

OVERALL LISTENING
- SYDNEY

	'000	%	'000	%
	3355	100	3355	100
	<u>In An Average Week</u>		<u>In An Average Month</u>	
All people aged 15+				
Listeners to radio	2696	80	2962	88
Listeners to community radio	561	17	1150	34
Listeners to commercial radio	2171	65	2380	71
Listeners to ABC and/or SBS radio	1383	41	1725	51
Listeners to community radio who:				
do not listen to commercial radio	173	5	268	8
do not listen to ABC/SBS radio	269	8	500	15
do not listen to commercial radio or ABC/SBS radio	79	2	113	3

Average time spent listening to community radio in an average week by listeners to community radio = 5.4 hours

How to Read:

In an average week, of all people aged 15+ throughout Sydney (3,355,000 people):

- 561,000 people, or 17%, listen to community radio
- 173,000 people, or 5%, listen to community radio but not commercial radio
- 269,000 people, or 8%, listen to community radio but not ABC/SBS radio
- 79,000 people, or 2%, 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 551 people 15+ throughout Sydney



PROFILE OF LISTENERS AND OF THE POPULATION

- SYDNEY

Listeners 15+ to Community Radio

	<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	561	100	1150	100	3355	100
<u>Gender</u>						
Men	282	50	594	52	1648	49
Women	279	50	556	48	1707	51
<u>Age Group</u>						
15-24	130	23	266	23	586	17
25-39	139	25	301	26	1007	30
40-54	148	26	304	26	878	26
55+	145	26	279	24	883	26
<u>Work Status</u>						
Full time	237	42	525	46	1539	46
Part time	111	20	219	19	570	17
Home duties	34	6	71	6	221	7
Retired / pensioner	87	16	151	13	560	17
Unemployed	7	1	38	3	106	3
Student	86	15	147	13	359	11
<u>Occupation</u>						
Professional / manager/ executive/ farm owner	147	26	364	32	955	28
Other white collar	129	23	231	20	729	22
Blue collar	61	11	136	12	366	11
Other	11	2	11	1	60	2
<u>Language Other Than English Is Regularly Spoken in the Household</u>						
Yes	192	34	317	28	844	25
No	370	66	833	72	2510	75
<u>Total Annual Gross Income</u>						
Less than \$20,000	157	28	319	28	857	26
\$20,000 to \$40,000	119	21	214	19	683	20
\$40,001 to \$60,000	96	17	191	17	603	18
Over \$60,000	123	22	308	27	739	22
Not established	68	12	118	10	474	14

Source: McNair Ingenuity Research Pty Ltd 2004

Telephone survey of a representative sample of 551 people 15+ throughout Sydney

FREQUENCY / VOLUME OF LISTENING AND REASONS FOR LISTENING
- SYDNEY

Base: An estimated 561,000 people aged 15+ who listened to community radio in the last seven days

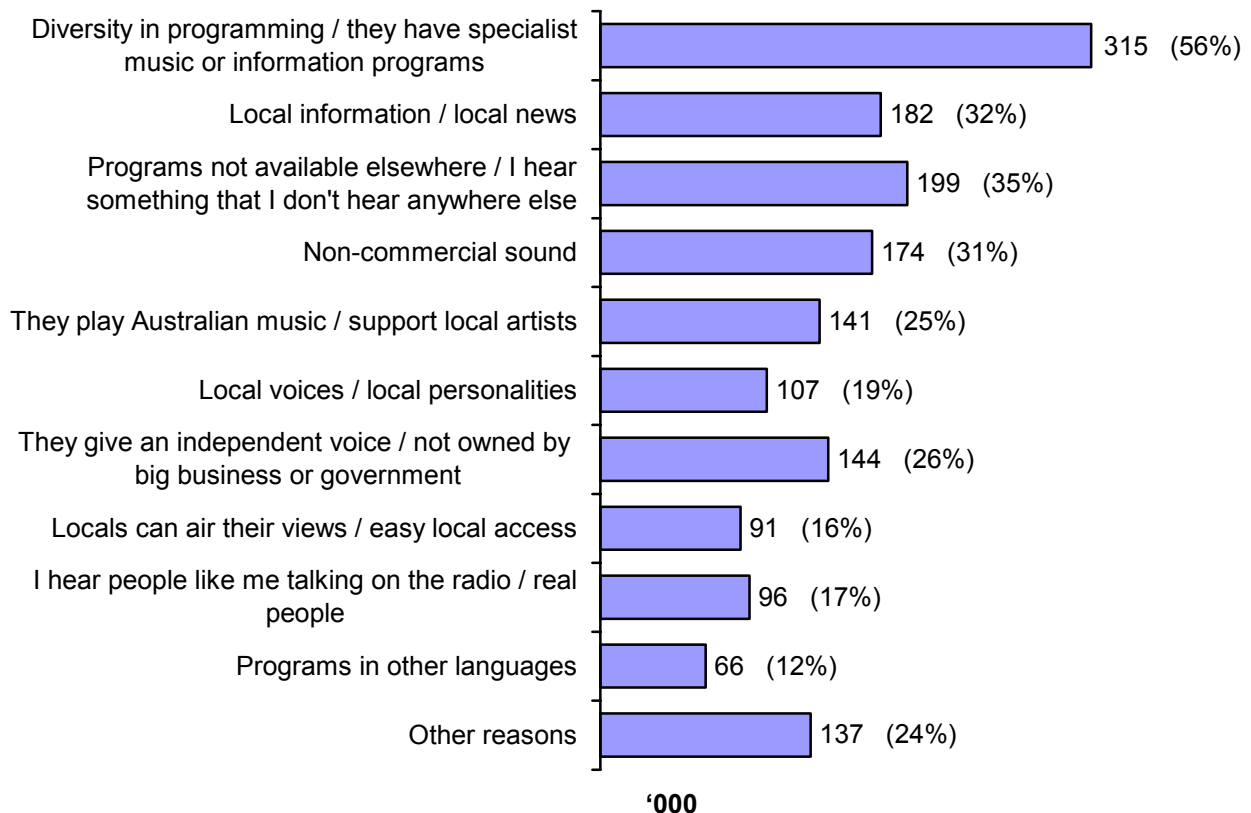
	'000	%
Base:	561	100

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

Up to 10 hours	516	92
11 to 20 hours	22	4
Over 20 hours	25	4
No. of hours not established	0	0

Average no. of hours = 5.4 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 551 people 15+ throughout Sydney

