

MOUNT GAMBIER (SA)

SURVEY #1 2022



MOUNT GAMBIER - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL TUESDAY 29TH MARCH 2022 AT 11AM AEDT

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	+/-
TRIPLE M LIMESTONE COAST 963	10.0	17.2	-7.2	6.7	17.1	-10.4	5.0	9.4	-4.4	7.3	12.0	-4.7	11.2	22.3	-11.1	20.4	22.6	-2.2	9.3	18.0	-8.7
SAFM 96.1 LIMESTONE COAST	37.7	35.0	2.7	53.6	62.9	-9.3	48.1	55.3	-7.2	49.7	56.4	-6.7	52.5	40.3	12.2	30.1	14.0	16.1	4.6	2.3	2.3
ABC SOUTH EAST SA	18.6	21.5	-2.9	8.3	5.7	2.6	3.9	3.5	0.4	5.7	4.3	1.4	5.6	10.8	-5.2	22.5	34.4	-11.9	55.1	56.2	-1.1
ABC RN	2.6	2.3	0.3	4.1	0.0	4.1	0.0	1.2	-1.2	0.0	1.7	-1.7	2.8	3.6	-0.8	2.2	5.4	-3.2	5.4	1.6	3.8
ABC NEWSRADIO	1.3	0.2	1.1	0.0	0.0	0.0	1.7	0.0	1.7	2.4	0.0	2.4	0.7	0.0	0.7	2.1	1.1	1.0	1.5	0.0	1.5
TRIPLE J	11.7	12.7	-1.0	11.0	12.8	-1.8	26.5	25.3	1.2	19.5	20.5	-1.0	9.1	11.5	-2.4	3.2	6.4	-3.2	1.5	1.6	-0.1
ABC CLASSIC	0.7	1.8	-1.1	0.0	1.4	-1.4	0.0	1.8	-1.8	0.0	0.9	-0.9	0.0	0.7	-0.7	0.0	0.0	0.0	3.1	4.7	-1.6
ABC WIMMERA	0.5	-	0.5	0.0	-	0.0	0.6	-	0.6	0.8	-	0.8	0.7	-	0.7	0.0	-	0.0	0.8	-	0.8

Please note: Last Mount Gambier Survey conducted February 2019. SAFM 96.1 Limestone Coast on air from 27th July 2020. Previously known as Limestone Coast's HIT 96.1. ABC Wimmera 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	+/-
TRIPLE M LIMESTONE COAST 963	9.3	14.3	-5.0	12.2	18.6	-6.4	11.0	17.5	-6.5	8.1	16.0	-7.9	6.2	12.4	-6.2	9.7	16.4	-6.7
SAFM 96.1 LIMESTONE COAST	39.0	35.4	3.6	33.1	27.2	5.9	35.3	36.4	-1.1	43.2	39.3	3.9	30.1	18.1	12.0	32.8	32.6	0.2
ABC SOUTH EAST SA	21.8	23.0	-1.2	17.7	24.1	-6.4	15.0	18.5	-3.5	15.5	14.9	0.6	33.2	41.9	-8.7	19.0	21.8	-2.8
ABC RN	3.0	2.9	0.1	1.5	1.4	0.1	1.8	1.2	0.6	1.9	2.4	-0.5	0.6	4.8	-4.2	3.4	2.7	0.7
ABC NEWSRADIO	1.8	0.2	1.6	1.5	0.0	1.5	1.1	0.2	0.9	1.3	0.0	1.3	3.1	1.0	2.1	1.3	0.4	0.9
TRIPLE J	10.3	13.5	-3.2	13.1	12.6	0.5	14.5	13.7	0.8	12.6	16.5	-3.9	8.4	10.5	-2.1	15.7	13.9	1.8
ABC CLASSIC	0.4	2.1	-1.7	0.7	2.9	-2.2	1.1	2.5	-1.4	0.8	2.4	-1.6	1.9	3.8	-1.9	0.7	1.8	-1.1
ABC WIMMERA	0.6	-	0.6	0.0	-	0.0	0.6	-	0.6	0.3	-	0.3	1.2	-	1.2	0.2	-	0.2

Please note: Last Mount Gambier Survey conducted February 2019. SAFM 96.1 Limestone Coast on air from 27th July 2020. Previously known as Limestone Coast's HIT 96.1. ABC Wimmera 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	+/-
TRIPLE M LIMESTONE COAST 96.3	112	138	-26	9	13	-4	20	22	-2	17	17	0	26	46	-20	30	33	-3	27	24	3
SAFM 96.1 LIMESTONE COAST	275	244	31	43	40	3	102	102	0	70	71	-1	86	69	17	35	25	10	9	8	1
ABC SOUTH EAST SA	149	148	1	9	4	5	17	9	8	14	7	7	19	28	-9	28	38	-10	77	71	6
ABC RN	22	20	2	3	0	3	0	2	-2	0	2	-2	5	6	-1	5	8	-3	9	4	5
ABC NEWSRADIO	16	8	8	0	0	0	4	0	4	4	0	4	4	1	3	3	3	0	5	4	1
TRIPLE J	124	115	9	11	12	-1	75	64	11	44	41	3	24	25	-1	12	13	-1	3	2	1
ABC CLASSIC	6	16	-10	0	1	-1	0	3	-3	0	1	-1	1	1	0	0	2	-2	5	10	-5
ABC WIMMERA	10	-	10	0	-	0	1	-	1	1	-	1	1	-	1	4	-	4	4	-	4

Please note: Last Mount Gambier Survey conducted February 2019. SAFM 96.1 Limestone Coast on air from 27th July 2020. Previously known as Limestone Coast's HIT 96.1. ABC Wimmera 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: 545]

	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	+/-
TRIPLE M LIMESTONE COAST 96.3	57	88	-31	53	84	-31	56	92	-36	34	76	-42	11	15	-4	47	90	-43
SAFM 96.1 LIMESTONE COAST	197	187	10	135	113	22	167	166	1	158	162	-4	45	21	24	151	166	-15
ABC SOUTH EAST SA	112	122	-10	73	89	-16	71	83	-12	57	65	-8	50	44	6	91	113	-22
ABC RN	15	16	-1	5	6	-1	9	7	2	6	10	-4	4	6	-2	14	16	-2
ABC NEWSRADIO	10	6	4	7	3	4	7	3	4	9	3	6	5	1	4	9	7	2
TRIPLE J	70	90	-20	69	58	11	81	68	13	60	88	-28	19	13	6	69	84	-15
ABC CLASSIC	3	13	-10	3	12	-9	4	13	-9	3	10	-7	3	5	-2	4	12	-8
ABC WIMMERA	4	-	4	2	-	2	4	-	4	1	-	1	2	-	2	1	-	1

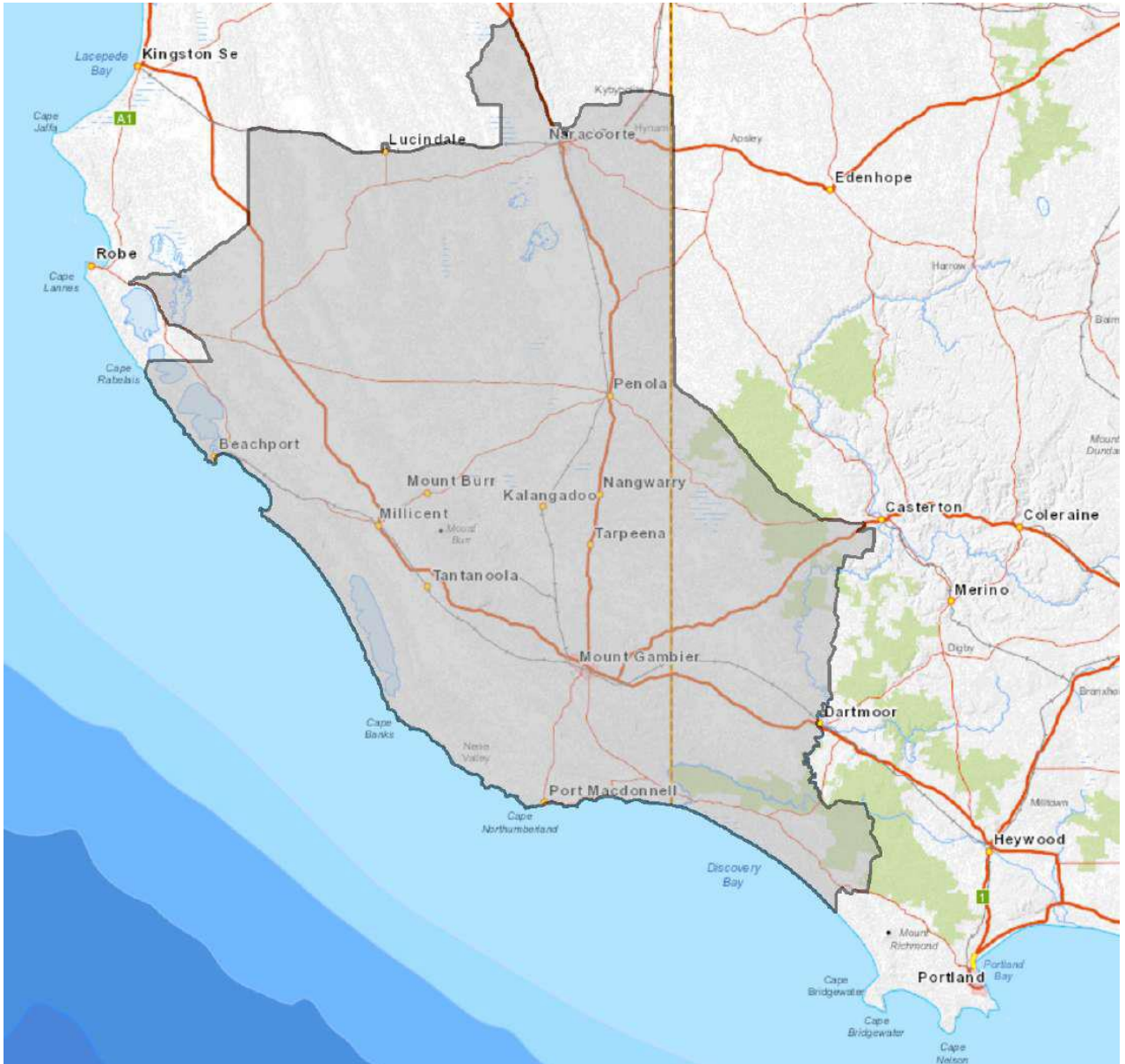
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Cumulative Audience (00's)

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