

HORSHAM (VIC)

SURVEY #1 2018



xtra insights

HORSHAM - XTRA INSIGHTS - SURVEY 1: 2018



EMBARGOED UNTIL TUESDAY 11TH SEPTEMBER 2018 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	+/-
3WM	27.8	23.2	4.6	10.9	5.8	5.1	12.0	10.3	1.7	15.5	12.5	3.0	29.4	32.6	-3.2	44.6	-	-	37.8	-	-
MIXX FM HORSHAM	32.0	35.3	-3.3	68.7	87.0	-18.3	60.6	63.5	-2.9	54.3	62.5	-8.2	31.0	32.6	-1.6	14.9	-	-	1.3	-	-
ABC WESTERN VICTORIA	19.3	25.6	-6.3	6.3	0.0	6.3	2.0	8.9	-6.9	2.9	12.5	-9.6	19.4	20.0	-0.6	23.8	-	-	38.5	-	-
ABC RN	2.8	2.5	0.3	1.6	0.0	1.6	1.3	0.0	1.3	1.9	0.0	1.9	0.0	4.5	-4.5	3.0	-	-	7.0	-	-
ABC NEWS	0.3	0.2	0.1	1.6	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.8	0.0	-	-	0.0	-	-
TRIPLE J	4.9	3.0	1.9	0.0	4.3	-4.3	16.0	8.4	7.6	15.6	1.9	13.7	3.1	1.5	1.6	1.0	-	-	0.0	-	-
ABC CLASSIC FM	0.8	1.0	-0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-	-	3.2	-	-

Please note: Last Horsham 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	+/-
3WM	27.9	24.5	3.4	34.4	30.8	3.6	28.6	19.1	9.5	24.7	16.2	8.5	21.1	13.2	7.9	27.2	19.7	7.5
MIXX FM HORSHAM	31.1	33.5	-2.4	24.4	29.7	-5.3	30.4	41.8	-11.4	40.0	45.6	-5.6	9.7	16.9	-7.2	27.7	31.0	-3.3
ABC WESTERN VICTORIA	19.0	27.9	-8.9	18.5	21.7	-3.2	17.3	21.6	-4.3	14.1	20.9	-6.8	42.1	53.7	-11.6	22.5	32.3	-9.8
ABC RN	2.4	2.6	-0.2	2.5	2.7	-0.2	2.8	0.8	2.0	2.7	1.7	1.0	5.3	3.5	1.8	3.6	2.7	0.9
ABC NEWS	0.4	0.0	0.4	0.3	0.0	0.3	0.3	0.3	0.0	0.3	0.3	0.0	0.9	0.7	0.2	0.4	0.2	0.2
TRIPLE J	5.6	2.1	3.5	6.5	4.0	2.5	6.1	4.2	1.9	6.5	5.2	1.3	5.3	2.2	3.1	4.7	3.1	1.6
ABC CLASSIC FM	1.0	1.0	0.0	1.1	0.8	0.3	0.7	0.8	-0.1	0.8	1.0	-0.2	1.7	2.1	-0.4	1.1	0.9	0.2

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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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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	+/-
3WM	199	230	-31	10	9	1	24	43	-19	22	35	-13	46	73	-27	52	-	-	67	-	-
MIXX FM HORSHAM	230	268	-38	49	62	-13	99	119	-20	65	83	-18	55	65	-10	22	-	-	4	-	-
ABC WESTERN VICTORIA	159	216	-57	7	2	5	7	21	-14	7	21	-14	38	42	-4	34	-	-	74	-	-
ABC RN	23	33	-10	1	0	1	2	0	2	2	0	2	2	10	-8	4	-	-	14	-	-
ABC NEWS	4	5	-1	1	0	1	0	1	-1	0	1	-1	2	2	0	0	-	-	1	-	-
TRIPLE J	52	45	7	3	7	-4	35	24	11	21	10	11	10	9	1	4	-	-	1	-	-
ABC CLASSIC FM	9	11	-2	0	0	0	0	0	0	0	0	0	2	1	1	1	-	-	6	-	-

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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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Cumulative Audience (00's) by Session, P10+ [Potential: 578]

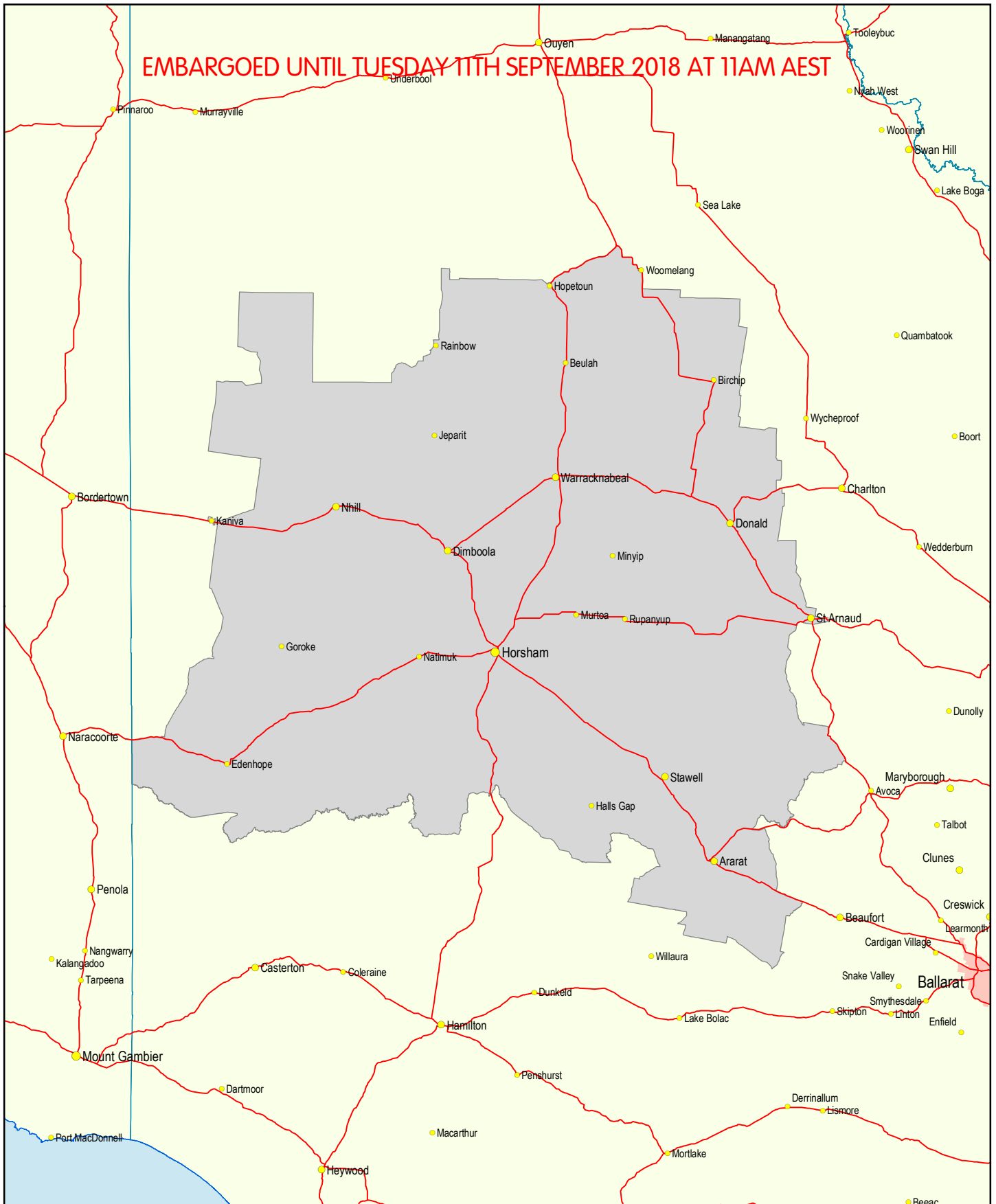
	Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5.30am-9.00am			Mon-Fri 9.00am-12.00pm			Mon-Fri 12.00pm-4.00pm			Mon-Fri 4.00pm-7.00pm			Mon-Fri 7.00pm-12.00mn			Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
3WM	165	162	3	138	140	-2	130	103	27	106	73	33	31	23	8	141	140	1
MIXX FM HORSHAM	183	196	-13	105	130	-25	148	176	-28	170	154	16	15	26	-11	149	162	-13
ABC WESTERN VICTORIA	126	163	-37	88	92	-4	98	90	8	74	77	-3	55	82	-27	127	185	-58
ABC RN	16	21	-5	13	18	-5	13	9	4	13	8	5	6	6	0	20	19	1
ABC NEWS	4	1	3	2	2	0	1	1	0	1	1	0	1	1	0	3	2	1
TRIPLE J	36	16	20	30	22	8	39	23	16	41	23	18	8	5	3	35	26	9
ABC CLASSIC FM	8	7	1	5	7	-2	4	4	0	6	5	1	3	3	0	8	8	0

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Legend

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

HORSHAM RA1

Area ID: 440

Determined: 13 December 2001 (1996 Census)

