

ORANGE - XTRA INSIGHTS - SURVEY 1: 2016



EMBARGOED UNTIL 9AM TUESDAY 9TH AUGUST 2016 AT 10AM AEST

Station Listened to Most (%), Monday to Sunday

	10+	10-17	18-24	25-39	40-54	55-64	65+
STAR FM	32.5	69.9	61.5	43.5	30.5	11.8	3.0
2GZ FM	24.8	8.7	10.3	18.2	32.2	39.5	29.0
RADIO 2EL	4.6	0.0	1.3	1.9	2.8	5.9	12.4
ABC LOCAL RADIO	11.9	4.9	0.0	3.2	13.6	13.4	26.6
ABC RADIO NATIONAL	4.9	1.0	0.0	2.6	4.0	8.4	10.1
ABCE NEWS RADIO	0.6	0.0	0.0	1.3	0.0	1.7	0.6
TRIPLE J	6.0	8.7	15.4	13.0	3.4	0.8	0.0
ABC CLASSIC FM	2.5	1.0	0.0	0.6	1.7	2.5	7.1

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	33.4	21.3	32.3	40.9	14.7	30.6
2GZ FM	23.2	33.0	24.9	20.3	10.1	23.2
RADIO 2EL	4.2	5.7	4.8	2.8	12.8	4.2
ABC LOCAL RADIO	13.3	11.4	9.7	8.9	23.9	14.6
ABC RADIO NATIONAL	5.2	4.8	4.6	3.6	9.2	4.8
ABCE NEWS RADIO	0.6	0.2	0.7	0.4	0.9	0.3
TRIPLE J	7.1	4.8	5.7	7.7	9.2	8.0
ABC CLASSIC FM	2.4	3.9	4.4	3.0	6.4	3.1

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	322	81	54	81	77	23	6
2GZ FM	267	17	11	48	80	58	53
RADIO 2EL	53	0	2	4	13	13	21
ABC LOCAL RADIO	138	7	1	8	36	23	64
ABC RADIO NATIONAL	66	2	0	5	13	17	29
ABCE NEWS RADIO	13	0	0	3	1	3	6
TRIPLE J	76	12	16	27	18	3	1
ABC CLASSIC FM	36	1	1	1	4	8	21

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: 793]

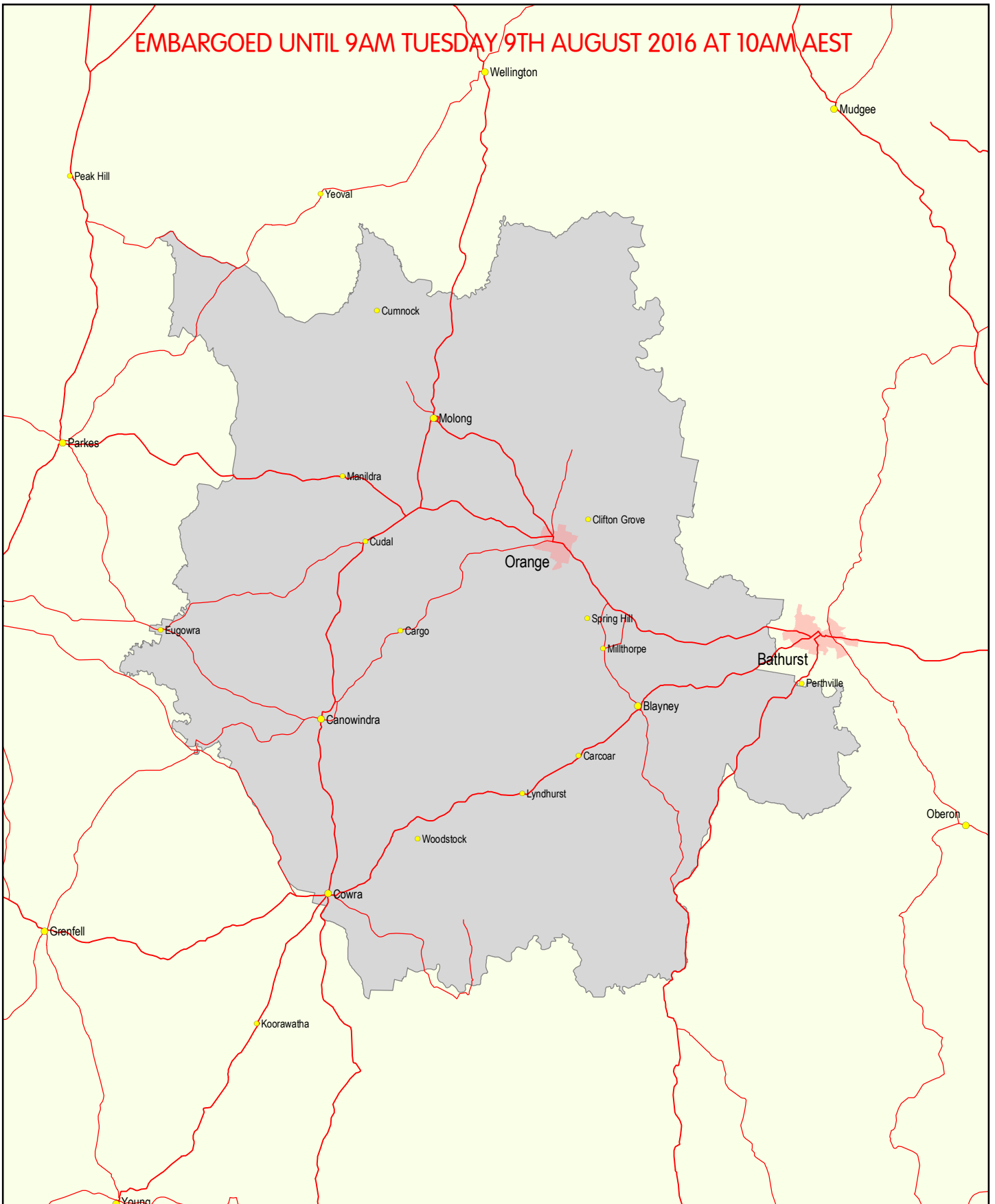
	Breakfast Mon-Fri 5.30am-9.00am	Morning Mon-Fri 9.00am-12.00pm	Afternoon Mon-Fri 12.00pm-4.00pm	Drive Mon-Fri 4.00pm-7.00pm	Evening Mon-Fri 7.00pm-12.00mn	Weekend Sat-Sun 5.30am-12.00mn
STAR FM	255	110	166	228	17	206
2GZ FM	198	170	136	134	15	165
RADIO 2EL	34	31	28	17	14	29
ABC LOCAL RADIO	109	61	59	59	33	100
ABC RADIO NATIONAL	50	29	29	26	16	42
ABCE NEWS RADIO	8	2	6	4	5	7
TRIPLE J	57	29	36	51	11	55
ABC CLASSIC FM	21	26	25	17	8	26

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

ORANGE RA1

Area ID: 370

Determined: 2 June 1997 (1991 Census)

