

COFFS HARBOUR - XTRA RESEARCH - SURVEY 1: 2016



EMBARGOED UNTIL TUESDAY 10TH MAY AT 10AM AEST

Station Listened to Most (%), Monday to Sunday

	10+	10-17	18-24	25-39	40-54	55-64	65+
2CS	20.1	8.6	10.7	14.8	26.8	26.7	22.6
STAR FM	23.5	60.7	41.3	34.5	22.9	8.2	1.1
2HC	4.4	0.0	0.0	3.6	2.9	5.9	9.2
ABC LOCAL RADIO	13.6	0.0	1.3	8.1	9.1	20.0	29.2
ABC RADIO NATIONAL	8.6	0.0	0.0	3.7	11.5	15.6	12.5
ABC NEWS RADIO	0.2	0.0	0.0	0.0	0.0	0.7	0.5
TRIPLE J	13.5	20.1	30.6	21.4	15.5	6.6	0.5
ABC CLASSIC FM	1.4	0.0	0.0	0.7	0.6	2.9	2.7

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
2CS	19.8	27.5	22.5	15.2	9.5	17.9
STAR FM	21.8	16.6	24.4	32.0	15.5	24.2
2HC	4.6	5.4	3.2	2.0	9.5	3.7
ABC LOCAL RADIO	15.0	12.0	11.1	10.9	23.2	15.1
ABC RADIO NATIONAL	10.0	9.1	8.3	10.0	15.5	8.3
ABC NEWS RADIO	0.5	0.2	0.6	0.2	0.0	0.3
TRIPLE J	14.0	10.1	11.4	17.7	12.5	15.0
ABC CLASSIC FM	0.6	2.7	1.5	0.9	3.0	1.4

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+
2CS	233	16	16	39	68	44	50
STAR FM	259	65	49	61	62	17	4
2HC	44	0	1	5	6	10	23
ABC LOCAL RADIO	160	2	1	13	28	46	71
ABC RADIO NATIONAL	108	1	1	10	30	32	35
ABC NEWS RADIO	9	0	0	0	2	3	4
TRIPLE J	147	27	26	41	37	14	2
ABC CLASSIC FM	23	0	1	1	4	7	11

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: 771]

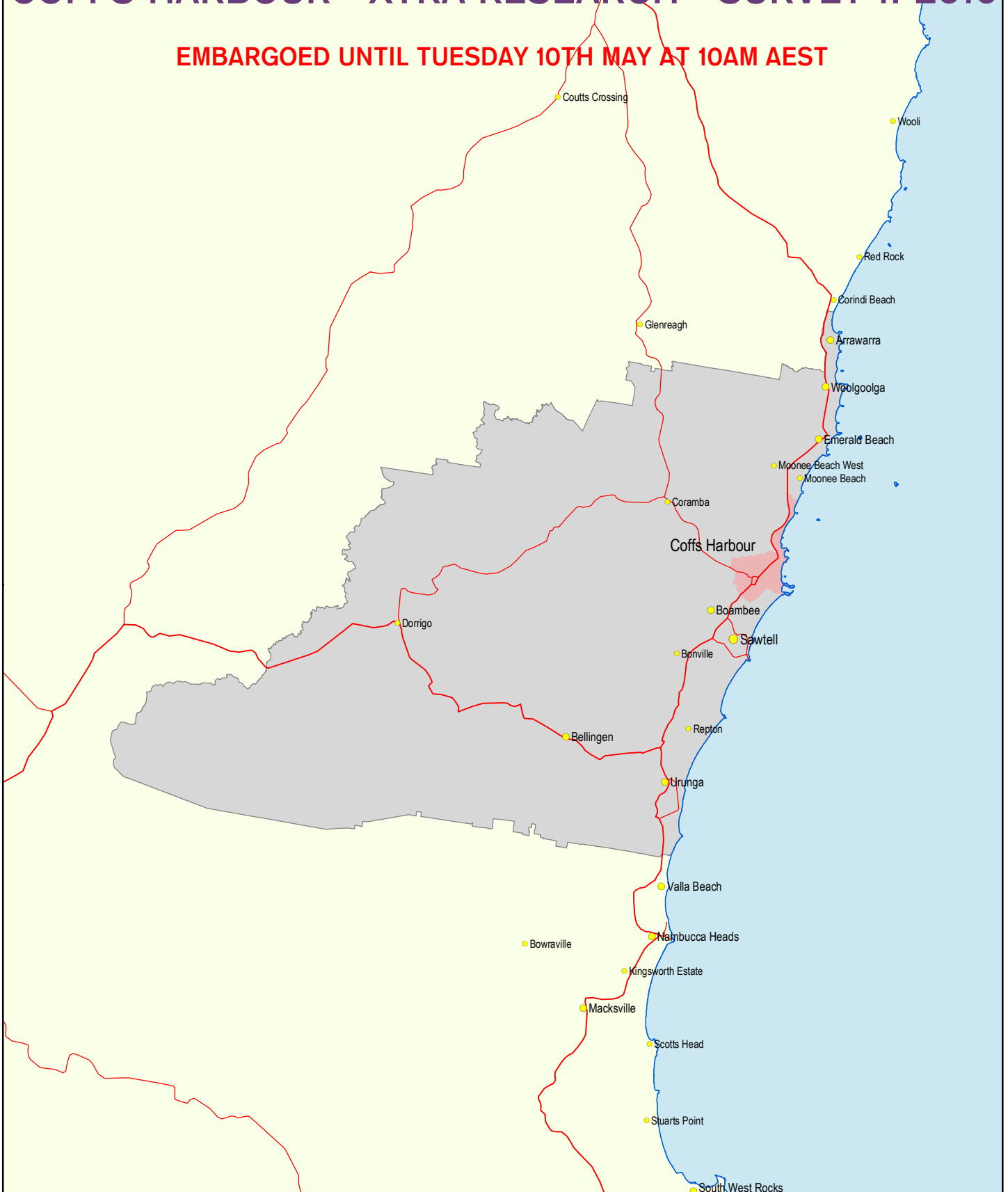
	Breakfast Mon-Fri 5.30am-9.00am	Morning Mon-Fri 9.00am-12.00pm	Afternoon Mon-Fri 12.00pm-4.00pm	Drive Mon-Fri 4.00pm-7.00pm	Evening Mon-Fri 7.00pm-12.00mn	Weekend Sat-Sun 5.30am-12.00mn
2CS	152	154	130	96	21	147
STAR FM	166	102	145	156	30	178
2HC	30	28	15	10	16	29
ABC LOCAL RADIO	116	74	67	65	41	114
ABC RADIO NATIONAL	77	57	51	57	31	68
ABC NEWS RADIO	7	3	6	3	2	8
TRIPLE J	111	60	81	102	23	116
ABC CLASSIC FM	12	17	13	8	8	14

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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COFFS HARBOUR RA1

Area ID: 365

Determined: 24 June 2010 (2006 Census)

Legend

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

