



**PROFILE OF LISTENERS AND OF THE POPULATION**  
**- NON-METRO SOUTH AUSTRALIA**

**Listeners 15+ to Community Radio**

	<u>In An Average</u>		<u>In An Average</u>		<u>Population 15+</u>	
	<u>Week</u>		<u>Month</u>			
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>
Total	73	100	178	100	336	100
<b><u>Gender</u></b>						
Men	47	64	99	56	170	51
Women	26	36	79	44	166	49
<b><u>Age Group</u></b>						
15-24	13	18	37	21	49	15
25-39	20	27	47	27	76	23
40-54	20	27	45	26	94	28
55+	20	27	48	27	118	35
<b><u>Work Status</u></b>						
Full time	36	49	75	42	135	40
Part time	9	13	30	17	60	18
Home duties	6	8	14	8	31	9
Retired / pensioner	12	16	35	20	76	23
Unemployed	5	6	5	3	10	3
Student	6	8	18	10	25	7
<b><u>Occupation</u></b>						
Professional/ manager/ executive/ farmer	13	18	25	14	50	15
Other white collar	15	20	40	23	74	22
Blue collar	17	23	40	22	69	21
Other	0	0	0	0	1	0
<b><u>Total Annual Gross Income</u></b>						
Less than \$20,000	21	29	61	34	114	34
\$20,000 to \$40,000	16	22	39	22	76	23
\$40,001 to \$60,000	17	23	34	19	56	17
Over \$60,000	8	11	16	9	32	9
Not established	11	15	28	16	58	17
<b><u>Have Ever</u></b>						
Visited a radio station's website	17	23	50	28	89	26
Visited a community radio station's website	4	5	6	4	9	3
Listened to a radio program on the internet	15	20	25	14	45	13
Listened to a community radio program on the internet	2	2	4	2	5	1
Downloaded a radio program from the internet	3	5	11	6	23	7
Downloaded a community radio program from the internet	0	0	2	1	2	0

Source: McNair Ingenuity Research Pty Ltd 2008

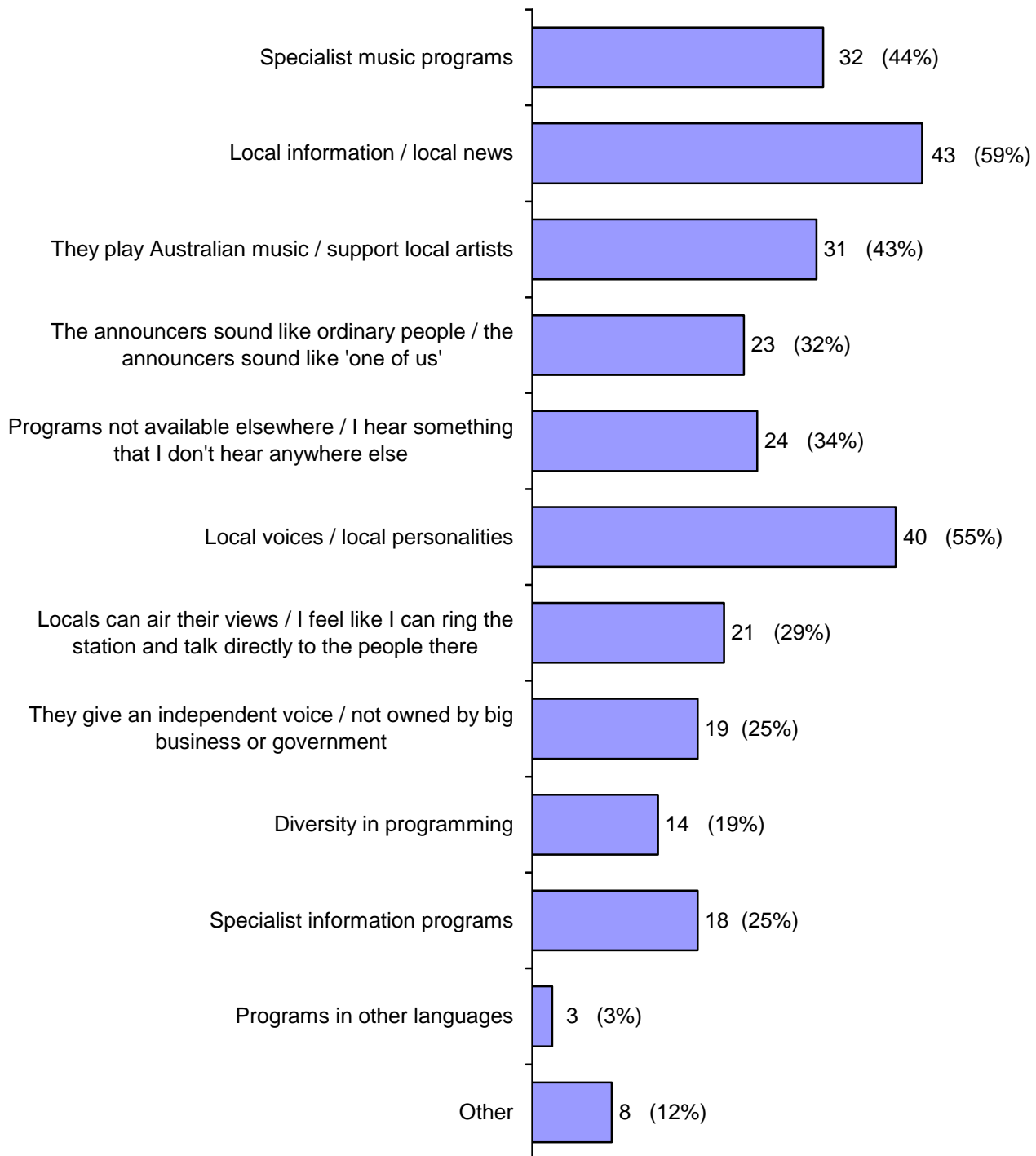
Telephone survey of a representative sample of 301 people 15+ throughout Non-Metro South Australia

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	<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	73	100	178	100	336	100
<b><u>Aboriginal or Torres Strait Islander Origin</u></b>						
Yes	0	0	0	0	2	0
No	70	96	175	98	332	99
Refused	3	4	3	2	3	1
<b><u>Religious Beliefs</u></b>						
Christianity	51	70	116	65	210	63
Other	4	5	5	3	10	3
No religious beliefs	18	25	54	30	108	32
Refused	0	0	3	2	8	2
<b><u>Have Disabilities</u></b>						
Sight impairment	4	5	11	6	34	10
Physical disability	6	8	15	8	35	10
Hearing impairment	6	8	10	6	17	5
Speech impairment	1	2	1	1	2	1
None of the above	61	84	151	85	267	79
Refused	0	0	0	0	2	1
<b><u>Language Other Than English Is Regularly Spoken in the Household</u></b>						
Yes	1	1	7	4	14	4
No	72	99	171	96	323	96

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**REASONS FOR LISTENING**  
**- NON-METRO SOUTH AUSTRALIA**



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