



2SER And Our Audience A Brief Introduction

2ser
107.3

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- Sydney's **largest** Community Radio Station broadcasting metro-wide (and reaching as far as the Blue Mountains and Wollongong) **24 hours a day, 365 days a year**.
- All our on-air presenters and the majority of support staff are well-trained but unpaid **volunteers**, dedicated to giving Sydney an **alternative** voice.
- **Neither a commercial station nor affiliated with the ABC or SBS, it is truly independent and its programming and audience reflect this.**
- **2SER107.3's** focus is on **cutting-edge musical styles, contemporary arts and independent current affairs**.
- We value our reputation for the above enough to reject some sponsors or messages that might compromise 2SER10.37FM's integrity or identity. Our listeners consistently make plain that they like us to be **different**, and appropriate sponsors ultimately benefit from this policy.

THE AUDIENCE

2SER107.3's listeners live mainly in the City, Inner West and Eastern Suburbs and are united by attitude as much as by demographics. They are **early adopters** and the kind of **market leaders** who can create a buzz around a new product, service or event. **Roy Morgan Research** gives a useful overview of this:

- **BIGGEST** station of Sydney's community sector with a weekly cumulative core audience of around **100,000** and a larger audience upward of **260,000**
- **YOUNG** – **41%** of listeners are aged between **14-24**; **32%** between **25-34**
- **WELL EDUCATED** - **27%** already **have a degree**, **42%** are either **now at uni** or are part way through a degree.
- **HIGH DISPOSABLE INCOME** - nearly **66%** are **single** with no kids; **36%** earn **over 30K pa**, **19%** over **40K pa** and **11%** earn over **50K pa**,
- **ROY MORGAN VALUE SEGMENTS** - over **54%** are '**Young Optimists**'; over **12%** are '**Socially Aware**'; **8%** are '**Visible Achievement**'
- **HARD TO REACH ELSEWHERE** – **75%** are **light** or **non-viewers** of **commercial TV**; **63%** are **light** or **non-listeners** to **commercial radio**
- **OUT THERE!** - for visits to **cafes, restaurants, cinemas, theatres, clubs, pubs, galleries, gigs** or **museums** they are among the **most active in Sydney**. They are **nearly three times** as likely to go to an **art gallery** or **museum**, and **three** times as likely to go to the **theatre** than the average Sydney radio audience (indexes on request!)
- **AUDIOPHILES** - they listen to **2SER107.3**, buy **quality Hi-Fi**, and are **4 times** as likely to see **live music**, nearly **3 times** as likely to go **clubbing**, and **twice** as likely to visit a **music store** than the average Sydney radio audience. In addition nearly **23%** either **play an instrument or sing!**
- **UP WITH NEW TECHNOLOGIES** - high use of **computers, games, mobile phones** etc.
- **INTERNET** – **74%** are users of the **internet** and **10%** **bought goods over the internet**
- **BIG TRAVELLERS** - **23%** **flew overseas** and **23%** **interstate** last year; nearly **44%** **intended going overseas in the next 2 years**
- '**ALTERNATIVE**' - huge interest in **environmental issues, natural health, organic food** etc.

As you can imagine this audience is **discerning** and **media-savvy**, requiring a different approach by advertisers.

Where better to start than on **their station?**