



# EMERALD - XTRA INSIGHTS - SURVEY 1: 2021



EMBARGOED UNTIL TUESDAY 3RD AUGUST 2021 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	+/-
HIT94.7 EMERALD	<b>39.6</b>	38.3	1.3	<b>66.2</b>	65.5	0.7	<b>51.8</b>	58.3	-6.5	<b>49.7</b>	54.4	-4.7	<b>33.6</b>	25.6	8.0	<b>5.6</b>	3.8	1.8	-	0.0	-
4HI	<b>12.8</b>	15.0	-2.2	<b>4.1</b>	8.0	-3.9	<b>9.9</b>	11.2	-1.3	<b>11.5</b>	12.4	-0.9	<b>11.6</b>	14.7	-3.1	<b>28.1</b>	26.3	1.8	-	25.8	-
ABC CAPRICORNIA	<b>15.9</b>	25.0	-9.1	<b>5.4</b>	9.2	-3.8	<b>4.3</b>	9.9	-5.6	<b>4.7</b>	11.8	-7.1	<b>18.7</b>	29.5	-10.8	<b>38.0</b>	51.2	-13.2	-	61.2	-
ABC RN (RADIO NATIONAL)	<b>2.3</b>	1.3	1.0	<b>1.3</b>	0.0	1.3	<b>0.8</b>	0.4	0.4	<b>1.0</b>	0.6	0.4	<b>3.9</b>	1.3	2.6	<b>4.2</b>	5.0	-0.8	-	1.8	-
ABC NEWSRADIO	<b>0.5</b>	0.5	0.0	<b>0.0</b>	0.0	0.0	<b>0.8</b>	0.0	0.8	<b>1.0</b>	0.0	1.0	<b>0.6</b>	1.9	-1.3	<b>0.0</b>	0.0	0.0	-	0.0	-
ABC CLASSIC	<b>0.3</b>	0.0	0.3	<b>0.0</b>	0.0	0.0	<b>0.4</b>	0.0	0.4	<b>0.5</b>	0.0	0.5	<b>0.0</b>	0.0	0.0	<b>1.4</b>	0.0	1.4	-	0.0	-

*Please note: Last Emerald Survey conducted May 2017. ABC NewsRadio on air from 26 July 2020. Previously known as ABC NEWS.*

## 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	+/-
HIT94.7 EMERALD	<b>40.0</b>	37.7	2.3	<b>36.9</b>	30.6	6.3	<b>40.4</b>	40.2	0.2	<b>44.7</b>	44.1	0.6	<b>28.5</b>	17.7	10.8	<b>37.2</b>	35.9	1.3
4HI	<b>12.6</b>	14.2	-1.6	<b>16.4</b>	19.3	-2.9	<b>13.1</b>	15.2	-2.1	<b>10.5</b>	14.9	-4.4	<b>12.5</b>	9.4	3.1	<b>11.1</b>	12.5	-1.4
ABC CAPRICORNIA	<b>16.7</b>	28.2	-11.5	<b>13.2</b>	27.9	-14.7	<b>14.7</b>	23.0	-8.3	<b>10.8</b>	17.9	-7.1	<b>18.2</b>	36.5	-18.3	<b>17.4</b>	28.2	-10.8
ABC RN (RADIO NATIONAL)	<b>1.8</b>	1.2	0.6	<b>1.5</b>	1.2	0.3	<b>1.2</b>	1.2	0.0	<b>2.4</b>	0.8	1.6	<b>1.7</b>	4.2	-2.5	<b>1.8</b>	1.4	0.4
ABC NEWSRADIO	<b>0.6</b>	0.4	0.2	<b>0.7</b>	0.9	-0.2	<b>0.7</b>	0.7	0.0	<b>0.5</b>	0.8	-0.3	<b>0.8</b>	1.0	-0.2	<b>0.5</b>	0.2	0.3
ABC CLASSIC	<b>0.2</b>	0.0	0.2	<b>0.2</b>	0.0	0.2	<b>0.2</b>	0.0	0.2	<b>0.5</b>	0.0	0.5	<b>0.8</b>	0.0	0.8	<b>0.5</b>	0.0	0.5

**Please note:** Last Emerald Survey conducted May 2017. ABC NewsRadio on air from 26 July 2020. Previously known as ABC NEWS.

## 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	+/-
HIT94.7 EMERALD	<b>207</b>	232	-25	<b>38</b>	53	-15	<b>113</b>	123	-10	<b>84</b>	89	-5	<b>50</b>	48	2	<b>7</b>	8	-1	-	0	-
4HI	<b>99</b>	123	-24	<b>5</b>	7	-2	<b>32</b>	34	-2	<b>29</b>	28	1	<b>30</b>	39	-9	<b>21</b>	27	-6	-	15	-
ABC CAPRICORNIA	<b>110</b>	173	-63	<b>9</b>	11	-2	<b>25</b>	33	-8	<b>20</b>	30	-10	<b>32</b>	54	-22	<b>26</b>	43	-17	-	33	-
ABC RN (RADIO NATIONAL)	<b>13</b>	14	-1	<b>1</b>	0	1	<b>3</b>	3	0	<b>2</b>	2	0	<b>5</b>	3	2	<b>3</b>	6	-3	-	2	-
ABC NEWSRADIO	<b>5</b>	5	0	<b>1</b>	0	1	<b>1</b>	1	0	<b>1</b>	0	1	<b>1</b>	3	-2	<b>1</b>	2	-1	-	0	-
ABC CLASSIC	<b>4</b>	2	2	<b>0</b>	0	0	<b>1</b>	1	0	<b>1</b>	1	0	<b>1</b>	0	1	<b>1</b>	1	0	-	0	-

**Please note:** Last Emerald Survey conducted May 2017. ABC NewsRadio on air from 26 July 2020. Previously known as ABC NEWS.

## 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: 399]

	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	+/-
HIT94.7 EMERALD	<b>157</b>	191	-34	<b>113</b>	102	11	<b>136</b>	162	-26	<b>123</b>	168	-45	<b>28</b>	18	10	<b>117</b>	147	-30
4HI	<b>62</b>	94	-32	<b>58</b>	73	-15	<b>56</b>	75	-19	<b>37</b>	76	-39	<b>13</b>	18	-5	<b>49</b>	75	-26
ABC CAPRICORNIA	<b>69</b>	152	-83	<b>49</b>	96	-47	<b>55</b>	103	-48	<b>36</b>	87	-51	<b>17</b>	36	-19	<b>60</b>	126	-66
ABC RN (RADIO NATIONAL)	<b>8</b>	7	1	<b>4</b>	5	-1	<b>4</b>	8	-4	<b>6</b>	6	0	<b>1</b>	5	-4	<b>7</b>	8	-1
ABC NEWSRADIO	<b>3</b>	4	-1	<b>3</b>	4	-1	<b>2</b>	4	-2	<b>1</b>	4	-3	<b>1</b>	1	0	<b>1</b>	3	-2
ABC CLASSIC	<b>2</b>	1	1	<b>1</b>	0	1	<b>1</b>	2	-1	<b>2</b>	0	2	<b>2</b>	0	2	<b>2</b>	1	1

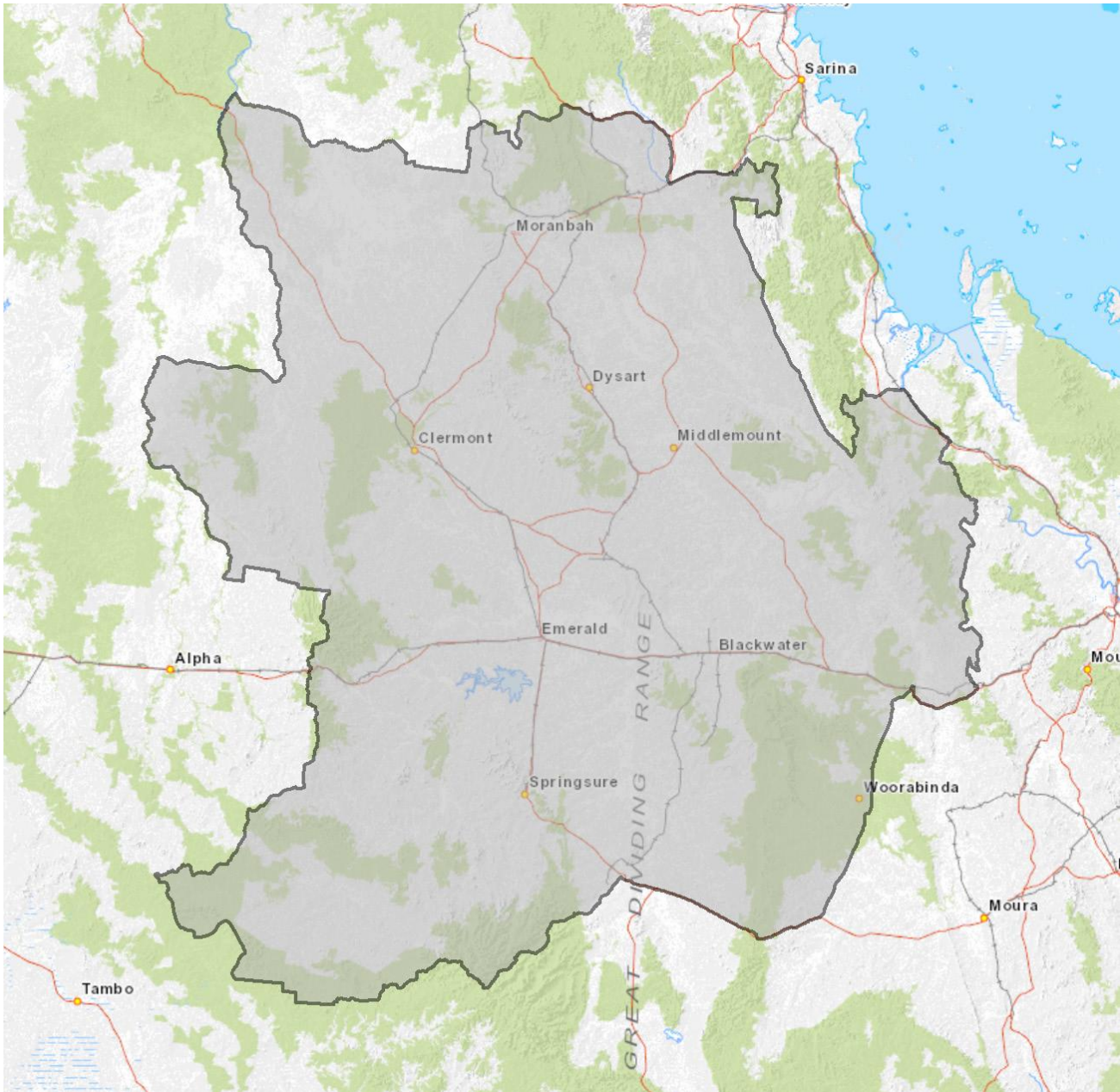
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EMERALD Survey Coverage Area based on Commercial Radio Australia’s Licence Area Profile.