

COFFS HARBOUR (NSW)

SURVEY #1 2017



COFFS HARBOUR - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL TUESDAY 20TH JUNE 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 105.5 COFFS COAST	23.6	23.5	0.1	46.4	60.7	-14.3	49.6	41.3	8.3	41.3	34.5	6.8	25.2	22.9	2.3	3.7	8.2	-4.5	2.1	1.1	1.0
TRIPLE M 106.3 COFFS COAST	23.3	20.1	3.2	21.5	8.6	12.9	16.0	10.7	5.3	20.6	14.8	5.8	28.8	26.8	2.0	28.0	26.7	1.3	20.6	22.6	-2.0
2HC	3.6	4.4	-0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6	-3.6	1.2	2.9	-1.7	5.2	5.9	-0.7	10.6	9.2	1.4
ABC COFFS COAST	13.1	13.6	-0.5	0.0	0.0	0.0	2.7	1.3	1.4	0.7	8.1	-7.4	10.6	9.1	1.5	27.1	20.0	7.1	24.9	29.2	-4.3
ABC RN (RADIO NATIONAL)	7.3	8.6	-1.3	3.2	0.0	3.2	0.0	0.0	0.0	0.7	3.7	-3.0	6.5	11.5	-5.0	11.0	15.6	-4.6	14.8	12.5	2.3
ABC NEWS RADIO	0.6	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	1.8	0.0	0.7	-0.7	1.1	0.5	0.6
triple j	13.9	13.5	0.4	18.4	20.1	-1.7	25.1	30.6	-5.5	28.7	21.4	7.3	13.0	15.5	-2.5	9.6	6.6	3.0	0.5	0.5	0.0
ABC CLASSIC FM	1.9	1.4	0.5	2.1	0.0	2.1	0.0	0.0	0.0	0.7	0.7	0.0	1.2	0.6	0.6	1.5	2.9	-1.4	4.2	2.7	1.5

Please note: Last Coffs Harbour Survey conducted May 2016. HIT 105.5 COFFS COAST & TRIPLE M 106.3 COFFS COAST on air from 15 Dec 2016. Previously known as STAR FM & 2CS FM.

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: 22nd May 2017 - 10th June 2017

COFFS HARBOUR - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL TUESDAY 20TH JUNE 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 105.5 COFFS COAST	25.1	21.8	3.3	17.9	16.6	1.3	26.0	24.4	1.6	29.6	32.0	-2.4	16.2	15.5	0.7	24.8	24.2	0.6
TRIPLE M 106.3 COFFS COAST	23.0	19.8	3.2	25.3	27.5	-2.2	21.1	22.5	-1.4	20.9	15.2	5.7	6.5	9.5	-3.0	19.5	17.9	1.6
2HC	3.2	4.6	-1.4	5.8	5.4	0.4	3.0	3.2	-0.2	2.2	2.0	0.2	5.7	9.5	-3.8	3.1	3.7	-0.6
ABC COFFS COAST	13.5	15.0	-1.5	12.9	12.0	0.9	11.6	11.1	0.5	9.8	10.9	-1.1	21.2	23.2	-2.0	13.7	15.1	-1.4
ABC RN (RADIO NATIONAL)	7.8	10.0	-2.2	6.4	9.1	-2.7	6.0	8.3	-2.3	6.0	10.0	-4.0	13.0	15.5	-2.5	8.5	8.3	0.2
ABC NEWS RADIO	0.9	0.5	0.4	0.5	0.2	0.3	0.2	0.6	-0.4	0.8	0.2	0.6	2.4	0.0	2.4	0.2	0.3	-0.1
triple j	14.3	14.0	0.3	11.8	10.1	1.7	13.8	11.4	2.4	17.9	17.7	0.2	12.3	12.5	-0.2	13.4	15.0	-1.6
ABC CLASSIC FM	1.2	0.6	0.6	2.5	2.7	-0.2	1.9	1.5	0.4	1.4	0.9	0.5	4.1	3.0	1.1	2.7	1.4	1.3

Please note: Last Coffs Harbour Survey conducted May 2016. HIT 105.5 COFFS COAST & TRIPLE M 106.3 COFFS COAST on air from 15 Dec 2016. Previously known as STAR FM & 2CS FM.

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.

COFFS HARBOUR - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL TUESDAY 20TH JUNE 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 105.5 COFFS COAST	249	259	-10.0	48	65	-17.0	44	49	-5.0	69	61	8.0	61	62	-1.0	18	17	1.0	9	4	5.0
TRIPLE M 106.3 COFFS COAST	247	233	14.0	26	16	10.0	19	16	3.0	48	39	9.0	64	68	-4.0	46	44	2.0	45	50	-5.0
2HC	41	44	-3.0	0	0	0.0	0	1	-1.0	3	5	-2.0	4	6	-2.0	10	10	0.0	24	23	1.0
ABC COFFS COAST	147	160	-13.0	2	2	0.0	3	1	2.0	3	13	-10.0	28	28	0.0	44	46	-2.0	66	71	-5.0
ABC RN (RADIO NATIONAL)	93	108	-15.0	4	1	3.0	2	1	1.0	3	10	-7.0	16	30	-14.0	26	32	-6.0	43	35	8.0
ABC NEWS RADIO	12	9	3.0	0	0	0.0	1	0	1.0	1	0	1.0	3	2	1.0	1	3	-2.0	6	4	2.0
triple j	149	147	2.0	22	27	-5.0	25	26	-1.0	47	41	6.0	32	37	-5.0	18	14	4.0	4	2	2.0
ABC CLASSIC FM	27	23	4.0	2	0	2.0	1	1	0.0	2	1	1.0	4	4	0.0	5	7	-2.0	14	11	3.0

Please note: Last Coffs Harbour Survey conducted May 2016. HIT 105.5 COFFS COAST & TRIPLE M 106.3 COFFS COAST on air from 15 Dec 2016. Previously known as STAR FM & 2CS FM.

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.

Survey Period: 22nd May 2017 - 10th June 2017

COFFS HARBOUR - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL TUESDAY 20TH JUNE AT 10AM AEST

Cumulative Audience (00's) by Session, P10+ [Potential: 777]

	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 105.5 COFFS COAST	200	166	34.0	108	102	6.0	157	145	12.0	184	156	28.0	24	30	-6.0	177	178	-1.0
TRIPLE M 106.3 COFFS COAST	193	152	41.0	144	154	-10.0	137	130	7.0	136	96	40.0	14	21	-7.0	154	147	7.0
2HC	24	30	-6.0	29	28	1.0	17	15	2.0	13	10	3.0	8	16	-8.0	23	29	-6.0
ABC COFFS COAST	105	116	-11.0	69	74	-5.0	72	67	5.0	62	65	-3.0	30	41	-11.0	102	114	-12.0
ABC RN (RADIO NATIONAL)	69	77	-8.0	48	57	-9.0	45	51	-6.0	38	57	-19.0	21	31	-10.0	69	68	1.0
ABC NEWS RADIO	10	7	3.0	7	3	4.0	6	6	0.0	5	3	2.0	4	2	2.0	6	8	-2.0
triple j	122	111	11.0	70	60	10.0	86	81	5.0	114	102	12.0	20	23	-3.0	106	116	-10.0
ABC CLASSIC FM	14	12	2.0	17	17	0.0	15	13	2.0	10	8	2.0	8	8	0.0	23	14	9.0

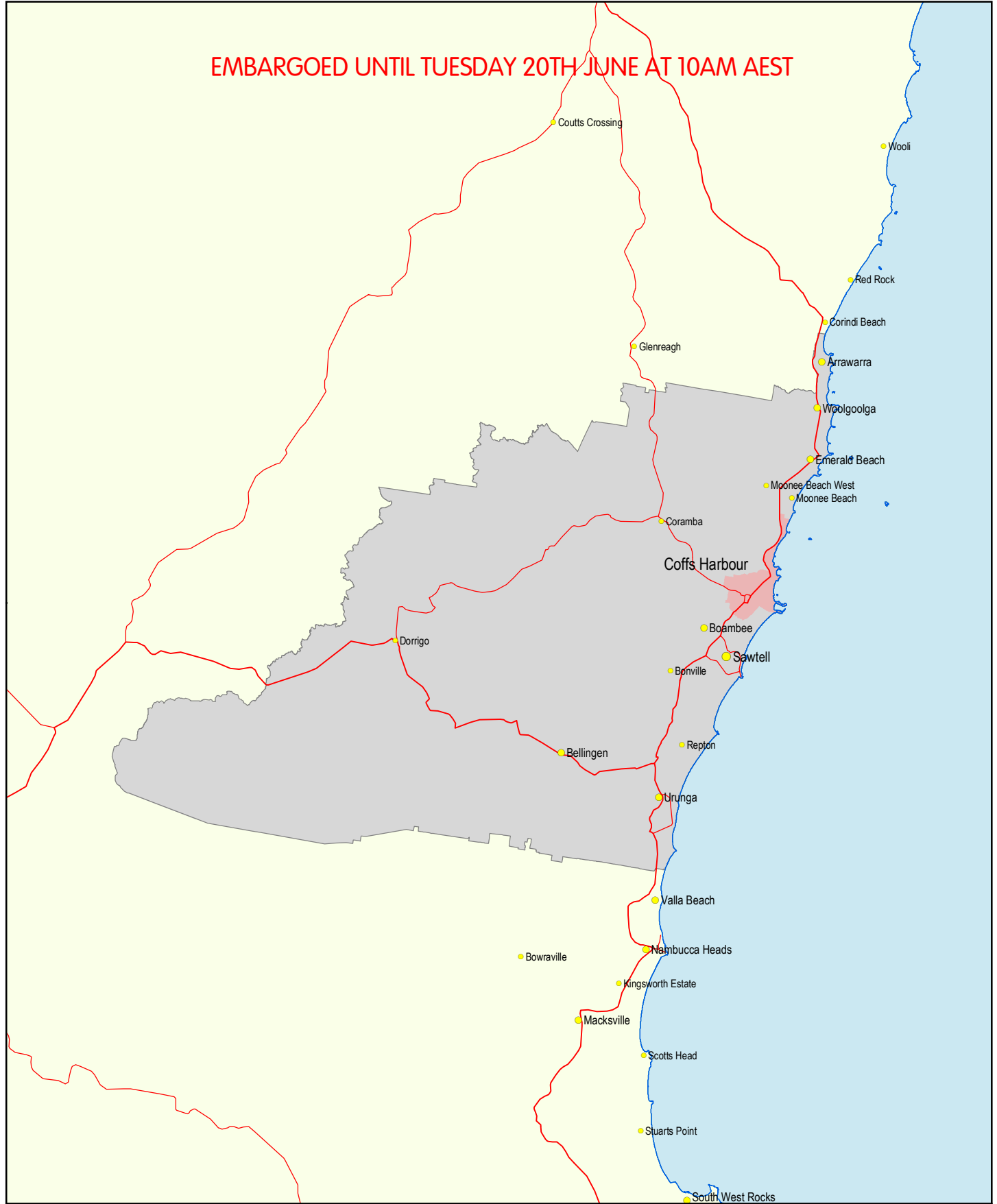
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Cumulative Audience (00's)

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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Legend

- Coastline; State Borders
- Licence Area
- Principal Roads; Cities (Medium & Large)
- Secondary Roads; Towns, Cities (Small)
- Minor Roads; Localities

COFFS HARBOUR RA1

Area ID: 365

Determined: 24 June 2010 (2006 Census)

