

HAMILTON - XTRA RESEARCH - SURVEY 1: 2014



Station Listened to Most (%)

	10+	10-17	18-39	25-39	40-54	55+
3HA	20.0	10.8	8.9	9.5	23.4	28.6
MIXX FM	34.0	78.4	55.7	52.8	29.8	7.1
ABC LOCAL RADIO	11.7	0.0	5.0	7.5	12.1	19.8
ABC RADIO NATIONAL	2.3	0.0	1.3	1.0	2.1	4.0
ABC NEWS RADIO	0.3	0.0	1.3	1.9	0.0	0.0
JJJ	5.0	5.4	13.3	9.4	3.5	0.0
ABC CLASSIC FM	1.0	0.0	0.6	1.0	1.4	1.3

Session Listened to Most (%)

	Breakfast	Morning	Afternoon	Drive	Evening	Weekend
3HA	22.2	23.9	18.4	16.9	12.2	15.7
MIXX FM	32.4	27.5	36.3	36.8	21.8	33.4
ABC LOCAL RADIO	13.1	8.0	9.4	8.6	20.4	14.5
ABC RADIO NATIONAL	1.9	1.9	1.6	2.3	4.8	3.5
ABC NEWS RADIO	0.4	0.3	0.0	0.3	0.0	0.4
JJJ	4.5	5.8	6.0	8.3	4.8	5.5
ABC CLASSIC FM	0.8	1.4	1.8	1.3	0.7	0.9