

# PORT MACQUARIE (NSW)

SURVEY #1 2024



**xtra** insights

# PORT MACQUARIE - XTRA INSIGHTS - SURVEY 1: 2024



EMBARGOED UNTIL THURSDAY 11TH APRIL 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	+/-
HIT 102.3 & 105.1 Mid North Coast	<b>22.0</b>	21.5	0.5	<b>46.0</b>	46.6	-0.6	<b>38.8</b>	37.0	1.8	<b>39.2</b>	35.2	4.0	<b>24.1</b>	26.1	-2.0	<b>10.8</b>	14.1	-3.3	<b>5.9</b>	0.9	5.0
Triple M Mid North Coast 100.7 & 106.7	<b>28.7</b>	31.8	-3.1	<b>18.0</b>	21.3	-3.3	<b>21.2</b>	19.3	1.9	<b>23.7</b>	22.2	1.5	<b>40.1</b>	38.4	1.7	<b>43.6</b>	45.9	-2.3	<b>23.4</b>	32.2	-8.8
FM 93.5 RADIO 531	<b>2.2</b>	2.4	-0.2	<b>0.0</b>	1.0	-1.0	<b>0.9</b>	0.0	0.9	<b>1.3</b>	0.0	1.3	<b>0.0</b>	0.0	0.0	<b>1.5</b>	3.7	-2.2	<b>5.5</b>	5.6	-0.1
ABC Mid North Coast	<b>8.6</b>	7.7	0.9	<b>0.0</b>	1.2	-1.2	<b>0.9</b>	1.1	-0.2	<b>1.3</b>	1.6	-0.3	<b>3.8</b>	5.2	-1.4	<b>13.9</b>	8.1	5.8	<b>17.3</b>	16.9	0.4
ABC RN (Radio National)	<b>4.6</b>	4.6	0.0	<b>4.1</b>	0.0	4.1	<b>1.2</b>	1.1	0.1	<b>0.9</b>	1.6	-0.7	<b>1.3</b>	4.6	-3.3	<b>2.4</b>	4.4	-2.0	<b>10.3</b>	9.1	1.2
ABC NewsRadio	<b>1.1</b>	0.6	0.5	<b>0.0</b>	0.0	0.0	<b>1.2</b>	0.0	1.2	<b>1.7</b>	0.0	1.7	<b>0.7</b>	0.6	0.1	<b>0.8</b>	0.0	0.8	<b>2.0</b>	1.7	0.3
triple j	<b>11.9</b>	13.5	-1.6	<b>22.5</b>	25.5	-3.0	<b>25.6</b>	30.7	-5.1	<b>19.4</b>	27.9	-8.5	<b>11.2</b>	10.4	0.8	<b>6.3</b>	7.4	-1.1	<b>1.6</b>	1.3	0.3
ABC Classic	<b>1.5</b>	2.9	-1.4	<b>0.0</b>	1.2	-1.2	<b>0.5</b>	1.1	-0.6	<b>0.7</b>	0.8	-0.1	<b>0.7</b>	0.6	0.1	<b>0.0</b>	1.5	-1.5	<b>3.9</b>	7.4	-3.5

### 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: 11th March 2024 - 30th March 2024

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# PORT MACQUARIE - XTRA INSIGHTS - SURVEY 1: 2024



EMBARGOED UNTIL THURSDAY 11TH APRIL 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	+/-
HIT 102.3 & 105.1 Mid North Coast	<b>24.6</b>	24.0	0.6	<b>17.5</b>	19.6	-2.1	<b>22.4</b>	26.9	-4.5	<b>24.6</b>	28.1	-3.5	<b>16.1</b>	18.9	-2.8	<b>20.8</b>	23.2	-2.4
Triple M Mid North Coast 100.7 & 106.7	<b>28.8</b>	31.6	-2.8	<b>30.2</b>	35.4	-5.2	<b>28.5</b>	24.7	3.8	<b>27.5</b>	25.8	1.7	<b>20.0</b>	15.6	4.4	<b>28.9</b>	24.6	4.3
FM 93.5 RADIO 531	<b>1.8</b>	1.8	0.0	<b>3.6</b>	3.4	0.2	<b>2.6</b>	2.5	0.1	<b>3.3</b>	2.1	1.2	<b>3.1</b>	4.9	-1.8	<b>1.9</b>	2.4	-0.5
ABC Mid North Coast	<b>8.5</b>	10.5	-2.0	<b>8.2</b>	6.7	1.5	<b>6.8</b>	6.2	0.6	<b>4.9</b>	5.7	-0.8	<b>15.4</b>	12.3	3.1	<b>10.7</b>	10.5	0.2
ABC RN (Radio National)	<b>5.1</b>	4.4	0.7	<b>4.8</b>	4.1	0.7	<b>5.3</b>	3.6	1.7	<b>3.9</b>	6.1	-2.2	<b>6.2</b>	9.8	-3.6	<b>4.8</b>	5.4	-0.6
ABC NewsRadio	<b>1.2</b>	0.7	0.5	<b>1.0</b>	0.6	0.4	<b>1.0</b>	0.8	0.2	<b>1.1</b>	0.2	0.9	<b>3.2</b>	1.2	2.0	<b>0.6</b>	1.0	-0.4
triple j	<b>10.5</b>	12.4	-1.9	<b>10.4</b>	12.5	-2.1	<b>13.5</b>	15.5	-2.0	<b>15.9</b>	15.4	0.5	<b>11.9</b>	13.1	-1.2	<b>10.9</b>	14.8	-3.9
ABC Classic	<b>1.2</b>	2.7	-1.5	<b>1.2</b>	3.2	-2.0	<b>1.4</b>	2.7	-1.3	<b>1.8</b>	3.6	-1.8	<b>4.2</b>	3.7	0.5	<b>1.9</b>	2.9	-1.0

### 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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# PORT MACQUARIE - XTRA INSIGHTS - SURVEY 1: 2024



EMBARGOED UNTIL THURSDAY 11TH APRIL 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	+/-
HIT 102.3 & 105.1 Mid North Coast	<b>470</b>	436	34	<b>89</b>	83	6	<b>183</b>	161	22	<b>128</b>	101	27	<b>112</b>	119	-7	<b>45</b>	58	-13	<b>41</b>	15	26
Triple M Mid North Coast 100.7 & 106.7	<b>622</b>	628	-6	<b>57</b>	63	-6	<b>134</b>	97	37	<b>92</b>	66	26	<b>150</b>	167	-17	<b>138</b>	144	-6	<b>143</b>	156	-13
FM 93.5 RADIO 531	<b>65</b>	64	1	<b>0</b>	3	-3	<b>3</b>	0	3	<b>3</b>	0	3	<b>7</b>	5	2	<b>8</b>	19	-11	<b>47</b>	37	10
ABC Mid North Coast	<b>193</b>	215	-22	<b>0</b>	11	-11	<b>7</b>	8	-1	<b>4</b>	6	-2	<b>22</b>	31	-9	<b>45</b>	50	-5	<b>119</b>	114	5
ABC RN (Radio National)	<b>96</b>	112	-16	<b>12</b>	5	7	<b>7</b>	6	1	<b>5</b>	6	-1	<b>12</b>	28	-16	<b>9</b>	29	-20	<b>57</b>	43	14
ABC NewsRadio	<b>46</b>	35	11	<b>5</b>	0	5	<b>7</b>	5	2	<b>7</b>	5	2	<b>3</b>	6	-3	<b>10</b>	3	7	<b>21</b>	21	0
triple j	<b>272</b>	268	4	<b>47</b>	42	5	<b>118</b>	125	-7	<b>69</b>	82	-13	<b>57</b>	52	5	<b>23</b>	37	-14	<b>28</b>	11	17
ABC Classic	<b>38</b>	56	-18	<b>0</b>	2	-2	<b>3</b>	6	-3	<b>3</b>	3	0	<b>5</b>	6	-1	<b>2</b>	5	-3	<b>28</b>	37	-9

### 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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EMBARGOED UNTIL THURSDAY 11TH APRIL AT 11AM AEST

Cumulative Audience (00's) by Session, P10+ [Potential: 1392]

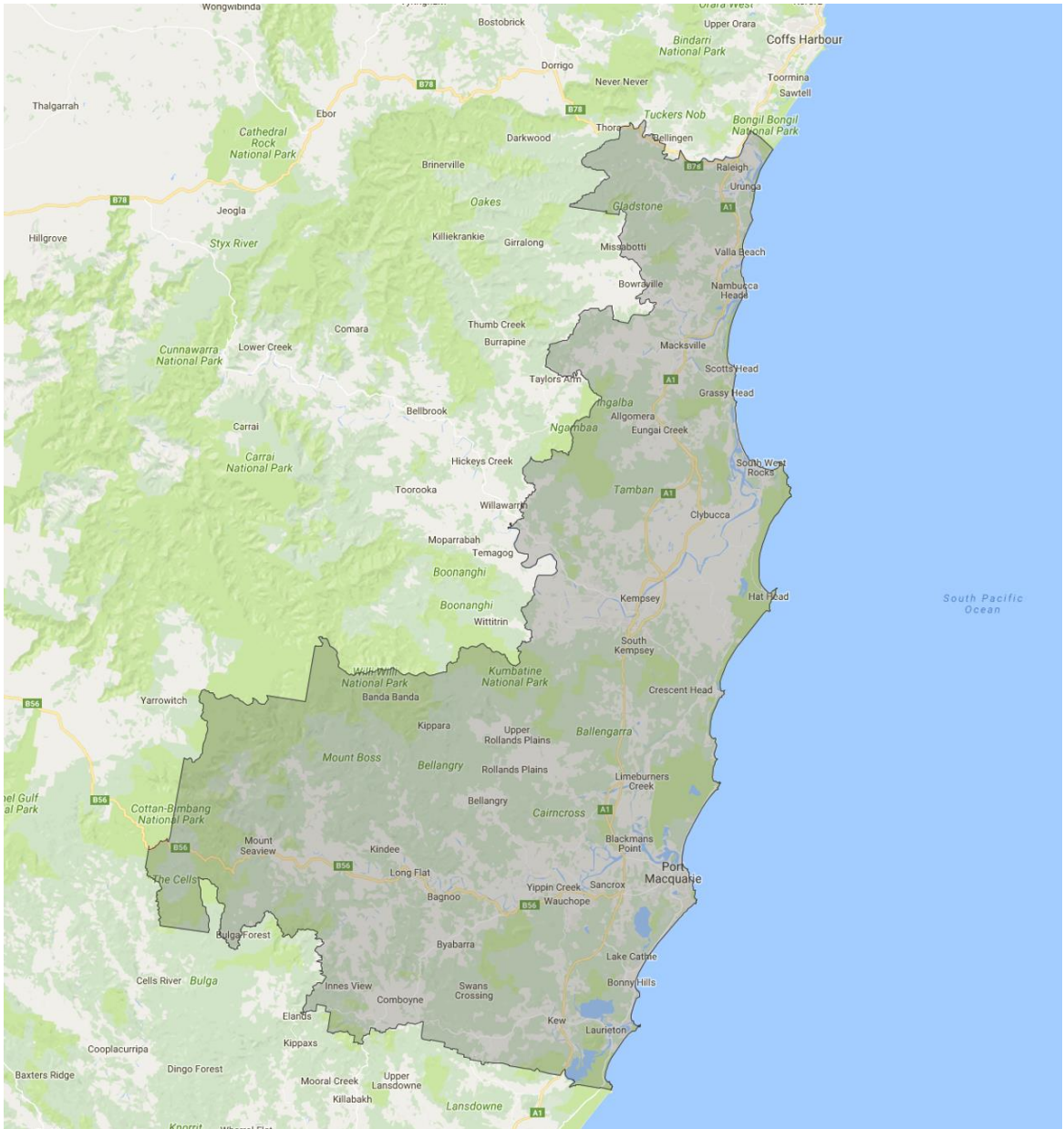
	Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5.30am-9.00am			Mon-Fri 9.00am-12.00pm			Mon-Fri 12.00pm-4.00pm			Mon-Fri 4.00pm-7.00pm			Mon-Fri 7.00pm-12.00mn			Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT 102.3 & 105.1 Mid North Coast	<b>326</b>	317	9	<b>192</b>	211	-19	<b>244</b>	270	-26	<b>245</b>	234	11	<b>54</b>	60	-6	<b>255</b>	273	-18
Triple M Mid North Coast 100.7 & 106.7	<b>409</b>	416	-7	<b>313</b>	368	-55	<b>309</b>	275	34	<b>269</b>	212	57	<b>62</b>	50	12	<b>358</b>	302	56
FM 93.5 RADIO 531	<b>27</b>	38	-11	<b>39</b>	34	5	<b>26</b>	26	0	<b>27</b>	16	11	<b>12</b>	16	-4	<b>22</b>	29	-7
ABC Mid North Coast	<b>126</b>	143	-17	<b>89</b>	74	15	<b>67</b>	79	-12	<b>50</b>	62	-12	<b>51</b>	37	14	<b>119</b>	130	-11
ABC RN (Radio National)	<b>65</b>	67	-2	<b>48</b>	43	5	<b>52</b>	43	9	<b>39</b>	52	-13	<b>22</b>	30	-8	<b>58</b>	73	-15
ABC NewsRadio	<b>25</b>	22	3	<b>14</b>	8	6	<b>15</b>	10	5	<b>15</b>	8	7	<b>11</b>	5	6	<b>11</b>	21	-10
triple j	<b>167</b>	161	6	<b>131</b>	145	-14	<b>162</b>	171	-9	<b>144</b>	129	15	<b>36</b>	40	-4	<b>138</b>	166	-28
ABC Classic	<b>19</b>	34	-15	<b>17</b>	34	-17	<b>19</b>	26	-7	<b>21</b>	31	-10	<b>12</b>	11	1	<b>24</b>	37	-13

## 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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Port Macquarie Survey Coverage Area based on ACMA RA1 Areas 687 & 374.