

OVERALL LISTENING
- SOUTH AUSTRALIA

	'000	%	'000	%
All people aged 15+	1230	100	1230	100
	<u>In An Average Week</u>		<u>In An Average Month</u>	
Listeners to radio	1049	85	1136	92
Listeners to community radio	369	30	636	52
Listeners to commercial radio	734	60	823	67
Listeners to ABC and/or SBS radio	588	48	697	57
Listeners to community radio who:				
do not listen to commercial radio	138	11	189	15
do not listen to ABC/SBS radio	179	15	238	19
do not listen to commercial radio or ABC/SBS radio	72	6	84	7

Average time spent listening to community radio in an average week by listeners to community radio = 8.8 hours

How to Read:

In an average week, of all people aged 15+ throughout South Australia (1,230,000 people):

- 369,000 people, or 30%, listen to community radio
- 138,000 people, or 11%, listen to community radio but not commercial radio
- 179,000 people, or 15%, listen to community radio but not ABC/SBS radio
- 72,000 people, or 6%, listen to community radio exclusively, that is, listen to community radio but not commercial radio or ABC/SBS radio

Source: McNair Ingenuity Research Pty Ltd 2004
Telephone survey of a representative sample of 700 people 15+ throughout South Australia



PROFILE OF LISTENERS AND OF THE POPULATION
- SOUTH AUSTRALIA

	<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	369	100	636	100	1230	100
<u>Gender</u>						
Men	195	53	307	48	603	49
Women	174	47	329	52	627	51
<u>Age Group</u>						
15-24	85	23	136	21	201	16
25-39	119	32	185	29	318	26
40-54	103	28	166	26	330	27
55+	62	17	148	23	382	31
<u>Work Status</u>						
Full time	170	46	272	43	484	39
Part time	66	18	105	17	192	16
Home duties	18	5	43	7	100	8
Retired / pensioner	54	14	105	17	291	24
Unemployed	9	3	12	2	20	2
Student	52	14	97	15	143	12
<u>Occupation</u>						
Professional / manager/ executive/ farm owner	77	21	128	20	232	19
Other white collar	67	18	122	19	211	17
Blue collar	87	24	121	19	217	18
Other	5	1	7	1	17	1
<u>Language Other Than English Is Regularly Spoken in the Household</u>						
Yes	53	14	89	14	144	12
No	316	86	546	86	1086	88
<u>Total Annual Gross Income</u>						
Less than \$20,000	118	32	207	33	401	33
\$20,000 to \$40,000	111	30	186	29	346	28
\$40,001 to \$60,000	61	16	84	13	189	15
Over \$60,000	49	13	87	14	117	10
Not established	31	9	71	11	177	14

Source: McNair Ingenuity Research Pty Ltd 2004

Telephone survey of a representative sample of 700 people 15+ throughout South Australia



FREQUENCY / VOLUME OF LISTENING AND REASONS FOR LISTENING
- SOUTH AUSTRALIA

Base: An estimated 369,000 people aged 15+ who listened to community radio in the last seven days

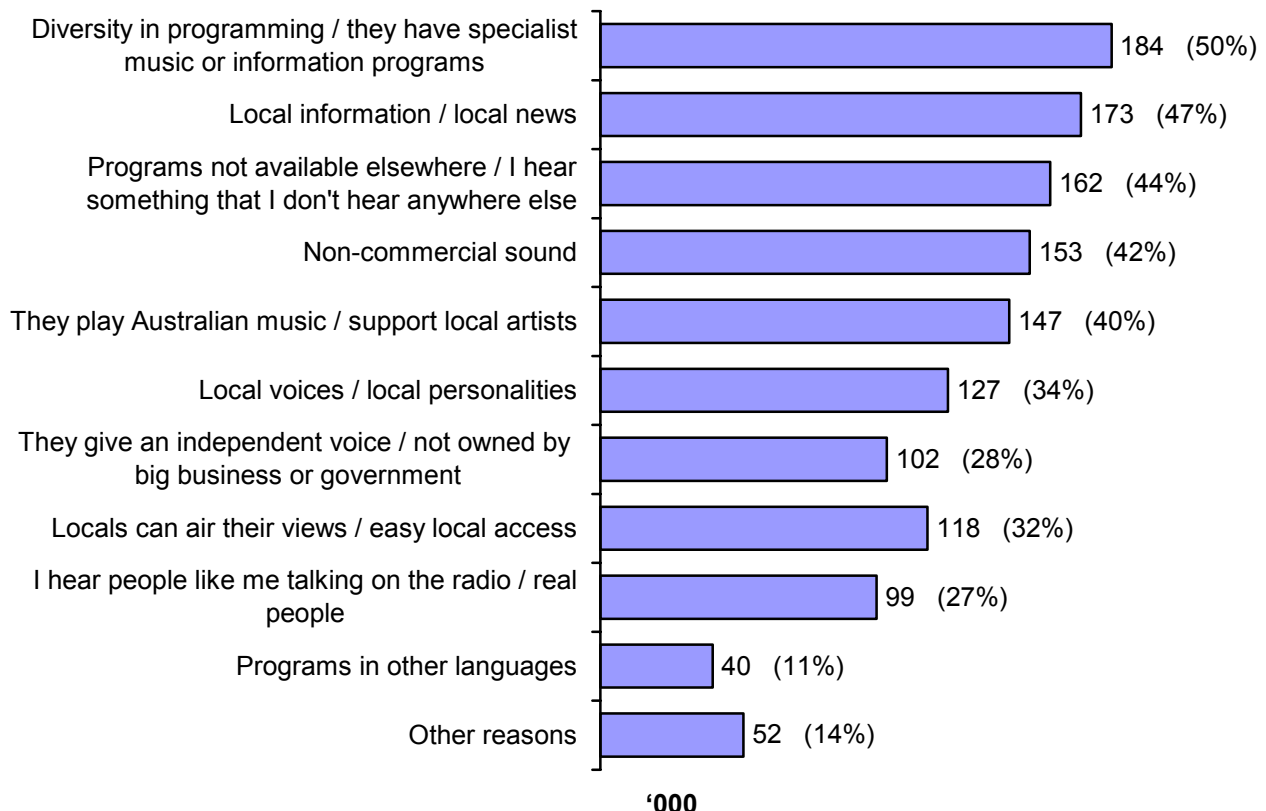
	'000	%
Base:	369	100

"For about how many hours were you listening to or hearing this station (these stations) in the last seven days?"

Up to 10 hours	289	78
11 to 20 hours	35	9
Over 20 hours	44	12
No. of hours not established	0	0

Average no. of hours = 8.8 hours

"Which of the following are your main reasons for listening to this station (these stations)?"



Source: McNair Ingenuity Research Pty Ltd 2004

Telephone survey of a representative sample of 700 people 15+ throughout South Australia

