



**PROFILE OF LISTENERS AND OF THE POPULATION**  
**- NON-METRO NEW SOUTH WALES**

	<b><u>Listeners 15+ to Community Radio</u></b>					
	<b><u>In An Average</u></b>		<b><u>In An Average</u></b>		<b><u>Population 15+</u></b>	
	<b><u>Week</u></b>		<b><u>Month</u></b>			
	<b><u>'000</u></b>	<b><u>%</u></b>	<b><u>'000</u></b>	<b><u>%</u></b>	<b><u>'000</u></b>	<b><u>%</u></b>
Total	727	100	1292	100	2021	100
<b><u>Gender</u></b>						
Men	391	54	693	54	999	49
Women	336	46	599	46	1021	51
<b><u>Age Group</u></b>						
15-24	132	18	201	16	322	16
25-39	155	21	331	26	448	22
40-54	193	27	336	26	539	27
55+	248	34	425	33	712	35
<b><u>Work Status</u></b>						
Full time	245	34	450	35	714	35
Part time	191	26	310	24	450	22
Home duties	57	8	121	9	198	10
Retired / pensioner	142	20	260	20	469	23
Unemployed	22	3	45	3	58	3
Student	69	10	106	8	133	7
<b><u>Occupation</u></b>						
Professional/ manager/ executive/ farmer	137	19	246	19	406	20
Other white collar	144	20	243	19	370	18
Blue collar	155	21	272	21	388	19
Other	0	0	0	0	0	0
<b><u>Total Annual Gross Income</u></b>						
Less than \$20,000	240	33	422	33	660	33
\$20,000 to \$40,000	106	15	211	16	383	19
\$40,001 to \$60,000	144	20	230	18	331	16
Over \$60,000	140	19	230	18	353	17
Not established	96	13	199	15	293	15
<b><u>Have Ever</u></b>						
Visited a radio station's website	199	27	375	29	580	29
Visited a community radio station's website	66	9	96	7	101	5
Listened to a radio program on the internet	113	16	220	17	328	16
Listened to a community radio program on the internet	18	2	18	1	33	2
Downloaded a radio program from the internet	60	8	149	12	209	10
Downloaded a community radio program from the internet	16	2	16	1	24	1

Source: McNair Ingenuity Research Pty Ltd 2008

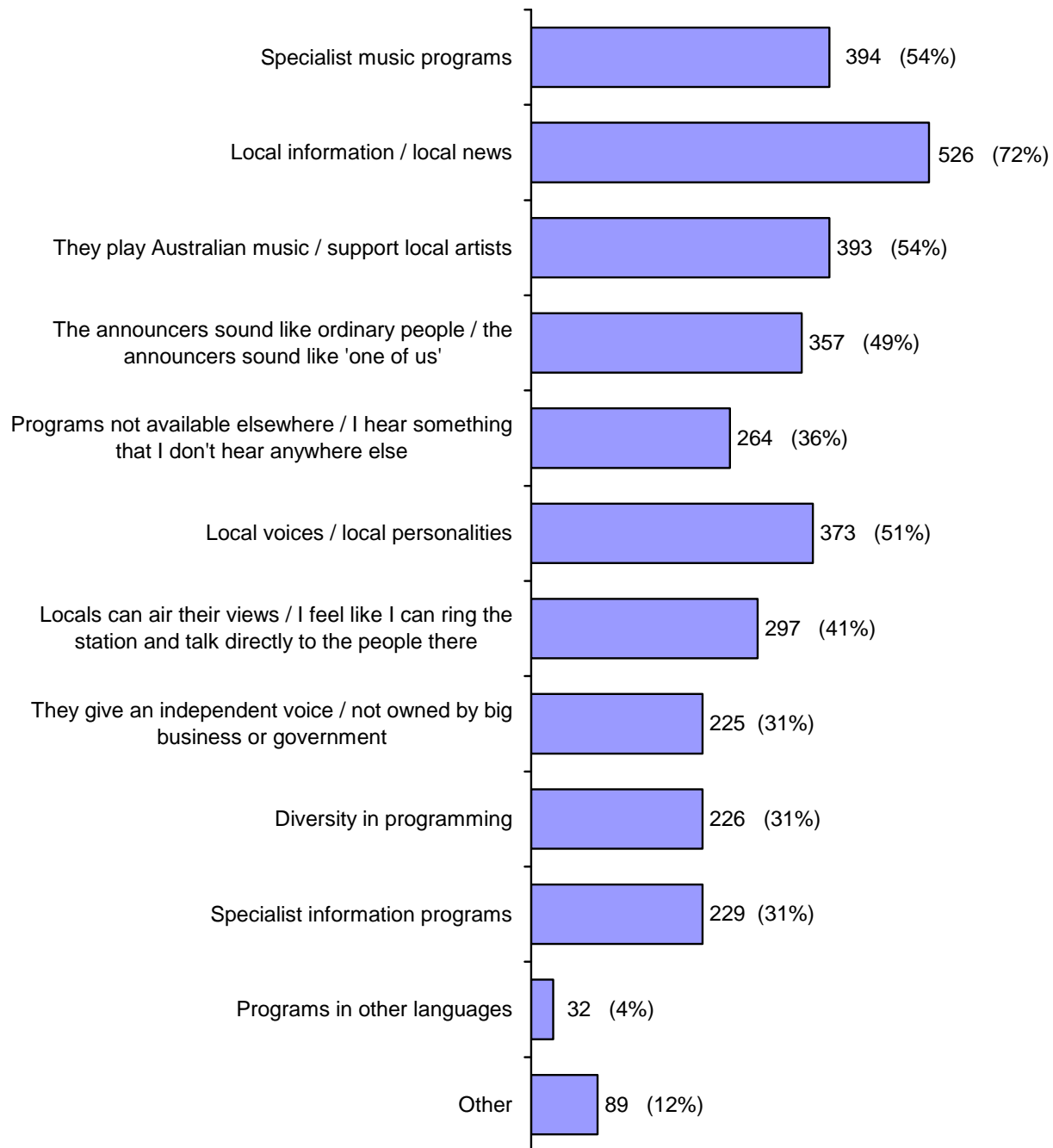
Telephone survey of a representative sample of 400 people 15+ throughout Non-Metro NSW

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	<b><u>Week</u></b>	<b><u>Month</u></b>	<b><u>Week</u></b>	<b><u>Month</u></b>		
	<b><u>'000</u></b>	<b><u>%</u></b>	<b><u>'000</u></b>	<b><u>%</u></b>		
Total	727	100	1292	100	2021	100
<b><u>Aboriginal or Torres Strait Islander Origin</u></b>						
Yes	63	9	77	6	96	5
No	655	90	1203	93	1900	94
Refused	8	1	13	1	25	1
<b><u>Religious Beliefs</u></b>						
Christianity	537	74	921	71	1397	69
Other	39	5	51	4	81	4
No religious beliefs	146	20	299	23	509	25
Refused	5	1	21	2	34	2
<b><u>Have Disabilities</u></b>						
Sight impairment	34	5	81	6	154	8
Physical disability	89	12	117	9	174	9
Hearing impairment	42	6	78	6	121	6
Speech impairment	6	1	6	0	26	1
None of the above	602	83	1065	82	1643	81
Refused	9	1	14	1	24	1
<b><u>Language Other Than English Is Regularly Spoken in the Household</u></b>						
Yes	23	3	56	4	109	5
No	704	97	1236	96	1911	95

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**REASONS FOR LISTENING**  
**- NON-METRO NEW SOUTH WALES**



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