

PORT MACQUARIE (NSW)

SURVEY #1 2017



PORT MACQUARIE - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL TUESDAY 30TH MAY 2017 AT 10AM AEST

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	+/-
HIT MID NORTH COAST	24.6	26.6	-2.0	60.4	68.6	-8.2	44.0	56.4	-12.4	57.6	45.0	12.6	20.5	28.3	-7.8	4.4	8.9	-4.5	2.2	0.0	2.2
TRIPLE M MID NORTH COAST	34.6	28.4	6.2	22.1	8.6	13.5	24.2	11.6	12.6	21.6	14.3	7.3	46.0	39.2	6.8	52.2	32.1	20.1	30.8	38.9	-8.1
RADIO 531 / FM 93.5	4.7	4.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	-1.7	2.5	3.0	-0.5	2.2	5.3	-3.1	13.6	8.0	5.6
ABC MID NORTH COAST	11.1	10.2	0.9	0.0	2.2	-2.2	4.4	0.0	4.4	0.0	1.7	-1.7	6.2	6.6	-0.4	16.9	15.7	1.2	23.4	20.5	2.9
ABC RN (RADIO NATIONAL)	3.9	5.3	-1.4	2.2	0.0	2.2	1.4	1.5	-0.1	0.0	0.9	-0.9	4.4	4.2	0.2	8.8	11.9	-3.1	4.0	7.6	-3.6
ABC NEWS RADIO	0.4	0.8	-0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	-1.2	0.0	0.0	0.0	1.3	1.8	-0.5
TRIPLE J	8.9	10.9	-2.0	12.1	11.9	0.2	21.7	26.2	-4.5	18.2	28.8	-10.6	11.8	9.1	2.7	3.7	6.7	-3.0	0.0	0.4	-0.4
ABC CLASSIC FM	2.4	1.5	0.9	0.0	0.0	0.0	1.4	1.5	-0.1	0.0	0.0	0.0	0.0	1.2	-1.2	2.2	0.0	2.2	6.6	4.0	2.6

Please note: Last Port Macquarie Survey conducted April 2016. HIT MID NORTH COAST & TRIPLE M MID NORTH COAST on air from 15 Dec 2016. Previously known as STAR FM & 2MC.

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: 2nd May 2017 - 20th May 2017

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EMBARGOED UNTIL TUESDAY 30TH MAY 2017 AT 10AM AEST

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	+/-
HIT MID NORTH COAST	24.6	25.5	-0.9	17.2	19.3	-2.1	30.1	29.6	0.5	33.7	35.1	-1.4	14.0	11.0	3.0	24.1	25.0	-0.9
TRIPLE M MID NORTH COAST	34.6	28.6	6.0	40.6	36.7	3.9	32.2	24.7	7.5	31.1	18.6	12.5	22.4	21.4	1.0	28.5	24.9	3.6
RADIO 531 / FM 93.5	4.4	4.2	0.2	7.4	5.5	1.9	2.6	3.2	-0.6	1.9	3.1	-1.2	12.9	7.2	5.7	4.0	3.6	0.4
ABC MID NORTH COAST	12.3	11.3	1.0	9.6	10.2	-0.6	7.5	8.6	-1.1	7.3	8.2	-0.9	23.2	22.2	1.0	12.6	13.9	-1.3
ABC RN (RADIO NATIONAL)	4.3	5.4	-1.1	3.8	5.3	-1.5	4.2	5.2	-1.0	3.2	5.6	-2.4	9.5	10.3	-0.8	5.0	5.7	-0.7
ABC NEWS RADIO	0.3	0.8	-0.5	0.2	0.4	-0.2	0.2	0.9	-0.7	0.2	0.5	-0.3	0.9	0.8	0.1	0.3	0.3	0.0
TRIPLE J	9.7	10.6	-0.9	6.7	7.9	-1.2	8.2	11.1	-2.9	11.3	14.7	-3.4	5.2	4.8	0.4	9.3	12.0	-2.7
ABC CLASSIC FM	1.9	1.8	0.1	3.6	2.0	1.6	2.7	2.9	-0.2	3.2	2.9	0.3	1.7	2.4	-0.7	2.9	2.1	0.8

Please note: Last Port Macquarie Survey conducted April 2016. HIT MID NORTH COAST & TRIPLE M MID NORTH COAST on air from 15 Dec 2016. Previously known as STARFM & 2MC.

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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EMBARGOED UNTIL TUESDAY 30TH MAY 2017 AT 10AM AEST

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	+/-
HIT MID NORTH COAST	418	419	-1	99	111	-12	68	73	-5	125	101	24	94	109	-15	20	22	-2	12	3	9
TRIPLE M MID NORTH COAST	571	498	73	50	28	22	35	25	10	63	49	14	152	131	21	128	101	27	143	165	-22
RADIO 531 / FM 93.5	91	84	7	3	0	3	2	2	0	0	8	-8	11	16	-5	19	13	6	56	47	9
ABC MID NORTH COAST	209	208	1	2	3	-1	5	0	5	2	11	-9	31	37	-6	55	53	2	116	104	12
ABC RN (RADIO NATIONAL)	72	101	-29	3	2	1	2	2	0	0	5	-5	20	22	-2	24	33	-9	23	39	-16
ABC NEWS RADIO	14	26	-12	0	0	0	0	0	0	0	1	-1	2	5	-3	3	3	0	9	17	-8
TRIPLE J	157	188	-31	22	25	-3	37	42	-5	38	62	-24	44	37	7	16	19	-3	2	3	-1
ABC CLASSIC FM	52	33	19	3	0	3	2	2	0	3	0	3	3	5	-2	9	3	6	31	23	8

Please note: Last Port Macquarie Survey conducted April 2016. HIT MID NORTH COAST & TRIPLE M MID NORTH COAST on air from 15 Dec 2016. Previously known as STAR FM & 2MC.

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: 1254]

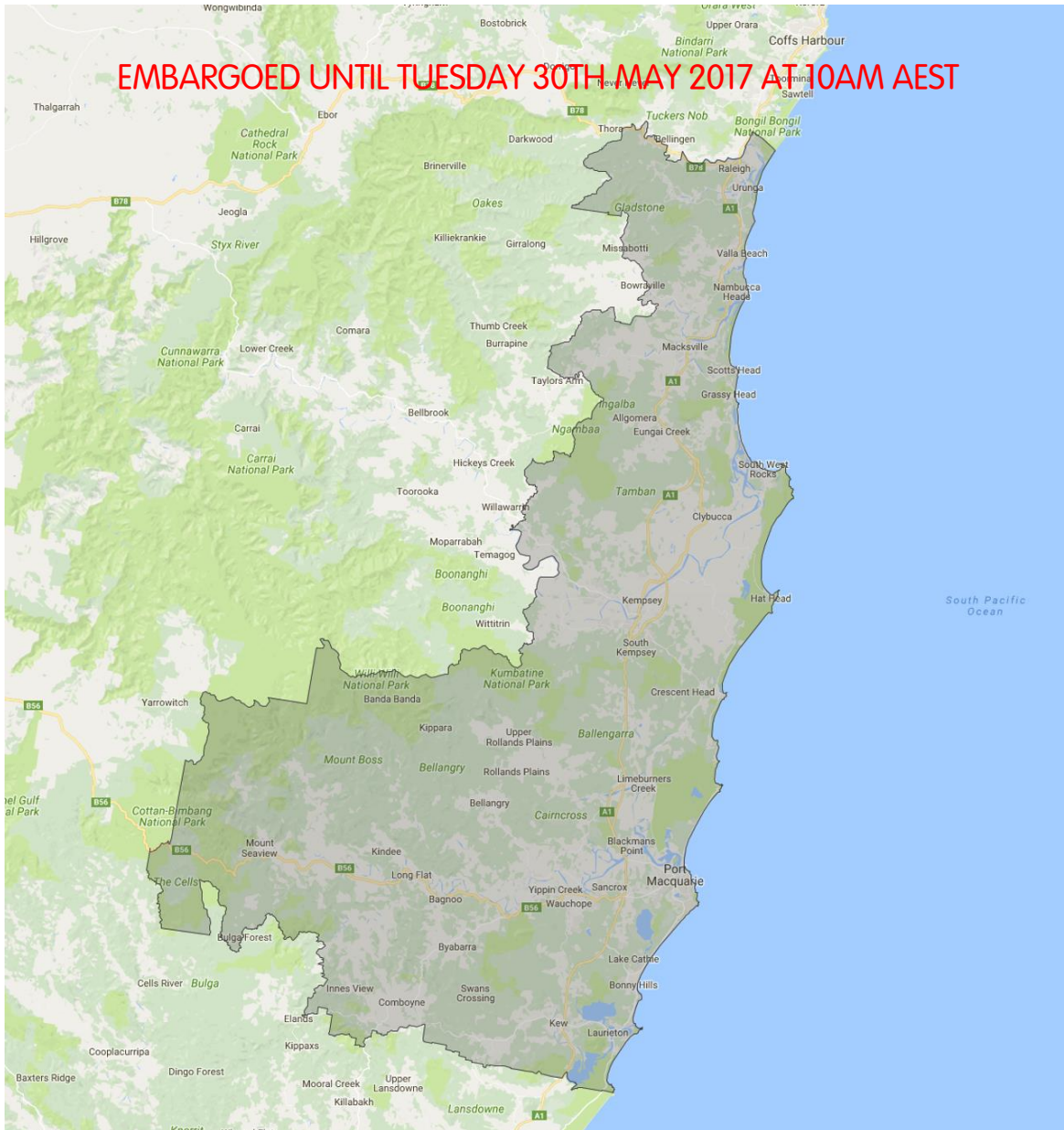
	Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5.30am-9.00am			Mon-Fri 9.00am-12.00pm			Mon-Fri 12.00pm-4.00pm			Mon-Fri 4.00pm-7.00pm			Mon-Fri 7.00pm-12.00mn			Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT MID NORTH COAST	324	303	21	164	167	-3	256	226	30	304	262	42	27	28	-1	280	272	8
TRIPLE M MID NORTH COAST	445	375	70	342	313	29	279	209	70	290	161	129	50	47	3	335	300	35
RADIO 531 / FM 93.5	66	53	13	62	53	9	28	26	2	19	26	-7	28	19	9	56	42	14
ABC MID NORTH COAST	152	143	9	91	103	-12	77	76	1	71	75	-4	53	45	8	163	162	1
ABC RN (RADIO NATIONAL)	56	79	-23	38	50	-12	39	48	-9	34	47	-13	19	23	-4	59	75	-16
ABC NEWS RADIO	8	14	-6	6	8	-2	5	12	-7	3	5	-2	8	3	5	9	12	-3
TRIPLE J	134	142	-8	66	77	-11	91	101	-10	119	130	-11	11	16	-5	113	131	-18
ABC CLASSIC FM	36	23	13	36	20	16	31	23	8	28	22	6	5	5	0	39	23	16

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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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ACMA Area ID: 687 & 374