

COLAC - XTRA RESEARCH - SURVEY 1: 2014



Station Listened to Most (%)

| | 10+ | 10-17 | 18-39 | 25-39 | 40-54 | 55+ |
|--------------------|------|-------|-------|-------|-------|------|
| 3CS | 16.0 | 2.7 | 5.1 | 5.7 | 13.9 | 29.6 |
| MIXX FM | 31.5 | 65.8 | 49.0 | 42.9 | 33.3 | 6.3 |
| ABC 774 | 18.7 | 1.3 | 5.1 | 7.6 | 20.1 | 33.2 |
| ABC RADIO NATIONAL | 2.7 | 0.0 | 0.6 | 1.0 | 2.8 | 4.9 |
| ABC NEWS RADIO | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 1.4 |
| JJJ | 6.5 | 11.9 | 16.6 | 14.3 | 2.1 | 0.5 |
| ABC CLASSIC FM | 1.5 | 0.0 | 0.0 | 0.0 | 1.4 | 3.1 |

Session Listened to Most (%)

| | Breakfast | Morning | Afternoon | Drive | Evening | Weekend |
|--------------------|-----------|---------|-----------|-------|---------|---------|
| 3CS | 17.3 | 16.3 | 12.3 | 13.0 | 12.1 | 14.1 |
| MIXX FM | 29.6 | 29.2 | 36.4 | 33.9 | 18.9 | 25.8 |
| ABC 774 | 21.0 | 20.1 | 13.1 | 15.1 | 34.1 | 20.7 |
| ABC RADIO NATIONAL | 3.1 | 2.5 | 2.7 | 1.9 | 3.8 | 3.1 |
| ABC NEWS RADIO | 0.4 | 0.3 | 0.3 | 0.3 | 1.5 | 0.9 |
| JJJ | 6.8 | 6.9 | 8.3 | 10.2 | 5.3 | 7.8 |
| ABC CLASSIC FM | 1.6 | 1.7 | 2.1 | 2.2 | 0.8 | 1.9 |