

COFFS HARBOUR (NSW)

SURVEY #1 2019



COFFS HARBOUR - XTRA INSIGHTS - SURVEY 1: 2019



EMBARGOED UNTIL THURSDAY 6TH JUNE 2019 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	+/-
HIT 105.5 COFFS COAST	23.6	23.6	0.0	51.1	46.4	4.7	53.1	49.6	3.5	38.6	41.3	-2.7	20.4	25.2	-4.8	8.9	3.7	5.2	2.1	2.1	0.0
TRIPLE M 106.3 COFFS COAST	29.4	23.3	6.1	24.3	21.5	2.8	16.6	16.0	0.6	23.9	20.6	3.3	41.3	28.8	12.5	35.6	28.0	7.6	24.9	20.6	4.3
2HC	4.5	3.6	0.9	0.0	0.0	0.0	1.5	0.0	1.5	0.7	0.0	0.7	2.8	1.2	1.6	5.9	5.2	0.7	11.1	10.6	0.5
ABC COFFS COAST	10.9	13.1	-2.2	0.0	0.0	0.0	0.0	2.7	-2.7	2.0	0.7	1.3	8.5	10.6	-2.1	16.3	27.1	-10.8	25.4	24.9	0.5
ABC RN (RADIO NATIONAL)	5.7	7.3	-1.6	1.2	3.2	-2.0	0.0	0.0	0.0	1.4	0.7	0.7	5.6	6.5	-0.9	10.3	11.0	-0.7	10.1	14.8	-4.7
ABC NEWS	0.5	0.6	-0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	-1.8	0.7	0.0	0.7	1.6	1.1	0.5
triple j	12.0	13.9	-1.9	20.1	18.4	1.7	21.3	25.1	-3.8	25.1	28.7	-3.6	9.6	13.0	-3.4	7.4	9.6	-2.2	0.5	0.5	0.0
ABC CLASSIC	2.4	1.9	0.5	0.0	2.1	-2.1	1.5	0.0	1.5	0.0	0.7	-0.7	1.1	1.2	-0.1	2.9	1.5	1.4	6.3	4.2	2.1

Please note: Last Coffs Harbour Survey conducted June 2017.

ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

ABC CLASSIC on air from 21 January 2019. Previously known as ABC CLASSIC FM.

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	+/-
HIT 105.5 COFFS COAST	24.3	25.1	-0.8	18.1	17.9	0.2	24.3	26.0	-1.7	28.3	29.6	-1.3	10.8	16.2	-5.4	21.6	24.8	-3.2
TRIPLE M 106.3 COFFS COAST	29.0	23.0	6.0	34.0	25.3	8.7	29.4	21.1	8.3	28.2	20.9	7.3	21.5	6.5	15.0	26.7	19.5	7.2
2HC	4.0	3.2	0.8	7.3	5.8	1.5	5.3	3.0	2.3	2.0	2.2	-0.2	8.5	5.7	2.8	3.9	3.1	0.8
ABC COFFS COAST	11.7	13.5	-1.8	8.4	12.9	-4.5	8.8	11.6	-2.8	7.2	9.8	-2.6	23.7	21.2	2.5	13.4	13.7	-0.3
ABC RN (RADIO NATIONAL)	5.1	7.8	-2.7	4.9	6.4	-1.5	5.9	6.0	-0.1	5.2	6.0	-0.8	6.4	13.0	-6.6	5.6	8.5	-2.9
ABC NEWS	0.6	0.9	-0.3	0.2	0.5	-0.3	0.2	0.2	0.0	0.4	0.8	-0.4	1.1	2.4	-1.3	0.7	0.2	0.5
triple j	13.9	14.3	-0.4	9.6	11.8	-2.2	10.8	13.8	-3.0	16.4	17.9	-1.5	14.1	12.3	1.8	14.6	13.4	1.2
ABC CLASSIC	1.9	1.2	0.7	3.8	2.5	1.3	2.6	1.9	0.7	1.8	1.4	0.4	4.3	4.1	0.2	2.8	2.7	0.1

Please note: Last Coffs Harbour Survey conducted June 2017.

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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			18-24			25-39			40-54			55-64			65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT 105.5 COFFS COAST	242	249	-7	56	48	8	38	44	-6	67	69	-2	61	61	0	15	18	-3	5	9	-4
TRIPLE M 106.3 COFFS COAST	302	248	54	29	26	3	15	19	-4	45	48	-3	97	64	33	59	46	13	57	46	11
2HC	56	41	15	0	0	0	1	0	1	2	3	-1	11	4	7	13	10	3	29	24	5
ABC COFFS COAST	128	147	-19	1	2	-1	1	3	-2	4	3	1	23	28	-5	34	44	-10	65	66	-1
ABC RN (RADIO NATIONAL)	64	93	-29	1	4	-3	0	2	-2	3	3	0	13	16	-3	22	26	-4	26	43	-17
ABC NEWS	15	14	1	0	0	0	0	2	-2	0	1	-1	0	3	-3	6	1	5	9	7	2
triple j	143	149	-6	19	22	-3	22	25	-3	49	47	2	30	32	-2	19	18	1	5	4	1
ABC CLASSIC	37	27	10	0	2	-2	1	1	0	2	2	0	3	4	-1	12	5	7	20	14	6

Please note: Last Coffs Harbour Survey conducted June 2017.

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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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Cumulative Audience (00's) by Session, P10+ [Potential: 790]

	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	+/-
HIT 105.5 COFFS COAST	207	200	7	99	108	-9	135	157	-22	172	184	-12	12	24	-12	146	177	-31
TRIPLE M 106.3 COFFS COAST	241	193	48	182	144	38	176	137	39	175	136	39	23	14	9	183	154	29
2HC	38	24	14	42	29	13	32	17	15	18	13	5	10	8	2	35	23	12
ABC COFFS COAST	98	105	-7	55	69	-14	57	72	-15	54	62	-8	28	30	-2	104	102	2
ABC RN (RADIO NATIONAL)	45	69	-24	27	48	-21	33	45	-12	41	38	3	11	21	-10	49	69	-20
ABC NEWS	10	10	0	7	7	0	5	6	-1	7	5	2	5	4	1	14	6	8
triple j	124	122	2	62	70	-8	70	86	-16	103	114	-11	18	20	-2	107	106	1
ABC CLASSIC	24	14	10	24	17	7	20	15	5	18	10	8	7	8	-1	33	23	10

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