

# COFFS HARBOUR (NSW)

SURVEY #1 2022





# COFFS HARBOUR - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL 5<sup>TH</sup> APRIL 2022 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	+/-
HIT105.5 COFFS COAST	<b>24.7</b>	23.6	1.1	<b>55.3</b>	51.1	4.2	<b>35.5</b>	43.2	-7.7	<b>35.2</b>	38.6	-3.4	<b>24.9</b>	20.4	4.5	<b>15.6</b>	8.9	6.7	<b>4.2</b>	2.1	2.1
TRIPLE M COFFS COAST 106.3	<b>23.8</b>	29.4	-5.6	<b>16.1</b>	24.3	-8.2	<b>17.6</b>	21.6	-4.0	<b>14.2</b>	23.9	-9.7	<b>32.2</b>	41.3	-9.1	<b>33.4</b>	35.6	-2.2	<b>19.6</b>	24.9	-5.3
2HC	<b>1.7</b>	4.5	-2.8	<b>1.1</b>	0.0	1.1	<b>0.4</b>	1.0	-0.6	<b>0.6</b>	0.7	-0.1	<b>1.1</b>	2.8	-1.7	<b>0.7</b>	5.9	-5.2	<b>4.8</b>	11.1	-6.3
ABC COFFS COAST	<b>7.7</b>	10.9	-3.2	<b>6.9</b>	0.0	6.9	<b>1.2</b>	1.4	-0.2	<b>1.8</b>	2.0	-0.2	<b>4.5</b>	8.5	-4.0	<b>8.8</b>	16.3	-7.5	<b>17.4</b>	25.4	-8.0
ABC MID NORTH COAST	<b>0.5</b>	-	0.5	<b>0.0</b>	-	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	-	0.0	<b>0.0</b>	-	0.0	<b>0.7</b>	-	0.7	<b>1.6</b>	-	1.6
ABC NORTH COAST	<b>0.6</b>	0.6	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>0.0</b>	0.7	-0.7	<b>2.7</b>	2.1	0.6
ABC RN (RADIO NATIONAL)	<b>6.5</b>	5.7	0.8	<b>1.1</b>	1.2	-0.1	<b>1.9</b>	1.0	0.9	<b>2.7</b>	1.4	1.3	<b>6.2</b>	5.6	0.6	<b>11.1</b>	10.3	0.8	<b>11.1</b>	10.1	1.0
ABC NEWSRADIO	<b>2.8</b>	0.5	2.3	<b>2.2</b>	0.0	2.2	<b>1.2</b>	0.0	1.2	<b>1.7</b>	0.0	1.7	<b>2.3</b>	0.0	2.3	<b>3.7</b>	0.7	3.0	<b>4.8</b>	1.6	3.2
TRIPLE J	<b>14.4</b>	12.0	2.4	<b>15.1</b>	20.1	-5.0	<b>30.4</b>	23.9	6.5	<b>29.9</b>	25.1	4.8	<b>14.1</b>	9.6	4.5	<b>8.2</b>	7.4	0.8	<b>1.1</b>	0.5	0.6
ABC CLASSIC	<b>2.3</b>	2.4	-0.1	<b>0.0</b>	0.0	0.0	<b>1.3</b>	0.5	0.8	<b>1.1</b>	0.0	1.1	<b>0.0</b>	1.1	-1.1	<b>2.2</b>	2.9	-0.7	<b>6.9</b>	6.3	0.6

**Please note:** Last Coffs Harbour Survey June 2019. ABC MID NORTH COAST not included in survey prior to 2022.

### 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.

# COFFS HARBOUR - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL 5<sup>TH</sup> APRIL 2022 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	+/-
HIT105.5 COFFS COAST	<b>24.6</b>	24.3	0.3	<b>21.2</b>	18.1	3.1	<b>27.6</b>	24.3	3.3	<b>30.4</b>	28.3	2.1	<b>19.4</b>	10.8	8.6	<b>25.7</b>	21.6	4.1
TRIPLE M COFFS COAST 106.3	<b>24.7</b>	29.0	-4.3	<b>22.4</b>	34.0	-11.6	<b>20.2</b>	29.4	-9.2	<b>17.1</b>	28.2	-11.1	<b>11.4</b>	21.5	-10.1	<b>20.8</b>	26.7	-5.9
2HC	<b>1.5</b>	4.0	-2.5	<b>2.5</b>	7.3	-4.8	<b>0.9</b>	5.3	-4.4	<b>0.4</b>	2.0	-1.6	<b>2.4</b>	8.5	-6.1	<b>1.2</b>	3.9	-2.7
ABC COFFS COAST	<b>7.8</b>	11.7	-3.9	<b>6.9</b>	8.4	-1.5	<b>5.0</b>	8.8	-3.8	<b>6.3</b>	7.2	-0.9	<b>9.8</b>	23.7	-13.9	<b>7.2</b>	13.4	-6.2
ABC MID NORTH COAST	<b>0.7</b>	-	0.7	<b>0.4</b>	-	0.4	<b>0.6</b>	-	0.6	<b>0.2</b>	-	0.2	<b>0.0</b>	-	0.0	<b>0.7</b>	-	0.7
ABC NORTH COAST	<b>0.7</b>	0.7	0.0	<b>1.3</b>	0.4	0.9	<b>0.8</b>	0.4	0.4	<b>0.2</b>	0.4	-0.2	<b>0.6</b>	1.1	-0.5	<b>0.5</b>	0.9	-0.4
ABC RN (RADIO NATIONAL)	<b>5.9</b>	5.1	0.8	<b>7.3</b>	4.9	2.4	<b>7.0</b>	5.9	1.1	<b>7.5</b>	5.2	2.3	<b>6.7</b>	6.4	0.3	<b>6.1</b>	5.6	0.5
ABC NEWSRADIO	<b>3.2</b>	0.6	2.6	<b>2.4</b>	0.2	2.2	<b>1.8</b>	0.2	1.6	<b>1.8</b>	0.4	1.4	<b>1.8</b>	1.1	0.7	<b>2.0</b>	0.7	1.3
TRIPLE J	<b>13.5</b>	13.9	-0.4	<b>12.6</b>	9.6	3.0	<b>16.6</b>	10.8	5.8	<b>19.1</b>	16.4	2.7	<b>24.8</b>	14.1	10.7	<b>18.3</b>	14.6	3.7
ABC CLASSIC	<b>1.6</b>	1.9	-0.3	<b>3.0</b>	3.8	-0.8	<b>3.7</b>	2.6	1.1	<b>3.2</b>	1.8	1.4	<b>4.9</b>	4.3	0.6	<b>3.4</b>	2.8	0.6

**Please note:** Last Coffs Harbour Survey June 2019. ABC MID NORTH COAST not included in survey prior to 2022.

### 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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EMBARGOED UNTIL 5<sup>TH</sup> APRIL 2022 AT 11AM AEST

## 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	+/-
HIT105.5 COFFS COAST	<b>313</b>	242	71	<b>64</b>	56	8	<b>115</b>	105	10	<b>80</b>	67	13	<b>80</b>	61	19	<b>39</b>	15	24	<b>14</b>	5	9
TRIPLE M COFFS COAST 106.3	<b>295</b>	302	-7	<b>30</b>	29	1	<b>69</b>	60	9	<b>42</b>	45	-3	<b>79</b>	97	-18	<b>66</b>	59	7	<b>53</b>	57	-4
2HC	<b>24</b>	56	-32	<b>1</b>	0	1	<b>1</b>	3	-2	<b>1</b>	2	-1	<b>2</b>	11	-9	<b>6</b>	13	-7	<b>14</b>	29	-15
ABC COFFS COAST	<b>117</b>	128	-11	<b>10</b>	1	9	<b>8</b>	5	3	<b>8</b>	4	4	<b>21</b>	23	-2	<b>28</b>	34	-6	<b>50</b>	65	-15
ABC MID NORTH COAST	<b>12</b>	-	12	<b>0</b>	-	0	<b>2</b>	-	2	<b>2</b>	-	2	<b>1</b>	-	1	<b>2</b>	-	2	<b>7</b>	-	7
ABC NORTH COAST	<b>12</b>	7	5	<b>1</b>	0	1	<b>1</b>	0	1	<b>1</b>	0	1	<b>2</b>	0	2	<b>2</b>	2	0	<b>6</b>	5	1
ABC RN (RADIO NATIONAL)	<b>80</b>	64	16	<b>3</b>	1	2	<b>6</b>	3	3	<b>6</b>	3	3	<b>15</b>	13	2	<b>22</b>	22	0	<b>34</b>	26	8
ABC NEWSRADIO	<b>42</b>	15	27	<b>4</b>	0	4	<b>5</b>	0	5	<b>5</b>	0	5	<b>9</b>	0	9	<b>11</b>	6	5	<b>13</b>	9	4
TRIPLE J	<b>193</b>	143	50	<b>26</b>	19	7	<b>94</b>	71	23	<b>65</b>	49	16	<b>48</b>	30	18	<b>17</b>	19	-2	<b>7</b>	5	2
ABC CLASSIC	<b>46</b>	37	9	<b>0</b>	0	0	<b>5</b>	3	2	<b>4</b>	2	2	<b>5</b>	3	2	<b>8</b>	12	-4	<b>27</b>	20	7

**Please note:** Last Coffs Harbour Survey June 2019. ABC MID NORTH COAST not included in survey prior to 2022.

### 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.

# COFFS HARBOUR - XTRA INSIGHTS - SURVEY 1: 2022



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Cumulative Audience (00's) by Session, P10+ [Potential: 809]

	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	+/-
HIT105.5 COFFS COAST	<b>214</b>	207	7	<b>135</b>	99	36	<b>183</b>	135	48	<b>179</b>	172	7	<b>37</b>	12	25	<b>183</b>	146	37
TRIPLE M COFFS COAST 106.3	<b>212</b>	241	-29	<b>136</b>	182	-46	<b>151</b>	176	-25	<b>103</b>	175	-72	<b>25</b>	23	2	<b>154</b>	183	-29
2HC	<b>16</b>	38	-22	<b>15</b>	42	-27	<b>5</b>	32	-27	<b>2</b>	18	-16	<b>4</b>	10	-6	<b>9</b>	35	-26
ABC COFFS COAST	<b>79</b>	98	-19	<b>50</b>	55	-5	<b>43</b>	57	-14	<b>41</b>	54	-13	<b>19</b>	28	-9	<b>68</b>	104	-36
ABC MID NORTH COAST	<b>8</b>	-	8	<b>4</b>	-	4	<b>5</b>	-	5	<b>1</b>	-	1	<b>0</b>	-	0	<b>4</b>	-	4
ABC NORTH COAST	<b>9</b>	6	3	<b>8</b>	2	6	<b>7</b>	2	5	<b>3</b>	2	1	<b>1</b>	1	0	<b>4</b>	7	-3
ABC RN (RADIO NATIONAL)	<b>46</b>	45	1	<b>40</b>	27	13	<b>42</b>	33	9	<b>39</b>	41	-2	<b>14</b>	11	3	<b>45</b>	49	-4
ABC NEWSRADIO	<b>28</b>	10	18	<b>15</b>	7	8	<b>15</b>	5	10	<b>14</b>	7	7	<b>4</b>	5	-1	<b>20</b>	14	6
TRIPLE J	<b>119</b>	124	-5	<b>81</b>	62	19	<b>115</b>	70	45	<b>108</b>	103	5	<b>44</b>	18	26	<b>132</b>	107	25
ABC CLASSIC	<b>21</b>	24	-3	<b>20</b>	24	-4	<b>25</b>	20	5	<b>20</b>	18	2	<b>10</b>	7	3	<b>28</b>	33	-5

**Please note:** Last Coffs Harbour Survey June 2019. ABC MID NORTH COAST not included in survey prior to 2022.

## 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.

EMBARGOED UNTIL 5<sup>TH</sup> APRIL 2022 AT 11AM AEST



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