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Station Profile

McNair Ingenuity Survey – October 2014

5TH

Most listened to FM
Station in Adelaide!

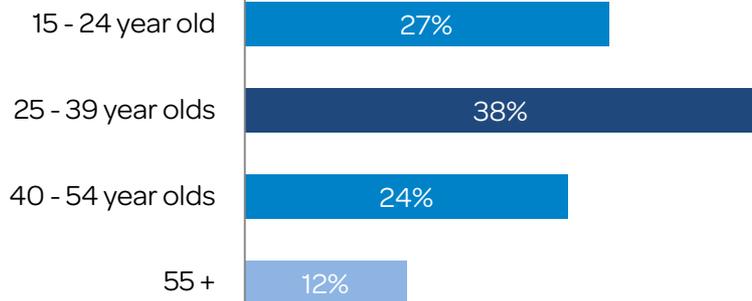fresh
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Every Week

145,000
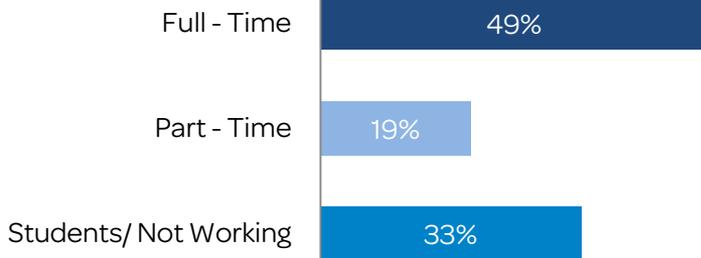
People listen to Fresh 92.7!

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Who's listening to Fresh 92.7?

Age Listenership

15 - 24 year old	27%
25 - 39 year olds	38%
40 - 54 year olds	24%
55 +	12%

Income

Under $20,000	20%
$20,000 - $39,999	15%
$40,000 - $59,999	22%
$60,000 - $99,999	21%
Over $100,000	21%

Employment

Full - Time	49%
Part - Time	19%
Students/ Not Working	33%

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Demographics

Every Month

51% Males

49% Females

35%
Of our weekly listeners have 1 or more kids

65%
Of our monthly listeners have a degree or tertiary education

31%
Of Adelaide people aged 15+ listen to Fresh each month

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Residence

56,000 weekly
Listeners are in the north

26,000 weekly
Listeners are right here in the CBD

24,000 weekly
West of Adelaide tune into Fresh 927

40,000 weekly
People live in the south and hills

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Demographics

32,000
Professionals, Business managers and Executives listen to Fresh 92.7 each week

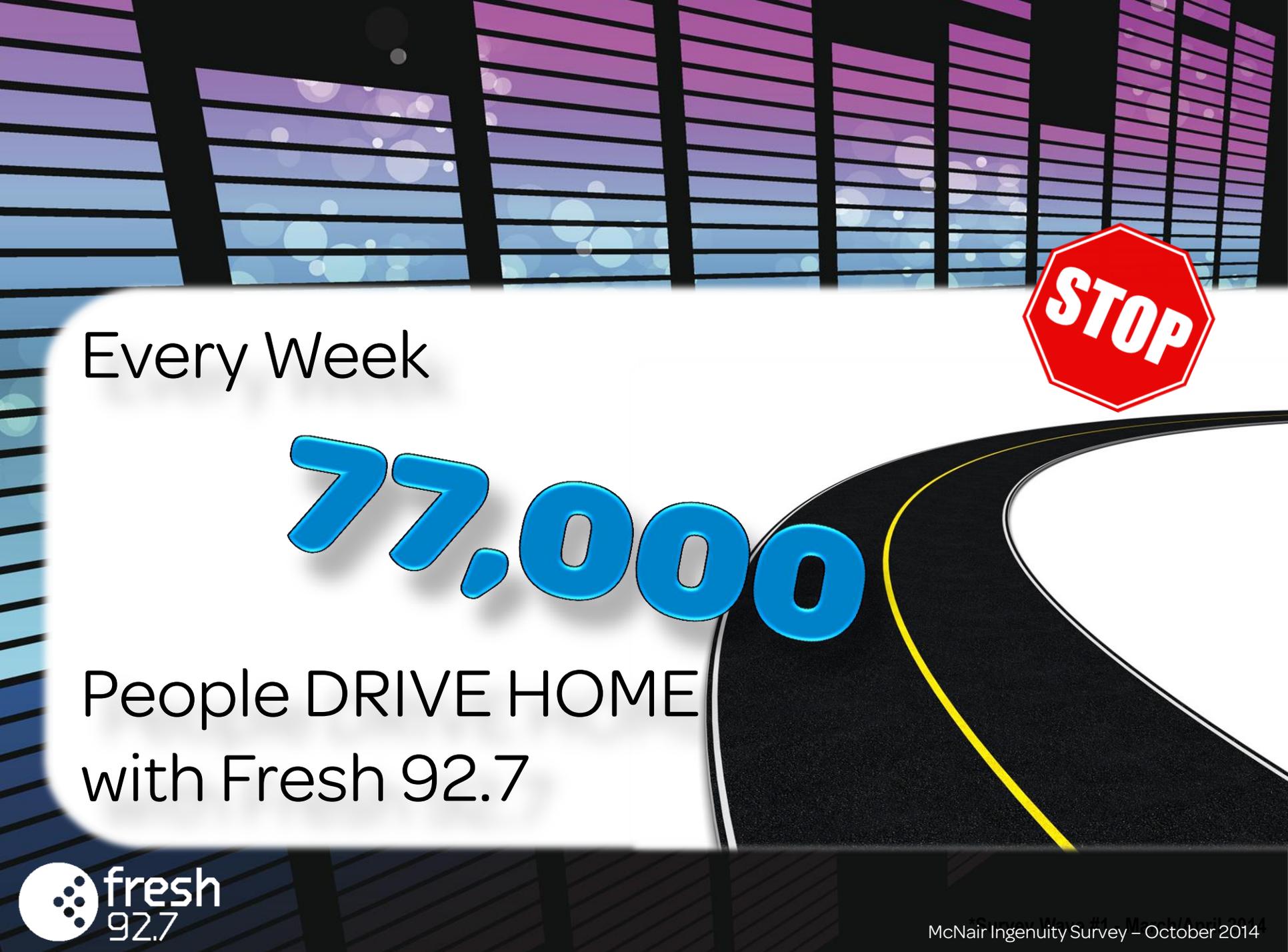**70,000**
Weekly Fresh 92.7 listeners are fulltime employed

39,000
Business owners, Self employed, Salespersons and Clerical staff each week tune to Fresh 92.7

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10 HOURS A WEEK

Our listeners are spending with us!

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Every Week

77,000

People DRIVE HOME
with Fresh 92.7

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Every Week

75,000

people share BREAKFAST with

Fresh 92.7!

Finance

29%
Will get a home loan or mortgage in the next 2 years

17%
Will make a financial investment in the next 2 years

50%
Intend to look into new insurance products in the next 12 months

50%
Intend to buy a car in the next 2 years

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*Survey Wave #1 – March/April 2014

Buying Patterns

76%
Will purchase pharmaceuticals in the next 3 months

68%
Will buy cosmetics in the next 3 months

74%
Will shop for fashion and accessories in the next 3 months

70%
Of our listeners are the main grocery buyer

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Buying Patterns

90%
Will eat out, in cafes, restaurants and pubs in the next 3 months

54%
Will buy sporting and fitness equipment in the next 12 months

71%
Intend to purchase entertainment items (concerts, theatre, festivals, etc.) in the next 12 months

63%
Will buy travel and holiday products in the 12 months

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Buying Patterns

49%
Intend to buy a large electrical appliance in the next 2 years

64%
Intend to buy a tablet, stereo or TV in the next 12 months

54%
Will use digital download or subscription services to buy music and movies

55%
Will buy small appliances eg coffee machines over the next 12 months

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*Survey Wave #1 - March/April 2014

Contact Details

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Fresh 92.7 looks forward to opening the lines of communication with you, and align your business with the much respected FRESH 92.7

brand and listeners.

We're ready to work with you right now to find the best marketing solution for your business to target young Adelaide.

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METHOD

This report contains the results of a survey with a rolling 2 Wave representative sample of 2,039 people aged 15 and over throughout Adelaide. All interviewing was conducted from the 13th to 13st of October inclusive.

The interviews were conducted by means of an online survey; a sample of people were selected at random from a consumer research panel to participate in this survey. All results were weighted by age within gender, so as to bring the sample exactly into line with Adelaide's population distribution by these characteristics.

Surveys of community radio listening are consistent with past surveys conducted by McNair Ingenuity Research on Community Radio Listening and the question wording is intentionally the same as that used in the National Listener Survey.

Reliability of Result

The survey was carefully conducted using the highest possible standards at every stage of the process. The method and results are well benchmarked and validated over time. While the overall survey was conducted amongst 2,039 people (+/- 2% margin of error), the detailed listening habits of each station were only asked of people who said they had listened in the last week. This is a much smaller group than the overall survey and hence the margin of error increases for these questions.

While results are reported as a single figure, it is better to think of them as the mid-point in a possible range. This means that if we were to repeat this survey 100 times, the results calculated from the total base would be within a range of +/- 2% in 95 of the 100 surveys.

All sample surveys and polls may be subject to multiple sources of variation in sampling and coverage. Furthermore results of radio surveys are also vulnerable to fluctuations such as changes in the weather from month-to-month, which can change people's listening habits.

When reporting survey estimates, percentages are rounded to the nearest whole percent. Sometimes when combining or splitting groups the percentages may appear to add to a different total, due to the rounding factor. All percentages are calculated using the underlying number of respondents as a proportion of the relevant population. It is therefore incorrect to add percentage figures when combining groups. The number of respondents from each group should be added and the percentage recalculated on the total population for the combined group.