

ROMA (QLD)

SURVEY #1 2017



xtra insights

ROMA - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL WEDNESDAY 3RD MAY 2017 AT 10AM AEST

Station Listened to Most (%), Monday to Sunday

	10+
HIT95.1 MARANOVA	29.7
4ZR AM	23.9
ABC SOUTHERN QLD	22.5
ABC RADIO NATIONAL	1.5
ABC CLASSIC FM	0.0
ABC WESTERN QLD	10.0

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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EMBARGOED UNTIL WEDNESDAY 3RD MAY 2017 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
HIT95.1 MARANOA	29.1	18.8	33.8	31.7	-	28.4
4ZR AM	21.6	27.5	21.0	29.1	-	22.4
ABC SOUTHERN QLD	27.3	26.1	21.2	16.5	-	26.9
ABC RADIO NATIONAL	1.7	0.8	0.7	0.0	-	1.3
ABC CLASSIC FM	0.0	0.0	0.0	0.0	-	0.0
ABC WESTERN QLD	9.1	10.6	9.4	8.6	-	9.0

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 WEDNESDAY 3RD MAY 2017 AT 10AM AEST

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

	10+
HIT95.1 MARANOVA	58
4ZR AM	63
ABC SOUTHERN QLD	55
ABC RADIO NATIONAL	3
ABC CLASSIC FM	0
ABC WESTERN QLD	20

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 WEDNESDAY 3RD MAY 2017 AT 10AM AEST

Cumulative Audience (00's) by Session, P10+ [Potential: 163]

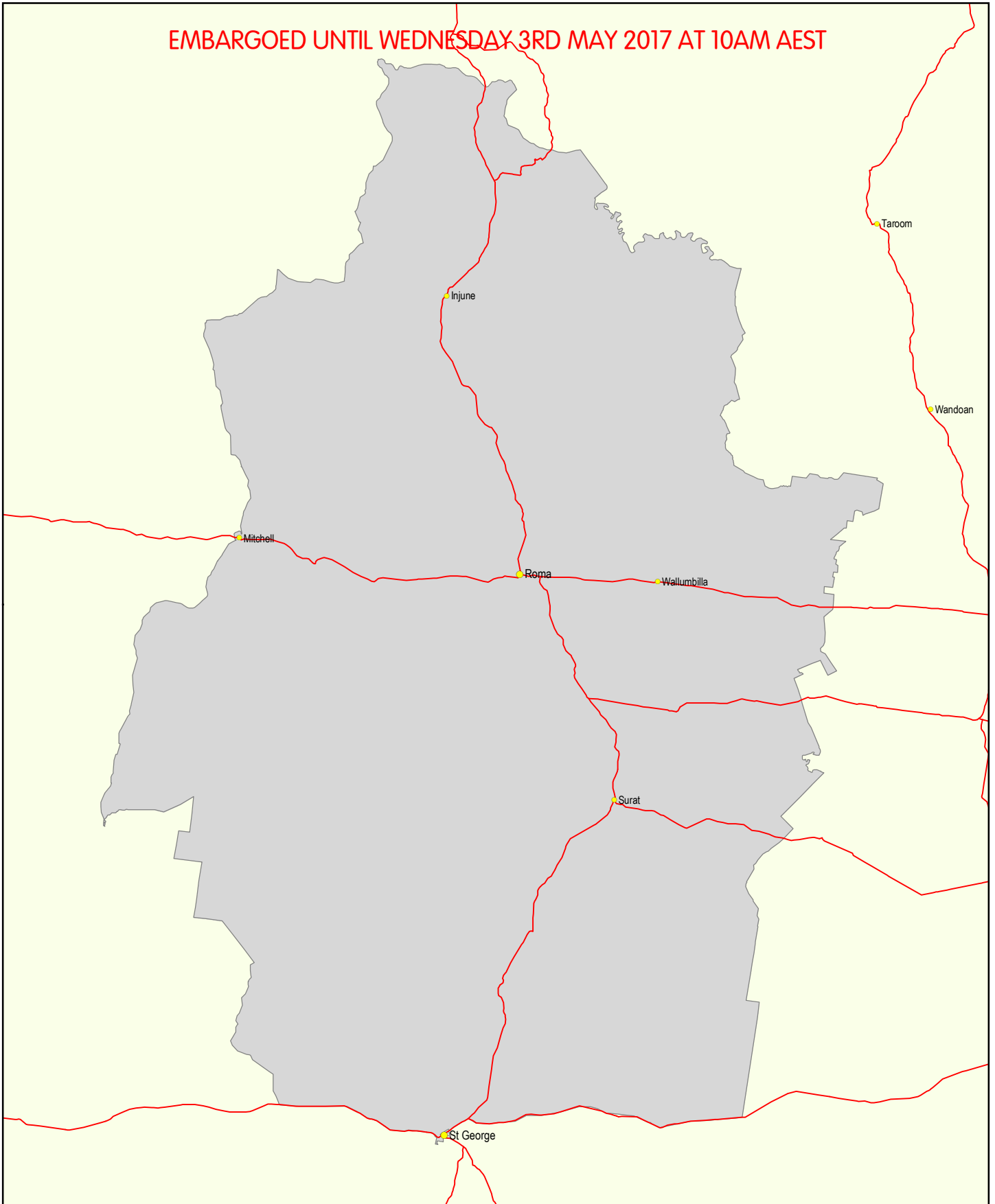
	Breakfast	Morning	Afternoon	Drive	Evening	Weekend
	Mon-Fri 5.30am-9.00am	Mon-Fri 9.00am-12.00pm	Mon-Fri 12.00pm-4.00pm	Mon-Fri 4.00pm-7.00pm	Mon-Fri 7.00pm-12.00mn	Sat-Sun 5.30am-12.00mn
HIT95.1 MARANOA	48	25	43	40	-	43
4ZR AM	46	40	38	40	-	42
ABC SOUTHERN QLD	49	32	31	24	-	45
ABC RADIO NATIONAL	3	1	1	0	-	2
ABC CLASSIC FM	0	0	0	0	-	0
ABC WESTERN QLD	16	14	14	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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EMBARGOED UNTIL WEDNESDAY 3RD MAY 2017 AT 10AM AEST




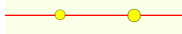
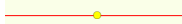


ROMA RA1

Area ID: 462

Determined: 27 August 1996 (1991 Census)

Legend

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

