



DARWIN - XTRA INSIGHTS - SURVEY 1: 2024



EMBARGOED UNTIL TUESDAY 23RD JULY 2024 AT 11AM AEST

Station Listened to Most (%), Monday to Sunday

	10+			10-17			18-24			25-39			40-54			55-64			65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HOT 100	38.1	39.2	-1.1	53.9	60.4	-6.5	61.7	72.0	-10.3	56.2	52.1	4.1	27.2	25.4	1.8	12.2	12.4	-0.2	5.0	2.2	2.8
MIX 104.9	25.2	21.6	3.6	22.3	21.7	0.6	14.8	7.5	7.3	13.4	13.0	0.4	34.8	29.0	5.8	39.8	34.7	5.1	33.7	31.1	2.6
ABC RADIO DARWIN	10.3	12.5	-2.2	8.7	7.6	1.1	0.0	0.7	-0.7	3.3	4.9	-1.6	14.1	16.9	-2.8	14.6	18.2	-3.6	26.9	40.0	-13.1
ABC RN (RADIO NATIONAL)	1.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	1.1	2.4	1.7	0.7	4.1	8.9	-4.8
ABC NEWSRADIO	2.6	2.4	0.2	0.0	0.0	0.0	1.4	1.3	0.1	2.7	1.8	0.9	3.1	3.2	-0.1	4.3	5.8	-1.5	3.3	2.2	1.1
triple j	6.5	8.8	-2.3	6.1	3.8	2.3	4.2	11.7	-7.5	11.9	13.3	-1.4	5.3	8.9	-3.6	1.8	5.0	-3.2	1.5	0.0	1.5
ABC CLASSIC	1.1	1.1	0.0	0.0	0.0	0.0	1.4	0.0	1.4	0.9	0.9	0.0	0.7	0.4	0.3	1.8	2.5	-0.7	2.6	4.4	-1.8
ABC JAZZ	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
triple j unearthed	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
DOUBLE J	0.3	0.3	0.0	0.7	0.0	0.7	0.0	1.3	-1.3	0.0	0.6	-0.6	1.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0
ABC COUNTRY	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	-0.3	0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
ABC SPORT	0.1	0.0	0.1	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	0.6	0.0	0.6
ABC KIDS LISTEN	0.0	0.1	-0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	-0.4	0.0	0.0	0.0	0.0	0.0	0.0
KIX COUNTRY AUSTRALIA	0.8	0.1	0.7	0.9	0.0	0.9	3.1	0.0	3.1	0.4	0.0	0.4	1.4	0.4	1.0	0.0	0.0	0.0	0.0	0.0	0.0
THE 80s IHEARTRADIO	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
THE 90s IHEARTRADIO	0.1		0.1	0.0		0.0	0.0		0.0	0.4		0.4	0.0		0.0	0.0		0.0	0.0		0.0
THE BOUNCE	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

Please note: Last Darwin Survey conducted July 2021.

The 80s iHeartRadio, The 90s iHeartRadio and The Bounce DAB+ services added to market in 2024.

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: 24th June 2024 - 13th July 2024

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DARWIN - XTRA INSIGHTS - SURVEY 1: 2024



EMBARGOED UNTIL TUESDAY 23RD JULY 2024 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	+/-
HOT 100	39.6	38.8	0.8	35.4	34.2	1.2	36.6	39.0	-2.4	40.1	40.1	0.0	34.2	39.0	-4.8	36.5	39.0	-2.5
MIX 104.9	24.1	21.1	3.0	29.7	29.9	-0.2	24.4	23.0	1.4	22.3	20.0	2.3	19.4	10.6	8.8	21.4	17.3	4.1
ABC RADIO DARWIN	12.3	13.6	-1.3	8.3	11.1	-2.8	8.2	10.4	-2.2	9.1	9.9	-0.8	10.4	16.4	-6.0	11.6	14.6	-3.0
ABC RN (RADIO NATIONAL)	1.1	1.4	-0.3	0.5	1.0	-0.5	0.6	1.2	-0.6	0.7	0.9	-0.2	2.0	2.1	-0.1	1.3	1.4	-0.1
ABC NEWSRADIO	2.9	2.3	0.6	1.5	1.2	0.3	2.0	1.5	0.5	2.8	2.3	0.5	3.9	2.1	1.8	2.1	2.1	0.0
triple j	5.3	8.6	-3.3	4.9	8.4	-3.5	7.1	8.5	-1.4	6.3	11.7	-5.4	9.5	10.4	-0.9	7.7	9.8	-2.1
ABC CLASSIC	0.7	1.3	-0.6	1.3	1.7	-0.4	1.5	1.3	0.2	0.9	1.2	-0.3	2.2	3.1	-0.9	0.8	1.0	-0.2
ABC JAZZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.7	0.0	0.7	0.1	0.0	0.1
triple j unearthed	0.2	0.0	0.2	0.3	0.0	0.3	0.3	0.0	0.3	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
DOUBLE J	0.3	0.4	-0.1	0.5	0.2	0.3	0.4	0.2	0.2	0.6	0.4	0.2	1.0	0.0	1.0	0.6	0.3	0.3
ABC COUNTRY	0.0	0.0	0.0	0.2	0.2	0.0	0.2	0.2	0.0	0.3	0.0	0.3	0.3	0.0	0.3	0.6	0.0	0.6
ABC SPORT	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.5	-0.5	0.3	0.1	0.2
ABC KIDS LISTEN	0.0	0.2	-0.2	0.0	0.0	0.0	0.0	0.2	-0.2	0.0	0.0	0.0	0.0	0.5	-0.5	0.0	0.0	0.0
KIX COUNTRY AUSTRALIA	0.5	0.2	0.3	1.3	0.0	1.3	1.4	0.0	1.4	1.2	0.5	0.7	0.7	0.5	0.2	1.5	0.3	1.2
THE 80S IHEARTRADIO	0.0		0.0	0.0		0.0	0.0		0.0	0.1		0.1	0.0		0.0	0.0		0.0
THE 90S IHEARTRADIO	0.1		0.1	0.0		0.0	0.0		0.0	0.2		0.2	0.0		0.0	0.0		0.0
THE BOUNCE	0.0		0.0	0.0		0.0	0.0		0.0	0.0		0.0	0.0		0.0	0.0		0.0

Please note: Last Darwin Survey conducted July 2021.

The 80s iHeartRadio, The 90s iHeartRadio and The Bounce DAB+ services added to market in 2024.

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: 24th June 2024 - 13th July 2024

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DARWIN - XTRA INSIGHTS - SURVEY 1: 2024



EMBARGOED UNTIL TUESDAY 23RD JULY 2024 AT 11AM AEST

Cumulative Audience (00's) by Demographic, Mon-Sun 5.30am-12midnight

	10+			10-17			18-24			25-39			40-54			55-64			65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HOT 100	743	812	-69	104	126	-22	108	133	-25	318	336	-18	157	162	-5	40	45	-5	17	10	7
MIX 104.9	611	616	-5	67	61	6	50	44	6	143	169	-26	176	187	-11	96	99	-3	80	57	23
ABC RADIO DARWIN	270	322	-52	22	17	5	6	7	-1	44	55	-11	75	102	-27	50	66	-16	74	75	-1
ABC RN (RADIO NATIONAL)	23	38	-15	0	0	0	0	0	0	0	6	-6	5	4	1	7	7	0	11	20	-9
ABC NEWSRADIO	88	78	10	2	3	-1	2	4	-2	25	26	-1	24	18	6	16	18	-2	19	10	9
triple j	186	268	-82	23	19	4	24	48	-24	85	116	-31	38	64	-26	11	18	-7	6	3	3
ABC CLASSIC	38	34	4	6	0	6	2	0	2	9	10	-1	9	6	3	3	9	-6	9	9	0
ABC JAZZ	3	0	3	0	0	0	0	0	0	0	0	0	2	0	2	0	0	0	1	0	1
triple j unearthed	6	1	5	0	0	0	0	0	0	5	1	4	0	0	0	1	0	1	0	0	0
DOUBLE J	9	5	4	1	0	1	0	2	-2	2	3	-1	7	0	7	0	0	0	0	0	0
ABC COUNTRY	8	1	7	1	0	1	0	0	0	2	1	1	2	0	2	2	0	2	1	0	1
ABC SPORT	4	3	1	0	1	-1	0	0	0	0	0	0	1	1	0	2	0	2	1	0	1
ABC KIDS LISTEN	0	4	-4	0	0	0	0	0	0	0	1	-1	0	3	-3	0	0	0	0	0	0
KIX COUNTRY AUSTRALIA	22	8	14	1	0	1	4	1	3	7	3	4	7	1	6	2	1	1	1	1	0
THE 80s IHEARTRADIO	3		3	0		0	0		0	0		0	3		3	0		0	0		0
THE 90s IHEARTRADIO	6		6	0		0	0		0	4		4	2		2	0		0	0		0
THE BOUNCE	0		0	0		0	0		0	0		0	0		0	0		0	0		0

Please note: Last Darwin Survey conducted July 2021.

The 80s iHeartRadio, The 90s iHeartRadio and The Bounce DAB+ services added to market in 2024.

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 TUESDAY 23RD JULY 2024 AT 11AM AEST

Cumulative Audience (00's) by Session, P10+ [Potential: 1334]

	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	+/-
HOT 100	541	603	-62	364	337	27	386	415	-29	431	473	-42	127	126	1	409	478	-69
MIX 104.9	384	377	7	333	312	21	297	276	21	312	300	12	83	46	37	282	277	5
ABC RADIO DARWIN	182	218	-36	98	121	-23	96	122	-26	110	122	-12	37	55	-18	139	199	-60
ABC RN (RADIO NATIONAL)	16	26	-10	6	16	-10	7	22	-15	9	13	-4	8	10	-2	16	26	-10
ABC NEWSRADIO	56	50	6	29	20	9	30	19	11	35	34	1	21	15	6	36	36	0
triple j	90	170	-80	72	106	-34	90	118	-28	96	147	-51	46	33	13	105	136	-31
ABC CLASSIC	18	19	-1	19	17	2	20	16	4	19	16	3	13	12	1	16	13	3
ABC JAZZ	2	0	2	0	0	0	1	0	1	2	0	2	2	0	2	2	0	2
triple j unearthed	2	1	1	3	0	3	2	0	2	2	0	2	0	0	0	0	1	-1
DOUBLE J	4	5	-1	4	1	3	3	1	2	6	4	2	3	0	3	7	4	3
ABC COUNTRY	1	0	1	2	1	1	3	1	2	3	0	3	1	0	1	5	0	5
ABC SPORT	1	0	1	0	0	0	0	0	0	1	1	0	0	1	-1	4	1	3
ABC KIDS LISTEN	0	3	-3	0	0	0	0	1	-1	0	0	0	0	1	-1	0	0	0
KIX COUNTRY AUSTRALIA	11	4	7	13	1	12	16	0	16	14	5	9	2	1	1	16	4	12
THE 80S IHEARTRADIO	0		0	0		0	1		1	3		3	0		0	2		2
THE 90S IHEARTRADIO	4		4	2		2	2		2	4		4	0		0	1		1
THE BOUNCE	0		0	0		0	0		0	0		0	0		0	0		0

Please note: Last Darwin Survey conducted July 2021.

The 80s iHeartRadio, The 90s iHeartRadio and The Bounce DAB+ services added to market in 2024.

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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