

CENTRAL QUEENSLAND - XTRA INSIGHTS - SURVEY 1: 2016



EMBARGOED UNTIL THURSDAY 29TH SEPTEMBER 2016 AT 10AM AEST

Station Listened to Most (%), Monday to Sunday

	10+	10-17	18-24	25-39	40-54	55-64	65+
SEA FM	24.4	27.7	23.4	23.2	36.9	24.0	6.3
HOT FM	28.8	53.2	52.5	45.3	23.4	2.3	1.3
4CC	4.6	1.6	1.9	1.7	5.1	12.9	5.0
4RO	5.8	1.6	1.3	1.4	4.0	10.6	16.9
ABC CAPRICORNIA	14.0	2.1	1.3	1.1	9.7	23.9	48.2
ABC RADIO NATIONAL	1.9	0.0	0.0	1.1	1.7	3.2	4.6
ABC NEWS RADIO	0.4	0.0	0.0	0.0	0.9	0.9	0.4
TRIPLE J	6.7	6.4	12.0	13.8	5.2	1.4	0.0
ABC CLASSIC FM	0.9	0.5	0.6	0.3	1.1	0.5	2.5

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.

CENTRAL QUEENSLAND - XTRA INSIGHTS - SURVEY 1: 2016



EMBARGOED UNTIL THURSDAY 29TH SEPTEMBER 2016 AT 10AM AEST

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
SEA FM	24.4	24.4	25.4	25.2	13.7	22.6
HOT FM	27.8	24.3	32.2	33.7	18.2	25.4
4CC	4.2	5.0	4.4	4.1	4.5	4.5
4RO	5.4	7.5	5.7	4.3	8.6	5.4
ABC CAPRICORNIA	15.6	16.2	11.0	8.7	33.3	16.4
ABC RADIO NATIONAL	2.0	1.9	1.3	1.5	3.5	1.9
ABC NEWS RADIO	0.4	0.5	0.3	0.5	0.5	0.3
TRIPLE J	7.4	5.7	6.5	8.3	5.0	7.7
ABC CLASSIC FM	0.9	0.9	0.8	1.1	1.0	0.8

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.

CENTRAL QUEENSLAND - XTRA INSIGHTS - SURVEY 1: 2016



EMBARGOED UNTIL THURSDAY 29TH SEPTEMBER 2016 AT 10AM AEST

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

	10+	10-17	18-24	25-39	40-54	55-64	65+
SEA FM	639	93	66	159	209	89	24
HOT FM	689	137	129	245	146	22	10
4CC	135	5	5	10	33	53	30
4RO	159	5	2	7	29	48	67
ABC CAPRICORNIA	344	7	8	8	82	84	155
ABC RADIO NATIONAL	57	1	0	7	18	13	18
ABC NEWS RADIO	16	1	1	1	6	4	2
TRIPLE J	187	23	36	84	37	7	0
ABC CLASSIC FM	20	1	1	2	5	4	7

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.

CENTRAL QUEENSLAND - XTRA INSIGHTS - SURVEY 1: 2016



EMBARGOED UNTIL THURSDAY 29TH SEPTEMBER 2016 AT 10AM AEST

Cumulative Audience (00's) by Session, P10+ [Potential: 1800]

	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
SEA FM	510	313	385	444	53	413
HOT FM	550	299	435	526	53	425
4CC	97	73	73	78	14	92
4RO	106	100	82	70	24	96
ABC CAPRICORNIA	277	190	159	137	89	262
ABC RADIO NATIONAL	43	22	24	26	10	32
ABC NEWS RADIO	12	7	7	8	1	8
TRIPLE J	153	80	102	141	17	127
ABC CLASSIC FM	16	12	13	16	4	13

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.

CENTRAL QUEENSLAND - XTRA INSIGHTS - SURVEY 1: 2016

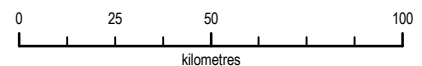
EMBARGOED UNTIL THURSDAY 29TH SEPTEMBER 2016 AT 10AM AEST



ROCKHAMPTON RA1

Area ID: 456

Determined: 24 February 2005 (2001 Census)



Legend

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

