

MILDURA - XTRA INSIGHTS - SURVEY 1: 2016



EMBARGOED UNTIL TUESDAY 4TH OCTOBER 2016 AT 10AM AEDT

Station Listened to Most (%), Monday to Sunday

	10+	10-17	18-24	25-39	40-54	55-64	65+
STAR FM	38.8	72.3	66.3	59.0	39.0	15.7	1.9
SUN FM	15.9	17.8	6.5	15.5	28.3	15.7	6.2
RIVER 1467AM	18.4	4.0	5.2	7.5	14.1	35.5	36.4
ABC MILDURA-SWAN HILL	12.7	0.0	0.0	1.9	9.0	17.4	37.7
ABC RADIO NATIONAL	1.4	0.0	0.0	0.6	0.6	2.5	3.7
ABC NEWS RADIO	0.1	0.0	0.0	0.0	0.6	0.0	0.0
TRIPLE J	6.2	4.9	18.2	12.4	4.5	2.5	0.0
ABC CLASSIC FM	0.5	0.0	0.0	0.0	0.0	0.8	1.9

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	38.4	31.7	38.3	47.3	23.3	35.5
SUN FM	16.8	16.2	17.3	17.2	11.3	15.5
RIVER 1467AM	15.6	23.9	19.3	13.9	17.8	17.7
ABC MILDURA-SWAN HILL	15.1	11.4	10.8	7.4	30.7	16.5
ABC RADIO NATIONAL	2.0	1.5	1.8	1.2	4.0	1.5
ABC NEWS RADIO	0.2	0.0	0.0	0.0	0.8	0.2
TRIPLE J	6.3	6.4	5.4	8.5	4.0	6.6
ABC CLASSIC FM	0.2	0.4	0.6	0.0	0.8	0.3

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+
STAR FM	293	62	42	85	77	21	6
SUN FM	154	19	13	35	57	20	10
RIVER 1467AM	152	5	5	14	34	40	54
ABC MILDURA-SWAN HILL	114	2	0	7	20	27	57
ABC RADIO NATIONAL	15	0	0	1	2	3	8
ABC NEWS RADIO	1	0	0	0	1	0	1
TRIPLE J	63	6	16	21	16	3	1
ABC CLASSIC FM	8	0	0	1	1	1	4

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: 596]

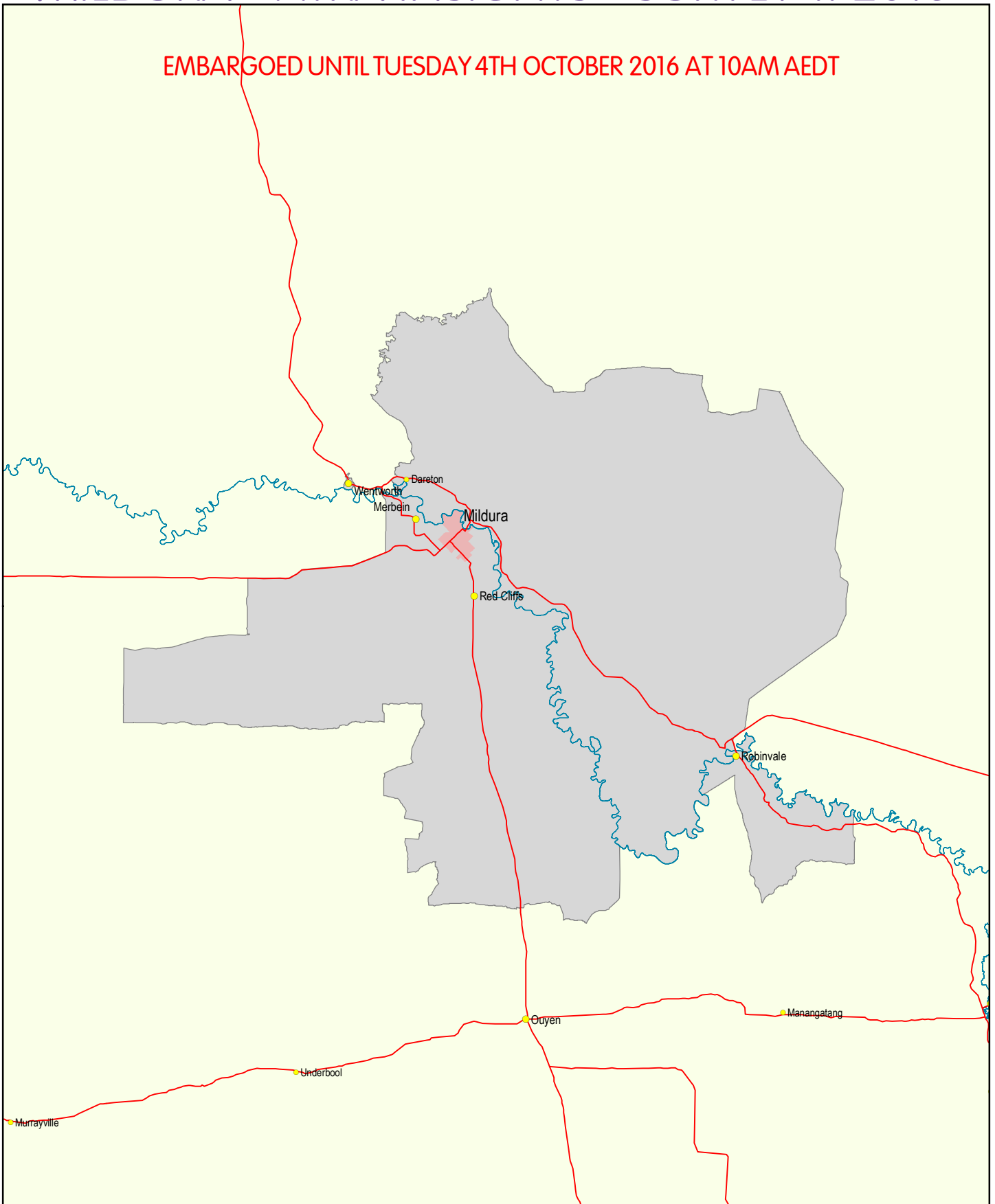
	Breakfast Mon-Fri 5.30am-9.00am	Morning Mon-Fri 9.00am-12.00pm	Afternoon Mon-Fri 12.00pm-4.00pm	Drive Mon-Fri 4.00pm-7.00pm	Evening Mon-Fri 7.00pm-12.00mn	Weekend Sat-Sun 5.30am-12.00mn
STAR FM	223	130	175	216	27	197
SUN FM	116	85	96	98	15	98
RIVER 1467AM	101	101	91	70	19	104
ABC MILDURA-SWAN HILL	84	48	49	34	31	90
ABC RADIO NATIONAL	14	7	11	6	4	12
ABC NEWS RADIO	1	0	0	0	1	1
TRIPLE J	44	31	31	47	5	42
ABC CLASSIC FM	4	4	5	2	4	5

Cumulative Audience (00's)



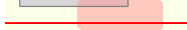


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Legend

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

MILDURA RA1

Area ID: 436

Determined: 9 November 2010 (2006 Census)

