

HORSHAM - XTRA RESEARCH - SURVEY 1: 2014



Station Listened to Most (%)

	10+	10-17	18-39	25-39	40-54	55+
3WM	23.2	5.8	10.3	12.5	32.6	31.3
MIXX FM	35.2	87.0	63.5	62.5	32.6	3.7
ABC LOCAL RADIO	25.6	0.0	8.9	12.5	20.0	46.9
ABC RADIO NATIONAL	2.5	0.0	0.0	0.0	4.5	3.7
ABC NEWS RADIO	0.2	0.0	0.0	0.0	0.0	0.4
JJJ	3.0	4.4	8.4	1.9	1.5	0.0
ABC CLASSIC FM	1.0	0.0	0.0	0.0	0.0	2.5

Session Listened to Most (%)

	Breakfast	Morning	Afternoon	Drive	Evening	Weekend
3WM	24.5	30.8	19.1	16.2	13.2	19.7
MIXX FM	33.5	29.7	41.8	45.6	16.9	31.0
ABC LOCAL RADIO	27.9	21.7	21.6	20.9	53.7	32.4
ABC RADIO NATIONAL	2.6	2.8	0.8	1.7	3.5	2.7
ABC NEWS RADIO	0.0	0.0	0.3	0.3	0.7	0.2
JJJ	2.1	4.0	4.2	5.2	2.2	3.1
ABC CLASSIC FM	1.0	0.8	0.8	1.0	2.1	0.9