

DARWIN (NT)

SURVEY #1 2021



DARWIN - XTRA INSIGHTS - SURVEY 1: 2021



EMBARGOED UNTIL THURSDAY 15TH JULY 2021 AT 11AM AEST

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	+/-
HOT 100	39.2	34.4	4.8	60.4	65.7	-5.3	72.0	58.9	13.1	52.1	46.0	6.1	25.4	23.5	1.9	12.4	3.1	9.3	2.2	4.0	-1.8
MIX 104.9	21.6	22.5	-0.9	21.7	15.3	6.4	7.5	15.2	-7.7	13.0	18.1	-5.1	29.0	30.4	-1.4	34.7	28.7	6.0	31.1	24.7	6.4
ABC RADIO DARWIN	12.5	14.0	-1.5	7.6	0.9	6.7	0.7	1.8	-1.1	4.9	5.3	-0.4	16.9	16.5	0.4	18.2	31.0	-12.8	40.0	40.6	-0.6
ABC RN	1.0	2.3	-1.3	0.0	1.8	-1.8	0.0	0.0	0.0	0.0	1.0	-1.0	0.0	2.5	-2.5	1.7	3.1	-1.4	8.9	7.9	1.0
ABC NEWSRADIO	2.4	2.3	0.1	0.0	0.0	0.0	1.3	0.9	0.4	1.8	1.6	0.2	3.2	2.1	1.1	5.8	4.6	1.2	2.2	6.0	-3.8
TRIPLE J	8.8	9.7	-0.9	3.8	8.1	-4.3	11.7	14.3	-2.6	13.3	17.4	-4.1	8.9	6.6	2.3	5.0	2.3	2.7	0.0	0.0	0.0
ABC CLASSIC	1.1	1.8	-0.7	0.0	0.0	0.0	0.0	0.9	-0.9	0.9	0.7	0.2	0.4	1.2	-0.8	2.5	3.1	-0.6	4.4	7.9	-3.5
ABC JAZZ	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	-	0.0
TRIPLE J UNEARTHED	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	-	0.0
DOUBLE J	0.3	-	0.3	0.0	-	0.0	1.3	-	1.3	0.6	-	0.6	0.0	-	0.0	0.0	-	0.0	0.0	-	0.0
ABC COUNTRY	0.1	-	0.1	0.0	-	0.0	0.0	-	0.0	0.3	-	0.3	0.0	-	0.0	0.0	-	0.0	0.0	-	0.0
ABC SPORT	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	-	0.0
ABC KIDS LISTEN	0.1	-	0.1	0.0	-	0.0	0.0	-	0.0	0.0	-	0.0	0.4	-	0.4	0.0	-	0.0	0.0	-	0.0
KIX COUNTRY AUSTRALIA	0.1	0.5	-0.4	0.0	0.9	-0.9	0.0	0.9	-0.9	0.0	1.0	-1.0	0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
CLASSIC ROCK DIGITAL	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.8	-0.8	0.0	0.0	0.0

Please note: Last Darwin Survey conducted September 2017.

ABC NewsRadio on air from 26 July 2020. Previously known as ABC NEWS. ABC DAB+ services added to market December 2017.

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.

Survey Period: 14th June 2021 - 7th July 2021

Copyright (c) Commercial Radio Australia Ltd. All Rights. This data may not be used for, or in association with, any commercial purposes.

DARWIN - XTRA INSIGHTS - SURVEY 1: 2021



EMBARGOED UNTIL THURSDAY 15TH JULY 2021 AT 11AM AEST

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	+/-
HOT 100	38.8	35.2	3.6	34.2	29.5	4.7	39.0	36.4	2.6	40.1	36.3	3.8	39.0	23.6	15.4	39.0	31.1	7.9
MIX 104.9	21.1	21.7	-0.6	29.9	25.7	4.2	23.0	23.8	-0.8	20.0	21.5	-1.5	10.6	11.0	-0.4	17.3	20.4	-3.1
ABC RADIO DARWIN	13.6	14.5	-0.9	11.1	15.5	-4.4	10.4	11.4	-1.0	9.9	11.6	-1.7	16.4	24.3	-7.9	14.6	14.7	-0.1
ABC RN	1.4	2.4	-1.0	1.0	2.1	-1.1	1.2	2.6	-1.4	0.9	2.1	-1.2	2.1	6.6	-4.5	1.4	2.5	-1.1
ABC NEWSRADIO	2.3	2.9	-0.6	1.2	2.6	-1.4	1.5	1.5	0.0	2.3	1.6	0.7	2.1	8.1	-6.0	2.1	2.5	-0.4
TRIPLE J	8.6	10.4	-1.8	8.4	8.6	-0.2	8.5	8.1	0.4	11.7	11.3	0.4	10.4	9.6	0.8	9.8	11.5	-1.7
ABC CLASSIC	1.3	1.4	-0.1	1.7	2.0	-0.3	1.3	1.8	-0.5	1.2	1.7	-0.5	3.1	2.2	0.9	1.0	2.0	-1.0
ABC JAZZ	0.0	-	0.0	0.0	-	0.0	0.0	-	0.0	0.0	-	0.0	0.0	-	0.0	0.0	-	0.0
TRIPLE J UNEARTHED	0.0	-	0.0	0.0	-	0.0	0.0	-	0.0	0.0	-	0.0	0.0	-	0.0	0.0	-	0.0
DOUBLE J	0.4	-	0.4	0.2	-	0.2	0.2	-	0.2	0.4	-	0.4	0.0	-	0.0	0.3	-	0.3
ABC COUNTRY	0.0	-	0.0	0.2	-	0.2	0.2	-	0.2	0.0	-	0.0	0.0	-	0.0	0.0	-	0.0
ABC SPORT	0.0	-	0.0	0.0	-	0.0	0.0	-	0.0	0.0	-	0.0	0.5	-	0.5	0.1	-	0.1
ABC KIDS LISTEN	0.2	-	0.2	0.0	-	0.0	0.2	-	0.2	0.0	-	0.0	0.5	-	0.5	0.0	-	0.0
KIX COUNTRY AUSTRALIA	0.2	0.7	-0.5	0.0	0.2	-0.2	0.0	0.2	-0.2	0.5	0.8	-0.3	0.5	0.7	-0.2	0.3	0.4	-0.1
CLASSIC ROCK DIGITAL	0.1	0.1	0.0	0.0	0.2	-0.2	0.0	0.2	-0.2	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.1	-0.1

Please note: Last Darwin Survey conducted September 2017.

ABC NewsRadio on air from 26 July 2020. Previously known as ABC NEWS. ABC DAB+ services added to market December 2017.

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.

Survey Period: 14th June 2021 - 7th July 2021

Copyright (c) Commercial Radio Australia Ltd. All Rights. This data may not be used for, or in association with, any commercial purposes.

DARWIN - XTRA INSIGHTS - SURVEY 1: 2021



EMBARGOED UNTIL THURSDAY 15TH JULY 2021 AT 11AM AEST

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	+/-
HOT 100	812	601	211	126	103	23	133	106	27	336	229	107	162	129	33	45	21	24	10	13	-3
MIX 104.9	616	461	155	61	40	21	44	43	1	169	125	44	187	149	38	99	65	34	57	39	18
ABC RADIO DARWIN	322	283	39	17	6	11	7	4	3	55	39	16	102	90	12	66	76	-10	75	68	7
ABC RN	38	48	-10	0	3	-3	0	0	0	6	4	2	4	10	-6	7	11	-4	20	20	0
ABC NEWSRADIO	78	52	26	3	0	3	4	1	3	26	11	15	18	9	9	18	13	5	10	18	-8
TRIPLE J	268	195	73	19	19	0	48	36	12	116	91	25	64	39	25	18	9	9	3	1	2
ABC CLASSIC	34	48	-14	0	1	-1	0	1	-1	10	8	2	6	8	-2	9	11	-2	9	19	-10
ABC JAZZ	0	-	0	0	-	0	0	-	0	0	-	0	0	-	0	0	-	0	0	-	0
TRIPLE J UNEARTHED	1	-	1	0	-	0	0	-	0	1	-	1	0	-	0	0	-	0	0	-	0
DOUBLE J	5	-	5	0	-	0	2	-	2	3	-	3	0	-	0	0	-	0	0	-	0
ABC COUNTRY	1	-	1	0	-	0	0	-	0	1	-	1	0	-	0	0	-	0	0	-	0
ABC SPORT	3	-	3	1	-	1	0	-	0	0	-	0	1	-	1	0	-	0	0	-	0
ABC KIDS LISTEN	4	-	4	0	-	0	0	-	0	1	-	1	3	-	3	0	-	0	0	-	0
KIX COUNTRY AUSTRALIA	8	14	-6	0	1	-1	1	3	-2	3	6	-3	1	4	-3	1	0	1	1	0	1
CLASSIC ROCK DIGITAL	4	4	0	0	0	0	0	0	0	1	0	1	1	3	-2	0	1	-1	1	0	1

Please note: Last Darwin Survey conducted September 2017.

ABC NewsRadio on air from 26 July 2020. Previously known as ABC NEWS. ABC DAB+ services added to market December 2017.

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.

Survey Period: 14th June 2021 - 7th July 2021

Copyright (c) Commercial Radio Australia Ltd. All Rights. This data may not be used for, or in association with, any commercial purposes.

DARWIN - XTRA INSIGHTS - SURVEY 1: 2021



EMBARGOED UNTIL THURSDAY 15TH JULY 2021 AT 11AM AEST

Cumulative Audience (00's) by Session, P10+ [Potential: 1460]

	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	+/-
HOT 100	603	494	109	337	256	81	415	339	76	473	459	14	126	56	70	478	376	102
MIX 104.9	377	368	9	312	243	69	276	271	5	300	337	-37	46	37	9	277	293	-16
ABC RADIO DARWIN	218	216	2	121	147	-26	122	138	-16	122	165	-43	55	48	7	199	203	-4
ABC RN	26	37	-11	16	22	-6	22	29	-7	13	25	-12	10	14	-4	26	35	-9
ABC NEWSRADIO	50	43	7	20	28	-8	19	22	-3	34	22	12	15	16	-1	36	34	2
TRIPLE J	170	171	-1	106	86	20	118	97	21	147	161	-14	33	22	11	136	148	-12
ABC CLASSIC	19	28	-9	17	27	-10	16	32	-16	16	32	-16	12	6	6	13	39	-26
ABC JAZZ	0	-	0	0	-	0	0	-	0	0	-	0	0	-	0	0	-	0
TRIPLE J UNEARTHED	1	-	1	0	-	0	0	-	0	0	-	0	0	-	0	1	-	1
DOUBLE J	5	-	5	1	-	1	1	-	1	4	-	4	0	-	0	4	-	4
ABC COUNTRY	0	-	0	1	-	1	1	-	1	0	-	0	0	-	0	0	-	0
ABC SPORT	0	-	0	0	-	0	0	-	0	1	-	1	1	-	1	1	-	1
ABC KIDS LISTEN	3	-	3	0	-	0	1	-	1	0	-	0	1	-	1	0	-	0
KIX COUNTRY AUSTRALIA	4	13	-9	1	3	-2	0	3	-3	5	14	-9	1	1	0	4	8	-4
CLASSIC ROCK DIGITAL	3	3	0	1	3	-2	1	3	-2	1	1	0	0	0	0	1	3	-2

Please note: Last Darwin Survey conducted September 2017.

ABC NewsRadio on air from 26 July 2020. Previously known as ABC NEWS. ABC DAB+ services added to market December 2017.

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.

Survey Period: 14th June 2021 - 7th July 2021

Copyright (c) Commercial Radio Australia Ltd. All Rights. This data may not be used for, or in association with, any commercial purposes.

EMBARGOED UNTIL THURSDAY 15TH JULY 2021 AT 11AM AEST



The Survey Coverage Area has been adapted from Commercial Radio Australia’s Licence Area Profile to exclude Katherine.