

Audience Figures



Radio Adelaide is the most listened to community station in South Australia

McGregor Tan Research 2003

37% of Adelaide people aged over 15 years - **340,000 people** - listen to community radio regularly.

62,000 of these listen exclusively to community radio. 103,000 of these do not listen to commercial radio.

'Regular' means for an average of 6.9 hours a week

McNair Ingenuity National Community Radio Research Survey 2006
full details at www.cbonline.org.au

McGregor Tan Research carried out in 1992, 1993, 1995, 1996, 1999 and 2003, alongside the McNair Ingenuity 2004 and 2006 national surveys have helped determine Radio Adelaide's audience figures of a minimum of **75,000 regular weekly listeners.**

In addition to Radio Adelaide's general community broadcasting programs Radio Adelaide has a range of programmes which reach specific **demographic groups**. These include:

- General community 35's up to and including baby boomers
- Arts Sector, with over 50 Arts programs each week
- Youth and Students
- Over 65's (daily weekdays, Saturday)
- Indigenous: (Award Winner Outstanding Contribution to Indigenous Broadcasting 2005)
- Ethnic communities make up 43% of the population. Radio Adelaide broadcasts a number of language programmes catering for the Spanish, Japanese, Serbian, Polish, Serbian, Bosnian, Montenegrin, Albanian, Persian and Afghan and a range of new communities including from Africa and the Middle East.

Additional Demographic breakdown for Adelaide's Community Broadcasting Sector

McNair Ingenuity Research Survey 2004

- 43% of community radio listeners are professionals or white collar workers
- 18 % are active seniors
- 27% are aged 15-24 years
- 24% speak a language other than English at home so are not always reached by mainstream media

Radio Adelaide Listeners are

- Alternative listeners to the ABC
- Lighter viewers of television
- Readers of national and international press
- Primarily tertiary educated
- Lifelong learners
- Involved in, and leaders of their community
- Supporters and joiners
- Middle to high income bracket

Promotional Opportunities include:

- On- Air promotions
- Live on Location Broadcasts
- Program Guide Advertising
- North Terrace Front Window Displays

- **75,000 regular listeners**
- **over 500 volunteers**
- **Community Radio Station of the Year**

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