

# DARWIN - XTRA RESEARCH - SURVEY 1: 2016



**EMBARGOED UNTIL THURSDAY 9TH JUNE AT 10AM AEST**

Station Listened to Most (%), Monday to Sunday

	10+	10-17	18-24	25-39	40-54	55-64	65+
HOT 100	37.3	74.2	68.1	50.6	18.8	6.8	3.8
MIX 104.9	18.2	11.2	8.8	13.2	27.9	26.5	17.9
ABC LOCAL RADIO	17.6	0.0	1.1	5.8	28.9	32.3	46.2
ABC RADIO NATIONAL	2.0	0.0	0.0	0.4	1.5	7.8	5.1
ABC NEWS RADIO	0.9	0.0	0.0	0.4	1.5	0.0	3.9
TRIPLE J	9.4	6.7	14.3	18.5	3.6	3.9	0.0
ABC CLASSIC FM	1.9	0.0	0.0	1.2	0.5	2.9	10.2

## 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
HOT 100	39.5	30.4	35.4	41.0	19.5	35.5
MIX 104.9	15.9	21.7	19.9	14.7	13.0	15.1
ABC LOCAL RADIO	19.5	18.8	16.8	15.2	30.1	19.8
ABC RADIO NATIONAL	1.8	1.7	1.1	1.2	4.1	2.1
ABC NEWS RADIO	1.6	1.7	1.3	0.5	4.1	1.4
TRIPLE J	9.9	9.4	9.4	12.2	10.6	10.0
ABC CLASSIC FM	1.8	1.9	1.8	1.5	2.4	2.5

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

	10+	10-17	18-24	25-39	40-54	55-64	65+
HOT 100	628	112	116	240	113	37	9
MIX 104.9	440	37	36	126	147	67	26
ABC LOCAL RADIO	321	2	2	48	118	79	73
ABC RADIO NATIONAL	51	0	0	6	11	20	14
ABC NEWS RADIO	57	0	0	8	17	17	15
TRIPLE J	183	17	30	99	26	11	0
ABC CLASSIC FM	57	0	0	12	5	16	25

## 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 THURSDAY 9TH JUNE AT 10AM AEST**

Cumulative Audience (00's) by Session, P10+ [Potential: 1243]

	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 100	518	238	305	445	50	387
MIX 104.9	314	208	221	256	39	241
ABC LOCAL RADIO	261	152	154	171	62	220
ABC RADIO NATIONAL	28	16	14	17	12	37
ABC NEWS RADIO	34	23	25	23	17	33
TRIPLE J	140	76	87	149	26	120
ABC CLASSIC FM	33	22	22	28	11	37

## 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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