

WARRAGUL - XTRA INSIGHTS - SURVEY 1: 2016



EMBARGOED UNTIL TUESDAY 2ND AUGUST 2016 AT 10AM AEST

Station Listened to Most (%), Monday to Sunday

	10+	10-17	18-24	25-39	40-54	55-64	65+
94.3 STAR FM	15.1	28.0	30.7	25.7	12.9	3.5	0.0
531 3GG	6.1	2.7	3.2	3.5	10.1	7.1	7.0
TR FM	8.6	14.2	13.1	12.5	10.6	2.3	1.7
GIPPSLAND'S 1242	4.9	1.2	2.2	3.2	3.4	10.7	7.7
ABC GIPPSLAND	8.4	0.0	0.7	2.8	7.7	14.9	18.8
ABC RADIO NATIONAL	1.0	0.0	0.0	0.6	0.3	0.8	3.1
ABC NEWS RADIO	0.4	0.0	0.0	0.3	1.2	0.0	0.3
TRIPLE J	6.8	7.2	18.6	14.4	2.9	3.1	0.0
ABC CLASSIC FM	0.8	0.0	0.0	0.0	0.0	1.3	2.9

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
94.3 STAR FM	14.1	13.0	15.2	16.4	5.4	14.3
531 3GG	5.2	7.1	6.9	5.6	5.0	5.6
TR FM	8.1	7.4	9.6	10.2	6.0	7.5
GIPPSLAND'S 1242	5.1	6.1	5.1	3.7	6.1	3.4
ABC GIPPSLAND	8.6	8.9	7.1	6.4	12.4	8.9
ABC RADIO NATIONAL	1.2	1.5	1.0	1.6	4.1	1.6
ABC NEWS RADIO	0.7	0.4	0.5	0.5	0.4	0.6
TRIPLE J	7.2	6.5	7.6	8.2	5.1	7.2
ABC CLASSIC FM	0.5	0.6	1.0	0.7	3.9	1.1

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+
94.3 STAR FM	468	92	84	167	99	26	2
531 3GG	204	8	11	33	74	40	38
TR FM	254	51	37	78	67	11	10
GIPPSLAND'S 1242	165	3	10	25	37	47	43
ABC GIPPSLAND	272	6	5	23	59	69	109
ABC RADIO NATIONAL	74	0	0	3	18	21	33
ABC NEWS RADIO	29	0	0	2	10	6	12
TRIPLE J	232	27	52	105	31	18	0
ABC CLASSIC FM	44	0	0	0	0	11	34

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: 2368]

	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
94.3 STAR FM	355	217	284	296	34	294
531 3GG	140	127	140	109	20	132
TR FM	198	123	165	174	24	156
GIPPSLAND'S 1242	115	100	82	72	25	90
ABC GIPPSLAND	204	146	133	116	56	183
ABC RADIO NATIONAL	52	40	31	42	21	48
ABC NEWS RADIO	17	14	10	16	3	15
TRIPLE J	182	113	146	164	27	149
ABC CLASSIC FM	17	18	23	23	17	22

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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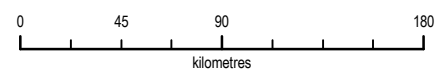
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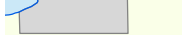
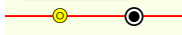
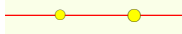
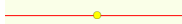
WARRAGUL RA1

Area ID: 433

Determined: 27 January 2005 (2001 Census)



Legend

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

