

PROFILE OF LISTENERS AND OF THE POPULATION
- SYDNEY

	<u>Listeners 15+ to Community Radio</u>				<u>Population 15+</u>	
	<u>In An Average</u>		<u>In An Average</u>		<u>'000</u>	<u>%</u>
	<u>Week</u>	<u>Month</u>	<u>Week</u>	<u>Month</u>		
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>		
Total	772	100	1708	100	3464	100
<u>Gender</u>						
Men	414	54	942	55	1696	49
Women	358	46	766	45	1768	51
<u>Age Group</u>						
15-24	120	16	353	21	606	18
25-39	257	33	429	25	1012	29
40-54	261	34	529	31	898	26
55+	134	17	397	23	947	27
<u>Work Status</u>						
Full time	378	49	774	45	1508	44
Part time	145	19	294	17	605	17
Home duties	59	8	134	8	255	7
Retired / pensioner	102	13	262	15	634	18
Unemployed	12	2	26	2	91	3
Student	75	10	218	13	372	11
<u>Occupation</u>						
Professional/ manager/ executive/ farmer	206	27	392	23	785	23
Other white collar	168	22	353	21	704	20
Blue collar	143	19	309	18	592	17
Other	7	1	13	1	31	1
<u>Total Annual Gross Income</u>						
Less than \$20,000	239	31	514	30	997	29
\$20,000 to \$40,000	117	15	264	15	520	15
\$40,001 to \$60,000	139	18	266	16	551	16
Over \$60,000	161	21	354	21	705	20
Not established	117	15	310	18	691	20
<u>Have Ever</u>						
Visited a radio station's website	410	53	799	47	1414	41
Visited a community radio station's website	200	26	278	16	310	9
Listened to a radio program on the internet	291	38	642	38	1006	29
Listened to a community radio program on the internet	97	13	139	8	158	5
Downloaded a radio program from the internet	160	21	292	17	447	13
Downloaded a community radio program from the internet	53	7	72	4	85	2

Source: McNair Ingenuity Research Pty Ltd 2008

Telephone survey of a representative sample of 550 people 15+ throughout Sydney

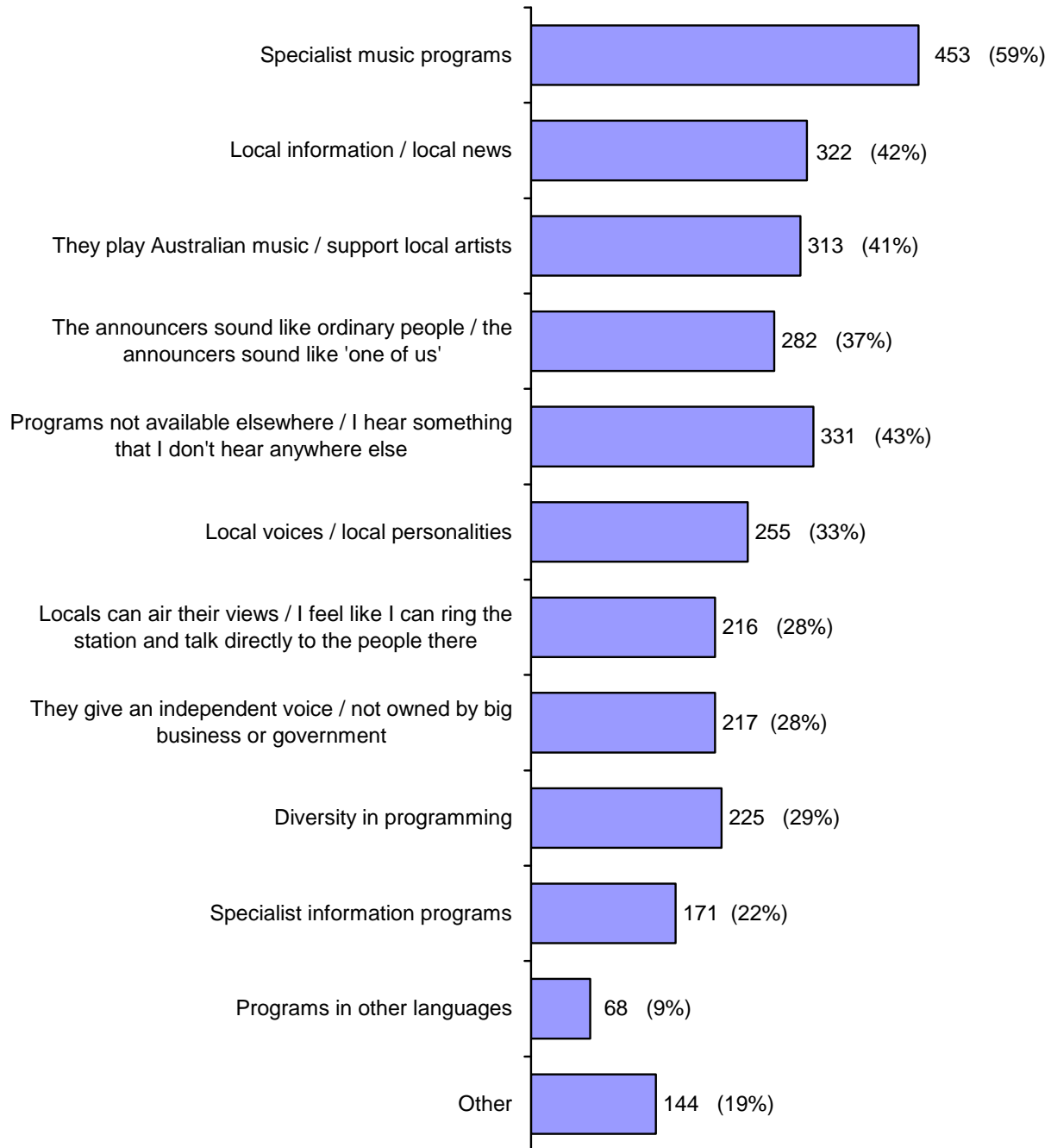
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	<u>Week</u>		<u>Month</u>			
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>
Total	772	100	1708	100	3464	100
<u>Aboriginal or Torres Strait Islander Origin</u>						
Yes	32	4	50	3	78	2
No	733	95	1626	95	3354	97
Refused	7	1	32	2	32	1
<u>Religious Beliefs</u>						
Christianity	467	61	1077	63	2136	62
Buddhism	25	3	64	4	111	3
Islam	41	5	58	3	103	3
Hinduism	24	3	37	2	89	3
Other	19	2	44	3	82	2
No religious beliefs	177	23	409	24	887	26
Refused	19	2	19	1	56	2
<u>Have Disabilities</u>						
Sight impairment	64	8	144	8	268	8
Physical disability	32	4	73	4	166	5
Hearing impairment	21	3	50	3	141	4
Speech impairment	0	0	6	0	13	0
None of the above	649	84	1458	85	2968	86
Refused	12	2	12	1	12	0
<u>Language Other Than English Is Regularly Spoken in the Household</u>						
Yes	169	22	363	21	714	21
No	603	78	1346	79	2750	79
<u>Languages spoken at home (Top 6)</u>						
Chinese/ Cantonese/ Mandarin	24	14	64	18	142	20
Arabic	7	4	12	3	64	9
Hindi (Indian)	12	7	24	7	48	7
Vietnamese	6	3	20	5	39	5
French	8	5	8	2	32	5
Spanish	11	7	18	5	32	4
Other	94	56	204	56	344	48
Refused	7	4	13	4	13	2

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REASONS FOR LISTENING

- SYDNEY



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