

# DARWIN (NT)

SURVEY #1 2017





# DARWIN - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL WEDNESDAY 20TH SEPTEMBER 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	+/-
HOT 100	<b>34.4</b>	37.3	-2.9	<b>65.7</b>	74.2	-8.5	<b>58.9</b>	68.1	-9.2	<b>46.0</b>	50.6	-4.6	<b>23.5</b>	18.8	4.7	<b>3.1</b>	6.8	-3.7	<b>4.0</b>	3.8	0.2
MIX 104.9	<b>22.5</b>	18.2	4.3	<b>15.3</b>	11.2	4.1	<b>15.2</b>	8.8	6.4	<b>18.1</b>	13.2	4.9	<b>30.4</b>	27.9	2.5	<b>28.7</b>	26.5	2.2	<b>24.7</b>	17.9	6.8
ABC RADIO DARWIN	<b>14.0</b>	17.6	-3.6	<b>0.9</b>	0.0	0.9	<b>1.8</b>	1.1	0.7	<b>5.3</b>	5.8	-0.5	<b>16.5</b>	28.9	-12.4	<b>31.0</b>	32.3	-1.3	<b>40.6</b>	46.2	-5.6
ABC RN	<b>2.3</b>	2.0	0.3	<b>1.8</b>	0.0	1.8	<b>0.0</b>	0.0	0.0	<b>1.0</b>	0.4	0.6	<b>2.5</b>	1.5	1.0	<b>3.1</b>	7.8	-4.7	<b>7.9</b>	5.1	2.8
ABC NEWS	<b>2.3</b>	0.9	1.4	<b>0.0</b>	0.0	0.0	<b>0.9</b>	0.0	0.9	<b>1.6</b>	0.4	1.2	<b>2.1</b>	1.5	0.6	<b>4.6</b>	0.0	4.6	<b>6.0</b>	3.9	2.1
TRIPLE J	<b>9.7</b>	9.4	0.3	<b>8.1</b>	6.7	1.4	<b>14.3</b>	14.3	0.0	<b>17.4</b>	18.5	-1.1	<b>6.6</b>	3.6	3.0	<b>2.3</b>	3.9	-1.6	<b>0.0</b>	0.0	0.0
ABC CLASSIC FM	<b>1.8</b>	1.9	-0.1	<b>0.0</b>	0.0	0.0	<b>0.9</b>	0.0	0.9	<b>0.7</b>	1.2	-0.5	<b>1.2</b>	0.5	0.7	<b>3.1</b>	2.9	0.2	<b>7.9</b>	10.2	-2.3

**Please note:** Last Darwin Survey conducted May 2016. ABC RADIO DARWIN on air from 9 January 2017. Previously known as 105.7 ABC Darwin. ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

## 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: 21st August 2017 - 9th September 2017

EMBARGOED UNTIL WEDNESDAY 20TH SEPTEMBER 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	+/-
HOT 100	35.2	39.5	-4.3	29.5	30.4	-0.9	36.4	35.4	1.0	36.3	41.0	-4.7	23.6	19.5	4.1	31.1	35.5	-4.4
MIX 104.9	21.7	15.9	5.8	25.7	21.7	4.0	23.8	19.9	3.9	21.5	14.7	6.8	11.0	13.0	-2.0	20.4	15.1	5.3
ABC RADIO DARWIN	14.5	19.5	-5.0	15.5	18.8	-3.3	11.4	16.8	-5.4	11.6	15.2	-3.6	24.3	30.1	-5.8	14.7	19.8	-5.1
ABC RN	2.4	1.8	0.6	2.1	1.7	0.4	2.6	1.1	1.5	2.1	1.2	0.9	6.6	4.1	2.5	2.5	2.1	0.4
ABC NEWS	2.9	1.6	1.3	2.6	1.7	0.9	1.5	1.3	0.2	1.6	0.5	1.1	8.1	4.1	4.0	2.5	1.4	1.1
TRIPLE J	10.4	9.9	0.5	8.6	9.4	-0.8	8.1	9.4	-1.3	11.3	12.2	-0.9	9.6	10.6	-1.0	11.5	10.0	1.5
ABC CLASSIC FM	1.4	1.8	-0.4	2.0	1.9	0.1	1.8	1.8	0.0	1.7	1.5	0.2	2.2	2.4	-0.2	2.0	2.5	-0.5

**Please note:** Last Darwin Survey conducted May 2016. ABC RADIO DARWIN on air from 9 January 2017. Previously known as 105.7 ABC Darwin. ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

**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 WEDNESDAY 20TH SEPTEMBER 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	+/-
HOT 100	<b>601</b>	628	-27	<b>103</b>	112	-9	<b>106</b>	116	-10	<b>229</b>	240	-11	<b>129</b>	113	16	<b>21</b>	37	-16	<b>13</b>	9	4
MIX 104.9	<b>461</b>	440	21	<b>40</b>	37	3	<b>43</b>	36	7	<b>125</b>	126	-1	<b>149</b>	147	2	<b>65</b>	67	-2	<b>39</b>	26	13
ABC RADIO DARWIN	<b>283</b>	321	-38	<b>6</b>	2	4	<b>4</b>	2	2	<b>39</b>	48	-9	<b>90</b>	118	-28	<b>76</b>	79	-3	<b>68</b>	73	-5
ABC RN	<b>48</b>	51	-3	<b>3</b>	0	3	<b>0</b>	0	0	<b>4</b>	6	-2	<b>10</b>	11	-1	<b>11</b>	20	-9	<b>20</b>	14	6
ABC NEWS	<b>52</b>	57	-5	<b>0</b>	0	0	<b>1</b>	0	1	<b>11</b>	8	3	<b>9</b>	17	-8	<b>13</b>	17	-4	<b>18</b>	15	3
TRIPLE J	<b>195</b>	183	12	<b>19</b>	17	2	<b>36</b>	30	6	<b>91</b>	99	-8	<b>39</b>	26	13	<b>9</b>	11	-2	<b>1</b>	0	1
ABC CLASSIC FM	<b>48</b>	57	-9	<b>1</b>	0	1	<b>1</b>	0	1	<b>8</b>	12	-4	<b>8</b>	5	3	<b>11</b>	16	-5	<b>19</b>	25	-6

**Please note:** Last Darwin Survey conducted May 2016. ABC RADIO DARWIN on air from 9 January 2017. Previously known as 105.7 ABC Darwin. ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

## 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: 1265]

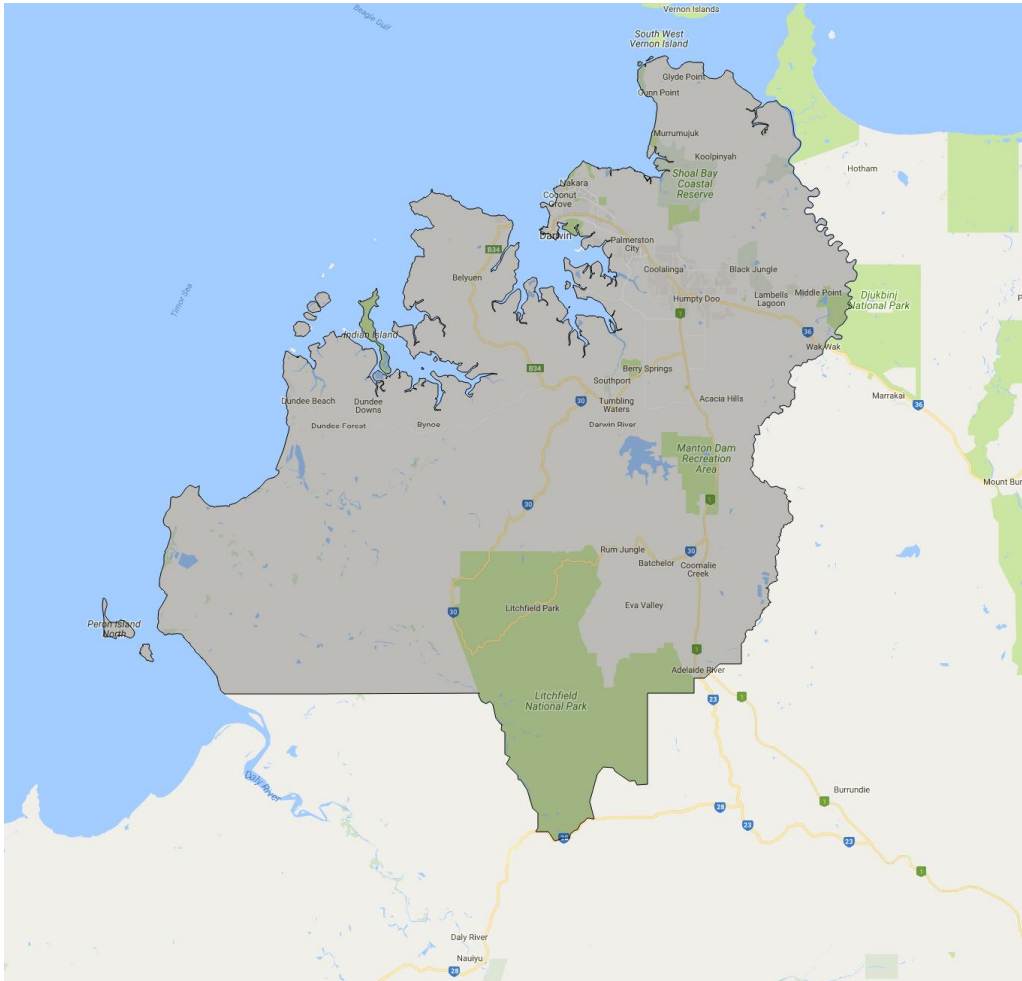
	Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5.30am-9.00am			Mon-Fri 9.00am-12.00pm			Mon-Fri 12.00pm-4.00pm			Mon-Fri 4.00pm-7.00pm			Mon-Fri 7.00pm-12.00mn			Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HOT 100	494	518	-24	256	238	18	339	305	34	459	445	14	56	50	6	376	387	-11
MIX 104.9	368	314	54	243	208	35	271	221	50	337	256	81	37	39	-2	293	241	52
ABC RADIO DARWIN	216	261	-45	147	152	-5	138	154	-16	165	171	-6	48	62	-14	203	220	-17
ABC RN	37	28	9	22	16	6	29	14	15	25	17	8	14	12	2	35	37	-2
ABC NEWS	43	34	9	28	23	5	22	25	-3	22	23	-1	16	17	-1	34	33	1
TRIPLE J	171	140	31	86	76	10	97	87	10	161	149	12	22	26	-4	148	120	28
ABC CLASSIC FM	28	33	-5	27	22	5	32	22	10	32	28	4	6	11	-5	39	37	2

*Please note: Last Darwin Survey conducted May 2016. ABC RADIO DARWIN on air from 9 January 2017. Previously known as 105.7 ABC Darwin. ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.*

**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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**NB:** The official survey area has been adapted from ACMA's Darwin RA1 licence area to exclude Katherine.