

MILDURA (VIC)

SURVEY #1 2023



MILDURA - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL TUESDAY 30TH MAY 2023 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	+/-															
HIT99.5 SUNRAYSLIA	33.1	33.2	-0.1	64.0	72.6	-8.6	53.0	59.0	-6.0	47.3	47.9	-0.6	36.9	30.1	6.8	15.0	15.6	-0.6	3.7	0.0	3.7
TRIPLE M SUNRAYSLIA	19.6	17.1	2.5	17.0	10.5	6.5	17.3	11.5	5.8	21.2	24.2	-3.0	28.0	25.6	2.4	27.9	18.9	9.0	6.7	6.1	0.6
RIVER 1467AM	16.0	17.6	-1.6	3.0	3.2	-0.2	3.1	0.0	3.1	3.4	3.6	-0.2	12.9	11.9	1.0	20.6	33.6	-13.0	40.1	42.7	-2.6
ABC MILDURA-SWAN HILL	9.1	8.5	0.6	1.0	2.1	-1.1	0.0	1.3	-1.3	2.3	2.4	-0.1	3.6	5.1	-1.5	12.6	7.4	5.2	26.6	26.2	0.4
ABC RN (RADIO NATIONAL)	1.4	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	1.1	1.0	1.1	-0.1	1.7	0.8	0.9	3.1	4.9	-1.8
ABC NEWSRADIO	1.1	0.9	0.2	2.0	0.0	2.0	0.0	0.0	0.0	1.1	2.4	-1.3	1.5	0.6	0.9	0.0	0.8	-0.8	1.2	0.6	0.6
TRIPLE J	9.2	8.0	1.2	9.0	6.3	2.7	21.9	24.4	-2.5	17.2	12.1	5.1	7.3	7.4	-0.1	4.7	4.9	-0.2	1.2	0.0	1.2
ABC CLASSIC	1.3	1.1	0.2	0.0	0.0	0.0	1.6	2.6	-1.0	1.1	0.0	1.1	0.5	0.0	0.5	1.9	0.0	1.9	2.4	4.3	-1.9

Please note: Last Mildura Survey conducted November 2021.

*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.

Survey Period: 1st May 2023 – 20th May 2023

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MILDURA - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL TUESDAY 30TH MAY 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	+/-
HIT99.5 SUNRAYSIA	34.8	32.8	2.0	26.0	25.5	0.5	32.9	34.2	-1.3	38.4	36.6	1.8	25.4	25.1	0.3	30.3	32.2	-1.9
TRIPLE M SUNRAYSIA	20.4	18.5	1.9	19.9	17.8	2.1	22.7	17.6	5.1	21.1	21.2	-0.1	16.6	17.3	-0.7	22.5	17.5	5.0
RIVER 1467AM	14.1	16.5	-2.4	22.0	22.4	-0.4	14.5	15.8	-1.3	10.3	11.3	-1.0	11.9	10.5	1.4	13.4	15.3	-1.9
ABC MILDURA-SWAN HILL	11.2	9.8	1.4	6.9	8.1	-1.2	6.8	7.3	-0.5	6.6	6.5	0.1	14.1	14.2	-0.1	10.3	9.1	1.2
ABC RN (RADIO NATIONAL)	1.3	1.4	-0.1	1.6	1.3	0.3	1.5	0.7	0.8	1.8	0.8	1.0	3.9	2.6	1.3	0.9	1.7	-0.8
ABC NEWSRADIO	1.5	0.8	0.7	1.4	0.7	0.7	1.0	0.5	0.5	1.3	1.3	0.0	2.6	0.5	2.1	0.8	1.0	-0.2
TRIPLE J	8.3	7.1	1.2	9.5	9.2	0.3	10.7	10.0	0.7	11.0	10.8	0.2	13.1	9.9	3.2	10.5	10.7	-0.2
ABC CLASSIC	0.6	1.1	-0.5	1.3	1.5	-0.2	1.0	1.5	-0.5	1.0	1.7	-0.7	3.3	1.0	2.3	0.9	1.2	-0.3

Please note: Last Mildura Survey conducted November 2021.

*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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EMBARGOED UNTIL TUESDAY 30TH MAY 2023 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	+/-
HIT99.5 SUNRAYSIA	305	278	27	59	57	2	39	46	-7	91	82	9	76	63	13	29	26	3	10	3	7
TRIPLE M SUNRAYSIA	239	204	35	30	23	7	19	21	-2	61	54	7	66	59	7	44	32	12	20	15	5
RIVER 1467AM	150	153	-3	3	5	-2	3	2	1	13	14	-1	27	23	4	31	41	-10	73	67	6
ABC MILDURA-SWAN HILL	114	93	21	4	5	-1	0	3	-3	9	6	3	17	19	-2	23	14	9	61	47	14
ABC RN (RADIO NATIONAL)	20	22	-2	0	0	0	0	1	-1	2	1	1	2	5	-3	5	3	2	12	12	0
ABC NEWSRADIO	15	9	6	1	0	1	1	0	1	2	4	-2	3	1	2	2	2	0	6	3	3
TRIPLE J	106	100	6	10	13	-3	23	22	1	41	36	5	22	20	2	7	9	-2	3	0	3
ABC CLASSIC	15	11	4	1	0	1	1	2	-1	2	0	2	1	1	0	3	2	1	7	8	-1

Please note: Last Mildura Survey conducted November 2021.

*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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EMBARGOED UNTIL TUESDAY 30TH MAY 2023 AT 11AM AEST

Cumulative Audience (00's) by Session, P10+ [Potential: 622]

	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	+/-
HIT99.5 SUNRAYSLIA	219	185	34	128	136	-8	164	175	-11	185	162	23	52	43	9	179	178	1
TRIPLE M SUNRAYSLIA	137	122	15	107	108	-1	128	114	14	118	103	15	38	27	11	138	107	31
RIVER 1467AM	96	94	2	96	104	-8	68	73	-5	49	48	1	22	18	4	73	83	-10
ABC MILDURA-SWAN HILL	74	66	8	31	40	-9	40	40	0	33	29	4	27	21	6	77	51	26
ABC RN (RADIO NATIONAL)	9	9	0	8	9	-1	10	8	2	7	7	0	9	5	4	7	11	-4
ABC NEWSRADIO	8	4	4	5	3	2	5	2	3	6	5	1	5	1	4	7	5	2
TRIPLE J	55	54	1	49	55	-6	57	62	-5	57	54	3	25	19	6	66	65	1
ABC CLASSIC	7	8	-1	6	7	-1	4	6	-2	6	8	-2	6	2	4	7	6	1

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Cumulative Audience (00's)

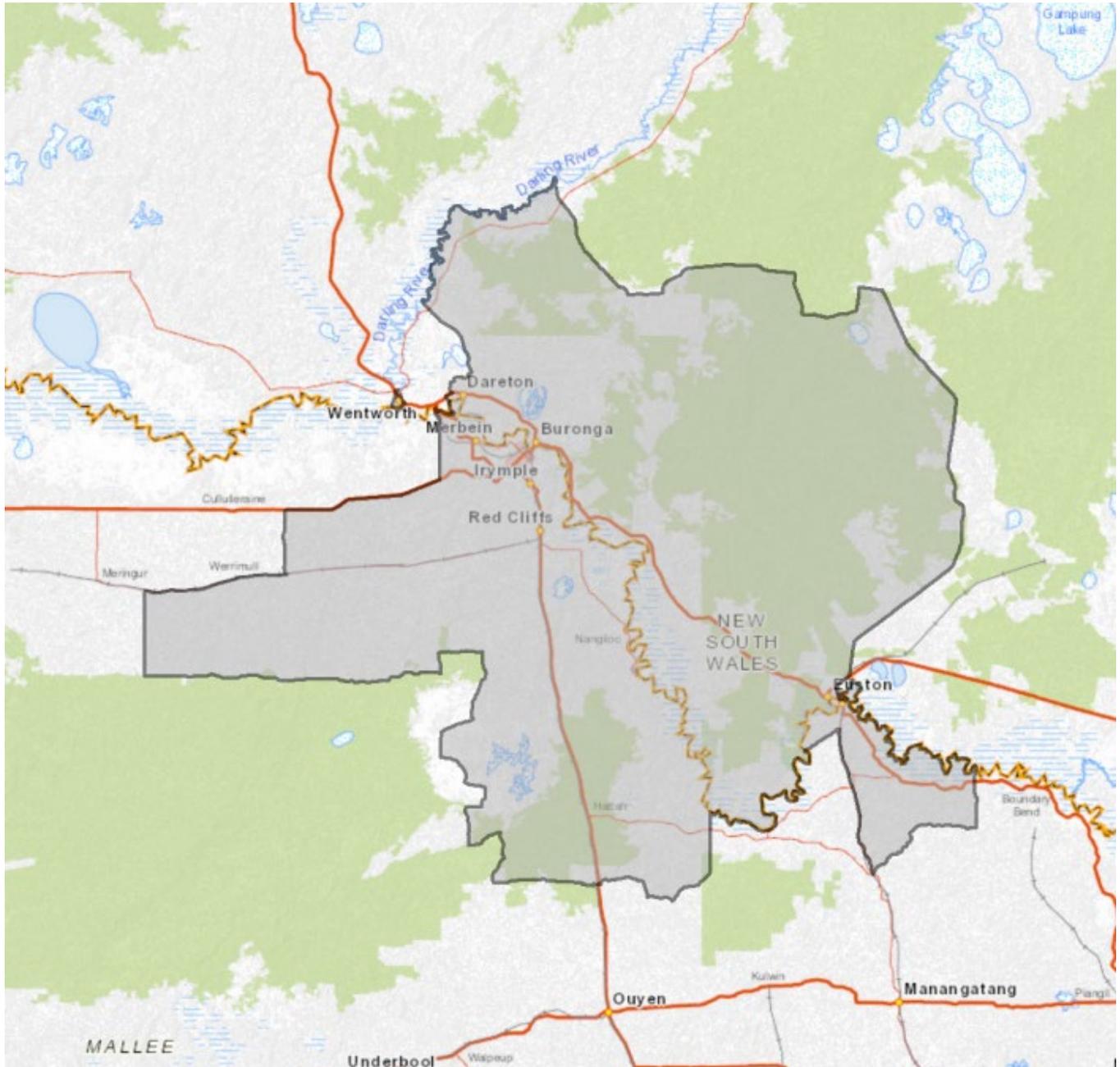
The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening.

For example, Station A has 25,000 unique listeners between 5.30am-12.00mn Monday to Sunday.

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