

PORT MACQUARIE (NSW)

SURVEY #1 2021



PORT MACQUARIE - XTRA INSIGHTS - SURVEY 1: 2021



EMBARGOED UNTIL TUESDAY 30TH MARCH 2021 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	+/-
HIT102.3 & 105.1 MID NORTH COAST	21.5	24.6	-3.1	46.6	60.4	-13.8	41.0	44.0	-3.0	35.2	57.6	-22.4	26.1	20.5	5.6	14.1	4.4	9.7	0.9	2.2	-1.3
TRIPLE M MID NORTH COAST 100.7 & 106.7	31.8	34.6	-2.8	21.3	22.1	-0.8	13.0	24.2	-11.2	22.2	21.6	0.6	38.4	46.0	-7.6	45.9	52.2	-6.3	32.2	30.8	1.4
RADIO 531 & FM 93.5	2.4	4.7	-2.3	1.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	-2.5	3.7	2.2	1.5	5.6	13.6	-8.0
ABC MID NORTH COAST	7.7	11.1	-3.4	1.2	0.0	1.2	0.0	4.4	-4.4	1.6	0.0	1.6	5.2	6.2	-1.0	8.1	16.9	-8.8	16.9	23.4	-6.5
ABC RN (RADIO NATIONAL)	4.6	3.9	0.7	0.0	2.2	-2.2	0.0	1.4	-1.4	1.6	0.0	1.6	4.6	4.4	0.2	4.4	8.8	-4.4	9.1	4.0	5.1
ABC NEWSRADIO	0.6	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.6	0.0	0.0	0.0	1.7	1.3	0.4
triple j	13.5	8.9	4.6	25.5	12.1	13.4	37.0	21.7	15.3	27.9	18.2	9.7	10.4	11.8	-1.4	7.4	3.7	3.7	1.3	0.0	1.3
ABC CLASSIC	2.9	2.4	0.5	1.2	0.0	1.2	1.8	1.4	0.4	0.8	0.0	0.8	0.6	0.0	0.6	1.5	2.2	-0.7	7.4	6.6	0.8

Please note: Last Port Macquarie Survey conducted May, 2017.

ABC NewsRadio on air from 26 July 2021. Previously known as ABC News Radio.

ABC CLASSIC on air from 21 January 2021. Previously known as ABC Classic FM.

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 Mon-Fri 5.30am-9.00am			Morning Mon-Fri 9.00am-12.00pm			Afternoon Mon-Fri 12.00pm-4.00pm			Drive Mon-Fri 4.00pm-7.00pm			Evening Mon-Fri 7.00pm-12.00mn			Weekend Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT102.3 & 105.1 MID NORTH COAST	24.0	24.6	-0.6	19.6	17.2	2.4	26.9	30.1	-3.2	28.1	33.7	-5.6	18.9	14.0	4.9	23.2	24.1	-0.9
TRIPLE M MID NORTH COAST 100.7 & 106.7	31.6	34.6	-3.0	35.4	40.6	-5.2	24.7	32.2	-7.5	25.8	31.1	-5.3	15.6	22.4	-6.8	24.6	28.5	-3.9
RADIO 531 & FM 93.5	1.8	4.4	-2.6	3.4	7.4	-4.0	2.5	2.6	-0.1	2.1	1.9	0.2	4.9	12.9	-8.0	2.4	4.0	-1.6
ABC MID NORTH COAST	10.5	12.3	-1.8	6.7	9.6	-2.9	6.2	7.5	-1.3	5.7	7.3	-1.6	12.3	23.2	-10.9	10.5	12.6	-2.1
ABC RN (RADIO NATIONAL)	4.4	4.3	0.1	4.1	3.8	0.3	3.6	4.2	-0.6	6.1	3.2	2.9	9.8	9.5	0.3	5.4	5.0	0.4
ABC NEWSRADIO	0.7	0.3	0.4	0.6	0.2	0.4	0.8	0.2	0.6	0.2	0.2	0.0	1.2	0.9	0.3	1.0	0.3	0.7
triple j	12.4	9.7	2.7	12.5	6.7	5.8	15.5	8.2	7.3	15.4	11.3	4.1	13.1	5.2	7.9	14.8	9.3	5.5
ABC CLASSIC	2.7	1.9	0.8	3.2	3.6	-0.4	2.7	2.7	0.0	3.6	3.2	0.4	3.7	1.7	2.0	2.9	2.9	0.0

Please note: Last Port Macquarie Survey conducted May, 2017.

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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			18-24			25-39			40-54			55-64			65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT102.3 & 105.1 MID NORTH COAST	436	418	18	83	99	-16	60	68	-8	101	125	-24	119	94	25	58	20	38	15	12	3
TRIPLE M MID NORTH COAST 100.7 & 106.7	628	573	55	63	50	13	31	35	-4	66	63	3	167	153	14	144	128	16	156	143	13
RADIO 531 & FM 93.5	64	91	-27	3	3	0	0	2	-2	0	0	0	5	11	-6	19	19	0	37	56	-19
ABC MID NORTH COAST	215	209	6	11	2	9	2	5	-3	6	2	4	31	31	0	50	55	-5	114	116	-2
ABC RN (RADIO NATIONAL)	112	72	40	5	3	2	0	2	-2	6	0	6	28	20	8	29	24	5	43	23	20
ABC NEWSRADIO	35	14	21	0	0	0	0	0	0	5	0	5	6	2	4	3	3	0	21	9	12
triple j	268	157	111	42	22	20	44	37	7	82	38	44	52	44	8	37	16	21	11	2	9
ABC CLASSIC	56	52	4	2	3	-1	3	2	1	3	3	0	6	3	3	5	9	-4	37	31	6

Please note: Last Port Macquarie Survey conducted May, 2017.

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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: 1287]

	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	+/-
HIT102.3 & 105.1 MID NORTH COAST	317	324	-7	211	164	47	270	256	14	234	304	-70	60	27	33	273	280	-7
TRIPLE M MID NORTH COAST 100.7 & 106.7	416	445	-29	368	342	26	275	279	-4	212	290	-78	50	50	0	302	335	-33
RADIO 531 & FM 93.5	38	66	-28	34	62	-28	26	28	-2	16	19	-3	16	28	-12	29	56	-27
ABC MID NORTH COAST	143	152	-9	74	91	-17	79	77	2	62	71	-9	37	53	-16	130	163	-33
ABC RN (RADIO NATIONAL)	67	56	11	43	38	5	43	39	4	52	34	18	30	19	11	73	59	14
ABC NEWSRADIO	22	8	14	8	6	2	10	5	5	8	3	5	5	8	-3	21	9	12
triple j	161	134	27	145	66	79	171	91	80	129	119	10	40	11	29	166	113	53
ABC CLASSIC	34	36	-2	34	36	-2	26	31	-5	31	28	3	11	5	6	37	39	-2

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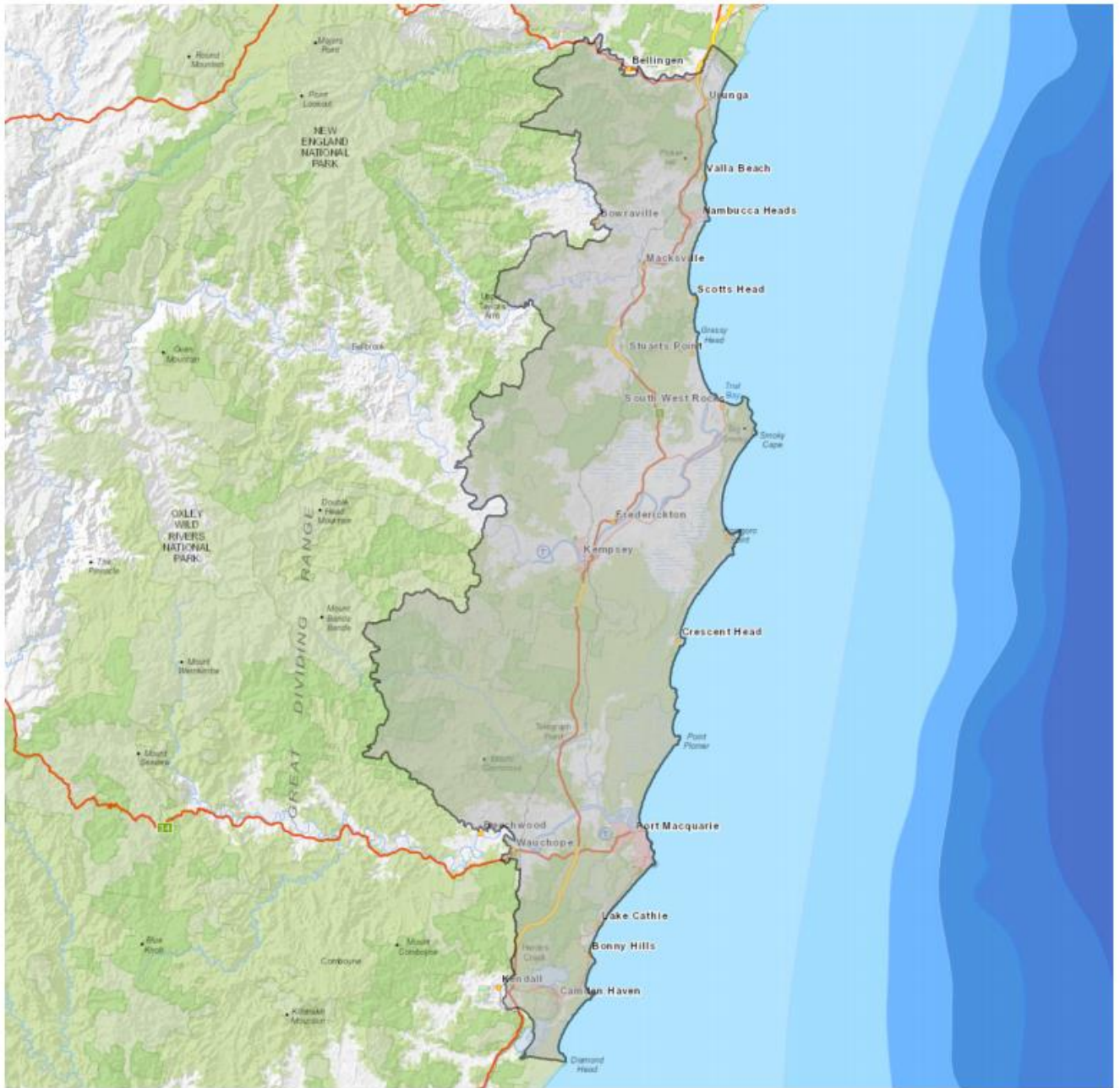
Cumulative Audience (00's)

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

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