

DEMOGRAPHICS

About JOY 94.9

JOY 94.9 is an intimate, available and immediate way for you to link to the gay, lesbian, bisexual, transgender and intersex (GLBTI) community.

JOY 94.9 is a pre-eminent player in Melbourne media broadcasting to a fast growing listenership of more than 185,000 people every month.

With more than 3,000 financial members JOY 94.9 is Australia's largest GLBTI community organisation and classed in the top 15% of Australian community broadcasters.



3 out of 10 people listening to community radio in Melbourne are listening to JOY 94.9

Our audience:

- Listen 2.5 times longer than other stations
- Listen to JOY more than the average person watches TV

Gritth University Report & McNair Ingenuity Survey

Our listeners are:

- Well-educated white-collar professionals working full time
- Earn more than \$60,000 pa (33%); earn more than \$45,000 pa (58%)
- Early adopters of technology and fashion and are brand conscious
- Regular holiday goers
- Aged 18-39 (67%); aged 40-54 (20%)
- Gay (65%); lesbian (15%); straight (10%); bisexual (10%)

JOY Listener Survey

The Australian gay & lesbian market:

- Has an annual discretionary spend of more than \$1 billion
- Are influenced in their buying by companies who target them (80%)
- Have higher weekly household incomes than the national median

Australian Bureau of Statistics & NTT Commission

Radio promotion is effective because:

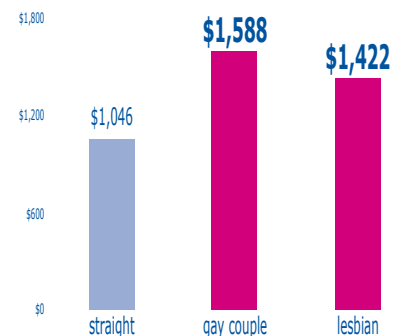
- It's effective for prompting consumer action
- It's easy to target the consumers you are seeking
- It's twice as effective at reaching customers throughout a day than TV
- Consumers spend more time with radio than print or online media

TNS Research, Nielsen Media Research & Roy Morgan



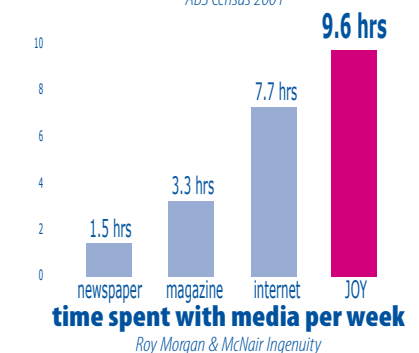
JOY listeners

McNair Ingenuity 2006



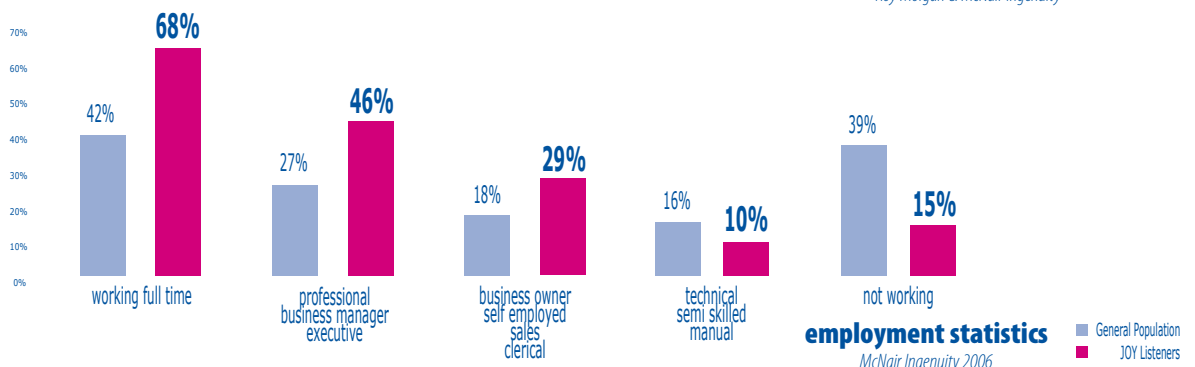
weekly household income

ABS Census 2001



time spent with media per week

Roy Morgan & McNair Ingenuity



employment statistics

McNair Ingenuity 2006

ask us about our special packages

hot packages | seasonal packages | cd/dvd/property of the week packages | website advertising | merchandise branding

radio promotion on JOY 94.9 is your cost effective and efficient way to reach a captive audience with above average income



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