

MILDURA (VIC)

SURVEY #1 2018



MILDURA - XTRA INSIGHTS - SURVEY 1: 2018



EMBARGOED UNTIL WEDNESDAY 7TH NOVEMBER AT 11AM AEDT

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	+/-
HIT99.5 SUNRAYSIA	33.1	38.7	-5.6	64.2	72.3	-8.1	64.0	66.3	-2.3	48.5	58.6	-10.1	29.0	39.0	-10.0	14.8	15.7	-0.9	3.0	1.9	1.1
TRIPLE M SUNRAYSIA	18.1	15.9	2.2	13.7	17.8	-4.1	14.1	6.5	7.6	28.5	15.4	13.1	23.9	28.3	-4.4	15.6	15.7	-0.1	7.9	6.2	1.7
RIVER 1467AM	16.8	18.4	-1.6	7.4	4.0	3.4	3.8	5.2	-1.4	0.6	7.4	-6.8	17.6	14.1	3.5	31.1	35.5	-4.4	32.9	36.4	-3.5
ABC MILDURA-SWAN HILL	13.9	12.6	1.3	0.0	0.0	0.0	1.3	0.0	1.3	4.2	1.9	2.3	10.2	9.0	1.2	23.8	17.4	6.4	34.1	37.7	-3.6
ABC RN (RADIO NATIONAL)	2.8	1.4	1.4	1.0	0.0	1.0	0.0	0.0	0.0	1.2	0.6	0.6	2.3	0.6	1.7	4.9	2.5	2.4	5.5	3.7	1.8
ABC NEWS	0.6	0.1	0.5	1.1	0.0	1.1	0.0	0.0	0.0	0.6	0.0	0.6	0.6	0.6	0.0	0.8	0.0	0.8	0.6	0.0	0.6
TRIPLE J	6.7	6.2	0.5	3.2	4.9	-1.7	14.1	18.2	-4.1	13.9	12.3	1.6	7.4	4.5	2.9	2.5	2.5	0.0	0.6	0.0	0.6
ABC CLASSIC FM	0.9	0.5	0.4	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	0.8	-0.8	4.3	1.9	2.4

Please note: Last Mildura Survey conducted October 2016. HIT99.5 SUNRAYSIA & TRIPLE M SUNRAYSIA on air from 15 Dec 2016. Previously known as STAR FM & SUN FM.
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.

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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	+/-
HIT99.5 SUNRAYSIA	32.8	38.4	-5.6	22.5	31.7	-9.2	32.5	38.3	-5.8	39.2	47.3	-8.1	20.3	23.3	-3.0	33.0	35.5	-2.5
TRIPLE M SUNRAYSIA	18.5	16.8	1.7	20.9	16.2	4.7	20.4	17.3	3.1	20.7	17.2	3.5	12.0	11.3	0.7	17.7	15.5	2.2
RIVER 1467AM	15.6	15.6	0.0	21.2	23.9	-2.7	16.0	19.3	-3.3	12.8	13.9	-1.1	13.5	17.8	-4.3	14.5	17.7	-3.2
ABC MILDURA-SWAN HILL	14.3	15.1	-0.8	14.3	11.4	2.9	10.9	10.8	0.1	9.1	7.4	1.7	32.4	30.7	1.7	15.0	16.5	-1.5
ABC RN (RADIO NATIONAL)	3.2	2.0	1.2	3.6	1.5	2.1	2.7	1.8	0.9	2.4	1.2	1.2	9.0	4.0	5.0	3.2	1.5	1.7
ABC NEWS	0.7	0.2	0.5	0.2	0.0	0.2	0.4	0.0	0.4	0.2	0.0	0.2	0.0	0.8	-0.8	0.2	0.2	0.0
TRIPLE J	6.5	6.3	0.2	7.8	6.4	1.4	7.8	5.4	2.4	9.1	8.5	0.6	3.0	4.0	-1.0	6.7	6.6	0.1
ABC CLASSIC FM	1.0	0.2	0.8	0.9	0.4	0.5	0.8	0.6	0.2	0.4	0.0	0.4	2.3	0.8	1.5	1.2	0.3	0.9

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Session Listened to Most (%)

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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			18-24			25-39			40-54			55-64			65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT99.5 SUNRAYSIA	256	294	-38	48	62	-14	45	42	3	73	85	-12	63	78	-15	20	21	-1	6	6	0
TRIPLE M SUNRAYSIA	178	154	24	22	19	3	16	13	3	54	35	19	53	57	-4	19	20	-1	13	10	3
RIVER 1467AM	138	153	-15	8	5	3	4	5	-1	5	14	-9	34	34	0	42	41	1	44	54	-10
ABC MILDURA-SWAN HILL	121	114	7	2	2	0	2	0	2	10	7	3	22	20	2	31	27	4	54	57	-3
ABC RN (RADIO NATIONAL)	26	16	10	1	0	1	0	0	0	2	2	0	4	2	2	8	3	5	11	9	2
ABC NEWS	8	1	7	1	0	1	0	0	0	2	0	2	1	1	0	1	0	1	2	1	1
TRIPLE J	61	64	-3	4	6	-2	15	16	-1	25	21	4	11	17	-6	4	3	1	1	1	0
ABC CLASSIC FM	11	8	3	0	0	0	0	0	0	0	1	-1	0	1	-1	1	1	0	10	4	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: 596]

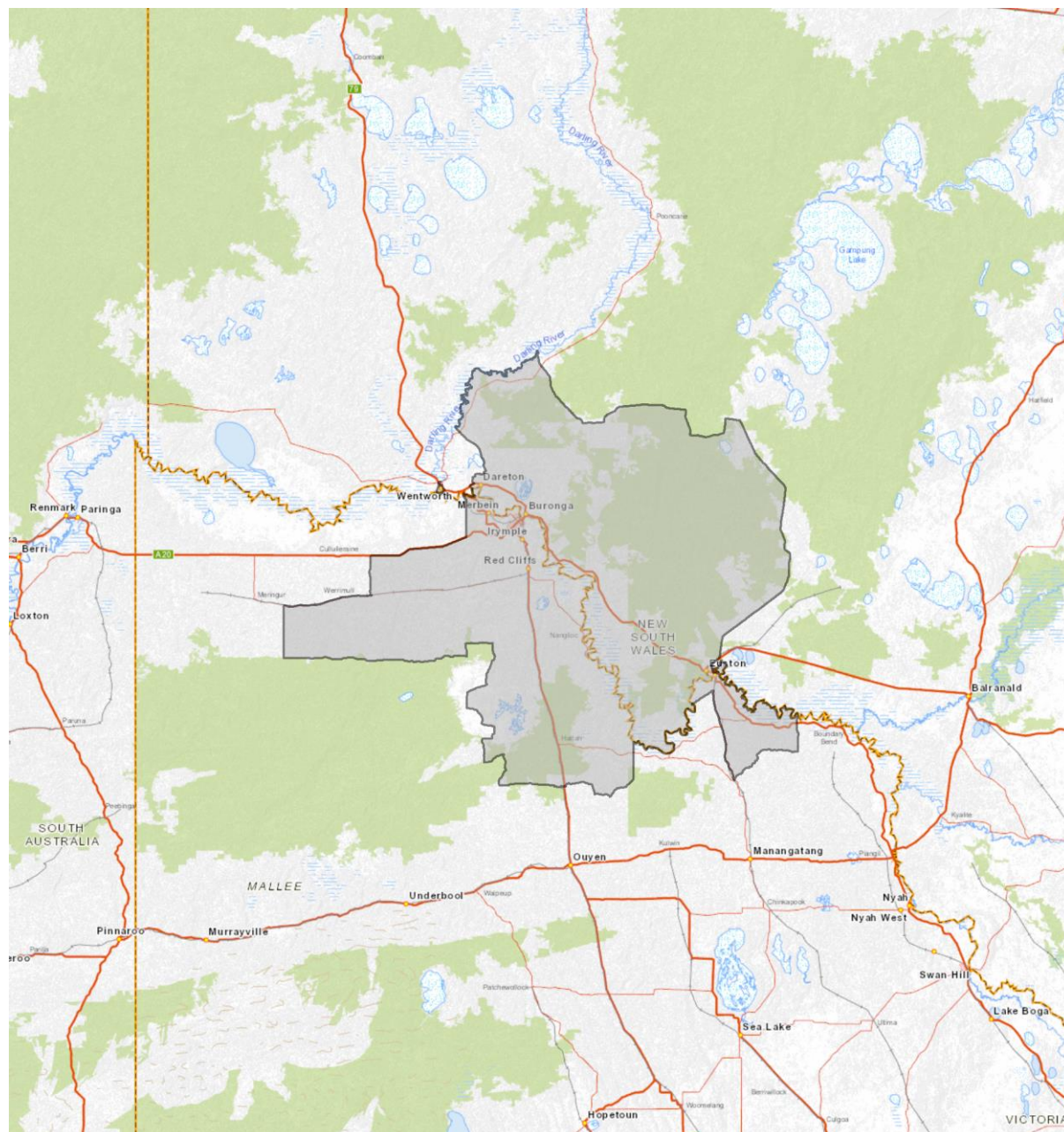
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	Mon-Fri 5.30am-9.00am			Mon-Fri 9.00am-12.00pm			Mon-Fri 12.00pm-4.00pm			Mon-Fri 4.00pm-7.00pm			Mon-Fri 7.00pm-12.00mn			Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT99.5 SUNRAYSIA	214	223	-9	104	130	-26	164	175	-11	181	216	-35	25	27	-2	178	197	-19
TRIPLE M SUNRAYSIA	148	116	32	101	85	16	121	96	25	118	98	20	19	15	4	122	98	24
RIVER 1467AM	102	101	1	87	101	-14	78	91	-13	65	70	-5	17	19	-2	93	104	-11
ABC MILDURA-SWAN HILL	97	84	13	63	48	15	57	49	8	51	34	17	37	31	6	89	90	-1
ABC RN (RADIO NATIONAL)	21	14	7	16	7	9	14	11	3	13	6	7	11	4	7	20	12	8
ABC NEWS	7	1	6	4	0	4	5	0	5	5	0	5	2	1	1	5	1	4
TRIPLE J	52	44	8	37	31	6	44	31	13	46	47	-1	4	5	-1	43	42	1
ABC CLASSIC FM	9	4	5	8	4	4	8	5	3	5	2	3	4	4	0	10	5	5

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Mildura Survey Coverage Area based on Commercial Radio Australia's Licence Area Profile.