

COFFS HARBOUR (NSW)

SURVEY #1 2025



xtra insights

COFFS HARBOUR - XTRA INSIGHTS - SURVEY 1: 2025



EMBARGOED UNTIL TUESDAY 15TH APRIL 2025 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	22.0	24.7	-2.7	38.9	55.3	-16.4	36.2	35.5	0.7	33.4	35.2	-1.8	22.0	24.9	-2.9	15.8	15.6	0.2	4.3	4.2	0.1
TRIPLE M COFFS COAST 106.3	24.2	23.8	0.4	16.5	16.1	0.4	21.4	17.6	3.8	22.1	14.2	7.9	29.9	32.2	-2.3	29.2	33.4	-4.2	23.2	19.6	3.6
2HC	1.0	1.7	-0.7	0.0	1.1	-1.1	0.0	0.4	-0.4	0.0	0.6	-0.6	0.7	1.1	-0.4	1.0	0.7	0.3	2.5	4.8	-2.3
ABC COFFS COAST	8.2	7.7	0.5	3.0	6.9	-3.9	1.3	1.2	0.1	0.9	1.8	-0.9	7.1	4.5	2.6	11.8	8.8	3.0	16.0	17.4	-1.4
ABC MID NORTH COAST	1.2	0.5	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	1.7	2.1	0.7	1.4	1.9	1.6	0.3
ABC NORTH COAST	0.3	0.6	-0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	2.7	-1.5
ABC RADIO NATIONAL	7.5	6.5	1.0	0.0	1.1	-1.1	0.5	1.9	-1.4	0.7	2.7	-2.0	6.2	6.2	0.0	13.6	11.1	2.5	14.9	11.1	3.8
ABC NEWSRADIO	1.9	2.8	-0.9	0.0	2.2	-2.2	1.9	1.2	0.7	2.6	1.7	0.9	4.6	2.3	2.3	0.0	3.7	-3.7	1.9	4.8	-2.9
triple j	13.7	14.4	-0.7	27.3	15.1	12.2	25.3	30.4	-5.1	22.6	29.9	-7.3	13.7	14.1	-0.4	6.2	8.2	-2.0	0.6	1.1	-0.5
ABC CLASSIC	2.0	2.3	-0.3	1.4	0.0	1.4	3.4	1.3	2.1	4.6	1.1	3.5	0.8	0.0	0.8	0.0	2.2	-2.2	3.1	6.9	-3.8

Please note, the percentage balance of Station Listened to Most not reported in this table is the total amount of all Other listening and represents multiple stations. This includes local narrowcasters, community, and out of market radio listening either via App, online streaming, DAB+ or AM/FM transmitter.

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: 10th March 2025 – 5th April 2025

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EMBARGOED UNTIL TUESDAY 15TH APRIL 2025 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	23.5	24.6	-1.1	15.7	21.2	-5.5	18.8	27.6	-8.8	27.4	30.4	-3.0	16.0	19.4	-3.4	19.4	25.7	-6.3
TRIPLE M COFFS COAST 106.3	24.2	24.7	-0.5	21.1	22.4	-1.3	22.9	20.2	2.7	21.6	17.1	4.5	20.0	11.4	8.6	21.2	20.8	0.4
2HC	0.8	1.5	-0.7	1.7	2.5	-0.8	1.5	0.9	0.6	0.8	0.4	0.4	2.0	2.4	-0.4	1.2	1.2	0.0
ABC COFFS COAST	9.1	7.8	1.3	10.6	6.9	3.7	7.8	5.0	2.8	5.0	6.3	-1.3	11.2	9.8	1.4	9.2	7.2	2.0
ABC MID NORTH COAST	1.2	0.7	0.5	1.3	0.4	0.9	1.5	0.6	0.9	0.8	0.2	0.6	0.0	0.0	0.0	1.0	0.7	0.3
ABC NORTH COAST	0.4	0.7	-0.3	0.3	1.3	-1.0	0.0	0.8	-0.8	0.0	0.2	-0.2	0.0	0.6	-0.6	0.5	0.5	0.0
ABC RADIO NATIONAL	7.2	5.9	1.3	7.9	7.3	0.6	5.8	7.0	-1.2	7.5	7.5	0.0	15.1	6.7	8.4	7.0	6.1	0.9
ABC NEWSRADIO	2.4	3.2	-0.8	1.7	2.4	-0.7	2.4	1.8	0.6	2.6	1.8	0.8	2.1	1.8	0.3	1.9	2.0	-0.1
triple j	13.4	13.5	-0.1	12.6	12.6	0.0	14.6	16.6	-2.0	14.7	19.1	-4.4	8.7	24.8	-16.1	14.5	18.3	-3.8
ABC CLASSIC	1.6	1.6	0.0	2.0	3.0	-1.0	2.4	3.7	-1.3	1.8	3.2	-1.4	1.1	4.9	-3.8	2.7	3.4	-0.7

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	+/-
HIT105.5 COFFS COAST	285	313	-28	59	64	-5	100	115	-15	72	80	-8	67	80	-13	39	39	0	20	14	6
TRIPLE M COFFS COAST 106.3	297	295	2	23	30	-7	75	69	6	56	42	14	80	79	1	50	66	-16	70	53	17
2HC	20	24	-4	0	1	-1	1	1	0	1	1	0	5	2	3	4	6	-2	10	14	-4
ABC COFFS COAST	143	117	26	7	10	-3	13	8	5	10	8	2	26	21	5	32	28	4	64	50	14
ABC MID NORTH COAST	17	12	5	0	0	0	0	2	-2	0	2	-2	6	1	5	4	2	2	7	7	0
ABC NORTH COAST	5	12	-7	0	1	-1	0	1	-1	0	1	-1	0	2	-2	3	2	1	3	6	-3
ABC RADIO NATIONAL	110	80	30	9	3	6	6	6	0	6	6	0	15	15	0	27	22	5	54	34	20
ABC NEWSRADIO	29	42	-13	1	4	-3	4	5	-1	4	5	-1	8	9	-1	1	11	-10	14	13	1
triple j	181	193	-12	31	26	5	83	94	-11	56	65	-9	43	48	-5	18	17	1	5	7	-2
ABC CLASSIC	35	46	-11	1	0	1	7	5	2	7	4	3	3	5	-2	9	8	1	16	27	-11

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: 853]

	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	204	214	-10	77	135	-58	109	183	-74	153	179	-26	23	37	-14	148	183	-35
TRIPLE M COFFS COAST 106.3	192	212	-20	101	136	-35	131	151	-20	131	103	28	29	25	4	162	154	8
2HC	10	16	-6	10	15	-5	15	5	10	6	2	4	3	4	-1	8	9	-1
ABC COFFS COAST	92	79	13	54	50	4	52	43	9	38	41	-3	15	19	-4	75	68	7
ABC MID NORTH COAST	11	8	3	6	4	2	8	5	3	4	1	3	0	0	0	7	4	3
ABC NORTH COAST	4	9	-5	1	8	-7	1	7	-6	0	3	-3	0	1	-1	3	4	-1
ABC RADIO NATIONAL	65	46	19	48	40	8	38	42	-4	48	39	9	24	14	10	61	45	16
ABC NEWSRADIO	21	28	-7	11	15	-4	14	15	-1	14	14	0	4	4	0	17	20	-3
triple j	112	119	-7	66	81	-15	90	115	-25	92	108	-16	18	44	-26	115	132	-17
ABC CLASSIC	19	21	-2	11	20	-9	13	25	-12	10	20	-10	1	10	-9	24	28	-4

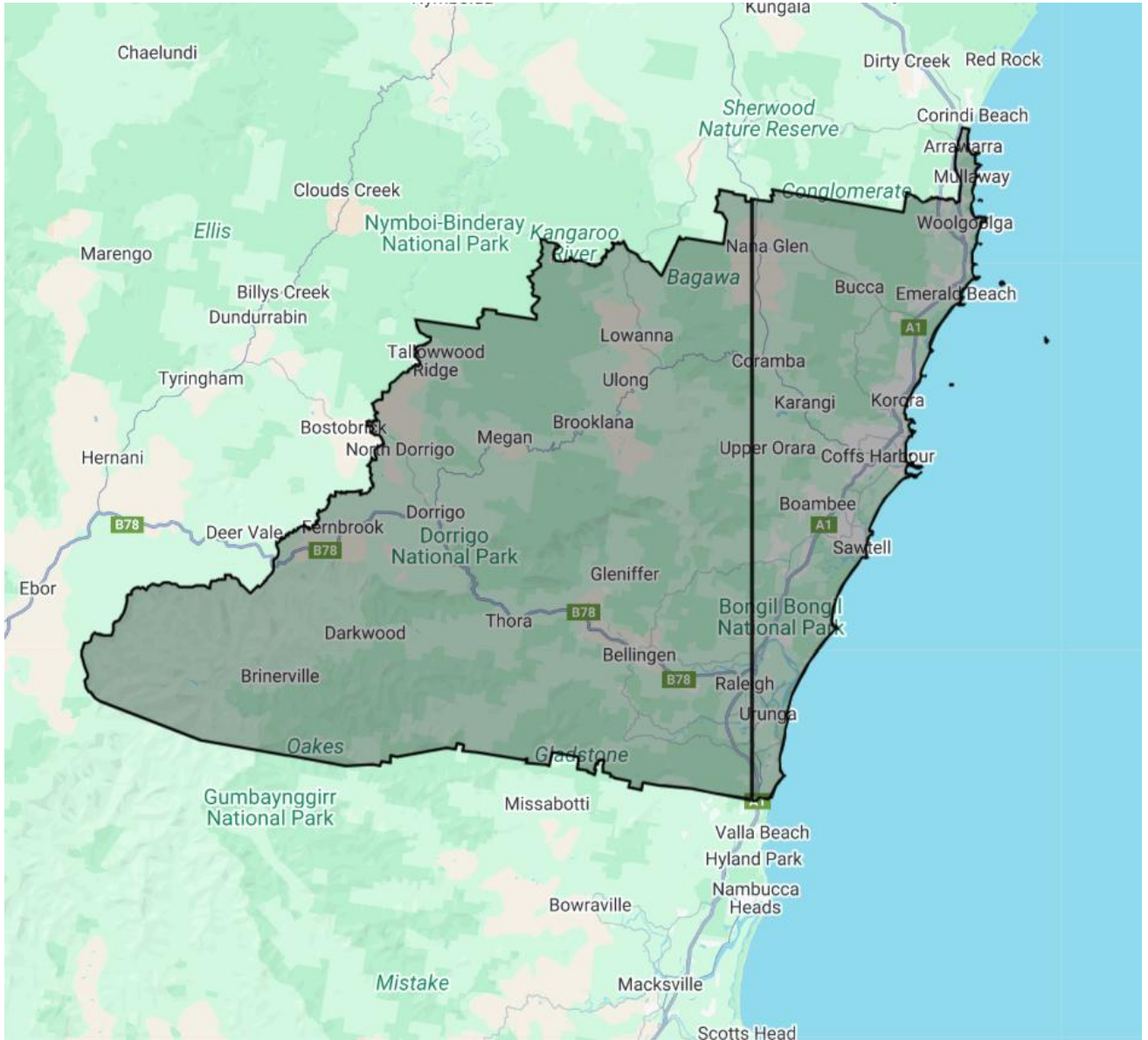
Cumulative Audience (00's)

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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COFFS HARBOUR Survey Coverage Area based on Commercial Radio & Audio's Licence Area Profile.