

WARRNAMBOOL - XTRA RESEARCH - SURVEY 1: 2015



Station Listened to Most (%)

	10+	10-17	18-39	25-39	40-54	55+
3YB	21.7	6.8	10.7	10.9	23.7	34.9
COAST FM	37.7	78.4	54.5	53.3	46.1	3.4
ABC LOCAL	4.0	0.0	0.0	0.0	2.9	9.6
ABC RADIO NATIONAL	2.5	0.0	0.6	0.8	2.2	5.3
ABC NEWS RADIO	0.5	0.0	1.7	2.5	0.0	0.0
JJJ	7.3	8.1	17.4	14.2	4.3	0.5
ABC CLASSIC FM	1.5	0.0	0.0	0.0	1.4	3.4

Session Listened to Most (%)

	Breakfast	Morning	Afternoon	Drive	Evening	Weekend
3YB	20.3	27.7	18.0	13.7	17.2	16.6
COAST FM	41.7	24.8	40.9	44.7	22.3	35.3
ABC LOCAL	5.3	4.3	3.9	3.2	7.1	4.8
ABC RADIO NATIONAL	2.8	2.3	2.3	3.2	3.0	2.9
ABC NEWS RADIO	0.4	0.9	0.8	0.7	1.0	0.8
JJJ	7.0	6.0	6.8	12.2	11.1	10.1
ABC CLASSIC FM	1.1	2.0	1.7	2.5	3.0	1.6