

# TOWNSVILLE - XTRA RESEARCH - SURVEY 1: 2015



**EMBARGOED UNTIL 17TH NOVEMBER AT 10AM AEST**

Station Listened to Most (%), Monday to Sunday

	10+	10-17	18-24	25-39	40-54	55-64	55+	65+
HOT FM	19.5	35.2	40.8	29.3	11.7	1.9	1.2	0.6
ZINC	7.2	6.9	6.6	7.4	9.9	9.6	4.9	0.6
106.3 FM	13.3	22.1	19.2	18.1	12.8	4.6	2.8	1.2
4TO	21.2	16.6	6.7	13.6	32.3	31.5	27.0	23.0
ABC NORTH QUEENSLAND	10.3	0.7	0.8	3.6	7.8	19.1	26.9	34.2
ABC RADIO NATIONAL	3.2	0.0	0.0	1.0	3.2	7.1	8.0	8.8
ABC NEWS RADIO	0.6	0.7	0.0	0.3	1.1	0.6	0.6	0.6
TRIPLE J	8.8	7.6	20.0	16.2	5.3	1.9	0.9	0.0
ABC CLASSIC FM	1.3	1.4	0.0	0.3	1.1	0.6	2.7	4.7

## 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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**EMBARGOED UNTIL 17TH NOVEMBER AT 10AM AEST**

## 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
HOT FM	19.8	15.6	22.0	22.8	17.3	18.3
ZINC	8.0	8.6	8.0	8.1	7.3	7.3
106.3 FM	13.5	8.4	12.7	14.7	6.3	12.6
4TO	20.5	23.3	22.0	16.3	15.7	19.1
ABC NORTH QUEENSLAND	11.1	10.3	7.8	7.9	22.5	11.2
ABC RADIO NATIONAL	3.6	4.5	2.0	2.3	5.3	3.4
ABC NEWS RADIO	0.7	0.7	0.5	0.3	0.5	0.6
TRIPLE J	8.6	9.5	9.3	13.4	15.7	10.8
ABC CLASSIC FM	1.4	1.5	0.8	1.5	1.0	1.5

## 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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**EMBARGOED UNTIL 17TH NOVEMBER AT 10AM AEST**

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

	10+	10-17	18-24	25-39	40-54	55-64	55+	65+
HOT FM	657	125	148	244	121	18	20	2
ZINC	281	27	30	75	110	36	39	4
106.3 FM	486	80	98	171	110	22	27	5
4TO	703	71	52	143	239	100	198	98
ABC NORTH QUEENSLAND	307	9	4	38	68	67	188	121
ABC RADIO NATIONAL	123	2	0	11	25	34	85	51
ABC NEWS RADIO	23	2	0	4	9	5	9	4
TRIPLE J	278	25	68	134	36	11	16	5
ABC CLASSIC FM	50	4	0	7	11	5	28	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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**EMBARGOED UNTIL 17TH NOVEMBER AT 10AM AEST**

Cumulative Audience (00's) by Session, P10+ [Potential: 2134]

	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
HOT FM	486	233	395	381	68	404
ZINC	217	146	162	146	30	178
106.3 FM	365	160	264	265	46	290
4TO	524	323	389	298	73	419
ABC NORTH QUEENSLAND	248	143	125	114	84	207
ABC RADIO NATIONAL	82	62	39	34	27	71
ABC NEWS RADIO	14	11	13	4	4	16
TRIPLE J	206	128	155	181	60	185
ABC CLASSIC FM	37	23	21	23	7	36

## 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.