

# SWAN HILL (VIC)

SURVEY #1 2022





# SWAN HILL - XTRA INSIGHTS - SURVEY 1 : 2022



EMBARGOED UNTIL TUESDAY 14<sup>TH</sup> JUNE 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	+/-
<b>3SH</b>	<b>29.0</b>	30.0	-1.0	<b>17.4</b>	16.4	1.0	<b>11.2</b>	12.4	-1.2	<b>13.4</b>	12.4	1.0	<b>19.7</b>	26.0	-6.3	<b>38.8</b>	44.9	-6.1	<b>52.9</b>	47.1	5.8
<b>MIXX FM</b>	<b>28.6</b>	29.5	-0.9	<b>47.8</b>	56.8	-9.0	<b>48.1</b>	51.0	-2.9	<b>48.7</b>	49.5	-0.8	<b>33.1</b>	37.0	-3.9	<b>18.4</b>	11.2	7.2	<b>3.9</b>	1.9	2.0
<b>ABC MILDURA-SWAN HILL</b>	<b>6.3</b>	10.5	-4.2	<b>5.7</b>	1.5	4.2	<b>0.0</b>	2.0	-2.0	<b>0.0</b>	1.9	-1.9	<b>4.7</b>	9.4	-4.7	<b>12.3</b>	13.3	-1.0	<b>10.3</b>	21.9	-11.6
<b>ABC RN (RADIO NATIONAL)</b>	<b>0.7</b>	0.3	0.4	<b>0.0</b>	1.5	-1.5	<b>0.0</b>	0.7	-0.7	<b>0.0</b>	1.0	-1.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>2.6</b>	0.0	2.6
<b>ABC NEWS</b>	<b>0.3</b>	2.3	-2.0	<b>0.0</b>	0.0	0.0	<b>0.6</b>	0.7	-0.1	<b>0.8</b>	1.0	-0.2	<b>0.8</b>	0.8	0.0	<b>0.0</b>	2.0	-2.0	<b>0.0</b>	6.4	-6.4
<b>triple j</b>	<b>7.5</b>	5.3	2.2	<b>10.2</b>	7.4	2.8	<b>15.1</b>	12.4	2.7	<b>13.4</b>	9.5	3.9	<b>9.4</b>	4.7	4.7	<b>1.0</b>	2.0	-1.0	<b>1.3</b>	0.0	1.3
<b>ABC CLASSIC FM</b>	<b>0.5</b>	0.7	-0.2	<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>0.8</b>	0.0	0.8	<b>0.0</b>	0.0	0.0	<b>1.3</b>	2.6	-1.3

**Please note:** Last Swan Hill Survey conducted August 2018.

ABC CLASSIC on air from 21<sup>st</sup> January 2019. Previously known as ABC CLASSIC FM. ABC NEWSRADIO on air from 26<sup>th</sup> July 2020. Previously known as ABC NEWS.

\*A minimum sample of n=50 is required within a sub cell to be able to produce a result.

### 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: 16<sup>th</sup> May 2022 – 4<sup>th</sup> June 2022

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# SWAN HILL - XTRA INSIGHTS - SURVEY 1 : 2022



EMBARGOED UNTIL TUESDAY 14<sup>TH</sup> JUNE 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	+/-
<b>3SH</b>	<b>28.4</b>	28.9	-0.5	<b>31.9</b>	35.8	-3.9	<b>22.6</b>	27.9	-5.3	<b>25.8</b>	24.3	1.5	<b>22.4</b>	30.7	-8.3	<b>24.0</b>	31.6	-7.6
<b>MIXX FM</b>	<b>29.5</b>	29.3	0.2	<b>27.7</b>	25.8	1.9	<b>31.0</b>	30.7	0.3	<b>34.0</b>	34.8	-0.8	<b>24.8</b>	12.9	11.9	<b>25.5</b>	23.2	2.3
<b>ABC MILDURA-SWAN HILL</b>	<b>7.6</b>	11.3	-3.7	<b>5.1</b>	10.0	-4.9	<b>5.4</b>	9.2	-3.8	<b>5.8</b>	7.2	-1.4	<b>10.8</b>	18.8	-8.0	<b>7.8</b>	12.7	-4.9
<b>ABC RN (RADIO NATIONAL)</b>	<b>0.4</b>	0.6	-0.2	<b>1.2</b>	0.0	1.2	<b>1.0</b>	0.0	1.0	<b>0.3</b>	0.6	-0.3	<b>1.1</b>	0.0	1.1	<b>0.4</b>	0.5	-0.1
<b>ABC NEWS</b>	<b>0.6</b>	2.2	-1.6	<b>0.5</b>	1.5	-1.0	<b>0.5</b>	1.6	-1.1	<b>0.3</b>	2.0	-1.7	<b>0.5</b>	5.9	-5.4	<b>0.2</b>	2.4	-2.2
<b>triple j</b>	<b>7.0</b>	5.8	1.2	<b>5.6</b>	5.0	0.6	<b>7.7</b>	6.5	1.2	<b>7.0</b>	8.4	-1.4	<b>8.1</b>	3.9	4.2	<b>8.1</b>	5.7	2.4
<b>ABC CLASSIC FM</b>	<b>0.4</b>	0.2	0.2	<b>0.2</b>	0.9	-0.7	<b>0.2</b>	1.1	-0.9	<b>0.0</b>	0.9	-0.9	<b>0.0</b>	0.0	0.0	<b>0.4</b>	0.5	-0.1

**Please note:** Last Swan Hill Survey conducted August 2018.

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\*A minimum sample of n=50 is required within a sub cell to be able to produce a result.

## 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: 16<sup>th</sup> May 2022 – 4<sup>th</sup> June 2022

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# SWAN HILL - XTRA INSIGHTS - SURVEY 1 : 2022



EMBARGOED UNTIL TUESDAY 14<sup>TH</sup> JUNE 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	+/-
<b>3SH</b>	<b>166</b>	156	10	<b>14</b>	8	6	<b>20</b>	21	-1	<b>17</b>	16	1	<b>30</b>	36	-6	<b>35</b>	36	-1	<b>67</b>	55	12
<b>MIXX FM</b>	<b>150</b>	136	14	<b>26</b>	27	-1	<b>63</b>	56	7	<b>43</b>	38	5	<b>36</b>	38	-2	<b>18</b>	12	6	<b>6</b>	3	3
<b>ABC MILDURA-SWAN HILL</b>	<b>48</b>	60	-12	<b>4</b>	1	3	<b>2</b>	2	0	<b>2</b>	1	1	<b>10</b>	13	-3	<b>13</b>	14	-1	<b>19</b>	31	-12
<b>ABC RN (RADIO NATIONAL)</b>	<b>6</b>	2	4	<b>0</b>	1	-1	<b>0</b>	1	-1	<b>0</b>	1	-1	<b>1</b>	0	1	<b>1</b>	1	0	<b>4</b>	0	4
<b>ABC NEWS</b>	<b>3</b>	14	-11	<b>0</b>	0	0	<b>1</b>	1	0	<b>1</b>	1	0	<b>2</b>	1	1	<b>0</b>	3	-3	<b>0</b>	8	-8
<b>triple j</b>	<b>48</b>	34	14	<b>5</b>	4	1	<b>29</b>	21	8	<b>18</b>	12	6	<b>10</b>	7	3	<b>3</b>	2	1	<b>1</b>	0	1
<b>ABC CLASSIC FM</b>	<b>3</b>	7	-4	<b>0</b>	0	0	<b>0</b>	0	0	<b>0</b>	0	0	<b>1</b>	1	0	<b>0</b>	1	-1	<b>3</b>	5	-2

**Please note:** Last Swan Hill Survey conducted August 2018.

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\*A minimum sample of n=50 is required within a sub cell to be able to produce a result.

### 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: 16<sup>th</sup> May 2022 – 4<sup>th</sup> June 2022

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# SWAN HILL - XTRA INSIGHTS - SURVEY 1 : 2022



EMBARGOED UNTIL TUESDAY 14<sup>TH</sup> JUNE 2022 AT 11AM AEST

Cumulative Audience (00's) by Session, P10+ [Potential: 385]

	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	+/-
<b>3SH</b>	<b>103</b>	119	-16	<b>94</b>	95	-1	<b>77</b>	89	-12	<b>74</b>	68	6	<b>30</b>	23	7	<b>94</b>	102	-8
<b>MIXX FM</b>	<b>101</b>	110	-9	<b>81</b>	67	14	<b>96</b>	84	12	<b>93</b>	91	2	<b>31</b>	12	19	<b>88</b>	78	10
<b>ABC MILDURA-SWAN HILL</b>	<b>29</b>	47	-18	<b>15</b>	30	-15	<b>18</b>	32	-14	<b>17</b>	25	-8	<b>15</b>	14	1	<b>33</b>	46	-13
<b>ABC RN (RADIO NATIONAL)</b>	<b>3</b>	2	1	<b>4</b>	0	4	<b>3</b>	0	3	<b>1</b>	1	0	<b>3</b>	0	3	<b>2</b>	1	1
<b>ABC NEWS</b>	<b>2</b>	10	-8	<b>1</b>	5	-4	<b>1</b>	6	-5	<b>1</b>	6	-5	<b>1</b>	5	-4	<b>1</b>	10	-9
<b>triple j</b>	<b>28</b>	28	0	<b>21</b>	19	2	<b>27</b>	23	4	<b>22</b>	28	-6	<b>11</b>	4	7	<b>29</b>	21	8
<b>ABC CLASSIC FM</b>	<b>2</b>	4	-2	<b>2</b>	3	-1	<b>1</b>	5	-4	<b>1</b>	3	-2	<b>0</b>	2	-2	<b>3</b>	5	-2

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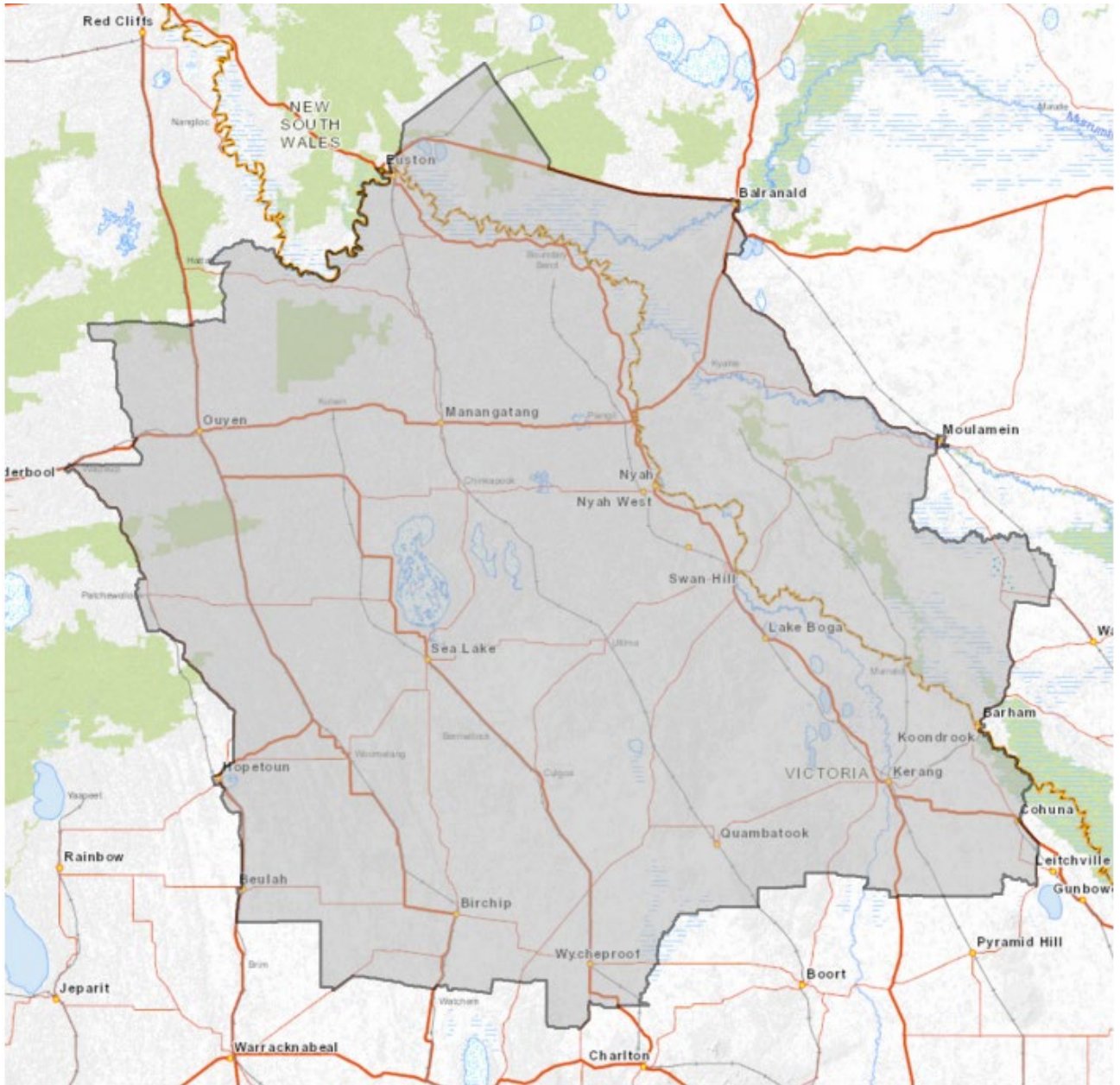
## Cumulative Audience (00's)

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: 16<sup>th</sup> May 2022 – 4<sup>th</sup> June 2022

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**EMBARGOED UNTIL TUESDAY 14TH JUNE 2022 AT 11AM AEST**



SWAN HILL Survey Coverage Area based on Commercial Radio Australia's Licence Area Profile.