

GEELONG - XTRA INSIGHTS - SURVEY 1: 2016



EMBARGOED UNTIL THURSDAY 3RD NOVEMBER 2016 AT 10AM AEDT

Station Listened to Most (%), Monday to Sunday

	10+	10-17	18-24	25-39	40-54	55-64	65+
K ROCK	8.9	11.8	13.0	17.4	5.1	2.3	1.9
BAY 93.9	9.6	4.2	7.0	9.9	11.0	10.7	11.8
774 ABC MELBOURNE	10.3	1.7	0.0	3.6	9.7	20.6	26.1
ABC RN (RADIO NATIONAL)	1.2	0.0	0.0	0.0	0.8	3.8	3.1
ABC NEWS RADIO	0.5	0.0	0.0	2.0	0.0	0.0	0.0
TRIPLE J	4.5	6.8	13.0	5.9	3.8	0.0	0.0
ABC CLASSIC FM	1.6	0.0	0.0	0.0	0.8	3.1	6.2

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
K ROCK	8.6	9.6	10.8	10.1	5.3	6.9
BAY 93.9	7.7	13.9	12.1	8.3	5.8	7.4
774 ABC MELBOURNE	10.1	11.1	9.7	8.8	17.0	10.7
ABC RN (RADIO NATIONAL)	1.3	2.1	1.5	1.4	4.1	1.5
ABC NEWS RADIO	0.6	0.3	0.5	0.4	0.6	0.5
TRIPLE J	5.2	3.6	3.8	6.1	5.3	6.0
ABC CLASSIC FM	1.3	1.9	1.8	1.4	2.3	1.6

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+
K ROCK	773	97	97	312	167	70	31
BAY 93.9	826	57	70	229	224	136	110
774 ABC MELBOURNE	664	13	4	57	158	185	247
ABC RN (RADIO NATIONAL)	145	4	0	4	26	31	79
ABC NEWS RADIO	48	0	0	22	4	18	4
TRIPLE J	325	40	93	123	66	4	0
ABC CLASSIC FM	106	0	0	0	31	18	57

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: 4397]

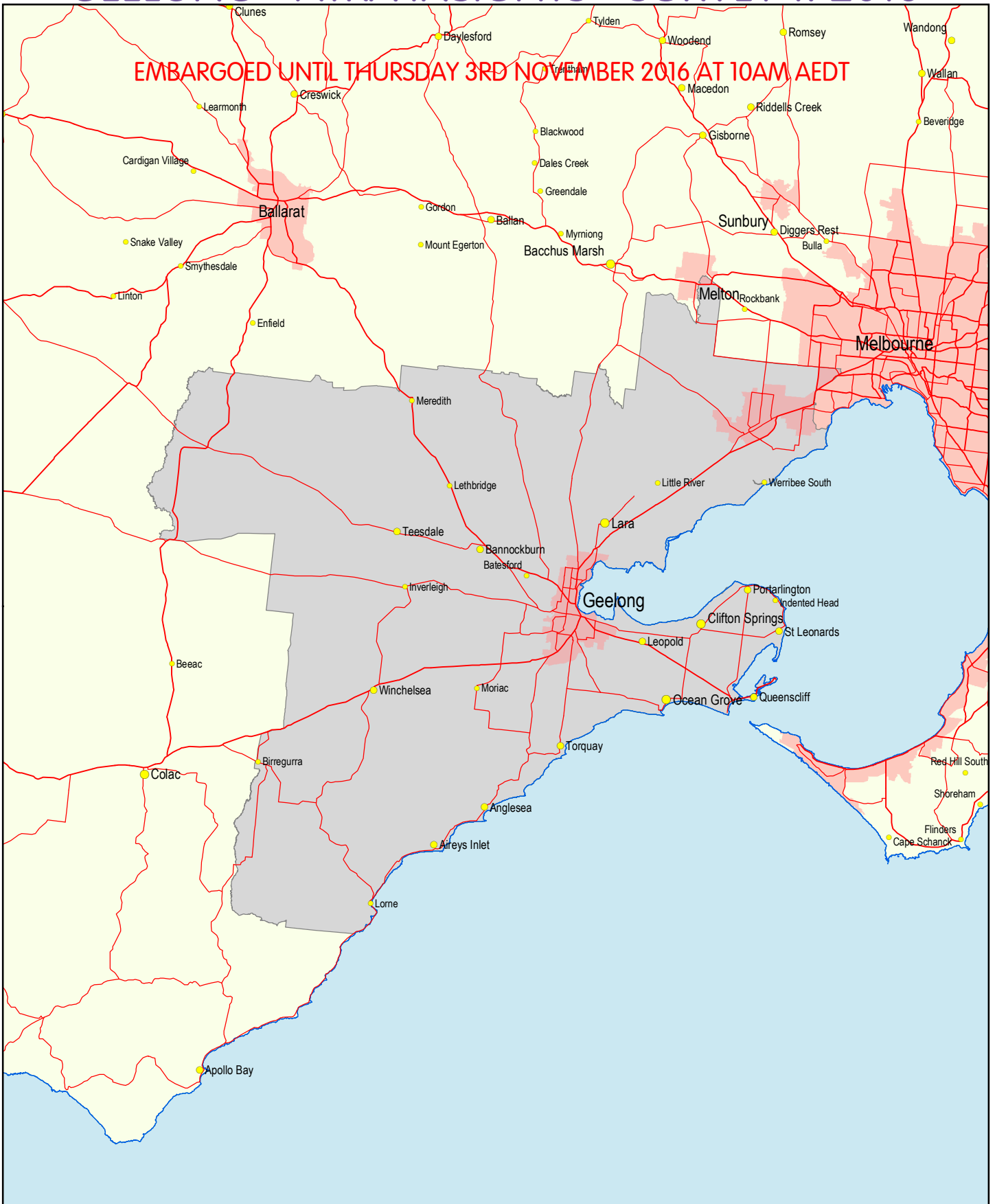
	Breakfast Mon-Fri 5.30am-9.00am	Morning Mon-Fri 9.00am-12.00pm	Afternoon Mon-Fri 12.00pm-4.00pm	Drive Mon-Fri 4.00pm-7.00pm	Evening Mon-Fri 7.00pm-12.00mn	Weekend Sat-Sun 5.30am-12.00mn
K ROCK	541	391	453	562	57	483
BAY 93.9	518	492	519	501	75	523
774 ABC MELBOURNE	462	352	308	343	150	471
ABC RN (RADIO NATIONAL)	97	79	70	79	40	136
ABC NEWS RADIO	31	18	13	18	4	31
TRIPLE J	255	123	149	277	53	268
ABC CLASSIC FM	66	75	66	62	35	75

Cumulative Audience (00's)



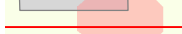

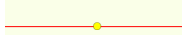
The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening. For example, Station A has 25,000 unique listeners between 5.30am-12.00mn Monday to Sunday.

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Legend

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

GEELONG RA1

Area ID: 428

Determined: 22 June 2000 (1996 Census)

