may not fully represent other listener groups, such as students, or shift workers, whose listening habits may differ. Future research should aim to gather a more representative sample across diverse demographic groups to validate these findings.
7. A mixed-methods approach, combining quantitative and qualitative data, would have provided deeper insights into listeners' experiences, personal stories, and emotional attachments, which could help explain or elaborate on the quantitative findings.

Despite these limitations, the evaluation is considered to present a credible assessment of the project.

## 7. METHODOLOGY

### 7.1 CONCEPTUAL FRAMEWORK

The approach of the CERC to this evaluation was informed by a Participatory Evaluation and Co-Design Framework.

#### PARTICIPATORY EVALUATION

A participatory evaluation framework puts people from the community and those delivering the programs, projects and services at the centre of the evaluation. Participatory evaluation is a distinctive approach based on the following principles:

- That evaluation should be a co-designed, collaborative partnership through 360° stakeholder input including project participants and project funders;
- That integral to evaluation is an evaluation capacity-building focus within and across projects;
- That evaluation is a cyclical and iterative process embedded in projects from project design to program assessment;
- That evaluation adopts a learning, improvement and strengths-based approach;
- That evaluation supports innovation, accepting that projects will learn and evolve;
- That evaluation contributes to the creation of a culture of evaluation and evaluative thinking;
- That there is no one or preferred data collection method rather the most appropriate qualitative and quantitative methods will be tailored to the information needs of each project.

#### CO-DESIGN

Co-design is a process and approach that is about working with people to create ‘interventions, services and programs which will work in the context of their lives and will reflect their own values and goals’<sup>5</sup>. Co-design can be done in many ways but is about collaborative engagement that is bottom-up, creative, and enables a wide range of people to participate and importantly steer decisions and outcomes. Co-design is not a consultation process but a partnership approach where ‘end-users’ actively define and shape strategies and outcomes. The role of the ‘expert’ is to facilitate this process.

### 7.2 EVALUATION METHODOLOGY

This project uses a simple quantitative design. A self-administered survey questionnaire with some open-text questions was developed to capture three key components: a profile of people listening to the FM stations in Gippsland, listeners’ current understanding of the stations, and their suggestions for the future of Gippsland FM in the region. This project has been de-identified, with all references to Gippsland FM removed from participant-facing documentation to ensure biased, conflicted or organised responses are less likely to be obtained.

The survey was open to adults aged over 16 years interested in participating, and the collection ended as soon as the target of 100 Gippsland FM radio listeners was reached. The CERC developed a project flyer containing project information, including a QR code for accessing the survey questionnaire and

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<sup>5</sup> VCOSS (2015). *Walk alongside: Co-designing social initiatives with people experiencing vulnerabilities*. V. C. o. S. Service. Melbourne.

its link to Qualtrics. The research team was responsible for survey distribution via partner affiliations and social media posts on social media platforms, whilst the funder (Gippsland FM) was responsible for further recruitment via their own partner organisations.

In addition, a paper-based survey was administered in the region and completed forms were collected by the CERC evaluation team, who encoded responses in Qualtrics. Then data were entered into the Statistical Package for Social Sciences (SPSS)<sup>6</sup> for analysis and reporting.

The survey design:

- Allowed for the collection of information from a defined group of stakeholders.
- Enabled a large amount of data to be collected quickly.

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<sup>6</sup> Statistical Package for Social Sciences (SPSS) (2023). (Version 29) [Computer Software].  
<https://www.ibm.com/spss>

## 8. ETHICAL APPROVAL AND PRACTICE

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Federation University aims to promote and support responsible research practices by providing resources and guidance to our researchers. We aim to maintain a strong research culture which incorporates:

- Honesty and integrity;
- Respect for human research participants, animals and the environment;
- Respect for the resources used to conduct research;
- Appropriate acknowledgement of contributors to research; and
- Responsible communication of research findings.

Human Research and Ethics applications, *Gippsland FM - Now and into the Future Project (Approval number: 2024-110)* was approved by the Federation University Human Research Ethics Committee (Appendix 1) prior to data collection and analysis. Participant anonymity was maintained by removing any identifiable information from the evaluation.

## 9. ABBREVIATIONS

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CERC	Collaborative Evaluation & Research Centre
SPSS	Statistical Package for Social Sciences

## 10. LIST OF FIGURES

Figure 1. Gender of participants .....	12
Figure 2. Age distribution of participants compared to ABS Latrobe population by age .....	<b>Error!</b>
<b>Bookmark not defined.</b>	
Figure 3. The education level of participants.....	13
Figure 4. Employment status of participants.....	14
Figure 5. Weekly income of participants .....	14
Figure 6. Suburbs where participants live.....	15
Figure 7. Participants' preferences for audio platforms.....	16
Figure 8. Preferred FM radio stations .....	16
Figure 9. Preferred way of listening to the radio.....	17
Figure 10. Preferred time of listening to the radio .....	18
Figure 11. Time spent listening to the radio per day.....	18
Figure 12. Locations for listening to the radio .....	19
Figure 13. Reasons for listening to the radio .....	20
Figure 14. Wordcloud for the question "Which type of music do you like listening to?" .....	20
Figure 15. Grouped participants' recommendations.....	21
Figure 16. Participants' level of agreement on the statements .....	24
Figure 17. Participants' ratings on how well their most-listened-to radio stations met their needs...	25

## 11. APPENDICES

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Appendix 1	Human Research Ethics Approval .....	33
Appendix 2	Radio Survey .....	34

## APPENDIX 1: HUMAN RESEARCH ETHICS APPROVAL



## Approval Human Research Ethics Committee

<b>Principal Researcher:</b>	Professor Joanne Porter
<b>Co-Researcher/s:</b>	Dr Sambath My, Dr Megan Simic, Dr Nicole Coombs, Dr Elizabeth Miller, Luis Hualda, Dr Daria Soldatenko, Chelsea Webb.
<b>School/Section:</b>	Collaborative Evaluation and Research Centre (CERC)
<b>Project Number:</b>	2024/110
<b>Project Title:</b>	Gippsland FM – Now and into the Future project.
<b>For the period:</b>	4/07/2024 to 4/07/2029

HREC has approved your ethics application, titled *Gippsland FM – Now and into the Future* reference 2024/110.

**Approval period: 04/07/2024 to 04/07/2029**

This approval is subject to the following conditions:

1. The project must be conducted strictly in accordance with the proposal approved by the Committee, including any amendments made to the proposal required by the Committee.
2. The Chief investigator must advise the Committee, via email to [research.ethics@federation.edu.au](mailto:research.ethics@federation.edu.au), immediately of any complaints or other issues in relation to the project which may warrant review of the ethical approval of the project.
3. Where approval has been given subject to the submission of copies of documents such as letters of support or approvals from third parties, these are to be provided to the Ethics Office prior to research commencing at each relevant location.
4. **Amendment requests** must be submitted to the Committee **PRIOR** to implementation of such changes. Amendments cannot be implemented prior to receipt of approval from the relevant ethics committee. Amendment requests may include:
  - o Changes to project personnel
  - o Project extension (note, extensions CANNOT be granted retrospectively)
  - o Amendments to project procedures
5. **Annual and Final Reports** MUST be submitted by the following deadlines:
  - o *Annual Progress Reports* - annually on the anniversary of the approval date. Amendment requests will not be accepted for projects with overdue annual reports.
  - o *Final Report* - within one month of project completion, which may be prior to the expiry of ethics approval. Submission of a final report will close off the project.
6. It is incumbent on the research team to keep track of reporting requirements and submit reports on time. Reminders may not be sent by the Research Office and should not be relied upon.
7. If, for any reason, the project does not proceed or is discontinued, the Committee must be advised via the submission of a Final Report.
8. The Human Research Ethics Committee may conduct random audits and/or require additional reports concerning the research project as part of the requirements for monitoring, as set out in the National statement on Ethical Conduct in Human Research.
9. The Ethics Team must be notified of any changes to contact details for any member of the research team. This may include, but is not limited to address, phone number and/or email address.
10. Failure to comply with the National Statement on Ethical Conduct in Human Research 2007 and all updates, and/or with the conditions of approval, will result in suspension or withdrawal of approval.

If you require any further information, if something is not clear or you would like to provide feedback, please contact the Ethics Team via email at [research.ethics@federation.edu.au](mailto:research.ethics@federation.edu.au) or call +61 3 5327 9765.



Collaborative Evaluation &  
Research Centre (CERC)

## Gippsland radio listener survey

The purpose of this survey is to understand what radio station the people living in the Latrobe area listen to, as well as the style of music, talk-back and the timeslots that people prefer. The Collaborative Evaluation & Research Centre (CERC) at Federation University has been engaged to conduct this survey. It has been approved by the Human Research Ethics Committee (Ethical approval number 2024/110). Participation in this survey is voluntary and there is no payment for completing it. It is expected that the survey will take about 5-10 minutes to complete. The information you provide will be merged and therefore not identifiable. The data will be kept safely in password protected computers in locked offices at the University, held for 5 years and then destroyed.

If you would like more information about this survey please scan the QR code to read the Information Statement.



If you agree to the information above, please tick the consent box

☐ Yes

Q1 Which town or suburb do you live in?

- ☐ Moe-Newborough
  - ☐ Morwell
  - ☐ Traralgon
  - ☐ Churchill
  - ☐ Other (please specify)
- 

Q2 Thinking about the last 7 days, did you listen to any of the following? (Select all that apply)

- ☐ Listened to AM radio
  - ☐ Listened to FM radio
  - ☐ Listened to podcasts
  - ☐ Other (please specify)
- 

- ☐ I did not listen to anything.

If you click this box, you do not need to complete the rest of the survey.

Q3 Which local FM radio station did you listen to the most? (Please select one)

- ☐ Gippsland FM 104.7
- ☐ Life FM 103.9
- ☐ TRFM 99.5 and 99.5
- ☐ Radio 3BBR 103.1
- ☐ Triple M Gippsland 94.3 and 97.9
- ☐ ABC Gippsland radio 100.7
- ☐ Other (please specify)

---

- ☐ I did not listen to FM radio

Q4 What is your normal / preferred way of listening to the radio? (please select one)

- ☐ Radio
- ☐ Streaming from website
- ☐ Radio station app
- ☐ Other (please specify)

---

Q5 At what time did you listen to the radio? (Select all that apply)

- ☐ 6 am - 9 am (Breakfast)
- ☐ 9 am - 12 noon (Morning)
- ☐ 12 noon - 3 pm (Afternoon)
- ☐ 3 pm - 6 pm (Late afternoon)
- ☐ 6 pm - 9 pm (Evening)
- ☐ 9 pm - 12 am (Late evening)
- ☐ 12 am - 6 am (Overnight)

Q6 On average, how much time do you spend listening to the radio per day? (Select one)

- ☐ 1 - 60 mins
- ☐ 1 - 2 hours
- ☐ 2 - 3 hours
- ☐ 3 - 4 hours
- ☐ 5 - 10 hours
- ☐ Over 10 hours

Q7 Where do you mostly listen to the radio? (Select one)

- ☐ At home
  - ☐ At work
  - ☐ In a car
  - ☐ On public transport
  - ☐ Walking or exercising out of home
  - ☐ Other (Please specify)
- 

Q8 Thinking about why you listen to the radio, which of the following are your main reasons?  
(Select all that apply)

- ☐ Local information / local news
- ☐ Local personalities
- ☐ Music
- ☐ Support for local artists
- ☐ The presenters sound like one of us
- ☐ An independent voice
- ☐ Diversity in programs
- ☐ Locals can participate if they want to
- ☐ Specialist information programs
- ☐ Programs in languages other than English

Q9 If you like listening to music, which type of music do you like listening to?

---

Q10 If you could change programs on the radio, what changes would they be?

---

Q11 Thinking about how you feel about the radio station you listen to the most, please state how much you agree or disagree with the following statements:

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
It understands its listeners	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is a station I trust	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is a station I relate to	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is a station "for me"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Broadcasts valuable and relevant content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has good presenters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plays good music	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is part of my life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q12 Thinking about the radio station that you listen to the most, please rate how well it meets your needs:

	Very well	Quite well	Not very well	Not at all	Don't know / Not applicable
Information about the local area or local issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information about my own community or interest group	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Australian news or information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Documentaries about interesting issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Guidance and discussion on ethical or religious topics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Guidance and discussion on health topics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Guidance and discussion on social issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information about government services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sport content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cultural content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Indigenous content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Youth content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LGBTQIA+ content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Special interest music	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Programs in my language (other than English)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interviews with experts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q13 To what age group do you belong? (Select one)

- ☐ 16 - 19
- ☐ 20 - 24
- ☐ 25 - 29
- ☐ 30 - 40
- ☐ 41 - 50
- ☐ 51 - 60
- ☐ 61 - 70
- ☐ 70 and above

Q14 How do you identify yourself? (Please select one)

- ☐ Man or male
- ☐ Woman or female
- ☐ Non-binary
- ☐ [I / They] use a different term
- ☐ Prefer not to answer

Q15 What is your employment status? (Please select one)

- ☐ Working full-time
  - ☐ Working part-time
  - ☐ Casual
  - ☐ Self-employed
  - ☐ Looking for work
  - ☐ Domestic work / Carer
  - ☐ Retired
  - ☐ Other (Please specify)
-

Q16 What is your highest level of education (Please select one)

- ☐ Year 10 and below
- ☐ Year 11 or 12
- ☐ TAFE / Vocational
- ☐ Attending University
- ☐ University degree
- ☐ Post-graduate degree

Q17 Please tell us your individual (take-home) WEEKLY income (Please select one)

- ☐ \$500 and below
- ☐ \$501 - \$1,000
- ☐ \$1,001 - \$1,500
- ☐ \$1,501 - \$2,000
- ☐ \$2,001 - \$2,500
- ☐ \$2,501 - \$3,000
- ☐ \$3,001 and above
- ☐ Prefer not to say

Q18 What is your main language spoken at home? (Please select one)

- ☐ English
  - ☐ Other (Please specify)
-

## **END OF SURVEY**

Thank you for completing this survey

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