



EMBARGOED UNTIL TUESDAY 1<sup>ST</sup> AUGUST 2023 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	+/-
3HA	<b>21.1</b>	22.8	-1.7	<b>8.7</b>	5.7	3.0	<b>5.0</b>	7.5	-2.5	<b>5.0</b>	8.1	-3.1	<b>20.9</b>	23.6	-2.7	<b>27.7</b>	33.9	-6.2	<b>35.9</b>	38.3	-2.4
MIXX FM HAMILTON	<b>33.6</b>	32.5	1.1	<b>56.3</b>	64.3	-8.0	<b>64.2</b>	64.4	-0.2	<b>64.8</b>	61.2	3.6	<b>38.3</b>	32.1	6.2	<b>20.5</b>	8.7	11.8	<b>3.0</b>	1.4	1.6
ABC SOUTH WEST VICTORIA	<b>4.4</b>	10.3	-5.9	<b>0.0</b>	4.3	-4.3	<b>0.0</b>	2.1	-2.1	<b>0.0</b>	3.1	-3.1	<b>0.8</b>	5.7	-4.9	<b>7.2</b>	17.5	-10.3	<b>10.8</b>	21.3	-10.5
ABC RN (RADIO NATIONAL)	<b>4.5</b>	3.2	1.3	<b>1.3</b>	0.0	1.3	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>4.0</b>	2.8	1.2	<b>9.0</b>	5.8	3.2	<b>7.2</b>	6.4	0.8
ABC NEWSRADIO	<b>0.8</b>	0.8	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.8</b>	1.4	-0.6	<b>0.9</b>	0.0	0.9	<b>1.8</b>	2.1	-0.3
TRIPLE J	<b>5.8</b>	4.3	1.5	<b>10.0</b>	8.6	1.4	<b>12.8</b>	8.2	4.6	<b>13.5</b>	7.1	6.4	<b>7.2</b>	5.7	1.5	<b>0.9</b>	0.0	0.9	<b>0.0</b>	0.0	0.0
ABC CLASSIC	<b>1.1</b>	1.3	-0.2	<b>1.3</b>	0.0	1.3	<b>0.0</b>	0.7	-0.7	<b>0.0</b>	1.0	-1.0	<b>0.0</b>	0.7	-0.7	<b>0.9</b>	0.0	0.9	<b>3.0</b>	4.3	-1.3

**Please note:** Last Hamilton Survey conducted September 2018.

ABC NewsRadio on air from 26 July 2020. Previously known as ABC NEWS. ABC Classic on air from 21 January 2019. Previously known as ABC Classic FM

\*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.

# HAMILTON - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL TUESDAY 1<sup>ST</sup> AUGUST 2023 AT 11AM AEST

## Session Listened to Most (%)

	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		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
3HA	<b>20.4</b>	23.8	-3.4	<b>25.7</b>	26.9	-1.2	<b>20.3</b>	17.9	2.4	<b>12.5</b>	17.7	-5.2	<b>14.0</b>	18.6	-4.6	<b>19.1</b>	21.7	-2.6
MIXX FM HAMILTON	<b>33.8</b>	28.8	5.0	<b>33.0</b>	28.5	4.5	<b>36.1</b>	37.1	-1.0	<b>43.4</b>	38.3	5.1	<b>27.5</b>	18.6	8.9	<b>31.2</b>	28.0	3.2
ABC SOUTH WEST VICTORIA	<b>5.2</b>	11.0	-5.8	<b>2.3</b>	10.2	-7.9	<b>3.5</b>	10.3	-6.8	<b>3.3</b>	8.5	-5.2	<b>7.3</b>	21.2	-13.9	<b>5.5</b>	13.0	-7.5
ABC RN (RADIO NATIONAL)	<b>4.1</b>	3.3	0.8	<b>2.9</b>	2.2	0.7	<b>3.2</b>	2.5	0.7	<b>2.5</b>	2.5	0.0	<b>3.4</b>	6.2	-2.8	<b>4.8</b>	3.6	1.2
ABC NEWSRADIO	<b>0.6</b>	0.8	-0.2	<b>0.9</b>	0.3	0.6	<b>0.9</b>	0.2	0.7	<b>0.3</b>	0.8	-0.5	<b>0.0</b>	1.8	-1.8	<b>0.9</b>	0.9	0.0
TRIPLE J	<b>4.9</b>	5.1	-0.2	<b>3.7</b>	3.8	-0.1	<b>5.9</b>	4.2	1.7	<b>8.0</b>	5.9	2.1	<b>5.5</b>	5.3	0.2	<b>7.0</b>	5.3	1.7
ABC CLASSIC	<b>1.4</b>	1.4	0.0	<b>1.4</b>	1.9	-0.5	<b>1.9</b>	2.2	-0.3	<b>0.8</b>	2.0	-1.2	<b>4.0</b>	3.5	0.5	<b>1.9</b>	1.7	0.2

**Please note:** Last Hamilton Survey conducted September 2018.

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\*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.

Survey Period: 3<sup>rd</sup> July 2023 – 22<sup>nd</sup> July 2023

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# HAMILTON - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL TUESDAY 1<sup>ST</sup> AUGUST 2023 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	+/-
3HA	<b>156</b>	143	13	<b>9</b>	5	4	<b>20</b>	18	2	<b>15</b>	15	0	<b>31</b>	34	-3	<b>36</b>	37	-1	<b>61</b>	49	12
MIXX FM HAMILTON	<b>217</b>	178	39	<b>34</b>	36	-2	<b>83</b>	80	3	<b>58</b>	53	5	<b>53</b>	47	6	<b>28</b>	13	15	<b>18</b>	3	15
ABC SOUTH WEST VICTORIA	<b>47</b>	83	-36	<b>0</b>	4	-4	<b>2</b>	6	-4	<b>2</b>	5	-3	<b>8</b>	17	-9	<b>13</b>	23	-10	<b>24</b>	33	-9
ABC RN (RADIO NATIONAL)	<b>36</b>	28	8	<b>1</b>	0	1	<b>1</b>	0	1	<b>1</b>	0	1	<b>5</b>	5	0	<b>10</b>	8	2	<b>20</b>	15	5
ABC NEWSRADIO	<b>14</b>	8	6	<b>2</b>	0	2	<b>0</b>	0	0	<b>0</b>	0	0	<b>2</b>	2	0	<b>4</b>	2	2	<b>6</b>	4	2
TRIPLE J	<b>51</b>	39	12	<b>7</b>	6	1	<b>25</b>	19	6	<b>19</b>	12	7	<b>13</b>	9	4	<b>4</b>	3	1	<b>2</b>	2	0
ABC CLASSIC	<b>11</b>	11	0	<b>1</b>	0	1	<b>1</b>	1	0	<b>1</b>	1	0	<b>1</b>	2	-1	<b>1</b>	0	1	<b>8</b>	9	-1

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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: 3<sup>rd</sup> July 2023 – 22<sup>nd</sup> July 2023

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# HAMILTON - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL TUESDAY 1<sup>ST</sup> AUGUST 2023 AT 11AM AEST

Cumulative Audience (00's) by Session, P10+ [Potential: 480]

	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		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
3HA	<b>93</b>	119	-26	<b>95</b>	99	-4	<b>78</b>	77	1	<b>49</b>	70	-21	<b>22</b>	19	3	<b>82</b>	104	-22
MIXX FM HAMILTON	<b>152</b>	137	15	<b>124</b>	95	29	<b>134</b>	132	2	<b>142</b>	122	20	<b>42</b>	18	24	<b>129</b>	119	10
ABC SOUTH WEST VICTORIA	<b>27</b>	64	-37	<b>11</b>	47	-36	<b>16</b>	51	-35	<b>12</b>	39	-27	<b>11</b>	23	-12	<b>29</b>	67	-38
ABC RN (RADIO NATIONAL)	<b>21</b>	21	0	<b>15</b>	14	1	<b>13</b>	14	-1	<b>11</b>	13	-2	<b>7</b>	8	-1	<b>23</b>	21	2
ABC NEWSRADIO	<b>5</b>	5	0	<b>4</b>	2	2	<b>6</b>	2	4	<b>3</b>	3	0	<b>1</b>	3	-2	<b>7</b>	5	2
TRIPLE J	<b>28</b>	33	-5	<b>22</b>	18	4	<b>28</b>	25	3	<b>29</b>	31	-2	<b>10</b>	8	2	<b>30</b>	31	-1
ABC CLASSIC	<b>8</b>	8	0	<b>7</b>	8	-1	<b>7</b>	10	-3	<b>4</b>	8	-4	<b>6</b>	4	2	<b>8</b>	9	-1

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## 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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HAMILTON Survey Coverage Area based on Commercial Radio Australia's Licence Area Profile.