

GRIFFITH - XTRA RESEARCH - SURVEY 1: 2016



EMBARGOED UNTIL TUESDAY 1ST MARCH AT 10AM AEDT

Station Listened to Most (%), Monday to Sunday

	10+	10-17	18-24	25-39	40-54	55+	55-64	65+
STAR FM	35.5	72.9	54.2	51.5	39.4	4.6	9.1	1.2
2RG GRIFFITH	32.3	9.3	8.9	13.4	26.9	61.5	51.3	69.1
ABC LOCAL RADIO	9.7	2.8	2.6	7.6	12.0	14.1	15.7	13.0
ABC RADIO NATIONAL	2.7	0.0	1.3	1.9	3.4	4.2	2.5	5.6
ABC NEWS RADIO	0.5	0.0	0.0	1.3	0.0	0.7	0.8	0.6
TRIPLE J	7.9	6.5	25.4	19.1	2.3	0.7	1.7	0.0
ABC CLASSIC FM	0.4	0.9	0.0	0.0	0.0	0.7	0.0	1.2

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.

GRIFFITH - XTRA RESEARCH - SURVEY 1: 2016



EMBARGOED UNTIL TUESDAY 1ST MARCH AT 10AM AEDT

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	34.2	23.9	42.2	44.1	23.7	33.6
2RG GRIFFITH	32.8	37.2	22.8	16.3	27.2	23.2
ABC LOCAL RADIO	10.7	9.8	9.6	9.0	23.6	14.5
ABC RADIO NATIONAL	2.5	3.3	2.7	4.3	3.6	3.6
ABC NEWS RADIO	0.4	0.2	0.0	0.0	1.8	0.2
TRIPLE J	7.4	9.2	10.5	12.6	7.3	10.2
ABC CLASSIC FM	0.4	0.2	0.2	0.0	0.9	0.6

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.

GRIFFITH - XTRA RESEARCH - SURVEY 1: 2016



EMBARGOED UNTIL TUESDAY 1ST MARCH AT 10AM AEDT

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

	10+	10-17	18-24	25-39	40-54	55-64	55+	65+
STAR FM	297	67	44	80	80	26	22	4
2RG GRIFFITH	272	15	10	29	61	157	59	98
ABC LOCAL RADIO	113	6	3	16	27	62	27	34
ABC RADIO NATIONAL	36	1	2	5	10	19	6	13
ABC NEWS RADIO	9	0	1	3	1	4	2	2
TRIPLE J	85	11	25	35	10	5	4	1
ABC CLASSIC FM	6	1	0	0	1	4	2	2

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.

GRIFFITH - XTRA RESEARCH - SURVEY 1: 2016



EMBARGOED UNTIL TUESDAY 1ST MARCH AT 10AM AEDT

Cumulative Audience (00's) by Session, P10+ [Potential: 643]

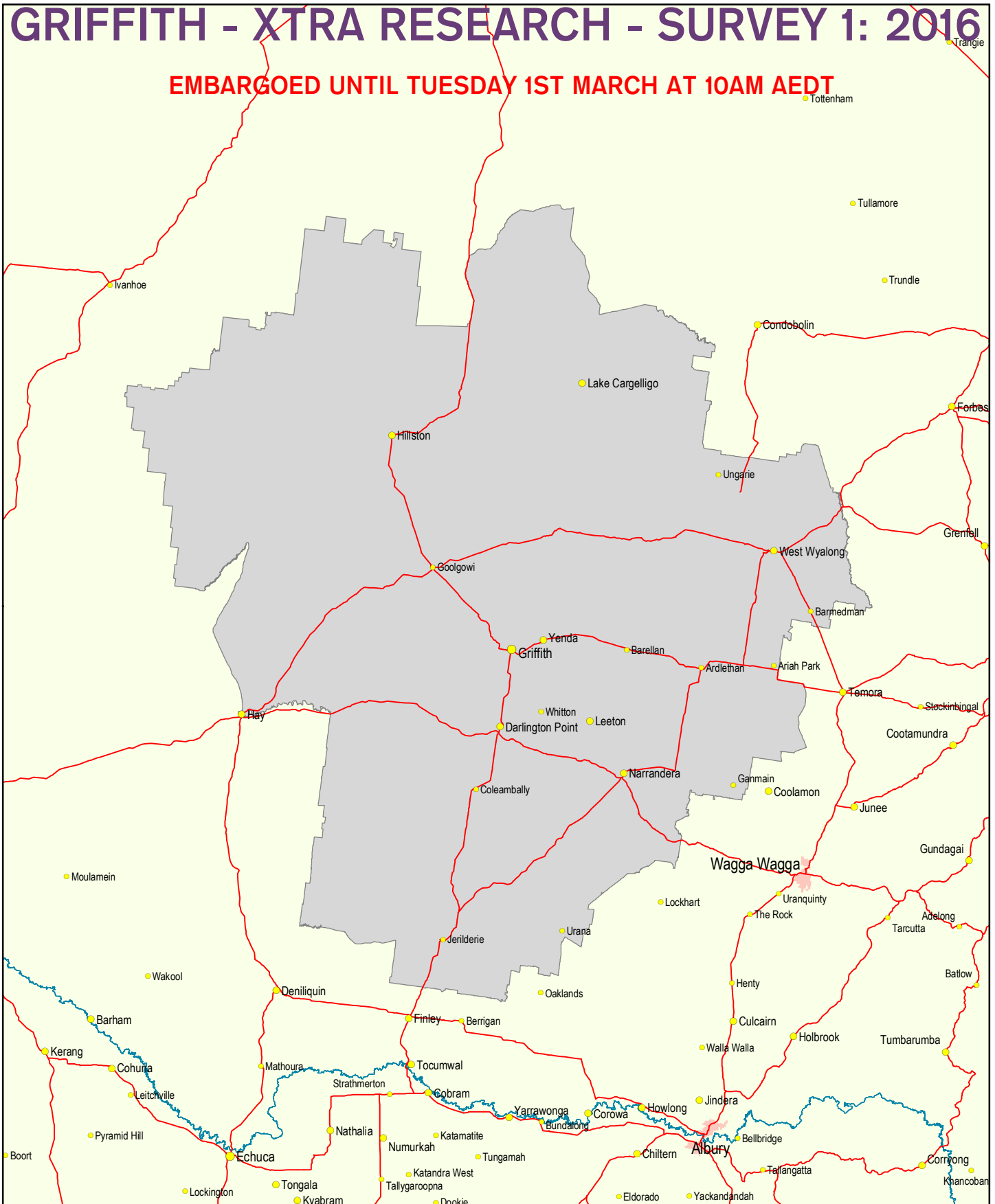
	Breakfast Mon-Fri 5.30am-9.00am	Morning Mon-Fri 9.00am-12.00pm	Afternoon Mon-Fri 12.00pm-4.00pm	Drive Mon-Fri 4.00pm-7.00pm	Evening Mon-Fri 7.00pm-12.00mn	Weekend Sat-Sun 5.30am-12.00mn
STAR FM	227	117	172	165	28	153
2RG GRIFFITH	225	160	103	74	29	127
ABC LOCAL RADIO	84	51	43	36	26	75
ABC RADIO NATIONAL	22	17	13	17	3	22
ABC NEWS RADIO	3	2	2	1	2	3
TRIPLE J	57	43	49	56	8	47
ABC CLASSIC FM	4	2	2	2	1	3

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.

GRIFFITH - XTRA RESEARCH - SURVEY 1: 2016

EMBARGOED UNTIL TUESDAY 1ST MARCH AT 10AM AEDT



Legend

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

GRIFFITH RA1

Area ID: 384

Determined: 15 March 2010 (2006 Census)

