

COLAC (MIC)

SURVEY #1 2023



COLAC - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL TUESDAY 15TH AUGUST AT 11AM AEST

Station Listened to Most (%), Monday to Sunday

	10+	10-17	18-39	25-39	40-54	55-64	65+
3CS	11.8	1.4	3.0	3.0	5.2	13.7	28.5
MIXX FM	37.6	62.9	59.5	59.7	44.8	31.9	3.7
ABC RADIO MELBOURNE	11.4	5.4	2.8	3.9	6.0	14.1	24.6
ABC RN (RADIO NATIONAL)	2.4	0.0	0.0	0.0	1.5	4.9	4.9
ABC NEWS	0.2	0.0	0.0	0.0	0.8	0.0	0.0
triple j	5.3	12.3	8.6	7.0	6.1	2.9	0.0
ABC CLASSIC FM	0.7	0.0	0.7	1.0	0.0	0.0	1.9

Please note: The 2023 Survey Area differs from the 2018 Survey Area, resulting in changes to the Population Potential. This should also be noted for any results comparisons with previous surveys.

*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.

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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
3CS	11.9	14.7	12.0	8.1	14.0	12.7
MIXX FM	39.2	35.5	41.6	38.6	28.3	32.6
ABC RADIO MELBOURNE	12.3	11.0	10.1	11.2	13.3	12.3
ABC RN (RADIO NATIONAL)	2.6	0.9	1.9	1.3	2.6	2.5
ABC NEWS	0.2	0.0	0.0	0.0	0.5	0.0
triple j	5.4	3.3	4.5	6.8	5.0	6.2
ABC CLASSIC FM	0.4	1.0	0.7	0.6	0.5	0.7

Please note: The 2023 Survey Area differs from the 2018 Survey Area, resulting in changes to the Population Potential. This should also be noted for any results comparisons with previous surveys.

*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.

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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+
3CS	89	4	9	7	15	18	43
MIXX FM	201	33	74	53	49	32	14
ABC RADIO MELBOURNE	83	4	4	4	13	16	46
ABC RN (RADIO NATIONAL)	20	1	0	0	3	4	13
ABC NEWS	3	0	0	0	1	1	1
triple j	40	7	20	12	8	3	1
ABC CLASSIC FM	8	0	1	1	1	1	6

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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: 17th July 2023 – 5th August 2023

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EMBARGOED UNTIL TUESDAY 15TH AUGUST AT 11AM AEST

Cumulative Audience (00's) by Session, P10+ [Potential: 402]

	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
3CS	55	49	43	27	19	52
MIXX FM	156	115	141	106	36	118
ABC RADIO MELBOURNE	50	39	33	31	19	50
ABC RN (RADIO NATIONAL)	10	5	8	5	5	12
ABC NEWS	1	1	0	0	1	1
triple j	23	15	20	22	7	23
ABC CLASSIC FM	3	3	3	1	1	5

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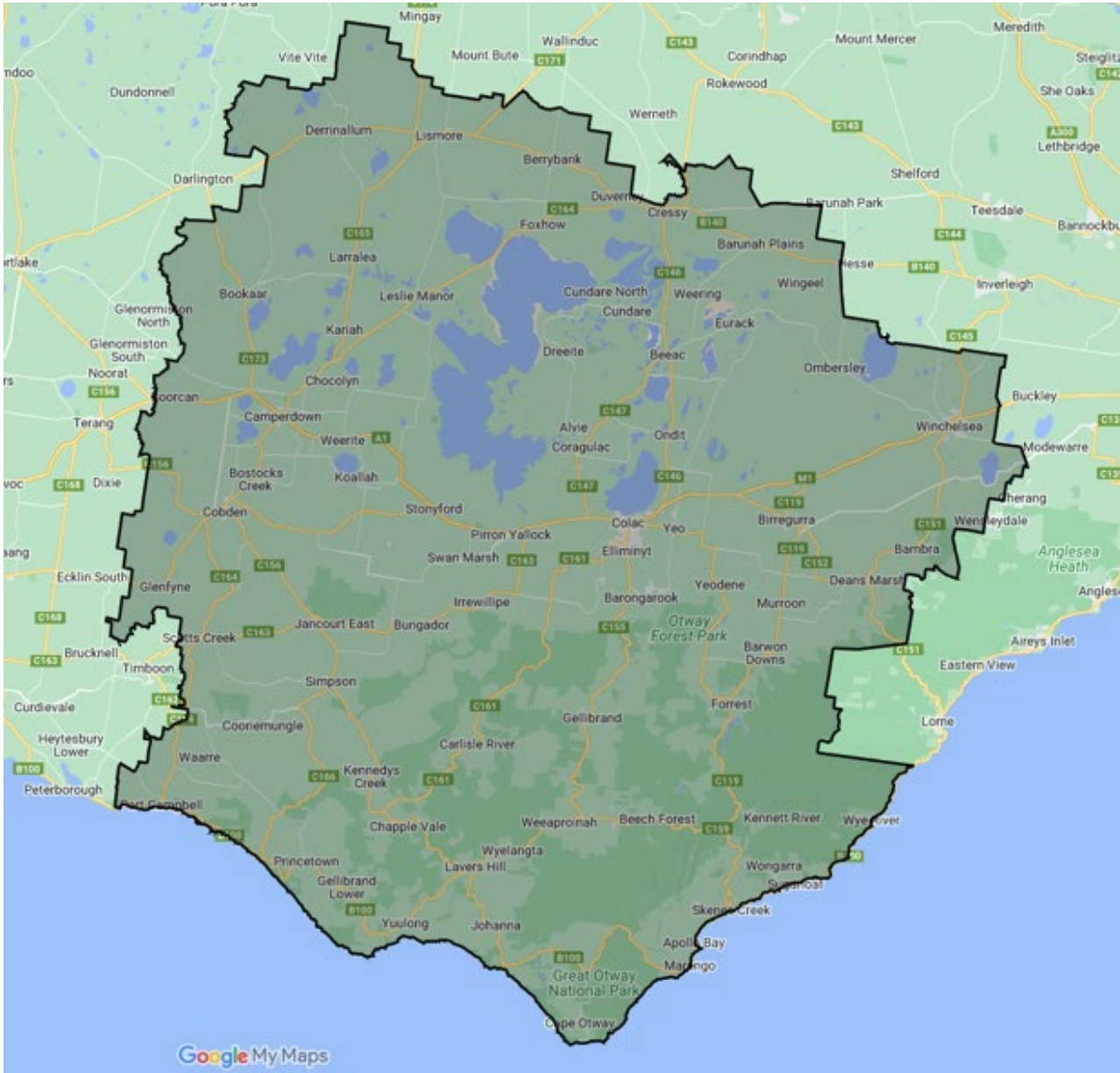
*A minimum sample of n=50 is required within a sub cell to be able to produce a result.

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.

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The COLAC Survey Coverage Area represented in the above map is based on an adaption of Commercial Radio Australia’s Licence Area Profile.