

PROFILE OF LISTENERS AND OF THE POPULATION
- ADELAIDE

	<u>Listeners 15+ to Community Radio</u>					
	<u>In An Average Week</u>		<u>In An Average Month</u>		<u>Population 15+</u>	
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>
Total	346	100	618	100	944	100
<u>Gender</u>						
Men	192	55	320	52	457	48
Women	155	45	298	48	487	52
<u>Age Group</u>						
15-24	81	23	135	22	164	17
25-39	87	25	174	28	235	25
40-54	86	25	156	25	245	26
55+	93	27	153	25	301	32
<u>Work Status</u>						
Full time	174	50	282	46	385	41
Part time	66	19	120	19	177	19
Home duties	12	4	46	7	70	7
Retired / pensioner	54	16	104	17	214	23
Unemployed	10	3	19	3	22	2
Student	30	9	48	8	76	8
<u>Occupation</u>						
Professional/ manager/ executive/ farmer	81	24	136	22	204	22
Other white collar	63	18	132	21	178	19
Blue collar	93	27	131	21	176	19
Other	2	1	2	0	4	0
<u>Total Annual Gross Income</u>						
Less than \$20,000	75	22	173	28	278	29
\$20,000 to \$40,000	70	20	113	18	161	17
\$40,001 to \$60,000	101	29	147	24	185	20
Over \$60,000	42	12	80	13	140	15
Not established	58	17	104	17	182	19
<u>Have Ever</u>						
Visited a radio station's website	163	47	263	43	367	39
Visited a community radio station's website	56	16	73	12	80	8
Listened to a radio program on the internet	97	28	156	25	201	21
Listened to a community radio program on the internet	37	11	47	8	47	5
Downloaded a radio program from the internet	55	16	89	14	116	12
Downloaded a community radio program from the internet	12	4	14	2	16	2

Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 400 people 15+ throughout Adelaide

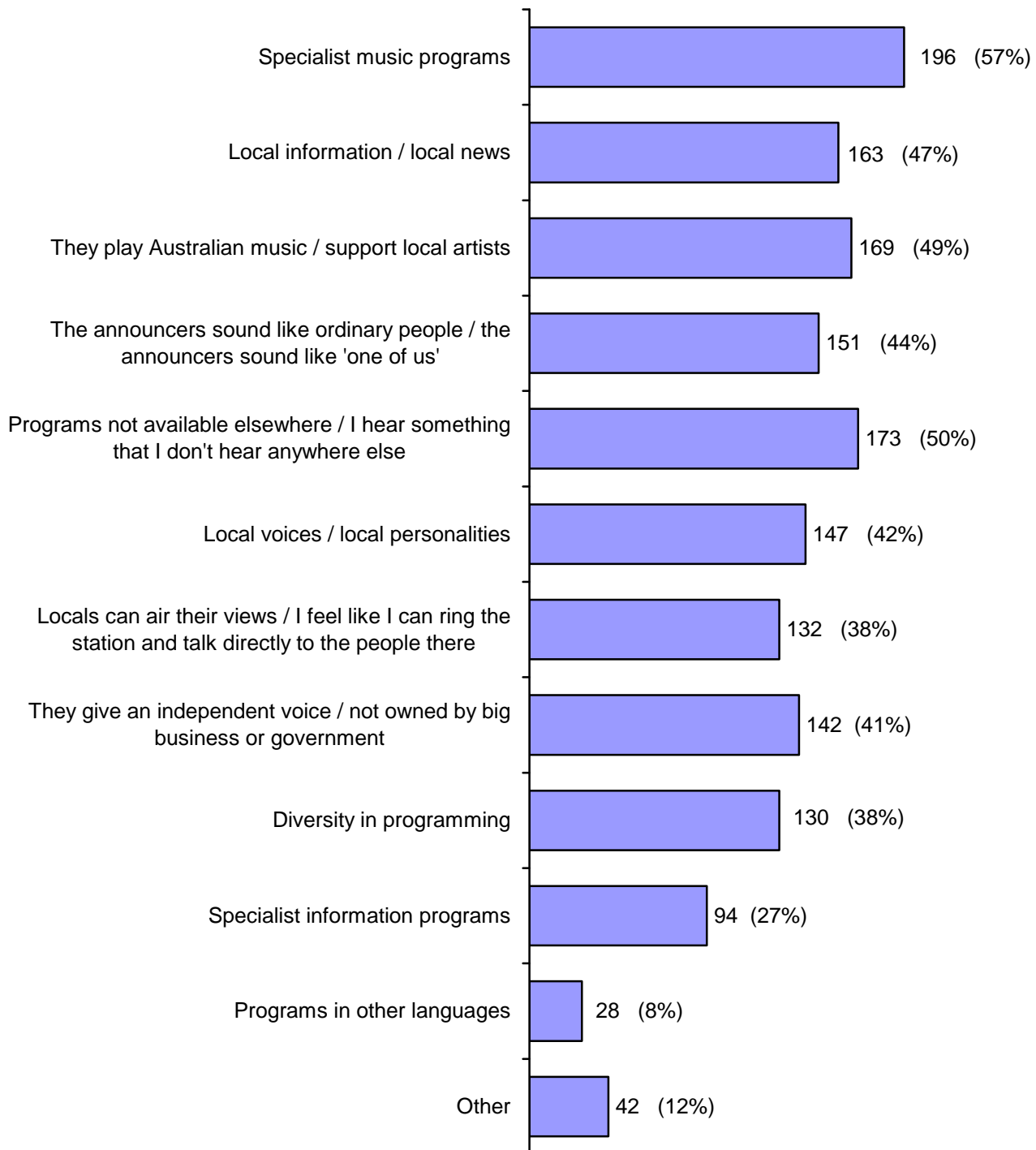
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Total	346	100	618	100	944	100
<u>Aboriginal or Torres Strait Islander Origin</u>						
Yes	0	0	6	1	6	1
No	346	100	612	99	936	99
Refused	0	0	0	0	3	0
<u>Religious Beliefs</u>						
Christianity	195	56	372	60	569	60
Other	19	6	32	5	45	5
No religious beliefs	128	37	208	34	317	34
Refused	4	1	6	1	13	1
<u>Have Disabilities</u>						
Sight impairment	24	7	54	9	102	11
Physical disability	21	6	47	8	91	10
Hearing impairment	19	6	32	5	65	7
Speech impairment	7	2	22	4	33	3
None of the above	282	82	494	80	718	76
Refused	5	2	5	1	7	1
<u>Language Other Than English Is Regularly Spoken in the Household</u>						
Yes	57	16	89	14	119	13
No	289	84	529	86	825	87

Source: McNair Ingenuity Research Pty Ltd 2008
 Telephone survey of a representative sample of 400 people 15+ throughout Adelaide

REASONS FOR LISTENING

- ADELAIDE



Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 400 people 15+ throughout Adelaide