

Overall Radio Listening Victoria 2014

2014 in an Average Week

All people aged 15+	4,599,000	100%
Listeners to radio	3,891,000	85%
Listeners to community radio	1,250,000	27%
Listeners to commercial radio	3,212,000	70%
Listeners to ABC and/or SBS radio	1,742,000	38%

Listeners to community radio who:

Do not listen to commercial radio	347,000	8%
Do not listen to ABC/SBS radio	529,000	11%
Do not listen to commercial radio or ABC/SBS radio	186,000	4%

Community Radio Listening by Day

Avg. wk community radio listeners	1,250,000	100%
Breakfast (5am-9am)	669,000	54%
Mid-morning (9am-12 noon) 7OI	701,000	56%
Afternoon (12 noon - 3pm)	614,000	49%
Drive Time (3pm-7pm)	671,000	54%
Evening (7pm-12 midnight)	409,000	33%
Late Night (12 midnight - 5am)	196,000	16%

Average Listening Time Per Week

Avg. wk community radio listeners	1,250,000	100%
Upto 5	465,000	37%
5-10 hours	251,000	20%
11-20 hours	217,000	17%
Over 20 hours	295,000	24%

presented by



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98.7



SURVEY

RPP FM Survey 2014 says

RPP FM targets **180,000** listeners daily and that number swells to **300,000** in the summer.

30 % of our audience listen while in their cars- 20 % listen all day

The Mornington Peninsula is listening to RPP FM

Our improved transmitter capacity means we have listeners throughout Melbourne's South East corridor, as far west as Aireys Inlet, as far north as Boronia and as far east as Phillip Island.

24%

Our surveys tell us that 24% of the local radio audience can listen to RPP FM, whether its across Melbourne's South East corridor or the Mornington Peninsula and that means we can reach a minimum 36,000 Peninsula residents alone.*

In one three hour period alone last year – our listeners downloaded an incredible 316 hours of radio program using our streaming and apps- that's not a bad set of numbers!

* McNair/CBAA Survey 2014