

SWAN HILL - XTRA RESEARCH - SURVEY 1: 2014



Station Listened to Most (%)

	10+	10-17	18-39	25-39	40-54	55+
3SH	26.7	4.1	15.3	17.0	33.6	37.2
MIXX FM	30.4	74.0	49.7	44.3	32.8	2.9
ABC LOCAL RADIO	18.3	1.4	3.8	5.7	16.1	34.3
ABC RADIO NATIONAL	1.3	0.0	0.6	0.9	0.0	2.9
ABC NEWS RADIO	0.5	0.0	0.6	0.9	0.0	0.8
JJJ	6.8	10.9	17.8	18.9	0.8	1.7
ABC CLASSIC FM	0.5	1.4	0.0	0.0	0.0	0.8

Session Listened to Most (%)

	Breakfast	Morning	Afternoon	Drive	Evening	Weekend
3SH	27.5	35.7	22.2	21.8	21.1	22.4
MIXX FM	29.3	25.0	34.8	37.2	13.0	28.0
ABC LOCAL RADIO	20.2	14.3	15.7	10.5	34.1	18.2
ABC RADIO NATIONAL	1.2	1.4	1.7	1.2	0.8	1.8
ABC NEWS RADIO	0.6	0.0	0.3	0.3	0.8	0.9
JJJ	6.8	5.1	6.7	10.5	8.2	8.6
ABC CLASSIC FM	0.6	1.1	0.8	0.9	3.3	1.3