

PORT MACQUARIE - XTRA RESEARCH - SURVEY 1: 2016



EMBARGOED UNTIL TUESDAY 3RD MAY AT 10AM AEST

Station Listened to Most (%), Monday to Sunday

	10+	10-17	18-24	25-39	40-54	55-64	65+
STAR FM	26.6	68.6	56.4	45.0	28.3	8.9	0.0
2MC	28.4	8.6	11.6	14.3	39.2	32.1	38.9
RADIO 531 / FM 93.5	4.0	0.0	0.0	1.7	3.0	5.3	8.0
ABC LOCAL RADIO	10.2	2.2	0.0	1.7	6.6	15.7	20.5
ABC RADIO NATIONAL	5.3	0.0	1.5	0.9	4.2	11.9	7.6
ABC NEWS RADIO	0.8	0.0	0.0	0.0	1.2	0.0	1.8
TRIPLE J	10.9	11.9	26.2	28.8	9.1	6.7	0.4
ABC CLASSIC FM	1.5	0.0	1.5	0.0	1.2	0.0	4.0

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
STAR FM	25.5	19.3	29.6	35.1	11.0	25.0
2MC	28.6	36.7	24.7	18.6	21.4	24.9
RADIO 531 / FM 93.5	4.2	5.5	3.2	3.1	7.2	3.6
ABC LOCAL RADIO	11.3	10.2	8.6	8.2	22.2	13.9
ABC RADIO NATIONAL	5.4	5.3	5.2	5.6	10.3	5.7
ABC NEWS RADIO	0.8	0.4	0.9	0.5	0.8	0.3
TRIPLE J	10.6	7.9	11.1	14.7	4.8	12.0
ABC CLASSIC FM	1.8	2.0	2.9	2.9	2.4	2.1

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	18-24	25-39	40-54	55-64	65+
STAR FM	419	111	73	101	109	22	3
2MC	498	28	25	49	131	101	165
RADIO 531 / FM 93.5	84	0	2	8	16	13	47
ABC LOCAL RADIO	208	3	0	11	37	53	104
ABC RADIO NATIONAL	101	2	2	5	22	33	39
ABC NEWS RADIO	26	0	0	1	5	3	17
TRIPLE J	188	25	42	62	37	19	3
ABC CLASSIC FM	33	0	2	0	5	3	23

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: 1245]

	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
STAR FM	303	167	226	262	28	272
2MC	375	313	209	161	47	300
RADIO 531 / FM 93.5	53	53	26	26	19	42
ABC LOCAL RADIO	143	103	76	75	45	162
ABC RADIO NATIONAL	79	50	48	47	23	75
ABC NEWS RADIO	14	8	12	5	3	12
TRIPLE J	142	77	101	130	16	131
ABC CLASSIC FM	23	20	23	22	5	23

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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