

# MILDURA (VIC)

SURVEY #1 2021



**xtra** insights

# MILDURA - XTRA INSIGHTS - SURVEY 1: 2021



EMBARGOED UNTIL THURSDAY 11TH NOVEMBER 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	+/-
HIT99.5 SUNRAYSIA	<b>33.2</b>	33.1	0.1	<b>72.6</b>	64.2	8.4	<b>59.0</b>	64.0	-5.0	<b>47.9</b>	48.5	-0.6	<b>30.1</b>	29.0	1.1	<b>15.6</b>	14.8	0.8	<b>0.0</b>	3.0	-3.0
TRIPLE M SUNRAYSIA	<b>17.1</b>	18.1	-1.0	<b>10.5</b>	13.7	-3.2	<b>11.5</b>	14.1	-2.6	<b>24.2</b>	28.5	-4.3	<b>25.6</b>	23.9	1.7	<b>18.9</b>	15.6	3.3	<b>6.1</b>	7.9	-1.8
RIVER 1467AM	<b>17.6</b>	16.8	0.8	<b>3.2</b>	7.4	-4.2	<b>0.0</b>	3.8	-3.8	<b>3.6</b>	0.6	3.0	<b>11.9</b>	17.6	-5.7	<b>33.6</b>	31.1	2.5	<b>42.7</b>	32.9	9.8
ABC MILDURA-SWAN HILL	<b>8.5</b>	13.9	-5.4	<b>2.1</b>	0.0	2.1	<b>1.3</b>	1.3	0.0	<b>2.4</b>	4.2	-1.8	<b>5.1</b>	10.2	-5.1	<b>7.4</b>	23.8	-16.4	<b>26.2</b>	34.1	-7.9
ABC RN (RADIO NATIONAL)	<b>1.4</b>	2.8	-1.4	<b>0.0</b>	1.0	-1.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	1.2	-1.2	<b>1.1</b>	2.3	-1.2	<b>0.8</b>	4.9	-4.1	<b>4.9</b>	5.5	-0.6
ABC NEWSRADIO	<b>0.9</b>	0.6	0.3	<b>0.0</b>	1.1	-1.1	<b>0.0</b>	0.0	0.0	<b>2.4</b>	0.6	1.8	<b>0.6</b>	0.6	0.0	<b>0.8</b>	0.8	0.0	<b>0.6</b>	0.6	0.0
triple j	<b>8.0</b>	6.7	1.3	<b>6.3</b>	3.2	3.1	<b>24.4</b>	14.1	10.3	<b>12.1</b>	13.9	-1.8	<b>7.4</b>	7.4	0.0	<b>4.9</b>	2.5	2.4	<b>0.0</b>	0.6	-0.6
ABC CLASSIC	<b>1.1</b>	0.9	0.2	<b>0.0</b>	0.0	0.0	<b>2.6</b>	0.0	2.6	<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>4.3</b>	4.3	0.0

**Please note:** Last Mildura Survey conducted November 2018.

ABC NewsRadio on air from 26 July 2020. Previously known as ABC NEWS.

ABC CLASSIC on air from 21 January 2019. 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.

# MILDURA - XTRA INSIGHTS - SURVEY 1: 2021



EMBARGOED UNTIL THURSDAY 11TH NOVEMBER 2021 AT 11AM AEDT

## 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	+/-
HIT99.5 SUNRAYSIA	<b>32.8</b>	32.8	0.0	<b>25.5</b>	22.5	3.0	<b>34.2</b>	32.5	1.7	<b>36.6</b>	39.2	-2.6	<b>25.1</b>	20.3	4.8	<b>32.2</b>	33.0	-0.8
TRIPLE M SUNRAYSIA	<b>18.5</b>	18.5	0.0	<b>17.8</b>	20.9	-3.1	<b>17.6</b>	20.4	-2.8	<b>21.2</b>	20.7	0.5	<b>17.3</b>	12.0	5.3	<b>17.5</b>	17.7	-0.2
RIVER 1467AM	<b>16.5</b>	15.6	0.9	<b>22.4</b>	21.2	1.2	<b>15.8</b>	16.0	-0.2	<b>11.3</b>	12.8	-1.5	<b>10.5</b>	13.5	-3.0	<b>15.3</b>	14.5	0.8
ABC MILDURA-SWAN HILL	<b>9.8</b>	14.3	-4.5	<b>8.1</b>	14.3	-6.2	<b>7.3</b>	10.9	-3.6	<b>6.5</b>	9.1	-2.6	<b>14.2</b>	32.4	-18.2	<b>9.1</b>	15.0	-5.9
ABC RN (RADIO NATIONAL)	<b>1.4</b>	3.2	-1.8	<b>1.3</b>	3.6	-2.3	<b>0.7</b>	2.7	-2.0	<b>0.8</b>	2.4	-1.6	<b>2.6</b>	9.0	-6.4	<b>1.7</b>	3.2	-1.5
ABC NEWSRADIO	<b>0.8</b>	0.7	0.1	<b>0.7</b>	0.2	0.5	<b>0.5</b>	0.4	0.1	<b>1.3</b>	0.2	1.1	<b>0.5</b>	0.0	0.5	<b>1.0</b>	0.2	0.8
triple j	<b>7.1</b>	6.5	0.6	<b>9.2</b>	7.8	1.4	<b>10.0</b>	7.8	2.2	<b>10.8</b>	9.1	1.7	<b>9.9</b>	3.0	6.9	<b>10.7</b>	6.7	4.0
ABC CLASSIC	<b>1.1</b>	1.0	0.1	<b>1.5</b>	0.9	0.6	<b>1.5</b>	0.8	0.7	<b>1.7</b>	0.4	1.3	<b>1.0</b>	2.3	-1.3	<b>1.2</b>	1.2	0.0

**Please note:** Last Mildura Survey conducted November 2018.

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ABC CLASSIC on air from 21 January 2019. Previously known as ABC Classic FM.

## 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	+/-
HIT99.5 SUNRAYSIA	<b>278</b>	256	22	<b>57</b>	48	9	<b>46</b>	45	1	<b>82</b>	73	9	<b>63</b>	63	0	<b>26</b>	20	6	<b>3</b>	6	-3
TRIPLE M SUNRAYSIA	<b>204</b>	178	26	<b>23</b>	22	1	<b>21</b>	16	5	<b>54</b>	54	0	<b>59</b>	53	6	<b>32</b>	19	13	<b>15</b>	13	2
RIVER 1467AM	<b>153</b>	138	15	<b>5</b>	8	-3	<b>2</b>	4	-2	<b>14</b>	5	9	<b>23</b>	34	-11	<b>41</b>	42	-1	<b>67</b>	44	23
ABC MILDURA-SWAN HILL	<b>93</b>	121	-28	<b>5</b>	2	3	<b>3</b>	2	1	<b>6</b>	10	-4	<b>19</b>	22	-3	<b>14</b>	31	-17	<b>47</b>	54	-7
ABC RN (RADIO NATIONAL)	<b>22</b>	26	-4	<b>0</b>	1	-1	<b>1</b>	0	1	<b>1</b>	2	-1	<b>5</b>	4	1	<b>3</b>	8	-5	<b>12</b>	11	1
ABC NEWSRADIO	<b>9</b>	8	1	<b>0</b>	1	-1	<b>0</b>	0	0	<b>4</b>	2	2	<b>1</b>	1	0	<b>2</b>	1	1	<b>3</b>	2	1
triple j	<b>100</b>	61	39	<b>13</b>	4	9	<b>22</b>	15	7	<b>36</b>	25	11	<b>20</b>	11	9	<b>9</b>	4	5	<b>0</b>	1	-1
ABC CLASSIC	<b>11</b>	11	0	<b>0</b>	0	0	<b>2</b>	0	2	<b>0</b>	0	0	<b>1</b>	0	1	<b>2</b>	1	1	<b>8</b>	10	-2

**Please note:** Last Mildura Survey conducted November 2018.

ABC NewsRadio on air from 26 July 2020. Previously known as ABC NEWS.

ABC CLASSIC on air from 21 January 2019. Previously known as ABC Classic FM.

## 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: 610]

	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	+/-
HIT99.5 SUNRAYSIA	185	214	-29	136	104	32	175	164	11	162	181	-19	43	25	18	178	178	0
TRIPLE M SUNRAYSIA	122	148	-26	108	101	7	114	121	-7	103	118	-15	27	19	8	107	122	-15
RIVER 1467AM	94	102	-8	104	87	17	73	78	-5	48	65	-17	18	17	1	83	93	-10
ABC MILDURA-SWAN HILL	66	97	-31	40	63	-23	40	57	-17	29	51	-22	21	37	-16	51	89	-38
ABC RN (RADIO NATIONAL)	9	21	-12	9	16	-7	8	14	-6	7	13	-6	5	11	-6	11	20	-9
ABC NEWSRADIO	4	7	-3	3	4	-1	2	5	-3	5	5	0	1	2	-1	5	5	0
triple j	54	52	2	55	37	18	62	44	18	54	46	8	19	4	15	65	43	22
ABC CLASSIC	8	9	-1	7	8	-1	6	8	-2	8	5	3	2	4	-2	6	10	-4

**Please note:** Last Mildura Survey conducted November 2018.

ABC NewsRadio on air from 26 July 2020. Previously known as ABC NEWS.

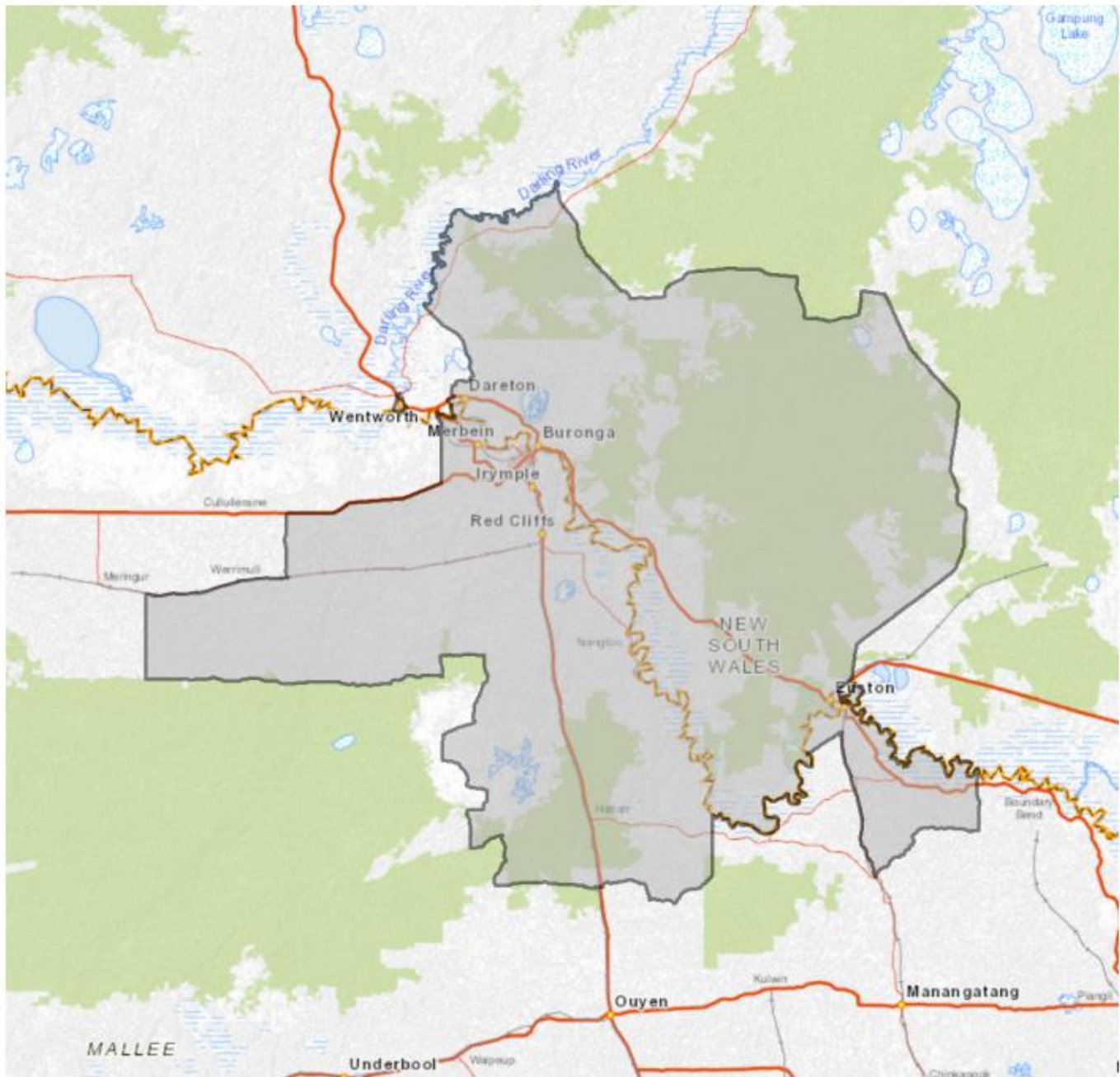
ABC CLASSIC on air from 21 January 2019. Previously known as ABC Classic FM.

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