

DUBBO - XTRA RESEARCH - SURVEY 1: 2016



EMBARGOED UNTIL THURSDAY 10TH MARCH AT 10AM AEDT

Station Listened to Most (%), Monday to Sunday

	10+	10-17	18-24	25-39	40-54	55+	55-64	65+
STAR FM	25.2	48.1	49.3	45.5	16.6	2.9	6.7	0.0
2DU	28.6	6.6	2.5	7.3	25.7	59.3	46.2	69.2
ZOO FM	14.1	27.4	16.5	17.6	17.7	4.0	8.4	0.6
ABC LOCAL RADIO	12.3	3.8	1.3	6.7	16.0	19.6	18.5	20.5
ABC RADIO NATIONAL	1.4	0.9	0.0	0.0	2.9	1.8	2.5	1.3
ABC NEWS RADIO	0.4	0.0	0.0	0.0	1.1	0.4	0.8	0.0
TRIPLE J	5.8	5.7	19.0	12.1	0.6	1.5	3.4	0.0
ABC CLASSIC	0.2	0.0	1.3	0.0	0.6	0.0	0.0	0.0

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
STAR FM	25.1	19.5	28.2	31.1	11.7	22.1
2DU	30.0	35.3	22.5	16.0	35.9	24.0
ZOO FM	12.9	12.4	16.6	19.6	7.8	15.8
ABC LOCAL RADIO	12.9	13.1	11.3	10.7	21.9	16.4
ABC RADIO NATIONAL	1.2	1.8	1.5	2.6	2.3	1.9
ABC NEWS RADIO	0.4	0.7	0.4	0.0	1.6	0.4
TRIPLE J	5.2	4.7	6.6	9.2	5.5	5.8
ABC CLASSIC	0.1	0.2	0.2	0.3	2.3	0.2

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+	55-64	65+
STAR FM	218	51	41	69	44	12	11	1
2DU	225	8	4	15	47	151	54	97
ZOO FM	171	35	19	51	47	19	15	4
ABC LOCAL RADIO	124	5	2	16	33	69	26	44
ABC RADIO NATIONAL	20	2	0	0	9	10	5	5
ABC NEWS RADIO	5	0	0	0	5	1	1	0
TRIPLE J	48	6	16	18	5	3	3	0
ABC CLASSIC	7	0	1	0	4	2	2	1

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: 624]

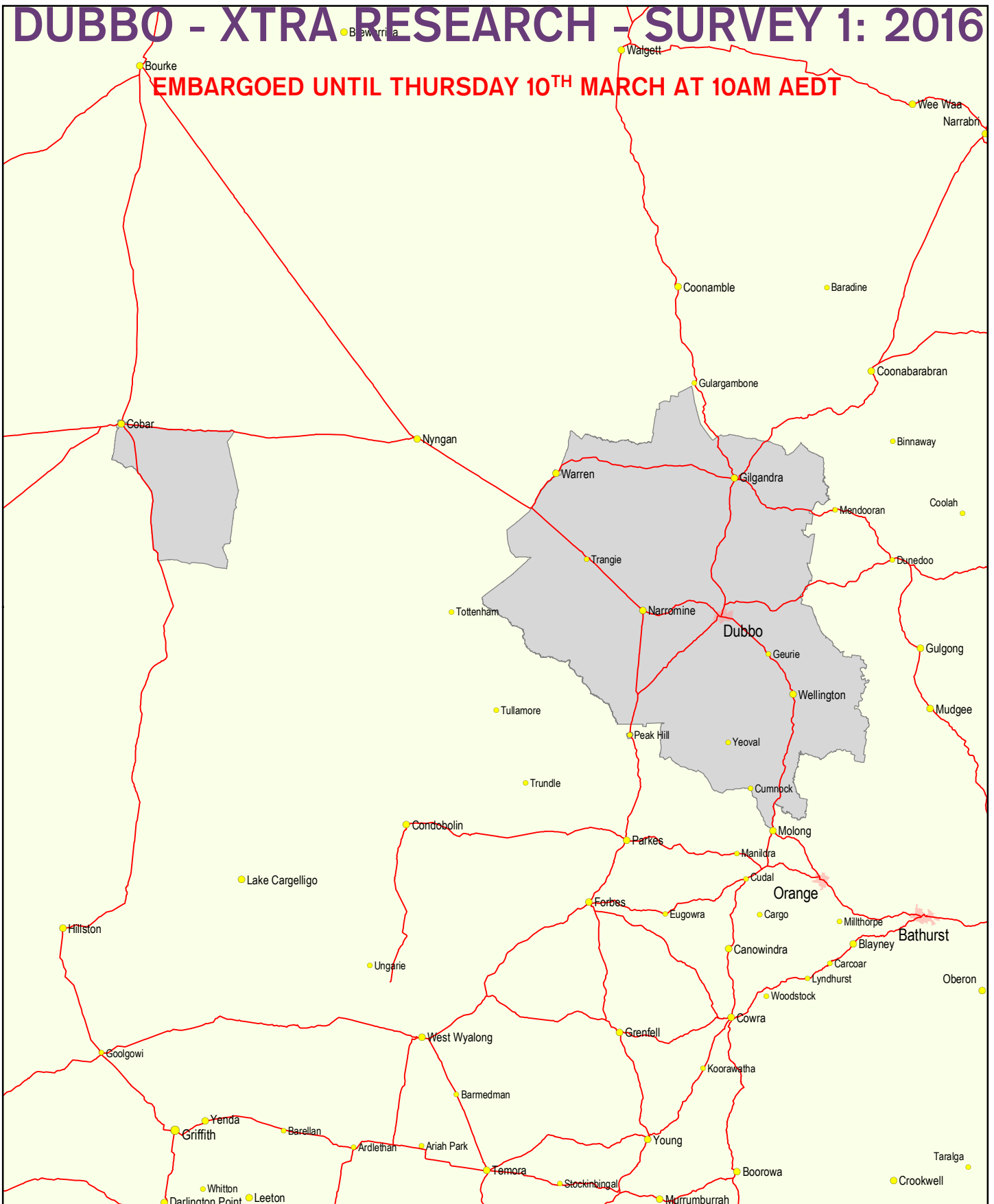
	Breakfast Mon-Fri 5.30am-9.00am	Morning Mon-Fri 9.00am-12.00pm	Afternoon Mon-Fri 12.00pm-4.00pm	Drive Mon-Fri 4.00pm-7.00pm	Evening Mon-Fri 7.00pm-12.00mn	Weekend Sat-Sun 5.30am-12.00mn
STAR FM	168	83	125	122	12	121
2DU	188	137	95	56	37	118
ZOO FM	115	68	88	84	11	96
ABC LOCAL RADIO	88	55	50	41	25	84
ABC RADIO NATIONAL	12	9	8	9	3	13
ABC NEWS RADIO	2	2	2	1	2	2
TRIPLE J	32	22	28	32	6	32
ABC CLASSIC	3	1	2	1	2	3

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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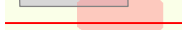
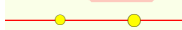



DUBBO RA1

Area ID: 366

Determined: 19 January 2006 (2001 Census)

Legend

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

