

COLAC - XTRA RESEARCH - SURVEY 1: 2014



Station Listened to Most (%)

	10+	10-17	18-39	25-39	40-54	55+
3CS	16.0	2.7	5.1	5.7	13.9	29.6
MIXX FM	31.5	65.8	49.0	42.9	33.3	6.3
ABC 774	18.7	1.3	5.1	7.6	20.1	33.2
ABC RADIO NATIONAL	2.7	0.0	0.6	1.0	2.8	4.9
ABC NEWS RADIO	0.5	0.0	0.0	0.0	0.0	1.4
JJJ	6.5	11.9	16.6	14.3	2.1	0.5
ABC CLASSIC FM	1.5	0.0	0.0	0.0	1.4	3.1

Session Listened to Most (%)

	Breakfast	Morning	Afternoon	Drive	Evening	Weekend
3CS	17.3	16.3	12.3	13.0	12.1	14.1
MIXX FM	29.6	29.2	36.4	33.9	18.9	25.8
ABC 774	21.0	20.1	13.1	15.1	34.1	20.7
ABC RADIO NATIONAL	3.1	2.5	2.7	1.9	3.8	3.1
ABC NEWS RADIO	0.4	0.3	0.3	0.3	1.5	0.9
JJJ	6.8	6.9	8.3	10.2	5.3	7.8
ABC CLASSIC FM	1.6	1.7	2.1	2.2	0.8	1.9