

5 March 2019

## Mt Gambier to release radio ratings

Mount Gambier Radio stations Limestone Coast's 963AM Triple M (previously known as 5SE) and Limestone Coast's Hit 96.1 (previously known as 96.1 Star FM), in the southeast region of South Australia are set to be part of the region's radio ratings.

The new research will be released on Tuesday (5 March) and will be the first survey since the name change to the two Southern Cross Austereo stations. The region was last surveyed in April 2016.

Conducted by Xtra Insights between 4 – 23 February this is the first of more than 20 regional surveys to be undertaken this year to provide up-to-date data on radio audiences across regional Australia.

"The Mount Gambier survey will provide important comparative information for the stations and help businesses understand the radio audience in the area," Joan Warner, chief executive officer of industry body Commercial Radio Australia.

The radio industry introduced a new system for regional radio ratings in 2014, which allows smaller radio markets to undertake more regular, reliable and cost-effective audience measurement. Mount Gambier will be the 82nd regional survey since 2014.

The Xtra Insights regional surveys do not produce a traditional share figure but is based on stations listened to most rather than share.

Other regional centres to be surveyed this year include Griffith, Wagga Wagga and Dubbo.

Results will be available from 11.00 am [here](#) at [www.radioalive.com.au](http://www.radioalive.com.au).

**Media contact: Melissa Fleming 0417 499 529 & Judy Shaw 0418 415 965**

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