

Audience

Radio Adelaide's 101.5FM has

88,000 **regular weekly listeners**
listening for an average of 9.1 hours per week

155,000 **listeners each month** source: McNair Ingenuity Community
Radio National Listener Survey*

www.radio.adelaide.edu.au has

7,000 **unique website visitors each month**

30,000 **podcasts downloaded each month**

Demographics

Our diverse programs also reach specific groups including:

- Youth and Students - over 200 young people work in our broadcast teams each week
- Arts Sector - over 50 Arts programs each week
- Over 65's - daily weekdays, Saturday
- Indigenous - 3 weekly programs
- Ethnic communities make up 43% of the population; Radio Adelaide broadcasts language programs catering for the Spanish, Japanese, Swahili, Serbian, Nepali, Polish, Persian (Farsi), Afghan (Dari) and a range of new communities including from Africa, India and the Middle East

Listeners to Radio Adelaide are typically:

- Involved in, and leaders in their communities
- Supporters and joiners
- People who like learning new things, curious and motivated

Why they listen

People like community media for many reasons. In our case, 54% listen for our specialist music programs, 49% for our local news and information, 47% for unique programs they cant find elsewhere, 48% because we highlight Australian music and local artists and 42% because our announcers sound like 'real people'.

This city loves its community radio

- **37%** of Adelaide people aged over 15 years - **352,000 people** - listen to community radio regularly
- **62,000** of these listen exclusively to community radio
- **101,000** of these do not listen to commercial radio
- **201,000** of these do not listen to ABC/SBS radio

The national picture

- 57 % of Australians aged 15+ listen to community radio each month .. more than 9.5 million people!
- The audience for community radio increased by 10% between 2004 and 2008

Promotional Opportunities include:

- On-Air promotions
- Website banners and links
- Program Guide Advertising
- North Terrace Front Window Displays



- 88,000 listeners per week
- 155,000 per month
- 7000 unique website visitors each month
- over 30,000 podcasts downloaded each month
- over 400 volunteers
- over 500 community partners

all general enquiries contact

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* 2008 survey with most recent ABS population adjustments. Find it at www.cbonline.org.au/media/McNairListeners2008/NLSadelaide.pdf