

LAUNCESTON (TAS)

SURVEY #1 2024



LAUNCESTON - XTRA INSIGHTS - SURVEY 1: 2024



EMBARGOED UNTIL TUESDAY 15TH OCTOBER 2024 AT 11AM AEDT

Station Listened to Most (%), Monday to Sunday

	10+			10-17			18-24			25-39			40-54			55-64			65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
LAFM	20.3	16.8	3.5	12.0	10.1	1.9	20.2	1.5	18.7	7.2	9.8	-2.6	22.1	26.7	-4.6	37.1	28.7	8.4	24.2	15.4	8.8
CHILLI FM	31.3	31.8	-0.5	59.7	58.4	1.3	37.9	51.7	-13.8	48.0	51.9	-3.9	35.3	30.0	5.3	23.6	16.4	7.2	1.6	2.4	-0.8
ABC NORTHERN TASMANIA	16.3	17.1	-0.8	4.0	5.6	-1.6	3.1	5.6	-2.5	7.9	3.0	4.9	14.2	8.9	5.3	17.6	29.5	-11.9	35.8	41.4	-5.6
ABC RN (RADIO NATIONAL)	4.2	3.1	1.1	1.0	1.1	-0.1	0.0	0.0	0.0	0.7	0.0	0.7	3.8	2.8	1.0	6.4	5.7	0.7	9.5	7.1	2.4
ABC NEWSRADIO	1.6	2.4	-0.8	0.0	0.0	0.0	1.2	0.0	1.2	1.4	1.2	0.2	2.2	2.8	-0.6	0.8	1.6	-0.8	2.7	5.9	-3.2
triple j	12.0	14.7	-2.7	12.1	11.3	0.8	31.3	39.8	-8.5	25.3	26.6	-1.3	8.8	16.1	-7.3	4.1	2.5	1.6	0.0	0.0	0.0
ABC CLASSIC	2.5	2.1	0.4	0.0	2.2	-2.2	1.2	0.0	1.2	2.2	1.8	0.4	2.2	2.2	0.0	2.4	1.6	0.8	4.8	3.5	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.

Survey Period: 16th September 2024 - 5th October 2024

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Session Listened to Most (%)

	Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5.30am-9.00am			Mon-Fri 9.00am-12.00pm			Mon-Fri 12.00pm-4.00pm			Mon-Fri 4.00pm-7.00pm			Mon-Fri 7.00pm-12.00mn			Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
LAFM	17.2	14.6	2.6	22.3	19.4	2.9	21.9	19.8	2.1	21.4	17.4	4.0	17.0	9.3	7.7	18.6	15.3	3.3
CHILLI FM	34.2	32.9	1.3	32.5	29.2	3.3	34.3	33.8	0.5	34.2	31.2	3.0	18.6	23.8	-5.2	26.0	26.1	-0.1
ABC NORTHERN TASMANIA	17.6	19.4	-1.8	14.3	19.1	-4.8	12.7	13.2	-0.5	11.4	12.8	-1.4	19.4	21.7	-2.3	17.0	19.4	-2.4
ABC RN (RADIO NATIONAL)	4.3	2.8	1.5	3.1	1.8	1.3	3.9	2.2	1.7	4.6	2.9	1.7	4.5	3.7	0.8	4.5	3.9	0.6
ABC NEWSRADIO	2.0	2.9	-0.9	2.1	1.6	0.5	1.3	1.3	0.0	2.2	1.7	0.5	4.0	6.3	-2.3	1.6	2.2	-0.6
triple j	12.2	15.5	-3.3	12.0	13.8	-1.8	14.1	15.2	-1.1	16.3	20.5	-4.2	20.0	17.3	2.7	15.8	15.4	0.4
ABC CLASSIC	2.0	2.3	-0.3	2.7	2.6	0.1	2.5	2.8	-0.3	2.4	2.1	0.3	3.3	2.6	0.7	2.7	3.2	-0.5

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+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
LAFM	456	349	107	40	34	6	32	15	17	77	55	22	105	111	-6	104	77	27	98	58	40
CHILLI FM	591	483	108	92	82	10	84	82	2	185	132	53	141	130	11	67	42	25	21	15	6
ABC NORTHERN TASMANIA	305	300	5	11	11	0	11	10	1	29	17	12	63	59	4	52	72	-20	139	130	9
ABC RN (RADIO NATIONAL)	95	64	31	3	1	2	0	3	-3	8	1	7	19	12	7	19	15	4	46	30	16
ABC NEWSRADIO	78	60	18	3	1	2	7	0	7	12	5	7	18	14	4	10	15	-5	29	25	4
triple j	282	246	36	37	25	12	63	69	-6	110	76	34	48	64	-16	19	11	8	5	1	4
ABC CLASSIC	71	54	17	1	4	-3	1	0	1	16	4	12	11	11	0	7	11	-4	35	25	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: 1236]

	Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5.30am-9.00am			Mon-Fri 9.00am-12.00pm			Mon-Fri 12.00pm-4.00pm			Mon-Fri 4.00pm-7.00pm			Mon-Fri 7.00pm-12.00mn			Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
LAFM	255	202	53	206	179	27	246	201	45	218	162	56	62	36	26	242	178	64
CHILLI FM	415	337	78	311	220	91	347	286	61	326	248	78	85	72	13	333	253	80
ABC NORTHERN TASMANIA	214	198	16	135	156	-21	132	130	2	110	94	16	73	63	10	196	189	7
ABC RN (RADIO NATIONAL)	61	35	26	30	18	12	46	22	24	44	24	20	20	18	2	58	39	19
ABC NEWSRADIO	41	41	0	28	20	8	25	18	7	28	15	13	20	23	-3	37	31	6
triple j	165	176	-11	124	124	0	155	149	6	166	156	10	65	49	16	174	149	25
ABC CLASSIC	33	28	5	32	22	10	32	27	5	32	15	17	16	8	8	38	37	1

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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LAUNCESTON Survey Coverage Area based on Commercial Radio & Audio's Licence Area Profile.