



Who listens to 2XXFM?

2XXFM sponsorship gives Advertisers access to an exclusive audience, as our media hub is a great promotional platform which reaches various demographics

2XXFM listeners tend to be light consumers of commercial media and instead, our audience enjoys the dynamic of community broadcasting:

- **Independent**
- **Alternative**
- **Culturally Active**
- **Proud to be Canberran!**

Studies show that 1 in 3 Canberran's tune into community radio per week. That's approximately 105,000+ listeners throughout Canberra, Queanbeyan, Bungendore, Yass and Goulbourn. The average listener tunes into 33+ hours of community radio each week.

Interesting Listener demographics:

25% are 40-54, 30% are 25-39,

19% are 15-24 years of age

51% female, 49% male

45% have a Bachelor or higher university degree

29% work in professional, business manager or executive roles

19% are self-employed, business owners or work in clerical roles

11% are technical or manual workers

44% of listeners work full-time

Our program schedule is made up of:

News & Current Affairs 20% (15hrs)

Music programs 40% (30 hrs)

Special Interest programs 20% (21 hrs)

Multicultural broadcasting 13 % (18.5 hrs)

Indigenous broadcasting 7% (10 hrs)

Why do they listen?

37 % listen for specialist music

33.5% listen for independent opinions and local voices

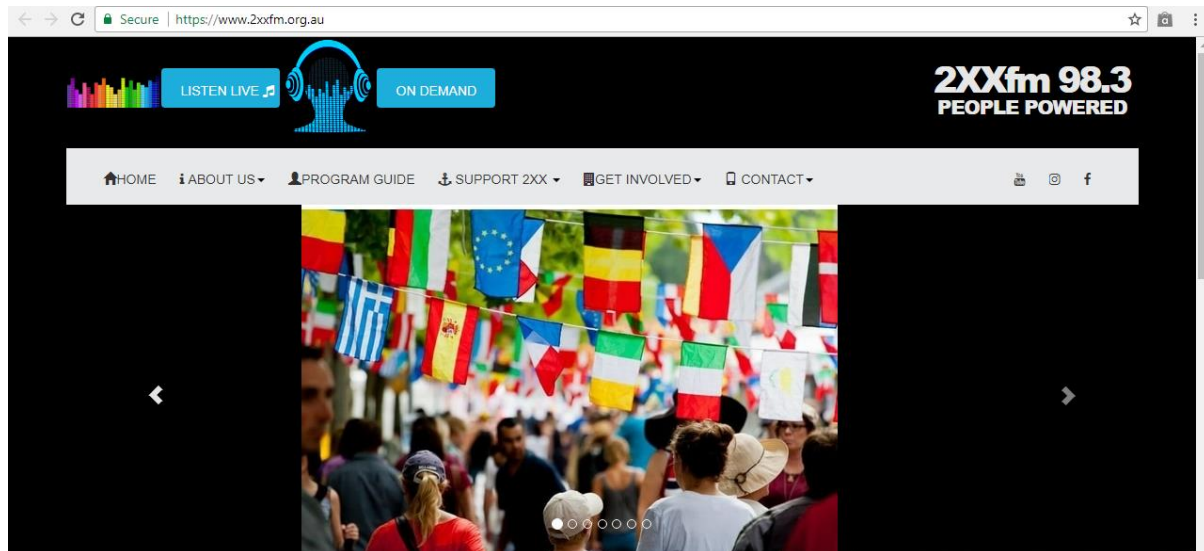
28% listen for local news, events, opportunities and information

Our Online presence is growing

Website: 100,000+ views on 2xxfm.org.au

E-News: 1,500+ subscribers to e-newsletter

Livestream: 45,000+ hours of live web-stream and on demand listening.



Facebook: 2,000+ likes and followers

Instagram: 200+ followers

Facebook: www.facebook.com/2xxfm

Instagram: www.insta.com/2xxfm