

**Interesting statistics coming out of the
2006 McNair Ingenuity Research Survey of Community Radio
In Regional NSW**

Regionally the statistics tell us;	What does this mean for 2MCE listeners?
30% listen to community radio and 6% of them only listen to community radio	Of the regions possible audience of around 90,000 this means 2MCE listeners make up 27,000 a week
the average time spent each week per person listening to community radio is 8.6 hours	People listen over 8 hours a week to 2MCE
just over half of the listeners are men	Which means that over 12,600 are women
fulltime employees take up just over 40% and over 20% are casual or part-time employees	60% of our listeners are financial
Retirees, home duties fill 25%	Longer term listeners also financial
unemployed fill just 1%	Looking for employees?
Students however take up close to 10% of the listenership	Do you want to talk to this market segment?
An increase of international language people up to 11%	Which means that there are nearly 10,000 people with foreign languages in the Central West. We cater to Philippino, Chinese, Latin American & Spanish and others
The internet has increased in popularity with close to 30% having visited radio stations websites	Opportunities for additional promotion to close to a third of the listenership

All in all the statics tell us that listenership is up around 10% in two years, people are becoming more aware of community radio.

Some of the reasons for listening are that community radio is seen as being Independent organisations broadcasting Australian Music, local interest and local news through local personalities. Ordinary people from all walks of life are presenting specialist music and information programs.