



HAMILTON - XTRA INSIGHTS - SURVEY 1: 2018



EMBARGOED UNTIL TUESDAY 11TH SEPTEMBER 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	+/-
3HA	22.8	20.0	2.8	5.7	10.8	-5.1	7.5	8.9	-1.4	8.1	9.5	-1.4	23.6	23.4	0.2	33.9	-	-	38.3	-	-
MIXX FM HAMILTON	32.5	34.0	-1.5	64.3	78.4	-14.1	64.4	55.7	8.7	61.2	52.8	8.4	32.1	29.8	2.3	8.7	-	-	1.4	-	-
ABC SOUTH WEST VICTORIA	10.3	11.7	-1.4	4.3	0.0	4.3	2.1	5.0	-2.9	3.1	7.5	-4.4	5.7	12.1	-6.4	17.5	-	-	21.3	-	-
ABC RN	3.2	2.3	0.9	0.0	0.0	0.0	0.0	1.3	-1.3	0.0	0.9	-0.9	2.8	2.1	0.7	5.8	-	-	6.4	-	-
ABC NEWS	0.8	0.3	0.5	0.0	0.0	0.0	0.0	1.3	-1.3	0.0	1.9	-1.9	1.4	0.0	1.4	0.0	-	-	2.1	-	-
TRIPLE J	4.3	5.0	-0.7	8.6	5.4	3.2	8.2	13.3	-5.1	7.1	9.4	-2.3	5.7	3.5	2.2	0.0	-	-	0.0	-	-
ABC CLASSIC FM	1.3	1.0	0.3	0.0	0.0	0.0	0.7	0.6	0.1	1.0	0.9	0.1	0.7	1.4	-0.7	0.0	-	-	4.3	-	-

Please note: Last Hamilton Survey conducted December 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	+/-
3HA	23.8	22.2	1.6	26.9	23.9	3.0	17.9	18.4	-0.5	17.7	16.9	0.8	18.6	12.2	6.4	21.7	15.7	6.0
MIXX FM HAMILTON	28.8	32.4	-3.6	28.5	27.5	1.0	37.1	36.3	0.8	38.3	36.8	1.5	18.6	21.8	-3.2	28.0	33.3	-5.3
ABC SOUTH WEST VICTORIA	11.0	13.1	-2.1	10.2	8.0	2.2	10.3	9.4	0.9	8.5	8.6	-0.1	21.2	20.4	0.8	13.0	14.5	-1.5
ABC RN	3.3	1.8	1.5	2.2	1.9	0.3	2.5	1.6	0.9	2.5	2.3	0.2	6.2	4.8	1.4	3.6	3.5	0.1
ABC NEWS	0.8	0.4	0.4	0.3	0.3	0.0	0.2	0.0	0.2	0.8	0.3	0.5	1.8	0.0	1.8	0.9	0.4	0.5
TRIPLE J	5.1	4.5	0.6	3.8	5.8	-2.0	4.2	6.0	-1.8	5.9	8.3	-2.4	5.3	4.8	0.5	5.3	5.5	-0.2
ABC CLASSIC FM	1.4	0.8	0.6	1.9	1.4	0.5	2.2	1.8	0.4	2.0	1.3	0.7	3.5	0.7	2.8	1.7	0.9	0.8

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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	+/-
3HA	143	143	0	5	11	-6	18	22	-4	15	18	-3	34	42	-8	37	-	-	49	-	-
MIXX FM HAMILTON	178	198	-20	36	48	-12	80	86	-6	53	56	-3	47	48	-1	13	-	-	3	-	-
ABC SOUTH WEST VICTORIA	83	85	-2	4	1	3	6	10	-4	5	10	-5	17	24	-7	23	-	-	33	-	-
ABC RN	28	20	8	0	1	-1	0	1	-1	0	1	-1	5	7	-2	8	-	-	15	-	-
ABC NEWS	8	5	3	0	0	0	0	2	-2	0	2	-2	2	1	1	2	-	-	4	-	-
TRIPLE J	39	38	1	6	7	-1	19	23	-4	12	11	1	9	7	2	3	-	-	2	-	-
ABC CLASSIC FM	11	10	1	0	0	0	1	1	0	1	1	0	2	3	-1	0	-	-	9	-	-

Please note: Last Hamilton Survey conducted December 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.

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: 459]

	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	+/-
3HA	119	111	8	99	80	19	77	72	5	70	49	21	19	16	3	104	82	22
MIXX FM HAMILTON	137	141	-4	95	92	3	132	123	9	122	98	24	18	26	-8	119	135	-16
ABC SOUTH WEST VICTORIA	64	64	0	47	33	14	51	34	17	39	24	15	23	25	-2	67	68	-1
ABC RN	21	10	11	14	7	7	14	5	9	13	7	6	8	5	3	21	17	4
ABC NEWS	5	3	2	2	1	1	2	0	2	3	1	2	3	1	2	5	4	1
TRIPLE J	33	21	12	18	20	-2	25	22	3	31	25	6	8	6	2	31	26	5
ABC CLASSIC FM	8	4	4	8	5	3	10	7	3	8	4	4	4	1	3	9	7	2

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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.




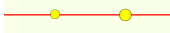

For example, Station A has 25,000 unique listeners between 5.30am-12.00mn Monday to Sunday.

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Legend

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

HAMILTON RA1

Area ID: 434

Determined: 15 December 2014 (2006 Census)

