



ROMA - XTRA INSIGHTS - SURVEY 1: 2021



EMBARGOED UNTIL TUESDAY 20TH APRIL 2021 AT 11AM AEST

Station Listened to Most (%), Monday to Sunday

| | 10+ | | |
|-------------------------|-------------|------|------|
| | This | Last | +/- |
| HIT95.1 MARANOVA | 23.9 | 29.7 | -5.8 |
| 4ZR AM | 21.6 | 23.9 | -2.3 |
| ABC SOUTHERN QUEENSLAND | 28.0 | 22.5 | 5.5 |
| ABC RN (RADIO NATIONAL) | 1.0 | 1.5 | -0.5 |
| ABC CLASSIC | 0.5 | 0.0 | 0.5 |
| ABC WESTERN QUEENSLAND | 1.5 | 10.0 | -8.5 |

Please note: Last Roma Survey conducted May, 2017.

ABC CLASSIC on air from 21 January 2019. Previously known as ABC Classic FM.

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 | | | Morning | | | Afternoon | | | Drive | | | Evening | | | Weekend | | |
|-------------------------|-----------------------|------|------|------------------------|------|------|------------------------|------|-------|-----------------------|------|------|------------------------|------|-----|------------------------|------|-------|
| | Mon-Fri 5.30am-9.00am | | | Mon-Fri 9.00am-12.00pm | | | Mon-Fri 12.00pm-4.00pm | | | Mon-Fri 4.00pm-7.00pm | | | Mon-Fri 7.00pm-12.00mn | | | Sat-Sun 5.30am-12.00mn | | |
| | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- |
| HIT95.1 MARANOVA | 24.0 | 29.1 | -5.1 | 17.8 | 18.8 | -1.0 | 21.9 | 33.8 | -11.9 | 24.2 | 31.7 | -7.5 | - | - | - | 15.2 | 28.4 | -13.2 |
| 4ZR AM | 21.3 | 21.6 | -0.3 | 32.5 | 27.5 | 5.0 | 26.3 | 21.0 | 5.3 | 26.8 | 29.1 | -2.3 | - | - | - | 22.2 | 22.4 | -0.2 |
| ABC SOUTHERN QUEENSLAND | 29.5 | 27.3 | 2.2 | 18.5 | 26.1 | -7.6 | 20.7 | 21.2 | -0.5 | 21.1 | 16.5 | 4.6 | - | - | - | 32.8 | 26.9 | 5.9 |
| ABC RN (RADIO NATIONAL) | 1.1 | 1.7 | -0.6 | 0.0 | 0.8 | -0.8 | 1.4 | 0.7 | 0.7 | 0.8 | 0.0 | 0.8 | - | - | - | 1.5 | 1.3 | 0.2 |
| ABC CLASSIC | 0.0 | 0.0 | 0.0 | 0.8 | 0.0 | 0.8 | 0.7 | 0.0 | 0.7 | 0.8 | 0.0 | 0.8 | - | - | - | 0.8 | 0.0 | 0.8 |
| ABC WESTERN QUEENSLAND | 1.6 | 9.1 | -7.5 | 1.5 | 10.6 | -9.1 | 0.7 | 9.4 | -8.7 | 0.0 | 8.6 | -8.6 | - | - | - | 1.5 | 9.0 | -7.5 |

Please note: Last Roma Survey conducted May, 2017.

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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+ | | |
|-------------------------|------|------|-----|
| | This | Last | +/- |
| HIT95.1 MARANOVA | 47 | 58 | -11 |
| 4ZR AM | 52 | 63 | -11 |
| ABC SOUTHERN QUEENSLAND | 56 | 55 | 1 |
| ABC RN (RADIO NATIONAL) | 4 | 3 | 1 |
| ABC CLASSIC | 1 | 0 | 1 |
| ABC WESTERN QUEENSLAND | 5 | 20 | -15 |

Please note: Last Roma Survey conducted May, 2017.

ABC CLASSIC on air from 21 January 2019. Previously known as ABC Classic FM.

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: 140]

| | Breakfast | | | Morning | | | Afternoon | | | Drive | | | Evening | | | Weekend | | |
|-------------------------|-----------------------|------|-----|------------------------|------|-----|------------------------|------|-----|-----------------------|------|-----|------------------------|------|-----|------------------------|------|-----|
| | Mon-Fri 5.30am-9.00am | | | Mon-Fri 9.00am-12.00pm | | | Mon-Fri 12.00pm-4.00pm | | | Mon-Fri 4.00pm-7.00pm | | | Mon-Fri 7.00pm-12.00mn | | | Sat-Sun 5.30am-12.00mn | | |
| | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- | This | Last | +/- |
| HIT95.1 MARANOVA | 33 | 48 | -15 | 20 | 25 | -5 | 26 | 43 | -17 | 24 | 40 | -16 | - | - | - | 16 | 43 | -27 |
| 4ZR AM | 33 | 46 | -13 | 33 | 40 | -7 | 31 | 38 | -7 | 27 | 40 | -13 | - | - | - | 22 | 42 | -20 |
| ABC SOUTHERN QUEENSLAND | 44 | 49 | -5 | 21 | 32 | -11 | 26 | 31 | -5 | 24 | 24 | 0 | - | - | - | 36 | 45 | -9 |
| ABC RN (RADIO NATIONAL) | 1 | 3 | -2 | 2 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | - | - | - | 3 | 2 | 1 |
| ABC CLASSIC | 0 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | - | - | - | 1 | 0 | 1 |
| ABC WESTERN QUEENSLAND | 3 | 16 | -13 | 2 | 14 | -12 | 1 | 14 | -13 | 1 | 11 | -10 | - | - | - | 2 | 15 | -13 |

Please note: Last Roma Survey conducted May, 2017.

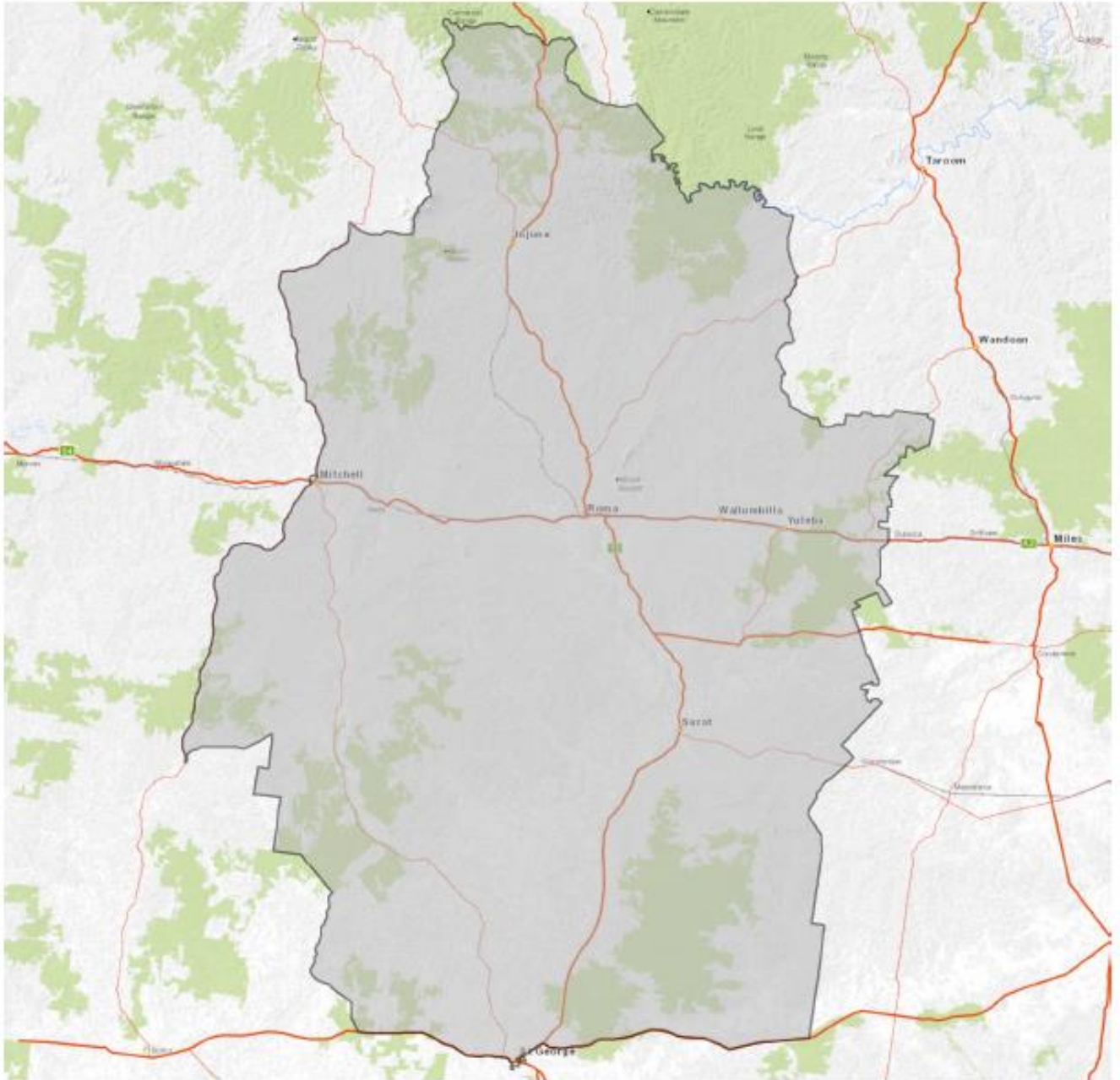
ABC CLASSIC on air from 21 January 2019. Previously known as ABC Classic FM.

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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ROMA Survey Coverage Area based on Commercial Radio Australia's Licence Area Profile.