

SHEPPARTON - XTRA RESEARCH - SURVEY 1: 2016



EMBARGOED UNTIL TUESDAY 7TH JUNE AT 10AM AEST

Station Listened to Most (%), Monday to Sunday

	10+	10-17	18-24	25-39	40-54	55-64	65+
STAR FM	32.2	74.4	58.8	44.8	34.5	12.0	2.2
95 3SR FM	20.2	11.1	6.7	21.3	30.9	26.6	14.7
ABC LOCAL RADIO	15.5	3.4	3.3	2.2	10.0	25.9	34.9
ABC RADIO NATIONAL	2.7	0.0	0.0	0.0	2.7	3.2	6.9
ABC NEWS RADIO	0.1	0.0	0.0	0.0	0.0	0.0	0.4
TRIPLE J	5.1	5.1	17.8	13.1	1.8	0.6	0.0
ABC CLASSIC FM	0.4	0.0	0.0	0.0	0.5	0.0	1.3

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	32.2	24.3	29.6	38.1	16.6	30.1
95 3SR FM	19.2	23.1	22.5	21.4	14.7	19.1
ABC LOCAL RADIO	17.6	16.0	14.4	10.2	29.4	17.3
ABC RADIO NATIONAL	2.5	3.0	2.5	2.0	3.7	2.7
ABC NEWS RADIO	0.1	0.0	0.2	0.0	0.0	0.0
TRIPLE J	5.4	4.6	5.1	7.1	3.7	5.9
ABC CLASSIC FM	0.4	0.5	0.5	0.3	0.6	0.4

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	684	154	101	184	181	47	17
95 3SR FM	508	49	27	100	156	101	76
ABC LOCAL RADIO	362	12	7	10	64	99	170
ABC RADIO NATIONAL	62	0	0	0	13	10	39
ABC NEWS RADIO	3	0	0	0	0	2	2
TRIPLE J	132	12	39	57	22	2	0
ABC CLASSIC FM	13	0	0	2	2	0	10

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: 1684]

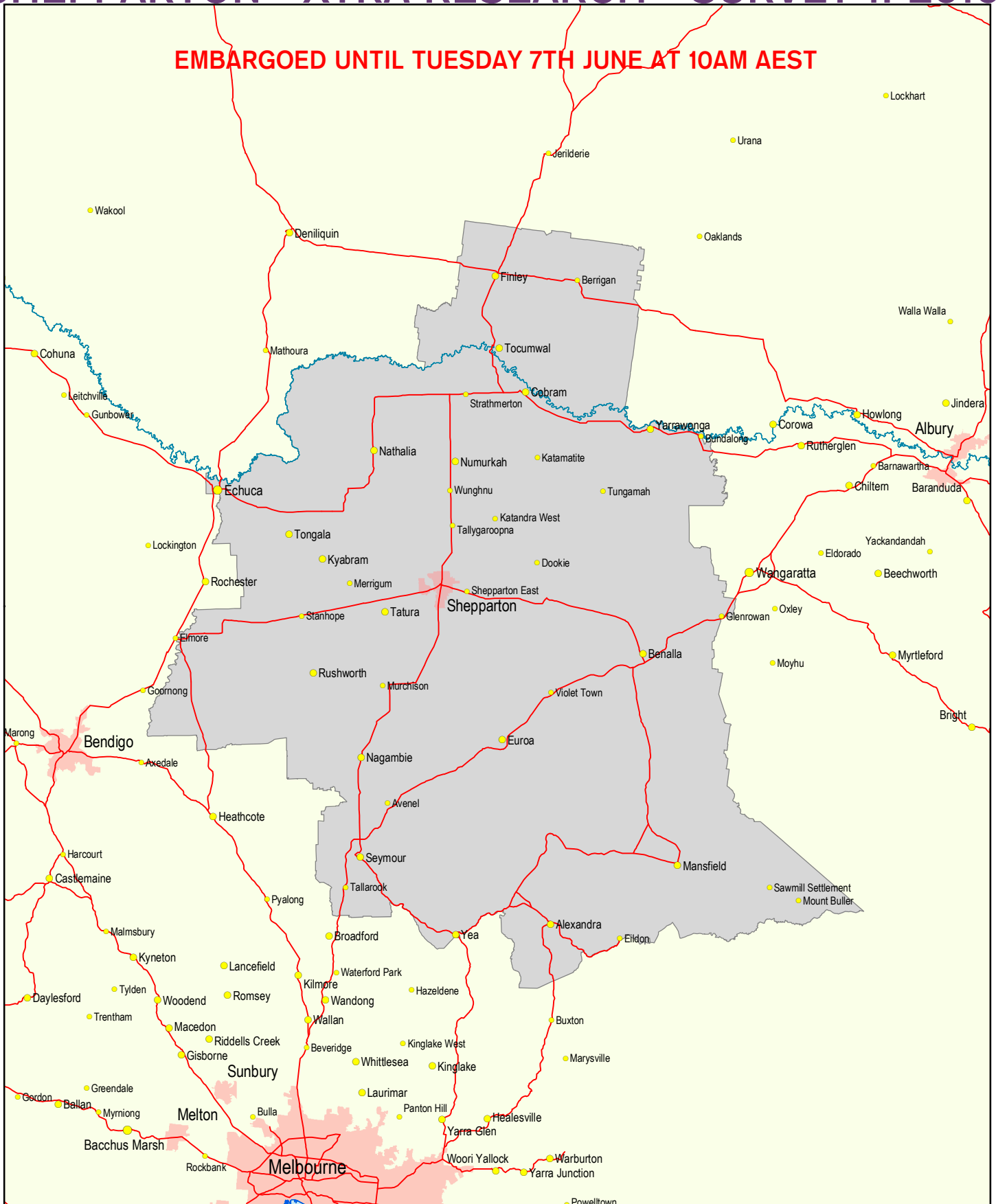
	Breakfast Mon-Fri 5.30am-9.00am	Morning Mon-Fri 9.00am-12.00pm	Afternoon Mon-Fri 12.00pm-4.00pm	Drive Mon-Fri 4.00pm-7.00pm	Evening Mon-Fri 7.00pm-12.00mn	Weekend Sat-Sun 5.30am-12.00mn
STAR FM	539	296	365	488	56	431
95 3SR FM	350	293	310	300	52	293
ABC LOCAL RADIO	279	200	187	136	87	248
ABC RADIO NATIONAL	46	35	30	27	12	46
ABC NEWS RADIO	3	0	2	0	0	2
TRIPLE J	96	67	76	94	13	93
ABC CLASSIC FM	8	7	7	10	5	10

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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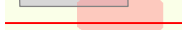
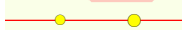



SHEPPARTON RA1

Area ID: 541

Determined: 15 September 1997 (1991 Census)

Legend

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

