

COLAC (VIC)

SURVEY #1 2018



xtra insights

COLAC - XTRA INSIGHTS - SURVEY 1: 2018



EMBARGOED UNTIL TUESDAY 14TH AUGUST AT 11AM AEST

Station Listened to Most (%), Monday to Sunday

	10+			10-17			18-39			25-39			40-54			55-64			65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
3CS	13.3	16.0	-2.7	1.4	2.7	-1.3	6.0	5.1	0.9	7.8	5.7	2.1	12.3	13.9	-1.6	23.3	-	-	21.0	-	-
MIXX FM	24.0	31.5	-7.5	55.7	65.7	-10.0	39.1	49.0	-9.9	41.7	42.9	-1.2	28.3	33.3	-5.0	4.9	-	-	1.4	-	-
ABC RADIO MELBOURNE	15.8	18.6	-2.8	4.3	1.3	3.0	5.3	5.1	0.2	3.9	7.6	-3.7	11.6	20.1	-8.5	23.3	-	-	31.9	-	-
ABC RN (RADIO NATIONAL)	3.8	2.7	1.1	2.9	0.0	2.9	0.7	0.6	0.1	1.0	1.0	0.0	2.9	2.8	0.1	4.9	-	-	8.0	-	-
ABC NEWS	0.3	0.5	-0.2	0.0	0.0	0.0	0.7	0.0	0.7	1.0	0.0	1.0	0.7	0.0	0.7	0.0	-	-	0.0	-	-
triple j	5.5	6.5	-1.0	14.3	11.9	2.4	10.6	16.6	-6.0	12.6	14.3	-1.7	4.3	2.1	2.2	1.0	-	-	0.0	-	-
ABC CLASSIC FM	2.3	1.5	0.8	0.0	0.0	0.0	0.7	0.0	0.7	1.0	0.0	1.0	1.4	1.4	0.0	3.9	-	-	5.1	-	-

Please note: Last Colac Survey conducted November 2014. ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

*After industry consultation, additional age cells are now reported on that were not reported for Survey 1 2014. This accounts for the apparent gaps in the data reported here.

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.

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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	+/-
3CS	14.4	17.3	-2.9	17.8	16.2	1.6	11.5	12.3	-0.8	11.7	12.9	-1.2	10.3	12.1	-1.8	13.2	14.1	-0.9
MIXX FM	23.6	29.6	-6.0	19.6	29.2	-9.6	28.2	36.4	-8.2	25.4	34.0	-8.6	11.4	18.9	-7.5	21.4	25.8	-4.4
ABC RADIO MELBOURNE	16.4	21.0	-4.6	17.6	20.1	-2.5	12.8	13.1	-0.3	13.7	15.1	-1.4	24.7	34.1	-9.4	17.1	20.6	-3.5
ABC RN (RADIO NATIONAL)	4.2	3.1	1.1	3.8	2.5	1.3	3.2	2.7	0.5	4.3	1.9	2.4	9.3	3.8	5.5	4.1	3.0	1.1
ABC NEWS	0.4	0.4	0.0	0.0	0.3	-0.3	0.0	0.3	-0.3	0.3	0.3	0.0	0.0	1.5	-1.5	0.2	0.9	-0.7
triple j	6.0	6.8	-0.8	3.9	6.9	-3.0	5.4	8.3	-2.9	5.1	10.2	-5.1	6.2	5.4	0.8	6.2	7.8	-1.6
ABC CLASSIC FM	1.8	1.6	0.2	3.3	1.6	1.7	2.9	2.1	0.8	2.6	2.2	0.4	3.1	0.8	2.3	2.5	1.9	0.6

Please note: Last Colac Survey conducted December 2014. 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 TUESDAY 14TH AUGUST AT 11AM AEST

Cumulative Audience (00's) by Demographic, Mon-Sun 5.30am-12midnight

	10+			10-17			18-39			25-39			40-54			55-64			65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
3CS	87.0	116.0	-29.0	2.0	7.0	-5.0	10.0	14.0	-4.0	9.0	10.0	-1.0	19.0	28.0	-9.0	23.0	-	-	34.0	-	-
MIXX FM	144.0	204.0	-60.0	34.0	48.0	-14.0	58.0	81.0	-23.0	42.0	52.0	-10.0	41.0	57.0	-16.0	7.0	-	-	5.0	-	-
ABC RADIO MELBOURNE	115.0	141.0	-26.0	6.0	5.0	1.0	11.0	13.0	-2.0	7.0	13.0	-6.0	21.0	33.0	-12.0	31.0	-	-	46.0	-	-
ABC RN (RADIO NATIONAL)	32.0	22.0	10.0	2.0	0.0	2.0	1.0	2.0	-1.0	1.0	2.0	-1.0	6.0	8.0	-2.0	8.0	-	-	16.0	-	-
ABC NEWS	2.0	5.0	-3.0	0.0	0.0	0.0	1.0	0.0	1.0	1.0	0.0	1.0	1.0	2.0	-1.0	0.0	-	-	1.0	-	-
triple j	40.0	52.0	-12.0	8.0	9.0	-1.0	19.0	34.0	-15.0	12.0	16.0	-4.0	9.0	7.0	2.0	3.0	-	-	1.0	-	-
ABC CLASSIC FM	18.0	12.0	6.0	0.0	0.0	0.0	1.0	0.0	1.0	1.0	0.0	1.0	2.0	3.0	-1.0	4.0	-	-	11.0	-	-

Please note: Last Colac Survey conducted December 2014. ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

The population potentials for Colac in 2018 are reduced by marginal amounts due to updated Census data, which has been approved by CRA's accredited auditor.

*After industry consultation, additional age cells are now reported on that were not reported for Survey 1 2014. This accounts for the apparent gaps in the data reported here.

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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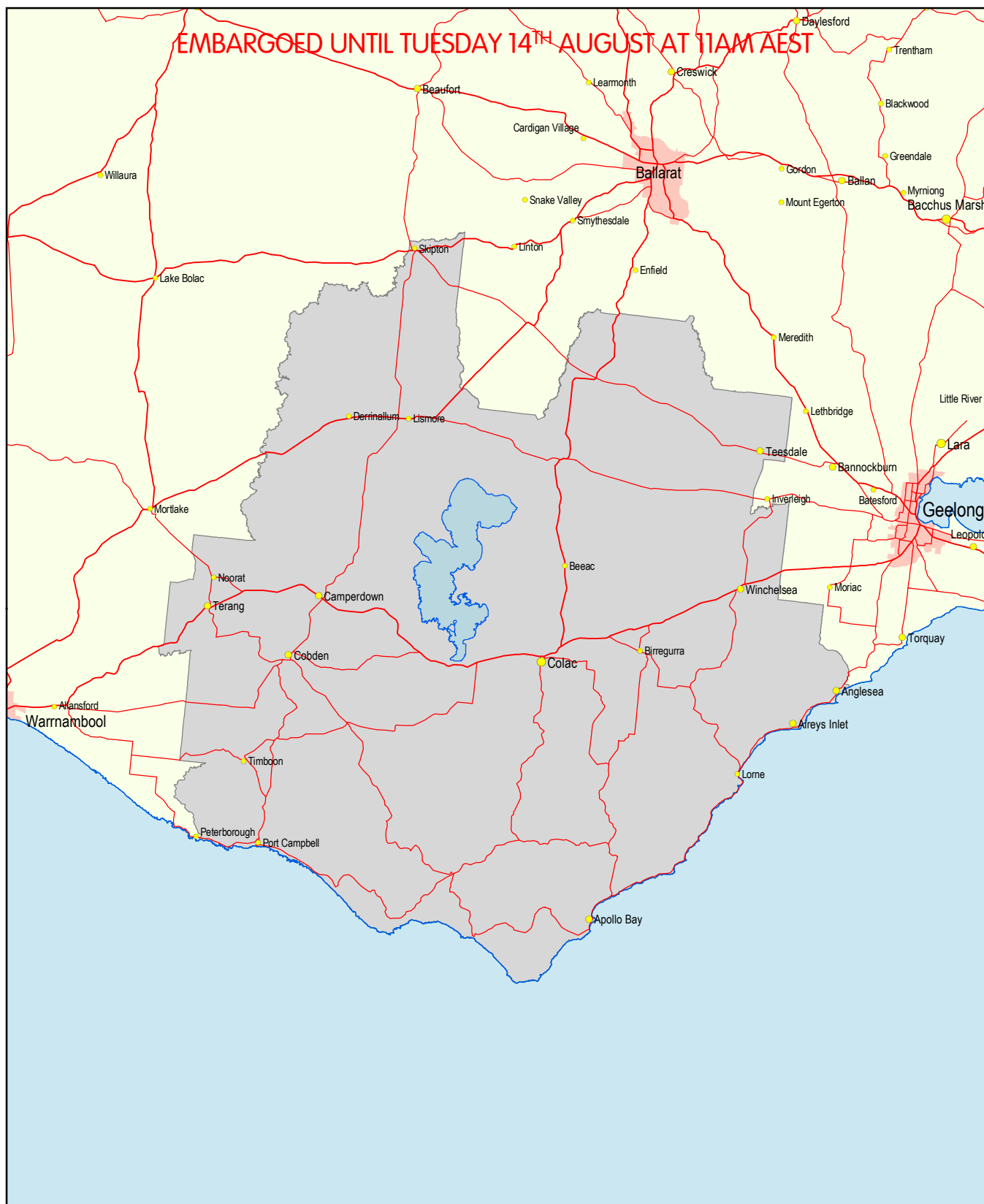
Cumulative Audience (00's) by Session, P10+ [Potential: 492]

	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	+/-
3CS	77.0	83.0	-6.0	63.0	62.0	1.0	43.0	51.0	-8.0	41.0	40.0	1.0	11.0	15.0	-4.0	61.0	69.0	-8.0
MIXX FM	120.0	141.0	-21.0	76.0	106.0	-30.0	100.0	127.0	-27.0	87.0	105.0	-18.0	12.0	24.0	-12.0	94.0	111.0	-17.0
ABC RADIO MELBOURNE	90.0	99.0	-9.0	71.0	72.0	-1.0	55.0	50.0	5.0	52.0	48.0	4.0	22.0	40.0	-18.0	87.0	95.0	-8.0
ABC RN (RADIO NATIONAL)	24.0	15.0	9.0	18.0	10.0	8.0	16.0	11.0	5.0	19.0	9.0	10.0	10.0	4.0	6.0	23.0	15.0	8.0
ABC NEWS	2.0	3.0	-1.0	1.0	2.0	-1.0	1.0	2.0	-1.0	2.0	2.0	0.0	0.0	2.0	-2.0	2.0	4.0	-2.0
triple j	30.0	33.0	-3.0	16.0	26.0	-10.0	23.0	34.0	-11.0	25.0	39.0	-14.0	5.0	10.0	-5.0	30.0	36.0	-6.0
ABC CLASSIC FM	11.0	8.0	3.0	13.0	7.0	6.0	11.0	9.0	2.0	11.0	9.0	2.0	3.0	3.0	0.0	15.0	10.0	5.0

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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

COLAC RA1

Area ID: 817

Determined: 18 February 2013 (2006 Census)

