

TOOWOOMBA - XTRA RESEARCH - SURVEY 1: 2016



EMBARGOED UNTIL TUESDAY 28TH JUNE 2016 AT 10AM AEST

Station Listened to Most (%), Monday to Sunday

	10+	10-17	18-24	25-39	40-54	55-64	65+
HOT FM	31.0	62.5	52.7	44.8	30.8	7.1	0.4
4GR	9.2	2.7	1.6	4.7	11.0	16.6	15.2
4AK	1.2	0.6	0.0	1.6	1.9	1.2	0.9
4WK	3.4	0.7	0.8	0.0	1.1	6.4	10.8
ABC LOCAL RADIO	14.3	3.3	0.8	2.3	9.9	24.3	40.3
ABC RADIO NATIONAL	2.2	0.0	0.0	1.9	1.1	3.6	5.6
ABC NEWS RADIO	0.3	0.0	0.0	0.0	0.8	1.2	0.0
TRIPLE J	8.2	7.9	24.0	13.6	6.1	2.3	0.0
ABC CLASSIC FM	1.5	0.0	0.0	0.4	1.1	4.1	3.0

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
HOT FM	31.7	23.3	32.6	35.5	17.1	27.6
4GR	7.9	11.7	6.4	6.2	6.1	8.2
4AK	1.4	1.2	1.3	1.3	0.6	1.1
4WK	2.9	4.6	4.0	2.5	9.1	3.0
ABC LOCAL RADIO	16.0	16.0	12.8	8.2	29.3	18.4
ABC RADIO NATIONAL	2.5	2.6	1.8	1.8	3.7	2.5
ABC NEWS RADIO	0.5	0.2	0.1	0.1	0.6	0.0
TRIPLE J	8.3	6.5	7.0	10.9	9.1	9.8
ABC CLASSIC FM	1.3	2.6	2.4	1.3	1.2	2.0

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 FM	818	182	143	257	199	36	2
4GR	314	13	9	32	90	79	92
4AK	56	2	5	13	16	11	9
4WK	132	2	2	4	14	39	72
ABC LOCAL RADIO	444	14	2	32	77	100	219
ABC RADIO NATIONAL	77	2	0	13	7	16	40
ABC NEWS RADIO	9	0	0	0	4	5	0
TRIPLE J	237	23	76	81	43	14	0
ABC CLASSIC FM	64	0	0	4	9	21	30

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: 2154]

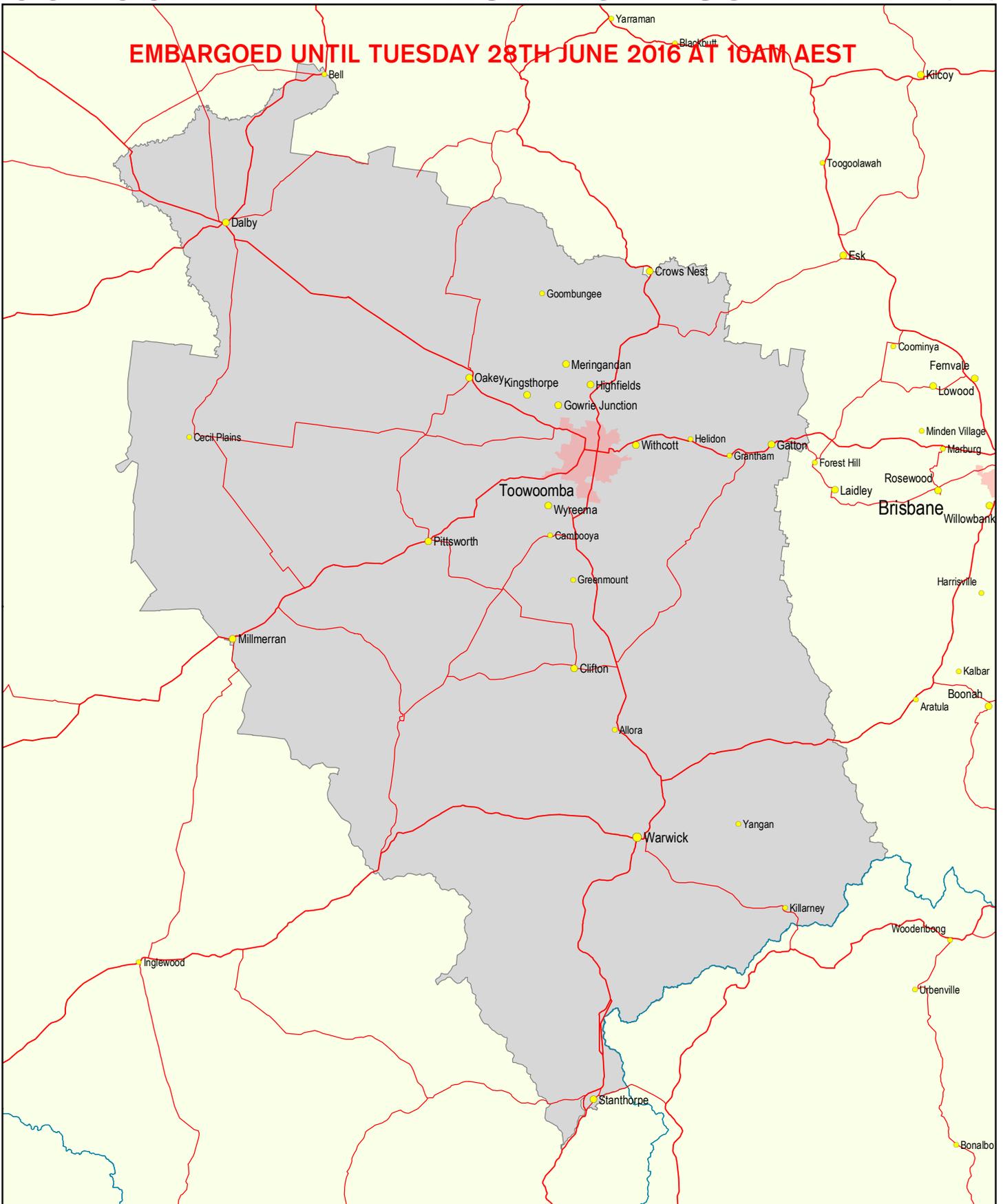
	Breakfast Mon-Fri 5.30am-9.00am	Morning Mon-Fri 9.00am-12.00pm	Afternoon Mon-Fri 12.00pm-4.00pm	Drive Mon-Fri 4.00pm-7.00pm	Evening Mon-Fri 7.00pm-12.00mn	Weekend Sat-Sun 5.30am-12.00mn
HOT FM	691	311	441	585	61	470
4GR	213	174	122	129	27	183
4AK	34	21	21	25	5	27
4WK	80	79	55	50	27	70
ABC LOCAL RADIO	356	213	184	140	97	324
ABC RADIO NATIONAL	57	36	34	38	14	56
ABC NEWS RADIO	9	2	4	2	4	4
TRIPLE J	188	88	99	187	36	165
ABC CLASSIC FM	47	43	39	29	5	50

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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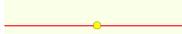


TOOWOOMBA/WARWICK RA1

Area ID: 691

Determined: 26 November 1998 (1996 Census)

Legend

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

