

# MOUNT GAMBIER (SA)

SURVEY #1 2019



# MOUNT GAMBIER - XTRA INSIGHTS - SURVEY 1: 2019



EMBARGOED UNTIL TUESDAY 5th MARCH 2019 AT 11AM AEDT

## 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	+/-
LIMESTONE COAST'S 963AM TRIPLE M	<b>17.2</b>	17.5	-0.3	<b>17.1</b>	4.2	12.9	<b>9.4</b>	8.7	0.7	<b>12.0</b>	10.6	1.4	<b>22.3</b>	20.4	1.9	<b>22.6</b>	36.1	-13.5	<b>18.0</b>	19.8	-1.8
LIMESTONE COAST'S HIT 96.1	<b>35.0</b>	37.5	-2.5	<b>62.9</b>	90.1	-27.2	<b>55.3</b>	51.8	3.5	<b>56.4</b>	52.9	3.5	<b>40.3</b>	41.5	-1.2	<b>14.0</b>	11.7	2.3	<b>2.3</b>	1.7	0.6
ABC SOUTH EAST SA	<b>21.5</b>	20.0	1.5	<b>5.7</b>	1.4	4.3	<b>3.5</b>	2.9	0.6	<b>4.3</b>	4.1	0.2	<b>10.8</b>	10.6	0.2	<b>34.4</b>	31.9	2.5	<b>56.2</b>	57.0	-0.8
ABC RN (RADIO NATIONAL)	<b>2.3</b>	1.0	1.3	<b>0.0</b>	1.4	-1.4	<b>1.2</b>	0.0	1.2	<b>1.7</b>	0.0	1.7	<b>3.6</b>	0.7	2.9	<b>5.4</b>	2.1	3.3	<b>1.6</b>	1.7	-0.1
ABC NEWS	<b>0.2</b>	0.2	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>1.1</b>	0.0	1.1	<b>0.0</b>	0.8	-0.8
triple j	<b>12.7</b>	10.1	2.6	<b>12.8</b>	1.4	11.4	<b>25.3</b>	24.9	0.4	<b>20.5</b>	21.1	-0.6	<b>11.5</b>	7.8	3.7	<b>6.4</b>	6.4	0.0	<b>1.6</b>	0.0	1.6
ABC CLASSIC FM	<b>1.8</b>	0.7	1.1	<b>1.4</b>	0.0	1.4	<b>1.8</b>	0.0	1.8	<b>0.9</b>	0.0	0.9	<b>0.7</b>	0.0	0.7	<b>0.0</b>	1.1	-1.1	<b>4.7</b>	2.5	2.2

### 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	+/-
LIMESTONE COAST'S 963AM TRIPLE M	<b>14.3</b>	18.4	-4.1	<b>18.6</b>	21.6	-3.0	<b>17.5</b>	18.1	-0.6	<b>16.0</b>	15.6	0.4	<b>12.4</b>	17.8	-5.4	<b>16.4</b>	17.2	-0.8
LIMESTONE COAST'S HIT 96.1	<b>35.4</b>	38.2	-2.8	<b>27.2</b>	30.7	-3.5	<b>36.4</b>	40.5	-4.1	<b>39.3</b>	42.0	-2.7	<b>18.1</b>	16.8	1.3	<b>32.6</b>	33.5	-0.9
ABC SOUTH EAST SA	<b>23.0</b>	21.5	1.5	<b>24.1</b>	18.7	5.4	<b>18.5</b>	16.0	2.5	<b>14.9</b>	11.5	3.4	<b>41.9</b>	38.7	3.2	<b>21.8</b>	21.4	0.4
ABC RN (RADIO NATIONAL)	<b>2.9</b>	1.4	1.5	<b>1.4</b>	1.5	-0.1	<b>1.2</b>	0.8	0.4	<b>2.4</b>	1.4	1.0	<b>4.8</b>	1.0	3.8	<b>2.7</b>	2.8	-0.1
ABC NEWS	<b>0.2</b>	0.4	-0.2	<b>0.0</b>	0.0	0.0	<b>0.2</b>	0.0	0.2	<b>0.0</b>	0.0	0.0	<b>1.0</b>	1.0	0.0	<b>0.4</b>	0.2	0.2
triple j	<b>13.5</b>	7.5	6.0	<b>12.6</b>	10.0	2.6	<b>13.7</b>	7.8	5.9	<b>16.5</b>	14.2	2.3	<b>10.5</b>	9.8	0.7	<b>13.9</b>	11.7	2.2
ABC CLASSIC FM	<b>2.1</b>	0.4	1.7	<b>2.9</b>	0.6	2.3	<b>2.5</b>	0.8	1.7	<b>2.4</b>	0.6	1.8	<b>3.8</b>	1.0	2.8	<b>1.8</b>	0.9	0.9

### 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	+/-
LIMESTONE COAST'S 963AM TRIPLE M	<b>138</b>	131	7	<b>13</b>	6	7	<b>22</b>	22	0	<b>17</b>	19	-2	<b>46</b>	42	4	<b>33</b>	35	-2	<b>24</b>	26	-2
LIMESTONE COAST'S HIT 96.1	<b>244</b>	239	5	<b>40</b>	58	-18	<b>102</b>	100	2	<b>71</b>	73	-2	<b>69</b>	66	3	<b>25</b>	13	12	<b>8</b>	3	5
ABC SOUTH EAST SA	<b>148</b>	133	15	<b>4</b>	1	3	<b>9</b>	8	1	<b>7</b>	6	1	<b>28</b>	22	6	<b>38</b>	37	1	<b>71</b>	65	6
ABC RN (RADIO NATIONAL)	<b>20</b>	17	3	<b>0</b>	2	-2	<b>2</b>	3	-1	<b>2</b>	3	-1	<b>6</b>	4	2	<b>8</b>	3	5	<b>4</b>	5	-1
ABC NEWS	<b>8</b>	3	5	<b>0</b>	0	0	<b>0</b>	1	-1	<b>0</b>	1	-1	<b>1</b>	0	1	<b>3</b>	2	1	<b>4</b>	1	3
triple j	<b>115</b>	78	37	<b>12</b>	3	9	<b>64</b>	51	13	<b>41</b>	31	10	<b>25</b>	16	9	<b>13</b>	8	5	<b>2</b>	2	0
ABC CLASSIC FM	<b>16</b>	6	10	<b>1</b>	0	1	<b>3</b>	2	1	<b>1</b>	2	-1	<b>1</b>	0	1	<b>2</b>	1	1	<b>10</b>	3	7

### 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: 535]

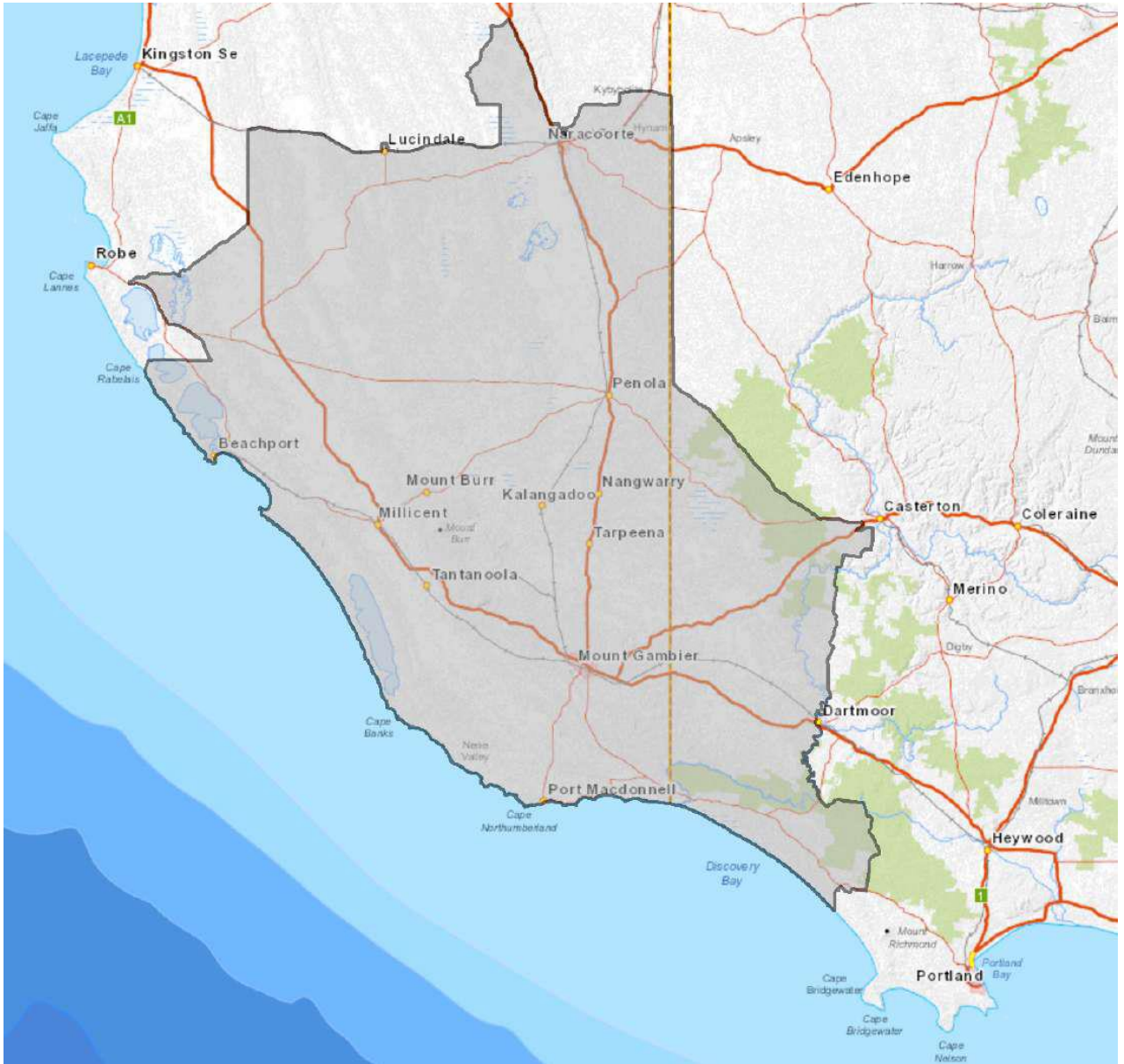
	Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5.30am-9.00am			Mon-Fri 9.00am-12.00pm			Mon-Fri 12.00pm-4.00pm			Mon-Fri 4.00pm-7.00pm			Mon-Fri 7.00pm-12.00mn			Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
LIMESTONE COAST'S 963AM TRIPLE M	88	100	-12	84	81	3	92	74	18	76	67	9	15	17	-2	90	80	10
LIMESTONE COAST'S HIT 96.1	187	193	-6	113	104	9	166	148	18	162	154	8	21	17	4	166	146	20
ABC SOUTH EAST SA	122	103	19	89	65	24	83	59	24	65	40	25	44	35	9	113	100	13
ABC RN (RADIO NATIONAL)	16	11	5	6	10	-4	7	5	2	10	9	1	6	1	5	16	16	0
ABC NEWS	6	3	3	3	1	2	3	1	2	3	1	2	1	2	-1	7	3	4
triple j	90	47	43	58	37	21	68	34	34	88	56	32	13	9	4	84	57	27
ABC CLASSIC FM	13	3	10	12	2	10	13	3	10	10	2	8	5	1	4	12	4	8

## 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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Mount Gambier Survey Coverage Area based on Commercial Radio Australia's Licence Area Profile.