

COFFS HARBOUR (NSW)

SURVEY #1 2022



COFFS HARBOUR - XTRA INSIGHTS - SURVEY 1: 2022



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

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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	24.6	24.3	0.3	21.2	18.1	3.1	27.6	24.3	3.3	30.4	28.3	2.1	19.4	10.8	8.6	25.7	21.6	4.1
TRIPLE M COFFS COAST 106.3	24.7	29.0	-4.3	22.4	34.0	-11.6	20.2	29.4	-9.2	17.1	28.2	-11.1	11.4	21.5	-10.1	20.8	26.7	-5.9
2HC	1.5	4.0	-2.5	2.5	7.3	-4.8	0.9	5.3	-4.4	0.4	2.0	-1.6	2.4	8.5	-6.1	1.2	3.9	-2.7
ABC COFFS COAST	7.8	11.7	-3.9	6.9	8.4	-1.5	5.0	8.8	-3.8	6.3	7.2	-0.9	9.8	23.7	-13.9	7.2	13.4	-6.2
ABC MID NORTH COAST	0.7	-	0.7	0.4	-	0.4	0.6	-	0.6	0.2	-	0.2	0.0	-	0.0	0.7	-	0.7
ABC NORTH COAST	0.7	0.7	0.0	1.3	0.4	0.9	0.8	0.4	0.4	0.2	0.4	-0.2	0.6	1.1	-0.5	0.5	0.9	-0.4
ABC RN (RADIO NATIONAL)	5.9	5.1	0.8	7.3	4.9	2.4	7.0	5.9	1.1	7.5	5.2	2.3	6.7	6.4	0.3	6.1	5.6	0.5
ABC NEWSRADIO	3.2	0.6	2.6	2.4	0.2	2.2	1.8	0.2	1.6	1.8	0.4	1.4	1.8	1.1	0.7	2.0	0.7	1.3
TRIPLE J	13.5	13.9	-0.4	12.6	9.6	3.0	16.6	10.8	5.8	19.1	16.4	2.7	24.8	14.1	10.7	18.3	14.6	3.7
ABC CLASSIC	1.6	1.9	-0.3	3.0	3.8	-0.8	3.7	2.6	1.1	3.2	1.8	1.4	4.9	4.3	0.6	3.4	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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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	313	242	71	64	56	8	115	105	10	80	67	13	80	61	19	39	15	24	14	5	9
TRIPLE M COFFS COAST 106.3	295	302	-7	30	29	1	69	60	9	42	45	-3	79	97	-18	66	59	7	53	57	-4
2HC	24	56	-32	1	0	1	1	3	-2	1	2	-1	2	11	-9	6	13	-7	14	29	-15
ABC COFFS COAST	117	128	-11	10	1	9	8	5	3	8	4	4	21	23	-2	28	34	-6	50	65	-15
ABC MID NORTH COAST	12	-	12	0	-	0	2	-	2	2	-	2	1	-	1	2	-	2	7	-	7
ABC NORTH COAST	12	7	5	1	0	1	1	0	1	1	0	1	2	0	2	2	2	0	6	5	1
ABC RN (RADIO NATIONAL)	80	64	16	3	1	2	6	3	3	6	3	3	15	13	2	22	22	0	34	26	8
ABC NEWSRADIO	42	15	27	4	0	4	5	0	5	5	0	5	9	0	9	11	6	5	13	9	4
TRIPLE J	193	143	50	26	19	7	94	71	23	65	49	16	48	30	18	17	19	-2	7	5	2
ABC CLASSIC	46	37	9	0	0	0	5	3	2	4	2	2	5	3	2	8	12	-4	27	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.

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

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