



**ST. VINCENT AND THE GRENADINES  
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## Audience Demographics

Surveyors: Systematic Marketing & Research Services Inc. - Barbados, Fairfield Marketing Ltd. – SVG (Tel. 784-457-1491, Fax 784-456-1425)

Period: November 18 – 27 2004

Number Surveyed: 504, sampled by parish density distribution and national age distribution with an active audience of 85,000 persons

Media: All Radio Stations (7) and TV (2)

### Highlights:

- 83% of respondents listen to radio at home, 9% listen at the workplace.
- 30% of respondents polled named Saturday as the day they listen to radio more, followed by Sunday (23%), while a smaller group (13%), listened on Monday. 13% said all days are the same.
- Hitz FM was polled the **Most Favourite Radio Station** with a **28%** response rate, as compared by the 2<sup>nd</sup>-placed station with 19% score.
- Hitz FM led all other stations in 11 of the 24 time slots polled for the broadcast day of 5:30am – midnight.
- Hitz FM was 2<sup>nd</sup> in 4, 3<sup>rd</sup> in 7, and 4<sup>th</sup> in 2 slots.
- Hitz FM is overall, the **Most Listened-To Station** daily/weekly.
- During the period 5:30am - 10:00am, Hitz FM is **First** with a **21%** overall audience share, and an average audience of 9,775 listeners.
- During the period 10:00am – 2:00pm, Hitz FM has the second largest Audience Share, overall, at 14% with 6,375 listeners on average.
- During the period 2:00pm – 6:00pm, Hitz FM has the second largest Audience Share overall at 10%, with an average of 4,505 listeners.
- During the period from 6:00pm – 9:00pm, Hitz FM at 10% has the second largest Audience Share, averaging 4,760 listeners.
- During the slot, 9:00pm - 12:00am, Hitz FM has the second largest radio audience overall with 5% and 2,465 average listeners.
- Hitz FM enjoyed large audiences throughout the broadcast day, with the largest audience between 6:00am and 8:00am, and peaking between 7:00 – 7:30am with an audience of 12,700 listeners

National Population Demographics: based on total of 102,631 persons (Statistical Office 2003 Estimates), 30,518 households (Census 2001 Estimates)

Age Group	Percentage	Total People
0 – 14	31%	31,466
15 – 19	11%	10,908
20 – 24	9%	9,385
25 – 34	15%	15,639
35 – 44	14%	14,264
45 – 54	8%	8,175
55+	12%	12,796

## **Hitz FM Audience By Age - Summary**

### *Mornings: (5:30am – 10:00am)*

15 – 19 Age Group – Hitz FM is **First** overall with an average audience of 17%, **peaking at 23% between 7:00am – 8:00am**

20 – 24 Age Group – Hitz FM is **First** overall with an average audience of 16%, **peaking at 21% between 7:00am – 8:00am**

25 - 34 Age Group – Hitz FM is **First** overall with an average audience of 13%, **peaking at 16% between 7:00am - 7:30am**

35 - 44 Age Group – Hitz FM is **First** overall with an average audience of 12%, **peaking at 15% between 7:30am - 8:00am**

45 - 54 Age Group – Hitz FM is **Third** overall with an average audience of 10%, **peaking at 8% between 7:30am - 9:00am**

*Mid-Morning/Afternoon: (10:00am – 2:00pm)*

15 – 19 Age Group – Hitz FM is **Third** overall with an average audience of 7%, **peaking at 10% between 10:00am – 12:00pm.**

20 – 24 Age Group – Hitz FM is **First** overall with an average audience of 16%, **peaking at 21% between 10:00am – 10:30am**

25 - 34 Age Group – Hitz FM is **Second** overall with an average audience of 11%, **peaking at 15% between 11:00am – 12:00pm**

35 - 44 Age Group – Hitz FM is **Third** overall with an average audience of 7%, **peaking at 8% between 10:00am - 11:00am**

45 - 54 Age Group – Hitz FM is **Sixth** overall with an average audience of 2%, **peaking at 2% between 10:00am – 12:30pm**

*Afternoon Drive Time: (2:00pm – 6:00pm)*

15 – 19 Age Group – Hitz FM is **Second** overall with an average audience of 5%, **peaking at 12% between 4:00pm – 5:00pm**

20 – 24 Age Group – Hitz FM is **First** overall with an average audience of 8%, **peaking at 12% between 4:00pm – 5:00pm**

25 - 34 Age Group – Hitz FM is **Third** overall with an average audience of 6%, **peaking at 7% between 2:00pm – 4:00pm, and 5:00 – 6:00pm**

35 - 44 Age Group – Hitz FM is **Second** overall with an average audience of 6%, **peaking at 8% between 2:00pm - 4:00pm**

45 - 54 Age Group – Hitz FM is **Fifth** overall with an average audience of 3%, **peaking at 5% between 5:00pm - 6:00pm**

*Evening: (6:00pm – 9:00pm)*

15 – 19 Age Group – Hitz FM is **Second** overall with an average audience of 6%, **peaking at 12% between 7:00pm – 8:00pm**

20 – 24 Age Group – Hitz FM is **First** overall with an average audience of 9%, **peaking at 10% between 6:00pm – 7:00pm, and 8:00pm – 9:00pm**

25 - 34 Age Group – Hitz FM is **Second** overall with an average audience of 8%, **peaking at 9% between 7:00pm – 9:00pm**

35 - 44 Age Group – Hitz FM is **Second** overall with an average audience of 6%, **peaking at 7% between 6:00pm – 7:00pm**

45 - 54 Age Group – Hitz FM is **Fourth** overall with an average audience of 2%, **peaking at 2% between 6:00pm - 9:00pm**

*Night: (9:00pm – 12:00am)*

15 – 19 Age Group – Hitz FM is **Second** overall with an average audience of 2%, **peaking at 3% between 10:00pm – 11:00pm**

20 – 24 Age Group – Hitz FM is **First** overall with an average audience of 2%, **peaking at 3% between 9:00pm – 10:00pm**

25 - 34 Age Group – Hitz FM is **First** overall with an average audience of 6%, **peaking at 7% between 9:00pm – 10:00pm**

35 - 44 Age Group – Hitz FM is **Second** overall with an average audience of 4%, **peaking at 5% between 9:00pm – 10:00pm**

45 - 54 Age Group – Hitz FM is **Fourth** overall with an average audience of 1%, **peaking at 2% between 9:00pm - 10:00pm**