

MOUNT GAMBIER (SA)

SURVEY #1 2024



MOUNT GAMBIER - XTRA INSIGHTS - SURVEY 1: 2024



EMBARGOED UNTIL TUESDAY 9TH APRIL 2024 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	+/-
Triple M Limestone Coast 90.5	19.8	10.0	9.8	9.4	6.7	2.7	16.4	5.0	11.4	20.6	7.3	13.3	30.6	11.2	19.4	28.4	20.4	8.0	13.7	9.3	4.4
SAFM Limestone Coast 96.1	30.5	37.7	-7.2	58.5	53.6	4.9	43.8	48.1	-4.3	41.8	49.7	-7.9	33.8	52.5	-18.7	20.7	30.1	-9.4	7.1	4.6	2.5
ABC South East SA	16.5	18.6	-2.1	6.2	8.3	-2.1	6.2	3.9	2.3	7.2	5.7	1.5	6.7	5.6	1.1	9.3	22.5	-13.2	44.9	55.1	-10.2
ABC Wimmera	0.3	0.5	-0.2	0.0	0.0	0.0	0.0	0.6	-0.6	0.0	0.8	-0.8	0.0	0.7	-0.7	0.0	0.0	0.0	1.2	0.8	0.4
ABC RN (Radio National)	2.6	2.6	0.0	0.0	4.1	-4.1	0.0	0.0	0.0	0.0	0.0	0.0	2.9	2.8	0.1	5.6	2.2	3.4	4.6	5.4	-0.8
ABC NewsRadio	1.2	1.3	-0.1	0.0	0.0	0.0	0.5	1.7	-1.2	0.7	2.4	-1.7	1.5	0.7	0.8	1.9	2.1	-0.2	1.8	1.5	0.3
triple j	10.0	11.7	-1.7	14.7	11.0	3.7	20.4	26.5	-6.1	17.6	19.5	-1.9	10.5	9.1	1.4	2.9	3.2	-0.3	0.6	1.5	-0.9
ABC Classic	0.5	0.7	-0.2	0.0	0.0	0.0	0.9	0.0	0.9	1.2	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	1.2	3.1	-1.9

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: 4th March 2024 - 23rd March 2024

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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 90.5	18.6	9.3	9.3	23.3	12.2	11.1	22.3	11.0	11.3	18.9	8.1	10.8	16.8	6.2	10.6	18.2	9.7	8.5
SAFM Limestone Coast 96.1	31.7	39.0	-7.3	27.1	33.1	-6.0	31.6	35.3	-3.7	33.9	43.2	-9.3	20.1	30.1	-10.0	28.9	32.8	-3.9
ABC South East SA	20.6	21.8	-1.2	14.1	17.7	-3.6	12.6	15.0	-2.4	11.3	15.5	-4.2	27.0	33.2	-6.2	15.9	19.0	-3.1
ABC Wimmera	0.2	0.6	-0.4	0.2	0.0	0.2	0.2	0.6	-0.4	0.0	0.3	-0.3	0.0	1.2	-1.2	0.4	0.2	0.2
ABC RN (Radio National)	2.6	3.0	-0.4	2.8	1.5	1.3	2.3	1.8	0.5	3.0	1.9	1.1	3.7	0.6	3.1	2.6	3.4	-0.8
ABC NewsRadio	1.6	1.8	-0.2	1.1	1.5	-0.4	1.3	1.1	0.2	1.5	1.3	0.2	2.5	3.1	-0.6	2.2	1.3	0.9
triple j	9.1	10.3	-1.2	8.9	13.1	-4.2	11.1	14.5	-3.4	12.5	12.6	-0.1	11.8	8.4	3.4	11.5	15.7	-4.2
ABC Classic	0.6	0.4	0.2	0.7	0.7	0.0	0.6	1.1	-0.5	0.5	0.8	-0.3	0.6	1.9	-1.3	0.9	0.7	0.2

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 90.5	168	112	56	11	9	2	42	20	22	35	17	18	46	26	20	36	30	6	33	27	6
SAFM Limestone Coast 96.1	244	275	-31	49	43	6	93	102	-9	59	70	-11	60	86	-26	27	35	-8	15	9	6
ABC South East SA	138	149	-11	7	9	-2	9	17	-8	7	14	-7	18	19	-1	22	28	-6	82	77	5
ABC Wimmera	4	10	-6	0	0	0	1	1	0	1	1	0	0	1	-1	0	4	-4	4	4	0
ABC RN (Radio National)	26	22	4	1	3	-2	1	0	1	0	0	0	6	5	1	7	5	2	11	9	2
ABC NewsRadio	20	16	4	1	0	1	1	4	-3	1	4	-3	3	4	-1	7	3	4	8	5	3
triple j	105	124	-19	18	11	7	53	75	-22	39	44	-5	22	24	-2	7	12	-5	4	3	1
ABC Classic	7	6	1	1	0	1	1	0	1	1	0	1	2	1	1	1	0	1	3	5	-2

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: 549]

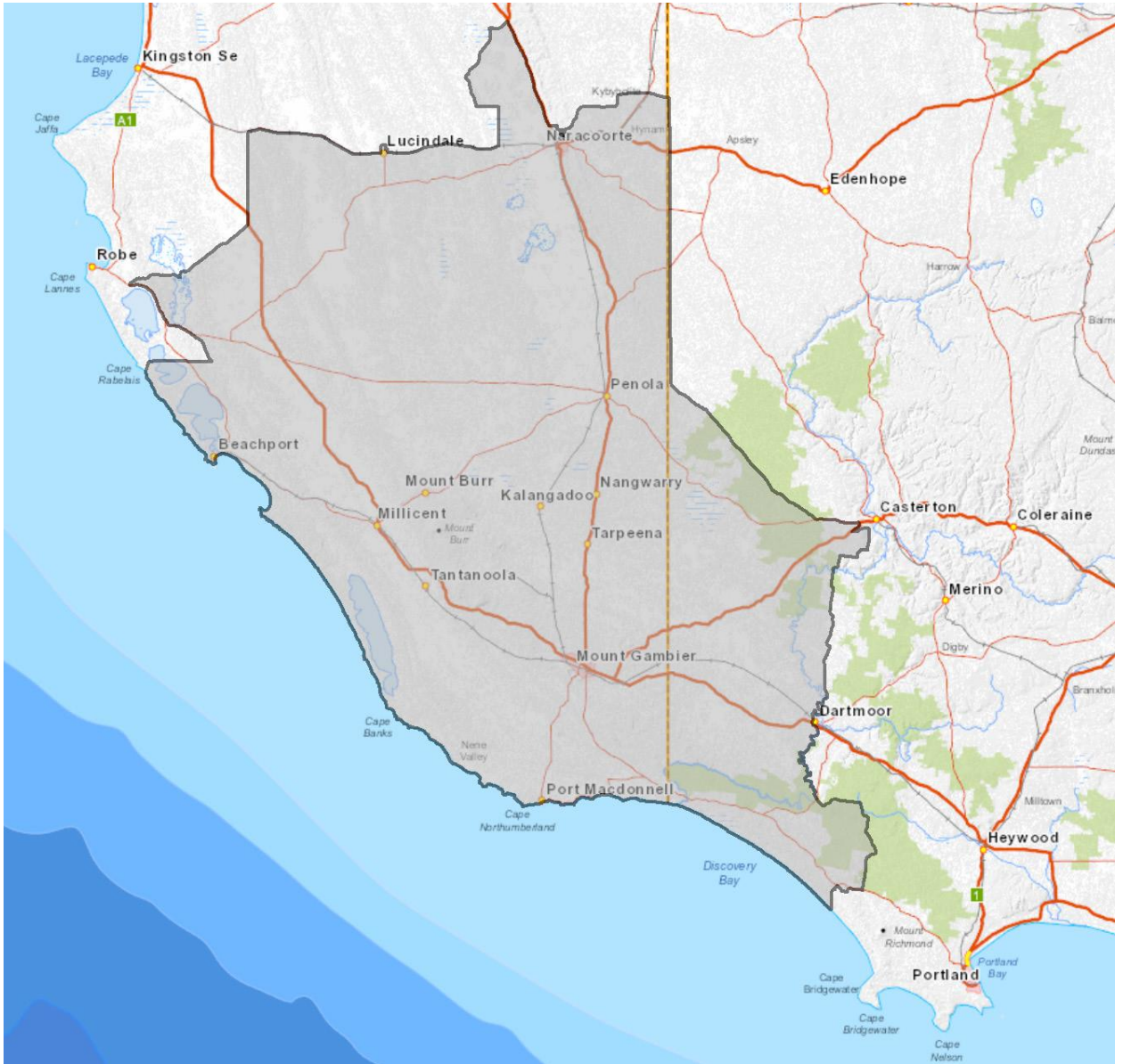
	Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5.30am-9.00am			Mon-Fri 9.00am-12.00pm			Mon-Fri 12.00pm-4.00pm			Mon-Fri 4.00pm-7.00pm			Mon-Fri 7.00pm-12.00mn			Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Triple M Limestone Coast 90.5	112	57	55	102	53	49	107	56	51	79	34	45	28	11	17	89	47	42
SAFM Limestone Coast 96.1	176	197	-21	113	135	-22	149	167	-18	135	158	-23	32	45	-13	147	151	-4
ABC South East SA	107	112	-5	62	73	-11	59	71	-12	41	57	-16	44	50	-6	92	91	1
ABC Wimmera	1	4	-3	3	2	1	3	4	-1	0	1	-1	0	2	-2	3	1	2
ABC RN (Radio National)	16	15	1	12	5	7	14	9	5	14	6	8	7	4	3	16	14	2
ABC NewsRadio	11	10	1	6	7	-1	9	7	2	6	9	-3	4	5	-1	11	9	2
triple j	59	70	-11	50	69	-19	58	81	-23	55	60	-5	19	19	0	65	69	-4
ABC Classic	3	3	0	3	3	0	5	4	1	2	3	-1	1	3	-2	5	4	1

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 & Audio's Licence Area Profile.