

ALBURY (NSW)

SURVEY #1 2022



xtra insights

ALBURY - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL TUESDAY 6TH DECEMBER 2022 AT 11AM AEDT

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 104.9 THE BORDER	28.1	25.7	2.4	60.8	55.9	4.9	49.9	51.3	-1.4	43.2	37.2	6.0	26.0	22.0	4.0	9.3	8.9	0.4	1.8	2.4	-0.6
TRIPLE M THE BORDER 105.7	25.2	23.5	1.7	24.1	23.7	0.4	19.4	11.5	7.9	22.2	27.0	-4.8	40.3	36.7	3.6	31.6	28.5	3.1	10.8	8.2	2.6
1494 2AY	8.5	10.7	-2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.6	1.9	-1.3	2.7	6.2	-3.5	11.0	18.7	-7.7	28.7	28.8	-0.1
ABC GOULBURN MURRAY	11.4	13.2	-1.8	5.3	2.2	3.1	3.8	0.0	3.8	4.7	3.8	0.9	7.6	12.4	-4.8	13.5	19.5	-6.0	26.9	30.6	-3.7
ABC RN (RADIO NATIONAL)	1.6	2.1	-0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	-1.3	1.7	1.1	0.6	1.5	4.1	-2.6	4.8	4.7	0.1
ABC NEWSRADIO	0.9	0.3	0.6	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.6	0.6	0.5	0.0	0.5	0.8	0.0	0.8	1.8	0.6	1.2
TRIPLE J	10.2	9.2	1.0	6.6	10.8	-4.2	21.2	29.5	-8.3	22.3	18.2	4.1	8.7	4.5	4.2	5.9	3.2	2.7	0.6	0.0	0.6
ABC CLASSIC	1.4	1.5	-0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6	0.0	0.5	0.6	-0.1	0.8	2.5	-1.7	4.8	4.1	0.7

Please note: Last Albury Survey conducted December 2019.

ABC NEWSRADIO on air from 26 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: 6th November 2022 – 26th November 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	+/-
HIT 104.9 THE BORDER	27.4	25.9	1.5	21.9	19.5	2.4	28.8	25.3	3.5	30.9	28.3	2.6	26.7	20.4	6.3	27.9	24.5	3.4
TRIPLE M THE BORDER 105.7	22.5	23.1	-0.6	28.7	28.5	0.2	27.9	28.0	-0.1	26.6	24.7	1.9	18.2	11.5	6.7	21.7	20.2	1.5
1494 2AY	9.6	11.4	-1.8	10.5	13.2	-2.7	6.2	6.8	-0.6	6.6	8.7	-2.1	7.0	14.2	-7.2	4.7	10.5	-5.8
ABC GOULBURN MURRAY	12.3	13.4	-1.1	8.7	12.8	-4.1	9.3	11.4	-2.1	6.4	9.6	-3.2	12.5	21.2	-8.7	12.4	17.2	-4.8
ABC RN (RADIO NATIONAL)	2.0	1.8	0.2	1.2	1.0	0.2	0.5	1.4	-0.9	1.6	2.2	-0.6	2.2	3.5	-1.3	1.2	2.5	-1.3
ABC NEWSRADIO	0.6	0.3	0.3	0.6	0.0	0.6	0.5	0.2	0.3	0.4	0.2	0.2	2.7	0.0	2.7	0.5	0.2	0.3
TRIPLE J	11.5	10.1	1.4	10.8	8.8	2.0	11.0	10.5	0.5	12.5	12.0	0.5	11.0	6.2	4.8	12.3	8.0	4.3
ABC CLASSIC	0.9	1.5	-0.6	2.3	1.9	0.4	1.2	1.7	-0.5	1.6	1.1	0.5	1.6	2.6	-1.0	1.9	1.9	0.0

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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			18-24			25-39			40-54			55-64			65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT 104.9 THE BORDER	627	489	138	128	110	18	99	89	10	166	138	28	152	103	49	59	39	20	23	10	13
TRIPLE M THE BORDER 105.7	579	529	50	71	54	17	52	46	6	113	128	-15	184	169	15	107	82	25	51	50	1
1494 2AY	165	217	-52	5	2	3	0	0	0	6	12	-6	23	37	-14	33	57	-24	97	109	-12
ABC GOULBURN MURRAY	258	271	-13	17	10	7	5	3	2	18	22	-4	35	66	-31	52	59	-7	131	111	20
ABC RN (RADIO NATIONAL)	45	54	-9	2	0	2	0	2	-2	2	5	-3	9	8	1	5	12	-7	28	27	1
ABC NEWSRADIO	21	12	9	0	0	0	0	0	0	3	2	1	3	2	1	2	2	0	12	7	5
TRIPLE J	263	183	80	40	17	23	42	49	-7	102	72	30	55	29	26	19	13	6	5	3	2
ABC CLASSIC	36	47	-11	2	0	2	0	0	0	3	3	0	2	8	-6	3	13	-10	26	22	4

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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: 1392]

	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 104.9 THE BORDER	385	423	-38	248	231	17	380	322	58	347	378	-31	110	54	56	359	307	52
TRIPLE M THE BORDER 105.7	345	413	-68	329	333	-4	344	372	-28	302	357	-55	74	49	25	295	323	-28
1494 2AY	122	170	-48	105	143	-38	75	106	-31	65	104	-39	25	29	-4	69	143	-74
ABC GOULBURN MURRAY	170	207	-37	95	143	-48	113	151	-38	69	130	-61	46	54	-8	161	217	-56
ABC RN (RADIO NATIONAL)	28	37	-9	14	22	-8	11	22	-11	16	34	-18	7	13	-6	16	40	-24
ABC NEWSRADIO	12	8	4	8	3	5	8	5	3	7	5	2	9	2	7	7	8	-1
TRIPLE J	167	160	7	119	98	21	142	123	19	147	146	1	47	22	25	169	108	61
ABC CLASSIC	19	29	-10	26	27	-1	17	30	-13	14	22	-8	5	8	-3	27	34	-7

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Cumulative Audience (00's)

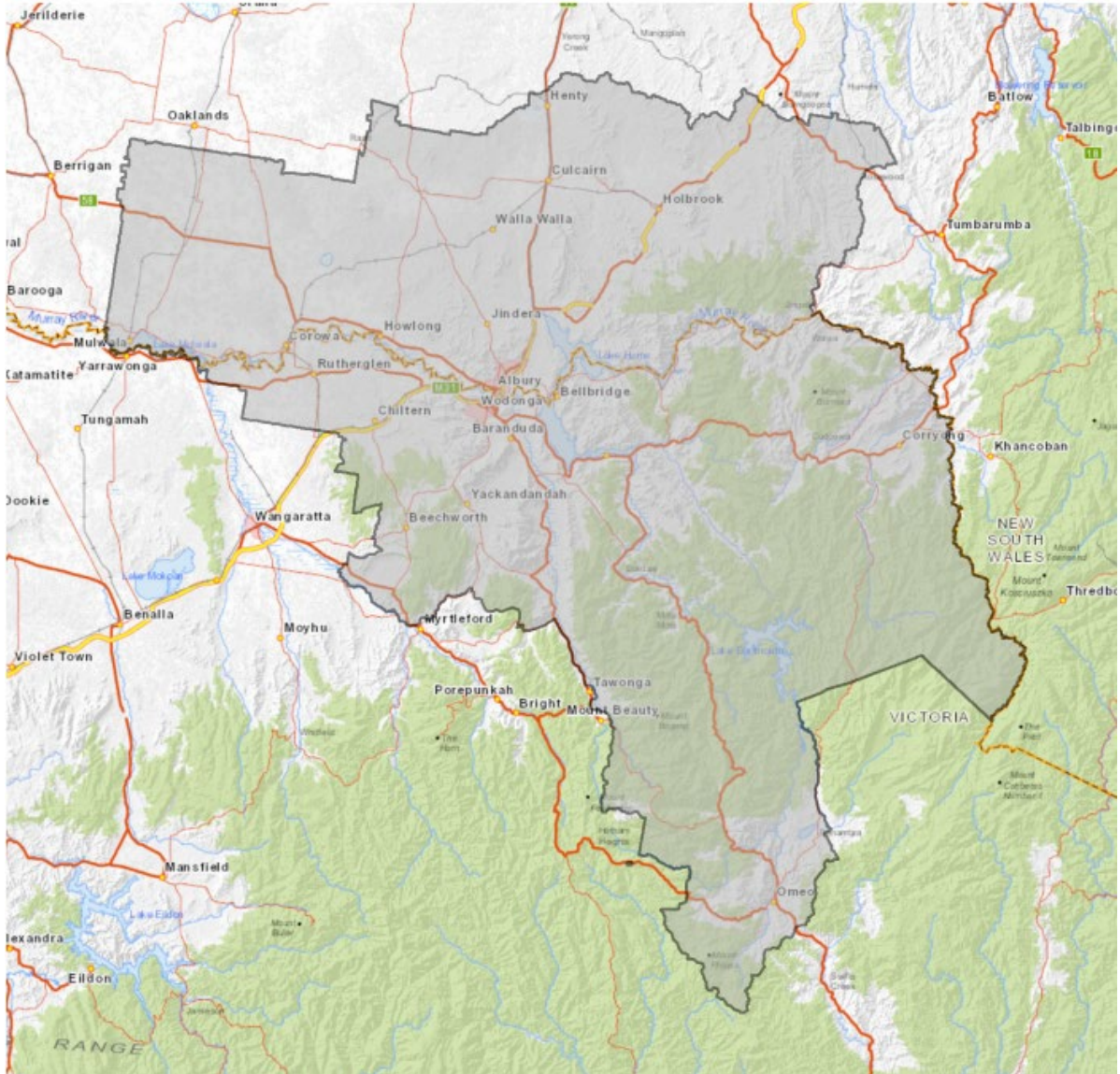
The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening.

For example, Station A has 25,000 unique listeners between 5.30am-12.00mn Monday to Sunday.

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