

LAUNCESTON (TAS)

SURVEY #1 2021



# LAUNCESTON - XTRA INSIGHTS - SURVEY 1: 2021



EMBARGOED UNTIL TUESDAY 5TH OCTOBER 2021 AT 11AM AEDT

Station Listened to Most (%), Monday to Sunday

|                         | 10+         |      |      | 10-17       |      |      | 18-24       |      |       | 25-39       |      |      | 40-54       |      |      | 55-64       |      |      | 65+         |      |      |
|-------------------------|-------------|------|------|-------------|------|------|-------------|------|-------|-------------|------|------|-------------|------|------|-------------|------|------|-------------|------|------|
|                         | This        | Last | +/-  | This        | Last | +/-  | This        | Last | +/-   | This        | Last | +/-  | This        | Last | +/-  | This        | Last | +/-  | This        | Last | +/-  |
| LAFM                    | <b>16.8</b> | 22.5 | -5.7 | <b>10.1</b> | 17.5 | -7.4 | <b>1.5</b>  | 18.5 | -17.0 | <b>9.8</b>  | 16.7 | -6.9 | <b>26.7</b> | 32.9 | -6.2 | <b>28.7</b> | 29.2 | -0.5 | <b>15.4</b> | 16.3 | -0.9 |
| CHILLI FM               | <b>31.8</b> | 23.9 | 7.9  | <b>58.4</b> | 51.1 | 7.3  | <b>51.7</b> | 41.5 | 10.2  | <b>51.9</b> | 40.5 | 11.4 | <b>30.0</b> | 22.9 | 7.1  | <b>16.4</b> | 6.9  | 9.5  | <b>2.4</b>  | 1.2  | 1.2  |
| ABC NORTHERN TASMANIA   | <b>17.1</b> | 21.2 | -4.1 | <b>5.6</b>  | 7.0  | -1.4 | <b>5.6</b>  | 6.1  | -0.5  | <b>3.0</b>  | 7.1  | -4.1 | <b>8.9</b>  | 14.5 | -5.6 | <b>29.5</b> | 31.5 | -2.0 | <b>41.4</b> | 47.1 | -5.7 |
| ABC RN (RADIO NATIONAL) | <b>3.1</b>  | 3.3  | -0.2 | <b>1.1</b>  | 3.5  | -2.4 | <b>0.0</b>  | 0.0  | 0.0   | <b>0.0</b>  | 2.4  | -2.4 | <b>2.8</b>  | 3.4  | -0.6 | <b>5.7</b>  | 4.6  | 1.1  | <b>7.1</b>  | 4.1  | 3.0  |
| ABC NEWSRADIO           | <b>2.4</b>  | 1.2  | 1.2  | <b>0.0</b>  | 0.0  | 0.0  | <b>0.0</b>  | 0.0  | 0.0   | <b>1.2</b>  | 0.6  | 0.6  | <b>2.8</b>  | 1.1  | 1.7  | <b>1.6</b>  | 3.9  | -2.3 | <b>5.9</b>  | 1.2  | 4.7  |
| triple j                | <b>14.7</b> | 12.2 | 2.5  | <b>11.3</b> | 12.8 | -1.5 | <b>39.8</b> | 29.2 | 10.6  | <b>26.6</b> | 28.0 | -1.4 | <b>16.1</b> | 8.9  | 7.2  | <b>2.5</b>  | 3.9  | -1.4 | <b>0.0</b>  | 0.0  | 0.0  |
| ABC CLASSIC             | <b>2.1</b>  | 2.6  | -0.5 | <b>2.2</b>  | 2.3  | -0.1 | <b>0.0</b>  | 1.5  | -1.5  | <b>1.8</b>  | 0.6  | 1.2  | <b>2.2</b>  | 1.7  | 0.5  | <b>1.6</b>  | 3.8  | -2.2 | <b>3.5</b>  | 5.2  | -1.7 |

*Please note: Last Launceston 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.

# LAUNCESTON - XTRA INSIGHTS - SURVEY 1: 2021



EMBARGOED UNTIL TUESDAY 5TH OCTOBER 2021 AT 11AM AEDT

## 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 | +/-  |
| LAFM                    | <b>14.6</b>           | 20.9 | -6.3 | <b>19.4</b>            | 28.2 | -8.8 | <b>19.8</b>            | 26.1 | -6.3 | <b>17.4</b>           | 21.0 | -3.6 | <b>9.3</b>             | 9.7  | -0.4  | <b>15.3</b>            | 19.4 | -4.1 |
| CHILLI FM               | <b>32.9</b>           | 24.0 | 8.9  | <b>29.2</b>            | 17.2 | 12.0 | <b>33.8</b>            | 24.3 | 9.5  | <b>31.2</b>           | 29.2 | 2.0  | <b>23.8</b>            | 14.0 | 9.8   | <b>26.1</b>            | 24.5 | 1.6  |
| ABC NORTHERN TASMANIA   | <b>19.4</b>           | 23.7 | -4.3 | <b>19.1</b>            | 22.8 | -3.7 | <b>13.2</b>            | 15.7 | -2.5 | <b>12.8</b>           | 13.3 | -0.5 | <b>21.7</b>            | 34.1 | -12.4 | <b>19.4</b>            | 23.8 | -4.4 |
| ABC RN (RADIO NATIONAL) | <b>2.8</b>            | 3.2  | -0.4 | <b>1.8</b>             | 2.8  | -1.0 | <b>2.2</b>             | 2.6  | -0.4 | <b>2.9</b>            | 3.4  | -0.5 | <b>3.7</b>             | 6.7  | -3.0  | <b>3.9</b>             | 2.8  | 1.1  |
| ABC NEWSRADIO           | <b>2.9</b>            | 1.3  | 1.6  | <b>1.6</b>             | 1.5  | 0.1  | <b>1.3</b>             | 1.2  | 0.1  | <b>1.7</b>            | 1.1  | 0.6  | <b>6.3</b>             | 0.6  | 5.7   | <b>2.2</b>             | 1.3  | 0.9  |
| triple j                | <b>15.5</b>           | 13.4 | 2.1  | <b>13.8</b>            | 9.9  | 3.9  | <b>15.2</b>            | 11.5 | 3.7  | <b>20.5</b>           | 15.9 | 4.6  | <b>17.3</b>            | 11.0 | 6.3   | <b>15.4</b>            | 12.7 | 2.7  |
| ABC CLASSIC             | <b>2.3</b>            | 2.5  | -0.2 | <b>2.6</b>             | 3.2  | -0.6 | <b>2.8</b>             | 2.6  | 0.2  | <b>2.1</b>            | 3.4  | -1.3 | <b>2.6</b>             | 5.5  | -2.9  | <b>3.2</b>             | 3.2  | 0.0  |

**Please note:** Last Launceston Survey conducted May 2017. ABC CLASSIC on air from 21 January 2019. Previously known as ABC Classic FM.

### 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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EMBARGOED UNTIL TUESDAY 5TH OCTOBER 2021 AT 11AM AEDT

Cumulative Audience (00's) by Demographic, Mon-Sun 5.30am-12midnight

|                         | 10+        |      |     | 10-17     |      |     | 18-24     |      |     | 25-39      |      |     | 40-54      |      |     | 55-64     |      |     | 65+        |      |     |
|-------------------------|------------|------|-----|-----------|------|-----|-----------|------|-----|------------|------|-----|------------|------|-----|-----------|------|-----|------------|------|-----|
|                         | This       | Last | +/- | This      | Last | +/- | This      | Last | +/- | This       | Last | +/- | This       | Last | +/- | This      | Last | +/- | This       | Last | +/- |
| LAFM                    | <b>349</b> | 400  | -51 | <b>34</b> | 39   | -5  | <b>15</b> | 26   | -11 | <b>55</b>  | 78   | -23 | <b>111</b> | 118  | -7  | <b>77</b> | 79   | -2  | <b>58</b>  | 60   | -2  |
| CHILLI FM               | <b>483</b> | 399  | 84  | <b>82</b> | 73   | 9   | <b>82</b> | 53   | 29  | <b>132</b> | 133  | -1  | <b>130</b> | 106  | 24  | <b>42</b> | 26   | 16  | <b>15</b>  | 9    | 6   |
| ABC NORTHERN TASMANIA   | <b>300</b> | 361  | -61 | <b>11</b> | 10   | 1   | <b>10</b> | 7    | 3   | <b>17</b>  | 27   | -10 | <b>59</b>  | 71   | -12 | <b>72</b> | 92   | -20 | <b>130</b> | 152  | -22 |
| ABC RN (RADIO NATIONAL) | <b>64</b>  | 84   | -20 | <b>1</b>  | 6    | -5  | <b>3</b>  | 1    | 2   | <b>1</b>   | 9    | -8  | <b>12</b>  | 19   | -7  | <b>15</b> | 20   | -5  | <b>30</b>  | 29   | 1   |
| ABC NEWSRADIO           | <b>60</b>  | 28   | 32  | <b>1</b>  | 0    | 1   | <b>0</b>  | 0    | 0   | <b>5</b>   | 3    | 2   | <b>14</b>  | 7    | 7   | <b>15</b> | 10   | 5   | <b>25</b>  | 7    | 18  |
| triple j                | <b>246</b> | 197  | 49  | <b>25</b> | 22   | 3   | <b>69</b> | 35   | 34  | <b>76</b>  | 92   | -16 | <b>64</b>  | 35   | 29  | <b>11</b> | 12   | -1  | <b>1</b>   | 1    | 0   |
| ABC CLASSIC             | <b>54</b>  | 48   | 6   | <b>4</b>  | 3    | 1   | <b>0</b>  | 1    | -1  | <b>4</b>   | 4    | 0   | <b>11</b>  | 10   | 1   | <b>11</b> | 7    | 4   | <b>25</b>  | 22   | 3   |

**Please note:** Last Launceston 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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EMBARGOED UNTIL TUESDAY 5TH OCTOBER 2021 AT 11AM AEDT

Cumulative Audience (00's) by Session, P10+ [Potential: 1094]

|                         | 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 | +/- |
| LAFM                    | <b>202</b>            | 291  | -89 | <b>179</b>             | 239  | -60 | <b>201</b>             | 255  | -54 | <b>162</b>            | 245  | -83 | <b>36</b>              | 41   | -5  | <b>178</b>             | 261  | -83 |
| CHILLI FM               | <b>337</b>            | 316  | 21  | <b>220</b>             | 177  | 43  | <b>286</b>             | 251  | 35  | <b>248</b>            | 297  | -49 | <b>72</b>              | 48   | 24  | <b>253</b>             | 274  | -21 |
| ABC NORTHERN TASMANIA   | <b>198</b>            | 274  | -76 | <b>156</b>             | 200  | -44 | <b>130</b>             | 154  | -24 | <b>94</b>             | 152  | -58 | <b>63</b>              | 93   | -30 | <b>189</b>             | 268  | -79 |
| ABC RN (RADIO NATIONAL) | <b>35</b>             | 54   | -19 | <b>18</b>              | 36   | -18 | <b>22</b>              | 33   | -11 | <b>24</b>             | 39   | -15 | <b>18</b>              | 25   | -7  | <b>39</b>              | 58   | -19 |
| ABC NEWSRADIO           | <b>41</b>             | 17   | 24  | <b>20</b>              | 13   | 7   | <b>18</b>              | 14   | 4   | <b>15</b>             | 10   | 5   | <b>23</b>              | 4    | 19  | <b>31</b>              | 20   | 11  |
| triple j                | <b>176</b>            | 165  | 11  | <b>124</b>             | 93   | 31  | <b>149</b>             | 110  | 39  | <b>156</b>            | 165  | -9  | <b>49</b>              | 33   | 16  | <b>149</b>             | 145  | 4   |
| ABC CLASSIC             | <b>28</b>             | 29   | -1  | <b>22</b>              | 29   | -7  | <b>27</b>              | 22   | 5   | <b>15</b>             | 30   | -15 | <b>8</b>               | 15   | -7  | <b>37</b>              | 39   | -2  |

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For example, Station A has 25,000 unique listeners between 5.30am-12.00mn Monday to Sunday.



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