

SWAN HILL - XTRA INSIGHTS - SURVEY 1 : 2022



EMBARGOED UNTIL TUESDAY 14TH JUNE 2022 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	+/-
3SH	29.0	30.0	-1.0	17.4	16.4	1.0	11.2	12.4	-1.2	13.4	12.4	1.0	19.7	26.0	-6.3	38.8	44.9	-6.1	52.9	47.1	5.8
MIXX FM	28.6	29.5	-0.9	47.8	56.8	-9.0	48.1	51.0	-2.9	48.7	49.5	-0.8	33.1	37.0	-3.9	18.4	11.2	7.2	3.9	1.9	2.0
ABC MILDURA-SWAN HILL	6.3	10.5	-4.2	5.7	1.5	4.2	0.0	2.0	-2.0	0.0	1.9	-1.9	4.7	9.4	-4.7	12.3	13.3	-1.0	10.3	21.9	-11.6
ABC RN (RADIO NATIONAL)	0.7	0.3	0.4	0.0	1.5	-1.5	0.0	0.7	-0.7	0.0	1.0	-1.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.0	2.6
ABC NEWS	0.3	2.3	-2.0	0.0	0.0	0.0	0.6	0.7	-0.1	0.8	1.0	-0.2	0.8	0.8	0.0	0.0	2.0	-2.0	0.0	6.4	-6.4
triple j	7.5	5.3	2.2	10.2	7.4	2.8	15.1	12.4	2.7	13.4	9.5	3.9	9.4	4.7	4.7	1.0	2.0	-1.0	1.3	0.0	1.3
ABC CLASSIC FM	0.5	0.7	-0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.8	0.0	0.0	0.0	1.3	2.6	-1.3

Please note: Last Swan Hill Survey conducted August 2018.

ABC CLASSIC on air from 21st January 2019. Previously known as ABC CLASSIC FM. ABC NEWSRADIO on air from 26th July 2020. Previously known as ABC NEWS.

*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: 16th May 2022 – 4th June 2022

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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	+/-
3SH	28.4	28.9	-0.5	31.9	35.8	-3.9	22.6	27.9	-5.3	25.8	24.3	1.5	22.4	30.7	-8.3	24.0	31.6	-7.6
MIXX FM	29.5	29.3	0.2	27.7	25.8	1.9	31.0	30.7	0.3	34.0	34.8	-0.8	24.8	12.9	11.9	25.5	23.2	2.3
ABC MILDURA-SWAN HILL	7.6	11.3	-3.7	5.1	10.0	-4.9	5.4	9.2	-3.8	5.8	7.2	-1.4	10.8	18.8	-8.0	7.8	12.7	-4.9
ABC RN (RADIO NATIONAL)	0.4	0.6	-0.2	1.2	0.0	1.2	1.0	0.0	1.0	0.3	0.6	-0.3	1.1	0.0	1.1	0.4	0.5	-0.1
ABC NEWS	0.6	2.2	-1.6	0.5	1.5	-1.0	0.5	1.6	-1.1	0.3	2.0	-1.7	0.5	5.9	-5.4	0.2	2.4	-2.2
triple j	7.0	5.8	1.2	5.6	5.0	0.6	7.7	6.5	1.2	7.0	8.4	-1.4	8.1	3.9	4.2	8.1	5.7	2.4
ABC CLASSIC FM	0.4	0.2	0.2	0.2	0.9	-0.7	0.2	1.1	-0.9	0.0	0.9	-0.9	0.0	0.0	0.0	0.4	0.5	-0.1

Please note: Last Swan Hill Survey conducted August 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.

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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	+/-
3SH	166	156	10	14	8	6	20	21	-1	17	16	1	30	36	-6	35	36	-1	67	55	12
MIXX FM	150	136	14	26	27	-1	63	56	7	43	38	5	36	38	-2	18	12	6	6	3	3
ABC MILDURA-SWAN HILL	48	60	-12	4	1	3	2	2	0	2	1	1	10	13	-3	13	14	-1	19	31	-12
ABC RN (RADIO NATIONAL)	6	2	4	0	1	-1	0	1	-1	0	1	-1	1	0	1	1	1	0	4	0	4
ABC NEWS	3	14	-11	0	0	0	1	1	0	1	1	0	2	1	1	0	3	-3	0	8	-8
triple j	48	34	14	5	4	1	29	21	8	18	12	6	10	7	3	3	2	1	1	0	1
ABC CLASSIC FM	3	7	-4	0	0	0	0	0	0	0	0	0	1	1	0	0	1	-1	3	5	-2

Please note: Last Swan Hill Survey conducted August 2018.

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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.

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Cumulative Audience (00's) by Session, P10+ [Potential: 385]

	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	+/-
3SH	103	119	-16	94	95	-1	77	89	-12	74	68	6	30	23	7	94	102	-8
MIXX FM	101	110	-9	81	67	14	96	84	12	93	91	2	31	12	19	88	78	10
ABC MILDURA-SWAN HILL	29	47	-18	15	30	-15	18	32	-14	17	25	-8	15	14	1	33	46	-13
ABC RN (RADIO NATIONAL)	3	2	1	4	0	4	3	0	3	1	1	0	3	0	3	2	1	1
ABC NEWS	2	10	-8	1	5	-4	1	6	-5	1	6	-5	1	5	-4	1	10	-9
triple j	28	28	0	21	19	2	27	23	4	22	28	-6	11	4	7	29	21	8
ABC CLASSIC FM	2	4	-2	2	3	-1	1	5	-4	1	3	-2	0	2	-2	3	5	-2

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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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