

MARYBOROUGH (QLD) - XTRA INSIGHTS - SURVEY 1: 2016



EMBARGOED UNTIL THURSDAY 7TH JULY 2016 AT 10AM AEST

Station Listened to Most (%), Monday to Sunday

	10+	10-17	18-24	25-39	40-54	55-64	65+
SEA FM	34.8	83.9	62.7	58.9	31.1	13.1	3.3
MIX FM	23.8	4.3	9.3	18.7	34.8	41.8	21.9
ABC LOCAL RADIO	15.5	0.0	1.3	1.5	6.0	17.2	42.9
ABC RADIO NATIONAL	2.4	1.1	0.0	0.0	2.4	4.1	4.3
ABC NEWS RADIO	0.4	0.0	0.0	0.0	0.0	0.8	1.0
TRIPLE J	5.6	6.4	13.3	11.2	6.0	3.3	0.0
ABC CLASSIC FM	1.4	0.0	0.0	0.0	0.6	2.5	3.3

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
SEA FM	35.3	24.6	36.3	44.2	22.3	35.3
MIX FM	22.5	29.1	22.7	21.0	11.8	18.2
ABC LOCAL RADIO	17.3	17.2	13.4	8.6	37.6	19.3
ABC RADIO NATIONAL	3.0	2.0	1.8	2.4	2.3	2.4
ABC NEWS RADIO	0.2	0.7	0.9	0.2	0.0	0.3
TRIPLE J	5.7	5.0	6.7	7.2	8.2	6.8
ABC CLASSIC FM	1.4	1.5	1.6	1.8	2.4	1.6

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+
SEA FM	409	93	72	110	92	30	12
MIX FM	307	12	17	55	90	67	67
ABC LOCAL RADIO	181	2	1	5	15	37	121
ABC RADIO NATIONAL	41	2	0	1	8	12	18
ABC NEWS RADIO	11	1	0	0	1	2	6
TRIPLE J	64	9	14	20	15	6	0
ABC CLASSIC FM	22	0	0	0	4	3	15

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: 936]

	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
SEA FM	318	152	225	288	26	277
MIX FM	228	183	159	162	18	169
ABC LOCAL RADIO	154	105	82	63	37	151
ABC RADIO NATIONAL	37	26	23	24	5	29
ABC NEWS RADIO	6	5	6	6	1	6
TRIPLE J	52	31	39	48	8	54
ABC CLASSIC FM	14	12	9	13	2	15

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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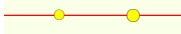



MARYBOROUGH (QLD) RA1

Area ID: 454

Determined: 11 March 2011 (2006 Census)

Legend

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

