

HORSHAM (VIC)

SURVEY #1 2022



HORSHAM - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL TUESDAY 24TH MAY 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	+/-
3WM	24.4	27.8	-3.4	11.0	10.9	0.1	9.8	12.0	-2.2	13.1	15.5	-2.4	24.8	29.4	-4.6	36.7	44.6	-7.9	35.9	37.8	-1.9
MIXX FM HORSHAM	33.8	32.0	1.8	70.3	68.7	1.6	51.7	60.6	-8.9	53.3	54.3	-1.0	41.1	31.0	10.1	21.8	14.9	6.9	3.2	1.3	1.9
ABC WIMMERA	14.4	19.3	-4.9	0.0	6.3	-6.3	3.9	2.0	1.9	4.7	2.9	1.8	9.3	19.4	-10.1	17.8	23.8	-6.0	32.7	38.5	-5.8
ABC RN (RADIO NATIONAL)	1.2	2.8	-1.6	0.0	1.6	-1.6	0.0	1.3	-1.3	0.0	1.9	-1.9	0.8	0.0	0.8	1.0	3.0	-2.0	3.2	7.0	-3.8
ABC NEWSRADIO	0.5	0.3	0.2	0.0	1.6	-1.6	0.6	0.0	0.6	0.9	0.0	0.9	0.8	0.8	0.0	0.0	0.0	0.0	0.6	0.0	0.6
TRIPLE J	8.0	4.9	3.1	7.8	0.0	7.8	22.1	16.0	6.1	13.9	15.6	-1.7	3.9	3.1	0.8	4.0	1.0	3.0	0.6	0.0	0.6
ABC CLASSIC	1.2	0.8	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.8	0.0	0.0	0.0	3.8	3.2	0.6

Please note: Last Horsham Survey conducted September 2018. ABC NewsRadio on air from 26th July 2020, previously known as ABC News. ABC Classic on air from 21st 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.

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EMBARGOED UNTIL TUESDAY 24TH MAY 2022 AT 11AM AEST

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	+/-
3WM	22.7	27.9	-5.2	29.2	34.4	-5.2	19.3	28.6	-9.3	18.4	24.7	-6.3	15.7	21.1	-5.4	21.4	27.2	-5.8
MIXX FM HORSHAM	33.4	31.1	2.3	31.2	24.4	6.8	39.0	30.4	8.6	39.0	40.0	-1.0	30.2	9.7	20.5	30.3	27.7	2.6
ABC WIMMERA	17.6	19.0	-1.4	11.8	18.5	-6.7	12.7	17.3	-4.6	12.1	14.1	-2.0	20.1	42.1	-22.0	17.5	22.5	-5.0
ABC RN (RADIO NATIONAL)	1.5	2.4	-0.9	0.2	2.5	-2.3	0.9	2.8	-1.9	0.5	2.7	-2.2	3.3	5.3	-2.0	1.5	3.6	-2.1
ABC NEWSRADIO	0.6	0.4	0.2	0.2	0.3	-0.1	0.7	0.3	0.4	0.5	0.3	0.2	1.6	0.9	0.7	1.0	0.4	0.6
TRIPLE J	8.2	5.6	2.6	8.3	6.5	1.8	8.8	6.1	2.7	11.8	6.5	5.3	10.7	5.3	5.4	7.7	4.7	3.0
ABC CLASSIC	0.9	1.0	-0.1	1.2	1.1	0.1	1.2	0.7	0.5	1.4	0.8	0.6	2.2	1.7	0.5	1.0	1.1	-0.1

Please note: Last Horsham Survey conducted September 2018. ABC NewsRadio on air from 26th July 2020, previously known as ABC News. ABC Classic on air from 21st 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			18-39			25-39			40-54			55-64			65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
3WM	227	199	28	11	10	1	34	24	10	29	22	7	51	46	5	59	52	7	72	67	5
MIXX FM HORSHAM	275	230	45	49	49	0	105	99	6	74	65	9	74	55	19	37	22	15	10	4	6
ABC WIMMERA	139	159	-20	5	7	-2	13	7	6	12	7	5	23	38	-15	32	34	-2	67	74	-7
ABC RN (RADIO NATIONAL)	17	23	-6	0	1	-1	0	2	-2	0	2	-2	2	2	0	2	4	-2	13	14	-1
ABC NEWSRADIO	8	4	4	1	1	0	2	0	2	2	0	2	1	2	-1	0	0	0	4	1	3
TRIPLE J	78	52	26	9	3	6	52	35	17	25	21	4	11	10	1	6	4	2	1	1	0
ABC CLASSIC	13	9	4	0	0	0	0	0	0	0	0	0	1	2	-1	1	1	0	11	6	5

Please note: Last Horsham Survey conducted September 2018. ABC NewsRadio on air from 26th July 2020, previously known as ABC News. ABC Classic on air from 21st 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.

Survey Period: 25th April 2022 – 14th May 2022

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Cumulative Audience (00's) by Session, P10+ [Potential: 571]

	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	+/-
3WM	140	165	-25	139	138	1	101	130	-29	83	106	-23	29	31	-2	120	141	-21
MIXX FM HORSHAM	196	183	13	149	105	44	180	148	32	157	170	-13	60	15	45	164	149	15
ABC WIMMERA	103	126	-23	52	88	-36	67	98	-31	47	74	-27	41	55	-14	96	127	-31
ABC RN (RADIO NATIONAL)	10	16	-6	7	13	-6	8	13	-5	4	13	-9	8	6	2	10	20	-10
ABC NEWSRADIO	6	4	2	1	2	-1	3	1	2	3	1	2	3	1	2	5	3	2
TRIPLE J	51	36	15	44	30	14	48	39	9	52	41	11	23	8	15	44	35	9
ABC CLASSIC	7	8	-1	7	5	2	10	4	6	8	6	2	5	3	2	7	8	-1

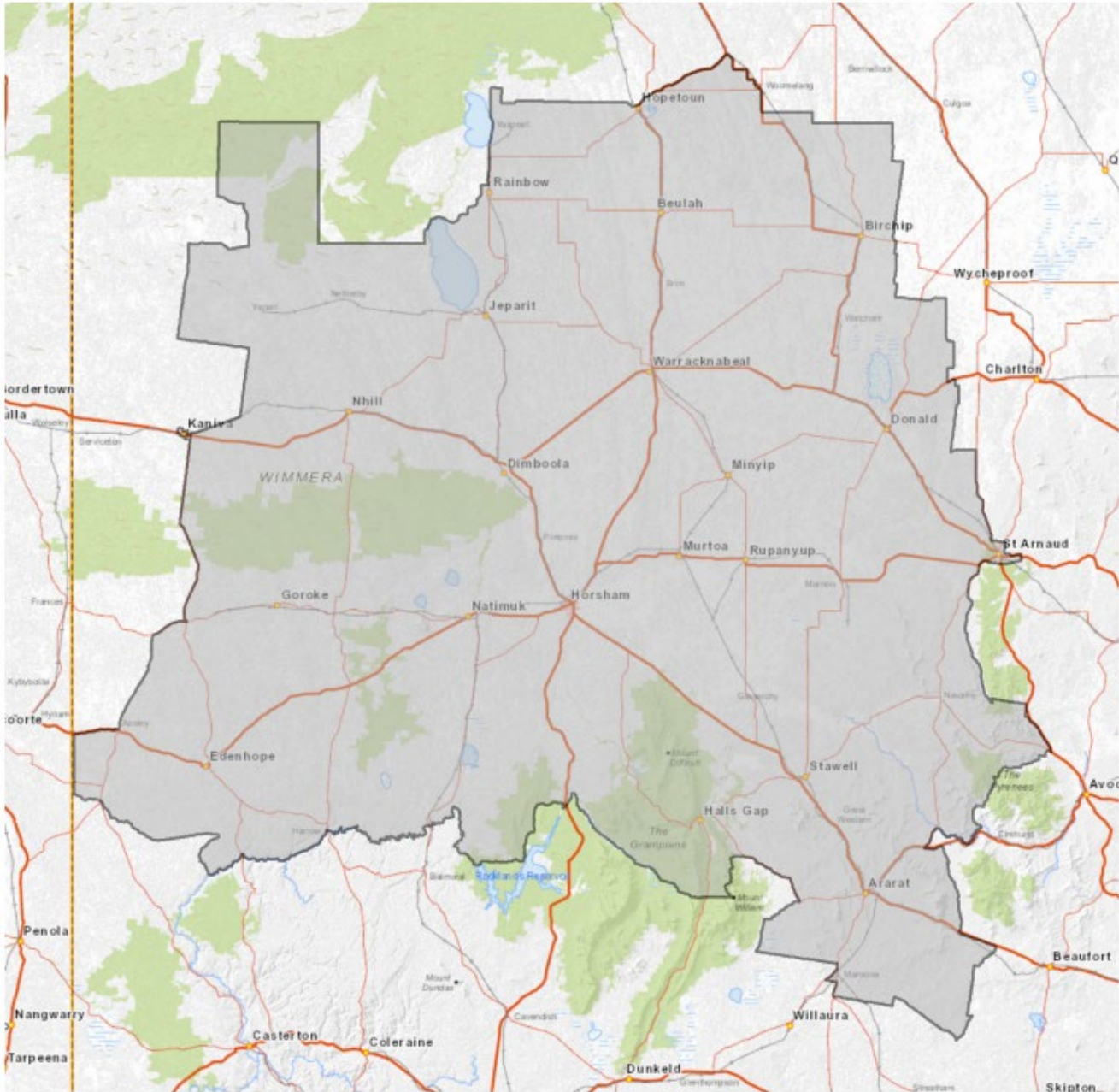
Please note: Last Horsham Survey conducted September 2018. ABC NewsRadio on air from 26th July 2020, previously known as ABC News. ABC Classic on air from 21st January 2019, previously known as ABC Classic FM.

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