

# SALE - XTRA INSIGHTS - SURVEY 1: 2016



EMBARGOED UNTIL TUESDAY 2ND AUGUST 2016 AT 10AM AEST

Station Listened to Most (%), Monday to Sunday

	10+	10-17	18-24	25-39	40-54	55-64	65+
TR FM	31.3	59.9	55.6	43.8	35.3	14.1	5.4
GIPPSLAND'S 1242	13.4	3.3	7.2	6.9	15.3	26.5	15.7
94.3 STAR FM	7.5	17.8	11.6	14.9	5.9	1.5	0.0
531 3GG	3.6	1.1	1.4	4.4	4.1	4.7	3.8
ABC GIPPSLAND	17.1	0.0	1.4	3.8	15.3	22.7	40.8
ABC RADIO NATIONAL	2.2	0.0	0.0	1.3	1.2	1.6	6.5
ABC NEWS RADIO	0.5	0.0	0.0	0.6	1.2	0.0	0.5
TRIPLE J	6.5	10.0	15.7	12.5	4.7	3.1	0.0
ABC CLASSIC FM	1.5	1.1	0.0	0.0	0.6	1.6	4.3

## 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
TR FM	32.5	24.2	30.7	34.9	19.9	28.6
GIPPSLAND'S 1242	11.7	15.2	12.8	10.5	9.2	12.1
94.3 STAR FM	7.5	4.9	8.2	6.8	5.0	5.9
531 3GG	3.0	3.9	3.6	3.5	3.5	3.5
ABC GIPPSLAND	19.4	19.2	13.0	13.8	28.4	19.1
ABC RADIO NATIONAL	2.1	2.2	2.6	2.9	5.7	2.1
ABC NEWS RADIO	0.6	0.4	0.2	0.4	1.4	0.2
TRIPLE J	7.1	6.4	7.7	9.3	9.2	7.3
ABC CLASSIC FM	1.2	2.1	1.5	2.3	4.3	2.1

### 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+
TR FM	508	104	68	143	121	45	27
GIPPSLAND'S 1242	235	8	15	27	60	68	58
94.3 STAR FM	156	32	24	63	30	7	2
531 3GG	73	2	5	18	18	16	13
ABC GIPPSLAND	327	3	7	17	66	86	148
ABC RADIO NATIONAL	47	0	0	7	5	8	27
ABC NEWS RADIO	15	0	0	2	8	2	3
TRIPLE J	126	20	25	48	25	8	0
ABC CLASSIC FM	42	2	0	0	2	5	33

## 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: 1331]

	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
TR FM	422	241	325	321	55	332
GIPPSLAND'S 1242	159	152	136	103	23	151
94.3 STAR FM	118	61	101	78	17	90
531 3GG	50	46	50	41	8	45
ABC GIPPSLAND	254	196	153	140	73	226
ABC RADIO NATIONAL	30	23	32	37	17	33
ABC NEWS RADIO	10	7	3	10	5	7
TRIPLE J	96	68	86	100	25	81
ABC CLASSIC FM	23	28	22	27	15	37

## Cumulative Audience (00's)


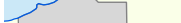


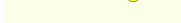
The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening. For example, Station A has 25,000 unique listeners between 5.30am-12.00mn Monday to Sunday.

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## Legend

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

## SALE RA1

Area ID: 439

Determined: 6 December 2001 (1996 Census)

