

ALBANY - XTRA RESEARCH - SURVEY 1: 2016



EMBARGOED UNTIL TUESDAY 17TH MAY AT 10AM AEST

Station Listened to Most (%), Monday to Sunday

	10+	10-17	18-39	25-39	40-54	55-64	65+
HOT FM	20.6	51.6	32.1	30.0	19.9	5.2	2.3
RADIO WEST	7.3	3.1	8.6	10.0	11.0	9.4	2.3
ABC LOCAL RADIO	27.1	4.7	5.2	6.7	28.7	43.8	53.5
ABC RADIO NATIONAL	6.5	1.6	1.7	2.5	9.6	9.4	9.9
ABC NEWS RADIO	2.0	0.0	0.6	0.8	1.5	3.1	4.6
TRIPLE J	14.1	20.3	28.7	25.0	12.5	4.2	0.8
ABC CLASSIC FM	2.8	0.0	1.7	2.5	1.5	3.1	6.9

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
HOT FM	19.8	16.9	19.8	25.1	8.4	20.8
RADIO WEST	7.4	9.3	9.1	7.6	8.4	7.3
ABC LOCAL RADIO	30.3	27.1	26.3	18.9	45.9	29.3
ABC RADIO NATIONAL	7.1	7.1	6.4	6.2	12.1	6.9
ABC NEWS RADIO	2.4	2.7	2.1	2.0	2.8	1.9
TRIPLE J	13.4	13.4	12.6	17.5	7.5	14.8
ABC CLASSIC FM	2.2	3.6	3.2	3.7	3.7	2.9

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	18-39	25-39	40-54	55-64	65+
HOT FM	131	31	59	36	31	7	2
RADIO WEST	57	4	18	13	19	13	4
ABC LOCAL RADIO	178	9	18	15	44	41	66
ABC RADIO NATIONAL	54	3	4	4	13	13	21
ABC NEWS RADIO	17	1	1	1	4	5	6
TRIPLE J	94	14	50	34	22	7	1
ABC CLASSIC FM	24	1	5	4	2	6	10

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: 446]

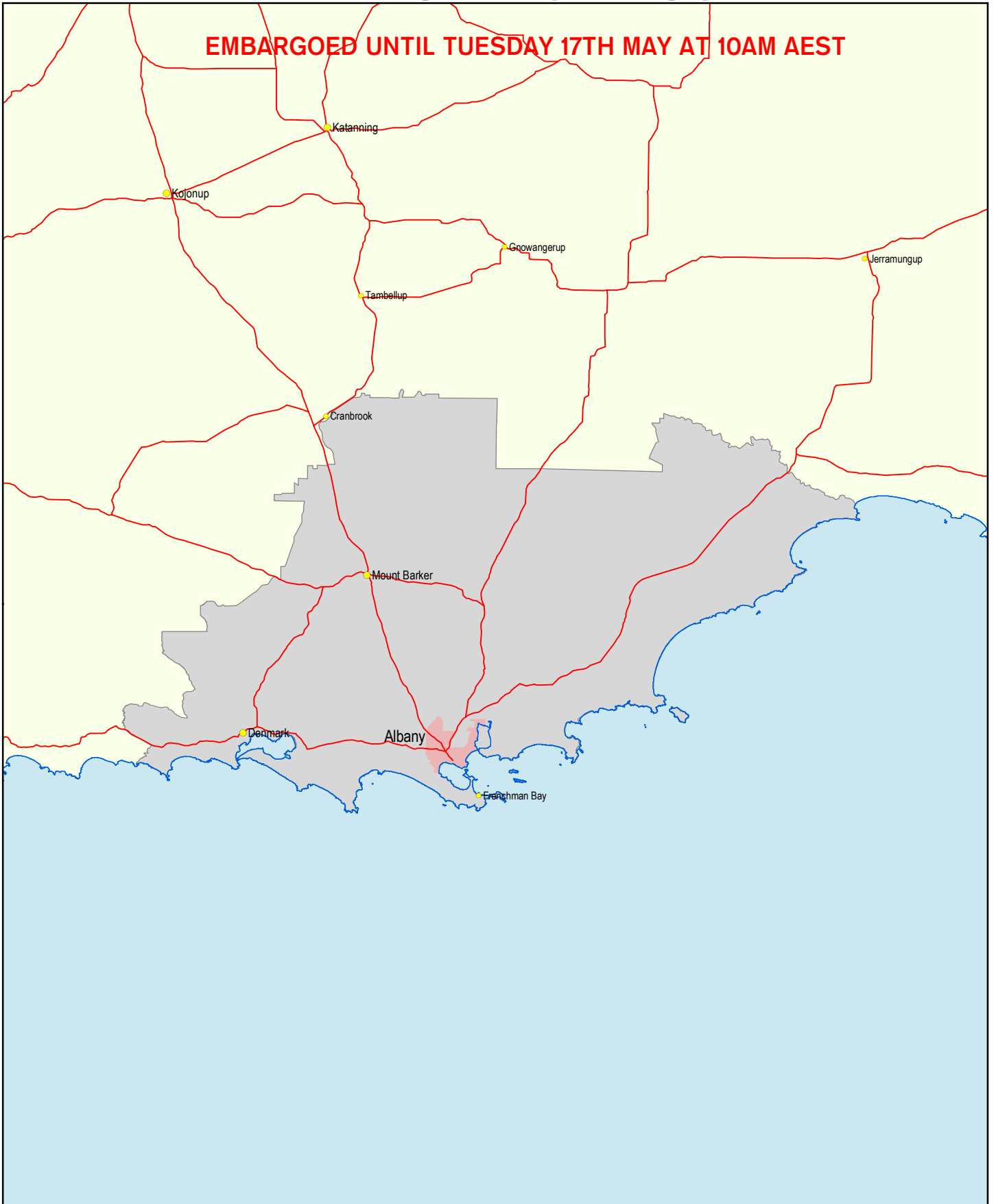
	Breakfast Mon-Fri 5.30am-9.00am	Morning Mon-Fri 9.00am-12.00pm	Afternoon Mon-Fri 12.00pm-4.00pm	Drive Mon-Fri 4.00pm-7.00pm	Evening Mon-Fri 7.00pm-12.00mn	Weekend Sat-Sun 5.30am-12.00mn
HOT FM	103	56	72	84	9	92
RADIO WEST	44	31	36	28	9	41
ABC LOCAL RADIO	151	93	91	64	39	131
ABC RADIO NATIONAL	36	27	23	22	13	40
ABC NEWS RADIO	15	10	9	8	3	14
TRIPLE J	70	48	47	62	7	72
ABC CLASSIC FM	15	12	13	13	4	19

Cumulative Audience (00's)



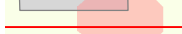


The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening. For example, Station A has 25,000 unique listeners between 5.30am-12.00mn Monday to Sunday.

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Legend

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

ALBANY RA1

Area ID: 487

Determined: 24 October 1996 (1991 Census)

