

CAIRNS - XTRA RESEARCH - SURVEY 1: 2016



EMBARGOED UNTIL TUESDAY 14TH JUNE 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	14.8	18.4	10.1	16.1	19.6	15.9	3.0
HOT FM	27.1	52.0	51.3	35.7	21.3	9.4	1.2
STAR FM	16.6	17.1	16.8	18.5	23.5	12.9	3.6
4CA	7.8	0.7	0.8	1.0	4.6	17.6	26.3
ABC LOCAL RADIO	14.3	1.3	0.8	4.5	13.4	20.0	48.5
ABC RADIO NATIONAL	3.0	0.7	0.0	0.7	3.3	5.3	8.4
ABC NEWS RADIO	0.9	0.0	0.0	0.3	0.7	3.0	1.8
TRIPLE J	10.5	7.9	20.2	19.2	8.2	5.9	0.0
ABC CLASSIC FM	1.2	0.0	0.0	0.3	1.0	4.1	2.4

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
SEA FM	14.5	14.5	16.2	14.5	11.6	14.6
HOT FM	27.1	18.2	25.7	30.7	19.5	25.0
STAR FM	17.3	18.2	19.2	16.8	8.9	15.7
4CA	5.8	14.2	7.3	4.6	9.5	7.1
ABC LOCAL RADIO	14.8	14.4	12.1	11.1	26.3	15.0
ABC RADIO NATIONAL	3.2	3.8	3.1	2.6	3.7	3.8
ABC NEWS RADIO	1.1	1.0	0.6	0.5	2.6	1.0
TRIPLE J	11.2	9.6	11.1	13.5	10.5	12.1
ABC CLASSIC FM	1.2	1.7	1.2	1.5	1.6	1.3

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+
SEA FM	360	49	26	96	120	54	15
HOT FM	614	127	99	191	150	36	11
STAR FM	449	61	49	117	156	46	20
4CA	172	4	1	9	24	54	79
ABC LOCAL RADIO	305	12	4	29	73	65	121
ABC RADIO NATIONAL	93	3	1	5	24	23	37
ABC NEWS RADIO	27	0	0	5	7	9	5
TRIPLE J	249	19	48	96	62	23	1
ABC CLASSIC FM	33	0	0	1	7	11	15

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: 1596]

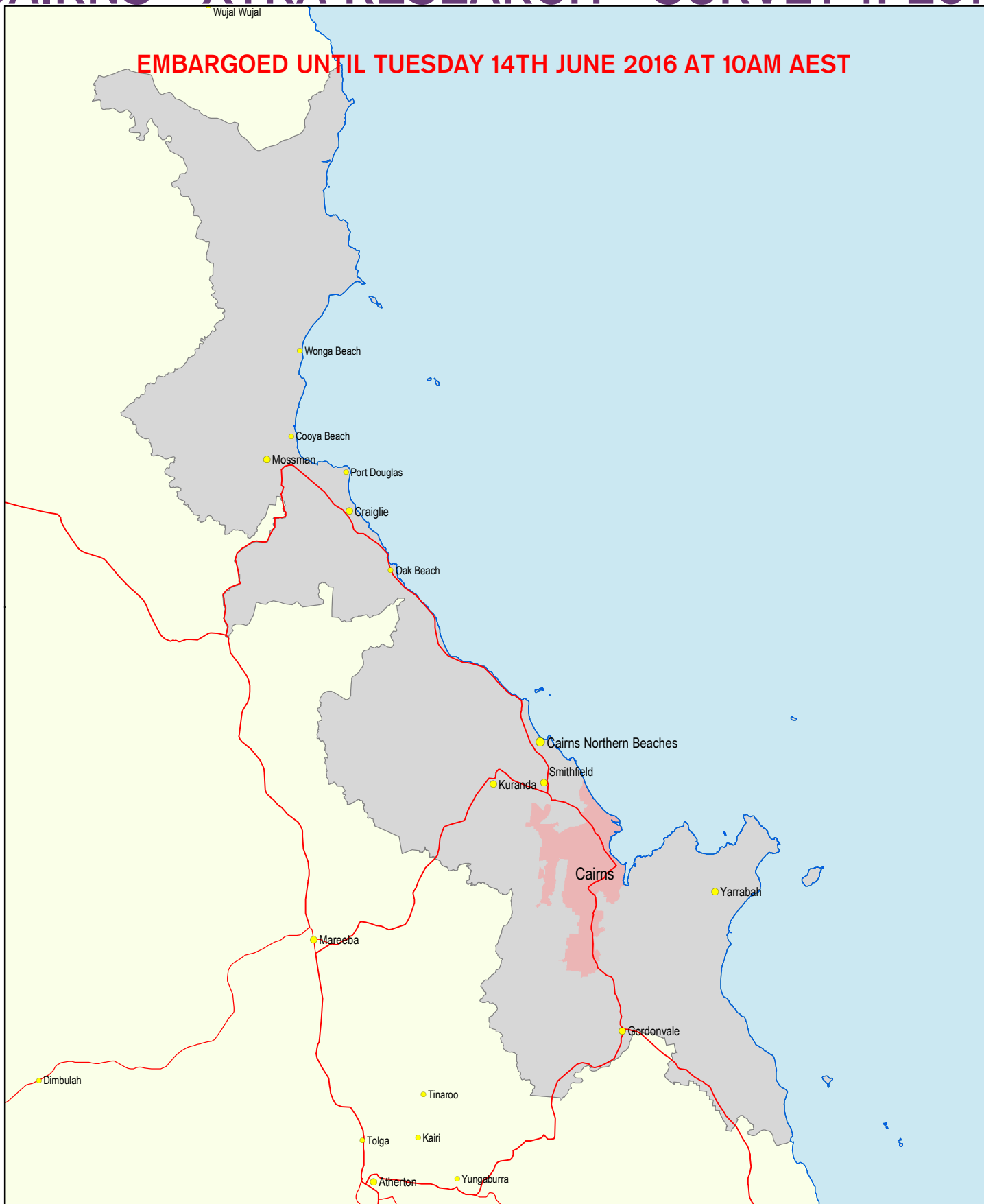
	Breakfast Mon-Fri 5.30am-9.00am	Morning Mon-Fri 9.00am-12.00pm	Afternoon Mon-Fri 12.00pm-4.00pm	Drive Mon-Fri 4.00pm-7.00pm	Evening Mon-Fri 7.00pm-12.00mn	Weekend Sat-Sun 5.30am-12.00mn
SEA FM	266	158	189	209	40	237
HOT FM	487	192	291	428	65	368
STAR FM	358	210	242	266	37	272
4CA	100	126	78	59	27	90
ABC LOCAL RADIO	249	137	129	150	73	212
ABC RADIO NATIONAL	67	49	43	45	25	63
ABC NEWS RADIO	19	9	5	9	9	20
TRIPLE J	201	98	121	194	33	168
ABC CLASSIC FM	23	16	12	17	7	21

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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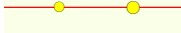
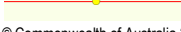


CAIRNS RA1

Area ID: 507

Determined: 11 March 2011 (2006 Census)

Legend

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

