

PROFILE OF LISTENERS AND OF THE POPULATION
- NON-METRO VICTORIA

	<u>Listeners 15+ to Community Radio</u>					
	<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	304	100	618	100	1103	100
<u>Gender</u>						
Men	180	59	336	54	543	49
Women	124	41	282	46	561	51
<u>Age Group</u>						
15-24	87	28	133	21	176	16
25-39	59	19	142	23	247	22
40-54	54	18	142	23	299	27
55+	105	34	202	33	381	35
<u>Work Status</u>						
Full time	110	36	239	39	415	38
Part time	59	19	133	21	250	23
Home duties	23	8	40	7	82	7
Retired / pensioner	74	24	134	22	243	22
Unemployed	14	5	25	4	35	3
Student	25	8	48	8	80	7
<u>Occupation</u>						
Professional/ manager/ executive/ farmer	44	15	109	18	218	20
Other white collar	24	8	95	15	184	17
Blue collar	100	33	164	27	257	23
Other	0	0	3	1	5	0
<u>Total Annual Gross Income</u>						
Less than \$20,000	124	41	210	34	363	33
\$20,000 to \$40,000	56	18	114	18	218	20
\$40,001 to \$60,000	63	21	101	16	174	16
Over \$60,000	14	5	71	12	149	13
Not established	47	15	123	20	199	18
<u>Have Ever</u>						
Visited a radio station's website	86	28	157	25	264	24
Visited a community radio station's website	33	11	44	7	53	5
Listened to a radio program on the internet	39	13	105	17	186	17
Listened to a community radio program on the internet	7	2	10	2	18	2
Downloaded a radio program from the internet	12	4	48	8	86	8
Downloaded a community radio program from the internet	0	0	0	0	0	0

Source: McNair Ingenuity Research Pty Ltd 2008

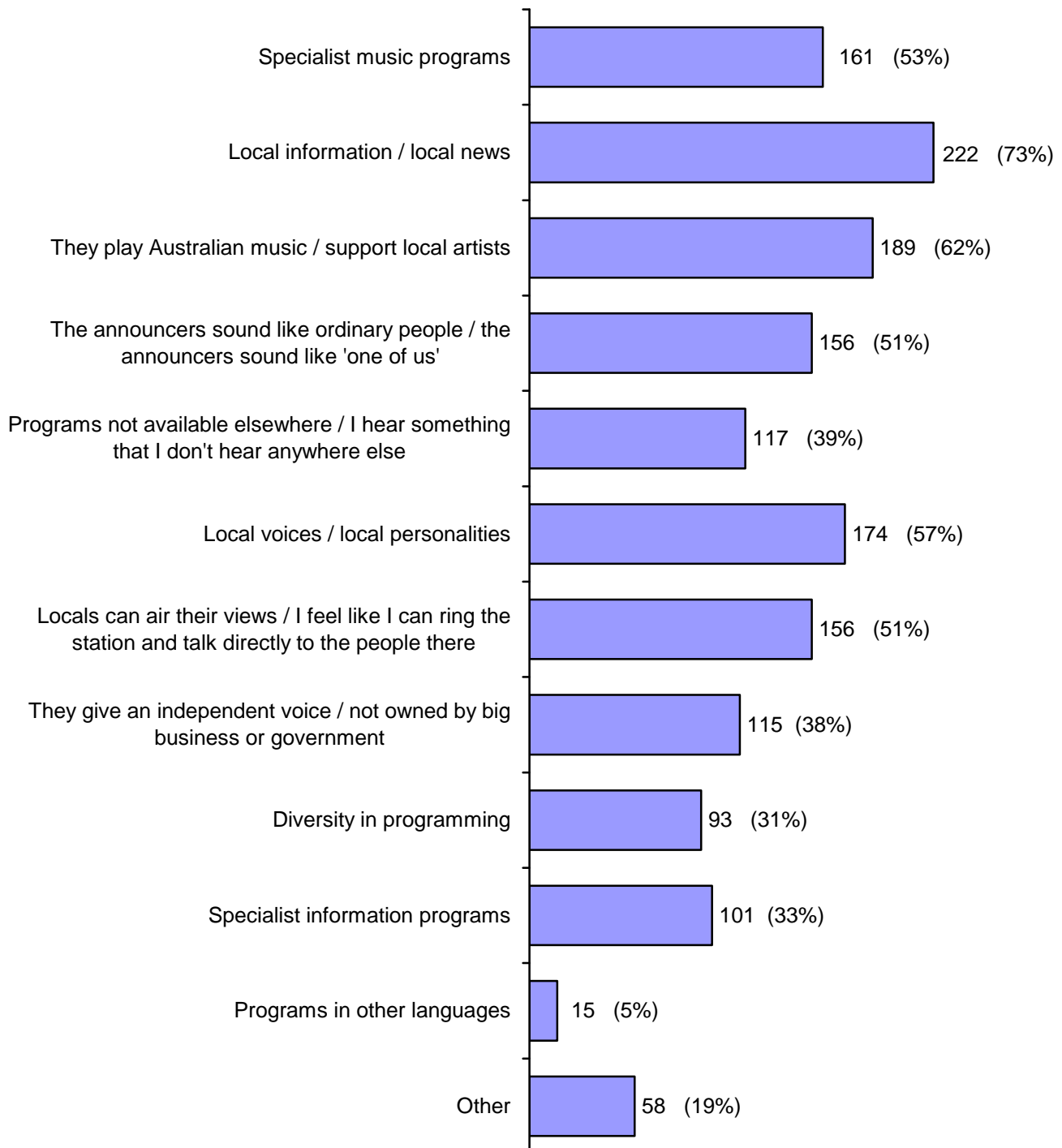
Telephone survey of a representative sample of 401 people 15+ throughout Non-Metro Victoria

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	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>
Total	304	100	618	100	1103	100
<u>Aboriginal or Torres Strait Islander Origin</u>						
Yes	11	4	14	2	26	2
No	282	93	593	96	1060	96
Refused	11	4	11	2	18	2
<u>Religious Beliefs</u>						
Christianity	209	69	391	63	714	65
Other	3	1	27	4	39	3
No religious beliefs	84	28	189	31	332	30
Refused	8	3	11	2	18	2
<u>Have Disabilities</u>						
Sight impairment	38	13	65	11	88	8
Physical disability	26	9	63	10	101	9
Hearing impairment	19	6	34	5	66	6
Speech impairment	3	1	5	1	16	1
None of the above	243	80	495	80	892	81
Refused	6	2	9	1	14	1
<u>Language Other Than English Is Regularly Spoken in the Household</u>						
Yes	10	3	42	7	59	5
No	294	97	576	93	1045	95

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REASONS FOR LISTENING
- NON-METRO VICTORIA



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