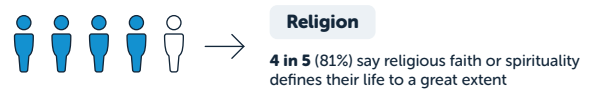
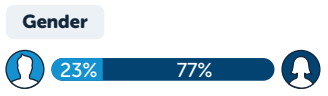
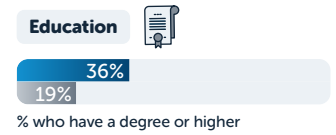
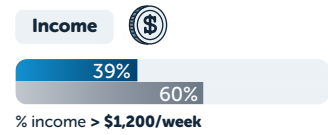
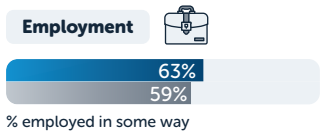
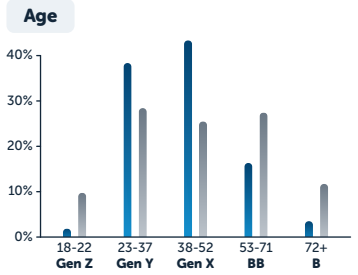


# The Impact of Salt 106.5

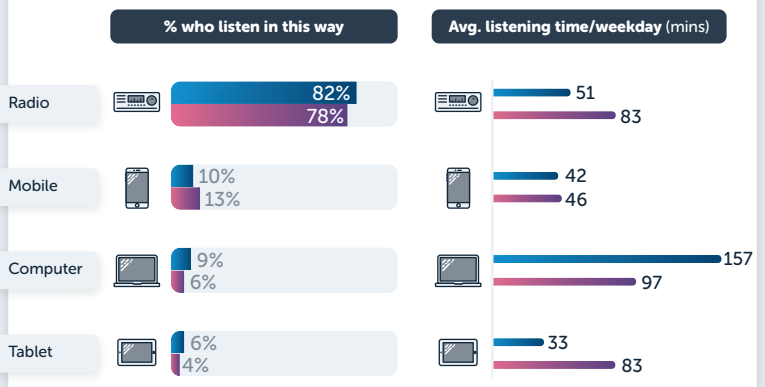


**Legend** ● Salt 106.5 listeners ● Commercial radio listeners ● Australian public

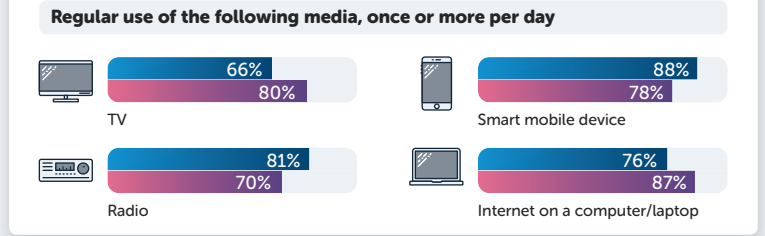
## Who are the listeners?



## How do they listen?



## Media use



## Future listening



# The Impact of Salt 106.5



## Legend

● Salt 106.5 listeners

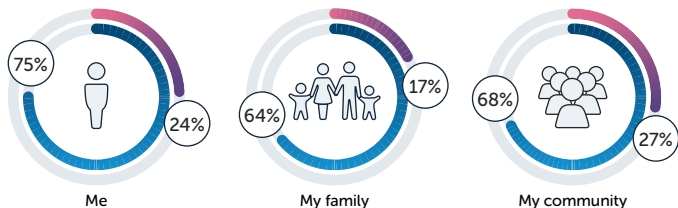
● Commercial radio listeners

● Australian public

## Life impact of my radio station

### DIRECT BENEFITS

#### Massive/significant benefit



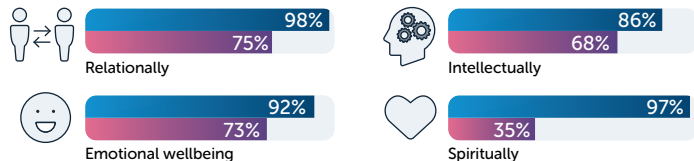
### IMPACT ON MY LIFE

#### Impact of radio station on my life has increased...



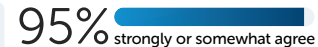
### DESIRE TO GROW

#### Importance to grow personally - very/extremely responses



## Community engagement

Maintaining the presence of Christian media is important for Australian society



I am involved with an organisation serving my local community...



## Net Promoter Score (NPS)

Listeners trust and promote their station

On a scale of 0-10, would you recommend your radio station to a friend or colleague?

Promoters      Detractors

$$NPS = [10+9] - [0+1+2+3+4+5+6]$$



### Methodology

A survey of Salt 106.5 station listeners, n = 115.  
 Also a national survey of commercial radio listeners, n = 1003.  
 Research conducted February & March 2017.  
 Australian Public data is sourced from the Australian Bureau of Statistics.



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