

LAUNCESTON (TAS)

SURVEY #1 2017



xtra insights

LAUNCESTON - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL WEDNESDAY 17TH MAY 2017 AT 10AM AEST

Station Listened to Most (%), Monday to Sunday

	10+	10-17	18-24	25-39	40-54	55-64	65+
LAFM	22.5	17.5	18.5	16.7	32.9	29.2	16.3
CHILLI FM	23.9	51.1	41.5	40.5	22.9	6.9	1.2
ABC NORTHERN TASMANIA	21.2	7.0	6.1	7.1	14.5	31.5	47.1
ABC RN (RADIO NATIONAL)	3.3	3.5	0.0	2.4	3.4	4.6	4.1
ABC NEWS RADIO	1.2	0.0	0.0	0.6	1.1	3.9	1.2
TRIPLE J	12.2	12.8	29.2	28.0	8.9	3.9	0.0
ABC CLASSIC FM	2.6	2.3	1.5	0.6	1.7	3.8	5.2

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
LAFM	20.9	28.2	26.1	21.0	9.7	19.4
CHILLI FM	24.0	17.2	24.3	29.2	14.0	24.5
ABC NORTHERN TASMANIA	23.7	22.8	15.7	13.3	34.1	23.8
ABC RN (RADIO NATIONAL)	3.2	2.8	2.6	3.4	6.7	2.8
ABC NEWS RADIO	1.3	1.5	1.2	1.1	0.6	1.3
TRIPLE J	13.4	9.9	11.5	15.9	11.0	12.7
ABC CLASSIC FM	2.5	3.2	2.6	3.4	5.5	3.2

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+
LAFM	400	39	26	78	118	79	60
CHILLI FM	398	73	53	133	106	26	7
ABC NORTHERN TASMANIA	361	10	7	27	71	92	152
ABC RN (RADIO NATIONAL)	84	6	1	9	19	20	29
ABC NEWS RADIO	28	0	0	3	7	10	7
TRIPLE J	196	20	35	92	35	12	1
ABC CLASSIC FM	48	3	1	4	10	7	22

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: 1160]

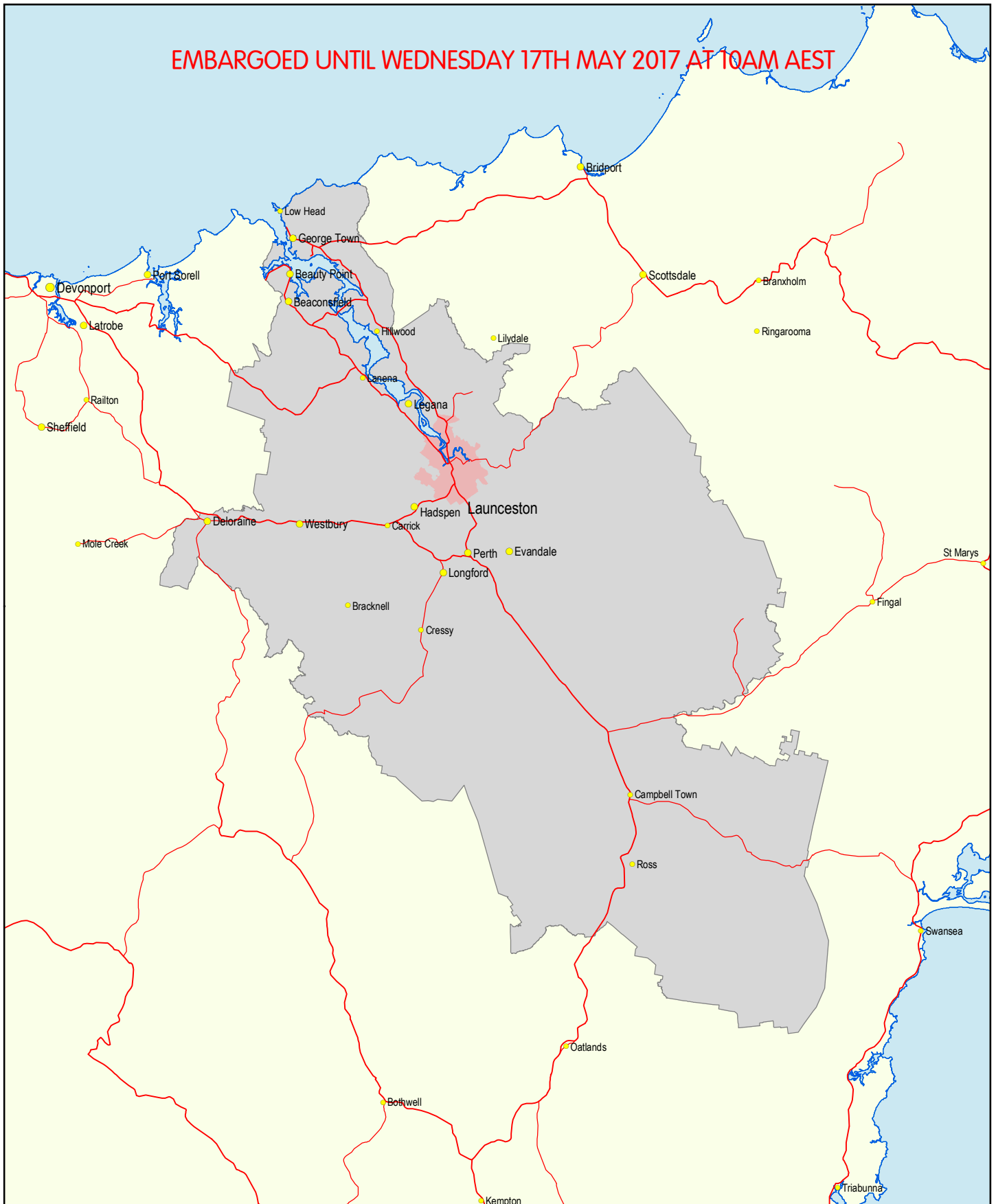
	Breakfast Mon-Fri 5.30am-9.00am	Morning Mon-Fri 9.00am-12.00pm	Afternoon Mon-Fri 12.00pm-4.00pm	Drive Mon-Fri 4.00pm-7.00pm	Evening Mon-Fri 7.00pm-12.00mn	Weekend Sat-Sun 5.30am-12.00mn
LAFM	291	239	255	245	41	261
CHILLI FM	316	177	251	297	48	274
ABC NORTHERN TASMANIA	274	200	154	152	93	268
ABC RN (RADIO NATIONAL)	54	36	33	39	25	58
ABC NEWS RADIO	17	13	14	10	4	20
TRIPLE J	165	93	110	165	33	145
ABC CLASSIC FM	29	29	22	30	15	39

Cumulative Audience (00's)




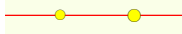
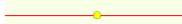
The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening. For example, Station A has 25,000 unique listeners between 5.30am-12.00mn Monday to Sunday.

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Legend

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

LAUNCESTON RA1

Area ID: 526

Determined: 1 October 2009 (2006 Census)

