

MT GAMBIER - XTRA RESEARCH - SURVEY 1: 2016



EMBARGOED UNTIL TUESDAY 26TH APRIL AT 10AM AEST

Station Listened to Most (%), Monday to Sunday

	10+	10-17	18-39	25-39	40-54	55-64	65+
5SE963	17.5	4.2	8.7	10.6	20.4	36.1	19.8
STAR FM	37.5	90.1	51.8	52.9	41.5	11.7	1.7
ABC LOCAL RADIO	20.0	1.4	2.9	4.1	10.6	31.9	57.0
ABC RADIO NATIONAL	1.0	1.4	0.0	0.0	0.7	2.1	1.7
ABC NEWS RADIO	0.2	0.0	0.0	0.0	0.0	0.0	0.8
TRIPLE J	10.1	1.4	24.9	21.1	7.8	6.4	0.0
ABC CLASSIC FM	0.7	0.0	0.0	0.0	0.0	1.1	2.5

Station Listened to Most (%)

The percentage of the total radio listening audience who say they listened most to one particular station during a given time period. It is based on a listener's recall of their previous week's listening.

For example, 25.1% of the total radio audience said they listened most to Station A, Monday to Sunday.

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Session Listened to Most (%)

	Breakfast Mon-Fri 5.30am-9.00am	Morning Mon-Fri 9.00am-12.00pm	Afternoon Mon-Fri 12.00pm-4.00pm	Drive Mon-Fri 4.00pm-7.00pm	Evening Mon-Fri 7.00pm-12.00mn	Weekend Sat-Sun 5.30am-12.00mn
5SE963	18.4	21.6	18.1	15.6	17.8	17.2
STAR FM	38.2	30.7	40.5	42.0	16.8	33.5
ABC LOCAL RADIO	21.5	18.7	16.0	11.5	38.7	21.4
ABC RADIO NATIONAL	1.4	1.5	0.8	1.4	1.0	2.8
ABC NEWS RADIO	0.4	0.0	0.0	0.0	1.0	0.2
TRIPLE J	7.5	10.0	7.8	14.2	9.8	11.7
ABC CLASSIC FM	0.4	0.6	0.8	0.6	1.0	0.9

Session Listened to Most (%)

The percentage of the total radio listening audience who say they listened most to one particular station during a given time period. It is based on a listener's recall of their previous week's listening.

For example, 25.1% of the total radio audience said they listened most to Station A, 5.30am-9.00am Monday to Friday.

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Cumulative Audience (00's) by Demographic, Mon-Sun 5.30am-12midnight

	10+	10-17	18-39	25-39	40-54	55-64	65+
5SE963	131	6	22	19	42	35	26
STAR FM	239	58	100	73	66	13	3
ABC LOCAL RADIO	133	1	8	6	22	37	65
ABC RADIO NATIONAL	17	2	3	3	4	3	5
ABC NEWS RADIO	3	0	1	1	0	2	1
TRIPLE J	78	3	51	31	16	8	2
ABC CLASSIC FM	6	0	2	2	0	1	3

Cumulative Audience (00's)

The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening. For example, Station A has 25,000 unique listeners between 5.30am-12.00mn Monday to Sunday.

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Cumulative Audience (00's) by Session, P10+ [Potential: 519]

	Breakfast Mon-Fri 5.30am-9.00am	Morning Mon-Fri 9.00am-12.00pm	Afternoon Mon-Fri 12.00pm-4.00pm	Drive Mon-Fri 4.00pm-7.00pm	Evening Mon-Fri 7.00pm-12.00mn	Weekend Sat-Sun 5.30am-12.00mn
5SE963	100	81	74	67	17	80
STAR FM	193	104	148	154	17	146
ABC LOCAL RADIO	103	65	59	40	35	100
ABC RADIO NATIONAL	11	10	5	9	1	16
ABC NEWS RADIO	3	1	1	1	2	3
TRIPLE J	47	37	34	56	9	57
ABC CLASSIC FM	3	2	3	2	1	4

Cumulative Audience (00's)




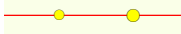

The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening. For example, Station A has 25,000 unique listeners between 5.30am-12.00mn Monday to Sunday.

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Legend

-  Coastline; State Borders
-  Licence Area
-  Principal Roads; Cities (Medium & Large)
-  Secondary Roads; Towns, Cities (Small)
-  Minor Roads; Localities

MT GAMBIER RA1

Area ID: 474

Determined: 6 November 2003 (2001 Census)

