

SWAN HILL (VIC)

SURVEY #1 2018



SWAN HILL - 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	+/-
3SH	30.0	26.7	3.3	16.4	4.1	12.3	12.4	15.3	-2.9	12.4	17.0	-4.6	26.0	33.6	-7.6	44.9	-	-	47.1	-	-
MIXX FM	29.5	30.4	-0.9	56.8	74.0	-17.2	51.0	49.7	1.3	49.5	44.3	5.2	37.0	32.8	4.2	11.2	-	-	1.9	-	-
ABC MILDURA-SWAN HILL	10.5	18.3	-7.8	1.5	1.4	0.1	2.0	3.8	-1.8	1.9	5.7	-3.8	9.4	16.0	-6.6	13.3	-	-	21.9	-	-
ABC RN (RADIO NATIONAL)	0.3	0.5	-0.2	1.5	0.0	1.5	0.7	0.6	0.1	1.0	0.9	0.1	0.0	0.0	0.0	0.0	-	-	0.0	-	-
ABC NEWS	2.3	1.3	1.0	0.0	0.0	0.0	0.7	0.6	0.1	1.0	0.9	0.1	0.8	0.0	0.8	2.0	-	-	6.4	-	-
triple j	5.3	6.8	-1.5	7.4	10.9	-3.5	12.4	17.8	-5.4	9.5	18.9	-9.4	4.7	0.8	3.9	2.0	-	-	0.0	-	-
ABC CLASSIC FM	0.7	0.5	0.2	0.0	1.4	-1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-	-	2.6	-	-

Please note: Last Swan Hill 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	+/-
3SH	28.9	27.5	1.4	35.8	35.7	0.1	27.9	22.2	5.7	24.3	21.8	2.5	30.7	21.1	9.6	31.6	22.4	9.2
MIXX FM	29.3	29.3	0.0	25.8	25.0	0.8	30.7	34.8	-4.1	34.8	37.2	-2.4	12.9	13.1	-0.2	23.2	28.0	-4.8
ABC MILDURA-SWAN HILL	11.3	20.2	-8.9	10.0	14.3	-4.3	9.2	15.7	-6.5	7.2	10.5	-3.3	18.8	34.1	-15.3	12.7	18.2	-5.5
ABC RN (RADIO NATIONAL)	0.6	0.6	0.0	0.0	0.0	0.0	0.0	0.3	-0.3	0.6	0.3	0.3	0.0	0.8	-0.8	0.5	0.9	-0.4
ABC NEWS	2.2	1.2	1.0	1.5	1.4	0.1	1.6	1.7	-0.1	2.0	1.2	0.8	5.9	0.8	5.1	2.4	1.8	0.6
triple j	5.8	6.8	-1.0	5.0	5.1	-0.1	6.5	6.7	-0.2	8.4	10.4	-2.0	3.9	8.2	-4.3	5.7	8.6	-2.9
ABC CLASSIC FM	0.2	0.6	-0.4	0.9	1.1	-0.2	1.1	0.8	0.3	0.9	0.9	0.0	0.0	3.2	-3.2	0.5	1.3	-0.8

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	+/-
3SH	156.0	180.0	-24.0	8.0	8.0	0.0	21.0	26.0	-5.0	16.0	22.0	-6.0	36.0	51.0	-15.0	36.0	-	-	55.0	-	-
MIXX FM	136.0	170.0	-34.0	27.0	43.0	-16.0	56.0	77.0	-21.0	38.0	50.0	-12.0	38.0	41.0	-3.0	12.0	-	-	3.0	-	-
ABC MILDURA-SWAN HILL	60.0	114.0	-54.0	1.0	4.0	-3.0	2.0	6.0	-4.0	1.0	5.0	-4.0	13.0	24.0	-11.0	14.0	-	-	31.0	-	-
ABC RN (RADIO NATIONAL)	14.0	11.0	3.0	0.0	0.0	0.0	1.0	1.0	0.0	1.0	1.0	0.0	1.0	1.0	0.0	3.0	-	-	8.0	-	-
ABC NEWS	2.0	3.0	-1.0	1.0	0.0	1.0	1.0	1.0	0.0	1.0	1.0	0.0	0.0	0.0	0.0	1.0	-	-	0.0	-	-
triple j	34.0	42.0	-8.0	4.0	9.0	-5.0	21.0	28.0	-7.0	12.0	17.0	-5.0	7.0	3.0	4.0	2.0	-	-	0.0	-	-
ABC CLASSIC FM	7.0	7.0	0.0	0.0	1.0	-1.0	0.0	1.0	-1.0	0.0	1.0	-1.0	1.0	0.0	1.0	1.0	-	-	5.0	-	-

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: 389]

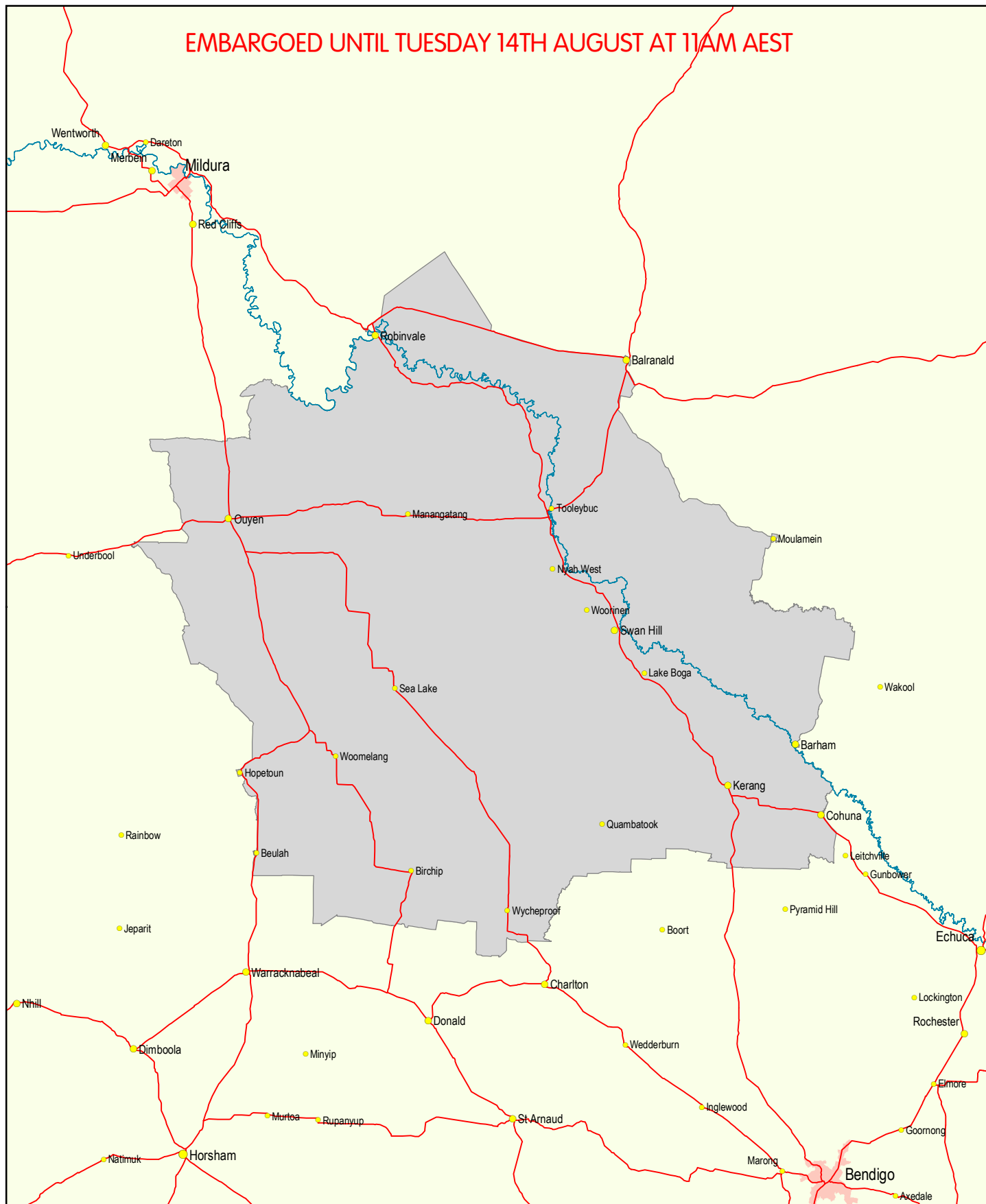
	Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5.30am-9.00am			Mon-Fri 9.00am-12.00pm			Mon-Fri 12.00pm-4.00pm			Mon-Fri 4.00pm-7.00pm			Mon-Fri 7.00pm-12.00mn			Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
3SH	119.0	129.0	-10.0	95.0	109.0	-14.0	89.0	82.0	7.0	68.0	73.0	-5.0	23.0	23.0	0.0	102.0	118.0	-16.0
MIXX FM	110.0	121.0	-11.0	67.0	78.0	-11.0	84.0	97.0	-13.0	91.0	106.0	-15.0	12.0	15.0	-3.0	78.0	115.0	-37.0
ABC MILDURA-SWAN HILL	47.0	85.0	-38.0	30.0	44.0	-14.0	32.0	46.0	-14.0	25.0	34.0	-9.0	14.0	32.0	-18.0	46.0	85.0	-39.0
ABC RN (RADIO NATIONAL)	10.0	7.0	3.0	5.0	5.0	0.0	6.0	5.0	1.0	6.0	4.0	2.0	5.0	1.0	4.0	10.0	8.0	2.0
ABC NEWS	2.0	3.0	-1.0	0.0	0.0	0.0	0.0	1.0	-1.0	1.0	1.0	0.0	0.0	1.0	-1.0	1.0	3.0	-2.0
triple j	28.0	31.0	-3.0	19.0	15.0	4.0	23.0	22.0	1.0	28.0	31.0	-3.0	4.0	8.0	-4.0	21.0	33.0	-12.0
ABC CLASSIC FM	4.0	3.0	1.0	3.0	4.0	-1.0	5.0	4.0	1.0	3.0	3.0	0.0	2.0	3.0	-1.0	5.0	7.0	-2.0

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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.
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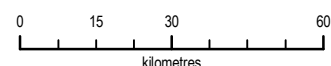
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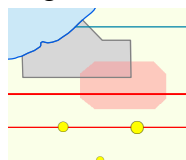
SWAN HILL RA1

Area ID: 438

Determined: 26 June 1997 (1991 Census)



Legend



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

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Survey Period: Monday 16th July 2018 – Saturday 4th August 2018