

CAMPBELLTOWN (NSW)

SURVEY #1 2023



xTRA insights

CAMPBELLTOWN - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL TUESDAY 10TH OCTOBER 2023 AT 11AM [AEDT]

Station Listened to Most (%), Monday to Sunday

	10+	10-17	18-24	25-39	40-54	55-64	65+
C91.3 FM	13.0	23.0	12.6	10.9	16.9	10.7	5.0
ABC SYDNEY	3.3	2.2	0.0	1.1	0.4	5.8	11.8
ABC RN (RADIO NATIONAL)	1.2	0.0	0.0	0.7	0.4	1.7	4.4
ABC NEWSRADIO	1.0	1.5	0.0	0.4	2.2	1.7	0.0
TRIPLE J	3.1	4.5	4.7	6.5	1.3	0.0	0.6
ABC CLASSIC	0.2	0.0	0.0	0.0	0.0	0.0	1.3
2GB	9.6	1.5	0.0	2.2	8.2	15.7	31.6
2UE	2.6	0.0	1.8	0.0	0.9	2.5	11.8
KIIS 1065	21.3	26.7	31.6	34.8	19.3	9.1	1.2
TRIPLE M	6.4	3.7	7.1	6.9	10.4	7.5	0.6
2DAY FM	3.0	4.5	1.8	3.3	4.6	2.5	0.0
WSFM	8.2	7.4	2.9	4.4	12.8	9.9	10.6
NOVA 96.9	6.0	9.6	12.6	7.2	3.8	4.1	1.3
SMOOTH FM	7.4	4.4	1.1	5.1	5.5	20.6	10.0
CADA 96.1	5.2	5.2	16.9	8.3	3.0	0.0	0.0
1170 SEN	0.7	0.0	0.0	0.7	1.8	0.8	0.0
2SM	0.1	0.0	0.0	0.0	0.0	0.0	0.6

Please note: *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: 4th September 2023 – 23rd September 2023

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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
C91.3 FM	13.1	11.5	12.1	13.2	4.9	11.4
ABC SYDNEY	3.9	1.9	3.2	3.0	5.8	3.4
ABC RN (RADIO NATIONAL)	1.2	0.9	0.5	1.0	1.7	1.2
ABC NEWSRADIO	0.9	0.5	0.6	1.2	2.8	0.7
TRIPLE J	2.5	2.9	2.9	3.7	4.9	3.5
ABC CLASSIC	0.4	0.7	0.3	0.2	0.4	0.1
2GB	9.9	13.4	8.8	7.0	12.9	8.5
2UE	2.4	2.7	2.9	3.1	4.5	3.5
KIIS 1065	25.0	19.4	16.7	17.5	14.3	16.3
TRIPLE M	5.7	8.4	9.3	7.7	4.6	9.8
2DAY FM	3.1	3.0	3.2	3.0	2.0	3.2
WSFM	8.3	8.3	9.4	7.8	4.8	7.0
NOVA 96.9	5.6	5.2	7.1	8.4	9.7	7.1
SMOOTH FM	6.9	8.9	9.4	8.1	11.0	9.0
CADA 96.1	3.6	4.6	5.5	5.8	8.4	5.0
1170 SEN	0.8	0.3	0.5	0.9	0.0	0.8
2SM	0.0	0.9	0.3	0.6	0.0	0.3

Please note: *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+
C91.3 FM	548	103	53	116	171	56	50
ABC SYDNEY	192	15	0	23	17	50	86
ABC RN (RADIO NATIONAL)	54	0	0	12	7	8	27
ABC NEWSRADIO	54	7	0	9	15	11	12
TRIPLE J	180	27	32	79	27	11	5
ABC CLASSIC	25	0	0	2	2	5	15
2GB	378	20	5	26	102	61	165
2UE	114	0	5	2	12	16	79
KIIS 1065	813	130	127	313	180	53	10
TRIPLE M	420	54	30	102	165	58	10
2DAY FM	263	51	33	83	66	19	10
WSFM	420	42	38	58	124	77	82
NOVA 96.9	342	71	66	109	74	13	10
SMOOTH FM	413	41	25	86	86	98	77
CADA 96.1	287	39	71	118	48	8	3
1170 SEN	32	5	0	7	15	5	0
2SM	32	2	0	2	10	5	12

Please note: *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: 2510]

	Breakfast Mon-Fri 5.30am-9.00am	Morning Mon-Fri 9.00am-12.00pm	Afternoon Mon-Fri 12.00pm-4.00pm	Drive Mon-Fri 4.00pm-7.00pm	Evening Mon-Fri 7.00pm-12.00mn	Weekend Sat-Sun 5.30am-12.00mn
C91.3 FM	383	198	242	272	49	274
ABC SYDNEY	114	48	65	70	48	103
ABC RN (RADIO NATIONAL)	32	15	10	22	12	32
ABC NEWSRADIO	30	15	15	22	17	15
TRIPLE J	100	59	81	100	38	109
ABC CLASSIC	15	12	7	8	3	3
2GB	257	221	159	149	82	203
2UE	64	57	49	67	29	81
KIIS 1065	656	324	331	358	107	368
TRIPLE M	179	158	204	184	49	253
2DAY FM	118	73	95	95	35	107
WSFM	260	173	192	174	53	183
NOVA 96.9	167	110	177	182	68	188
SMOOTH FM	219	166	171	182	68	219
CADA 96.1	137	107	136	150	64	138
1170 SEN	20	5	10	14	0	19
2SM	2	12	10	10	0	5

Please note: *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.

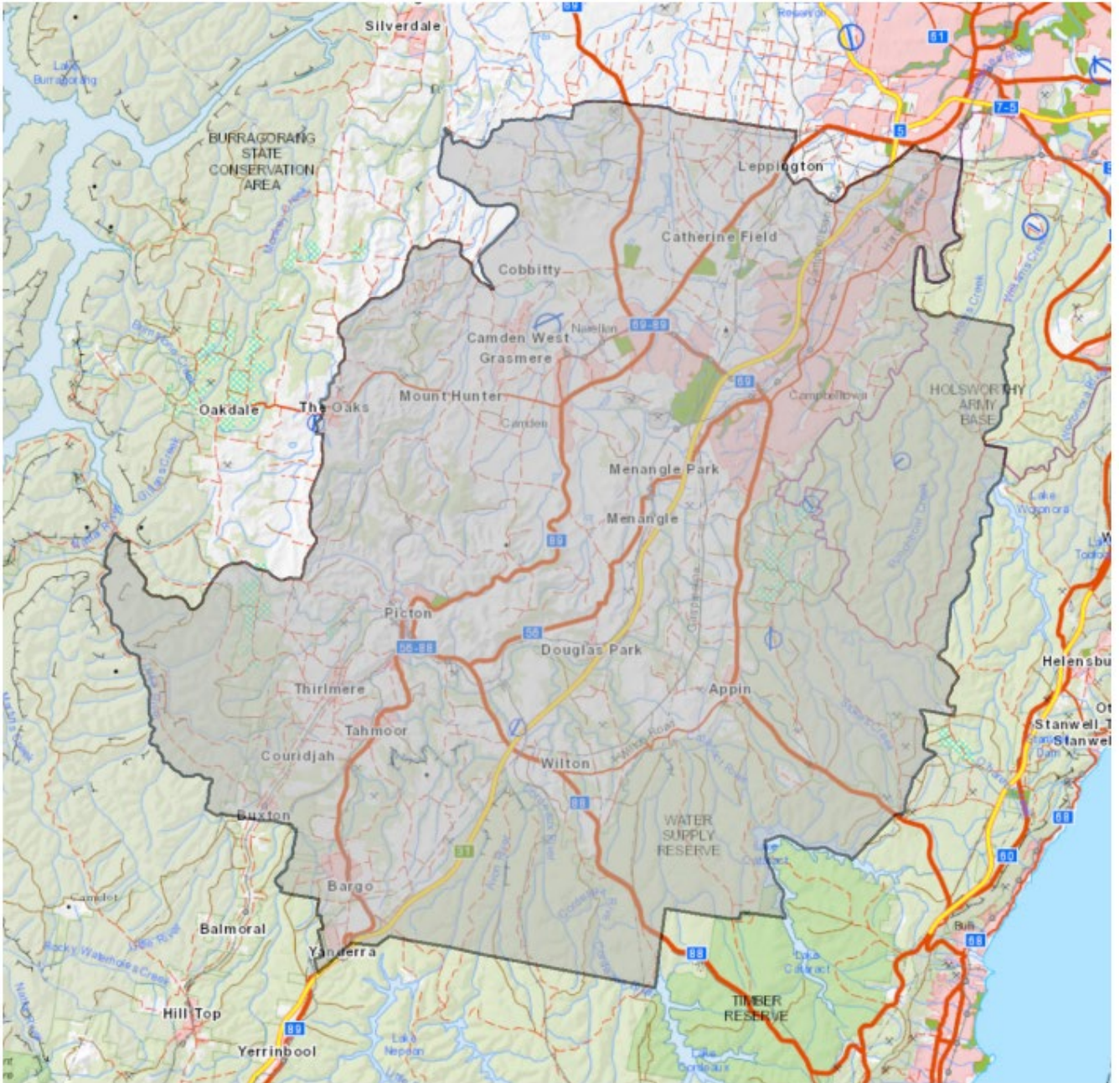
For example, Station A has 25,000 unique listeners between 5.30am-12.00mn Monday to Sunday.

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