

DUBBO (NSW)

SURVEY #1 2022



DUBBO - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL TUESDAY 11TH OCTOBER 2022 AT 11AM AEDT

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	+/-
TRIPLE M DUBBO	20.1	-	20.1	33.6	-	33.6	22.7	-	22.7	22.4	-	22.4	26.6	-	26.6	19.7	-	19.7	0.6	-	0.6
2DU	14.2	22.2	-8.0	2.8	10.5	-7.7	4.5	6.6	-2.1	3.4	5.1	-1.7	5.1	15.0	-9.9	17.6	31.3	-13.7	44.4	56.0	-11.6
ZOOFM	22.2	17.3	4.9	36.2	22.1	14.1	26.7	23.3	3.4	29.3	24.9	4.4	28.3	23.1	5.2	14.5	10.4	4.1	5.3	3.1	2.2
ABC WESTERN PLAINS	3.7	9.9	-6.2	1.9	2.1	-0.2	1.4	2.3	-0.9	2.0	1.7	0.3	3.1	11.6	-8.5	3.7	14.8	-11.1	9.4	21.3	-11.9
ABC RN (RADIO NATIONAL)	0.5	1.5	-1.0	0.9	2.1	-1.2	0.0	0.4	-0.4	0.0	0.6	-0.6	0.0	1.2	-1.2	1.4	2.6	-1.2	1.2	2.5	-1.3
ABC NEWSRADIO	0.7	0.0	0.7	0.0	0.0	0.0	0.5	0.0	0.5	0.7	0.0	0.7	1.5	0.0	1.5	0.7	0.0	0.7	0.6	0.0	0.6
TRIPLE J	6.8	2.6	4.2	4.6	1.1	3.5	16.1	7.0	9.1	15.0	7.9	7.1	3.6	1.2	2.4	0.7	0.0	0.7	1.2	0.0	1.2
ABC CLASSIC	0.5	0.8	-0.3	0.0	0.0	0.0	0.7	0.0	0.7	0.0	0.0	0.0	0.0	1.2	-1.2	0.0	0.0	0.0	1.2	2.5	-1.3

Please note: Last Dubbo Survey conducted August 2019.

ABC NEWSRADIO on air from 26th July 2020. Previously known as ABC NEWS.

TRIPLE M Dubbo on air from 20th July 2020. Not previously surveyed.

*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: 12th September 2022 – 1st October 2022

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Session Listened to Most (%)

	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		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
TRIPLE M DUBBO	19.2	-	192	19.3	-	19.3	23.3	-	23.3	23.1	-	23.1	17.3	-	17.3	17.2	-	17.2
2DU	15.2	22.2	-7.0	16.5	24.6	-8.1	13.6	17.7	-4.1	7.0	14.7	-7.7	12.1	27.6	-15.5	11.9	23.6	-11.7
ZOOFM	21.8	17.2	4.6	18.9	17.5	1.4	21.5	19.1	2.4	23.0	20.3	2.7	16.1	6.3	9.8	20.9	15.2	5.7
ABC WESTERN PLAINS	5.1	10.7	-5.6	2.7	8.0	-5.3	2.7	9.4	-6.7	2.7	7.8	-5.1	6.5	17.3	-10.8	4.8	10.3	-5.5
ABC RN (RADIO NATIONAL)	0.4	1.6	-1.2	0.7	1.3	-0.6	0.3	2.0	-1.7	1.3	1.0	0.3	0.9	1.6	-0.7	0.3	1.2	-0.9
ABC NEWSRADIO	0.4	0.0	0.4	0.2	0.0	0.2	0.8	0.0	0.8	1.0	0.0	1.0	1.1	0.0	1.1	1.1	0.0	1.1
TRIPLE J	5.9	2.3	3.6	6.9	2.4	4.5	7.0	3.0	4.0	9.3	3.4	5.9	9.3	4.7	4.6	8.5	3.0	5.5
ABC CLASSIC	0.4	0.4	0.0	0.5	1.3	-0.8	0.5	1.2	-0.7	0.8	1.0	-0.2	0.9	1.6	-0.7	0.7	1.1	-0.4

Please note: Last Dubbo Survey conducted August 2019.

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TRIPLE M Dubbo on air from 20th July 2020. Not previously surveyed.

*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	+/-
TRIPLE M DUBBO	221	-	221	39	-	39	90	-	90	64	-	64	62	-	62	26	-	26	4	-	4
2DU	140	173	-33	6	8	-2	17	18	-1	11	10	1	16	28	-12	25	37	-12	75	82	-7
ZOOFM	238	174	64	39	23	16	94	78	16	72	55	17	70	47	23	24	19	5	11	6	5
ABC WESTERN PLAINS	46	103	-57	4	5	-1	6	10	-4	5	6	-1	9	24	-15	7	20	-13	19	44	-25
ABC RN (RADIO NATIONAL)	13	16	-3	1	2	-1	2	1	1	2	1	1	3	4	-1	3	4	-1	4	5	-1
ABC NEWSRADIO	9	2	7	0	0	0	3	0	3	2	0	2	2	0	2	1	0	1	2	2	0
TRIPLE J	71	31	40	7	2	5	43	23	20	32	16	16	13	4	9	5	2	3	2	1	1
ABC CLASSIC	4	10	-6	0	0	0	1	1	0	0	0	0	0	2	-2	0	0	0	3	8	-5

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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: 636]

	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		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
TRIPLE M DUBBO	132	-	132	101	-	101	131	-	131	107	-	107	33	-	33	108	-	108
2DU	96	143	-47	84	101	-17	70	83	-13	34	68	-34	20	31	-11	66	122	-56
ZOOFM	157	146	11	109	94	15	133	117	16	112	127	-15	29	11	18	115	107	8
ABC WESTERN PLAINS	32	82	-50	14	44	-30	17	53	-36	16	46	-30	12	21	-9	28	75	-47
ABC RN (RADIO NATIONAL)	4	12	-8	5	6	-1	3	10	-7	7	6	1	3	5	-2	8	9	-1
ABC NEWSRADIO	5	1	4	1	1	0	5	2	3	4	2	2	3	2	1	5	2	3
TRIPLE J	39	25	14	39	16	23	40	20	20	41	26	15	16	7	9	44	23	21
ABC CLASSIC	2	4	-2	2	8	-6	3	7	-4	3	7	-4	1	3	-2	3	8	-5

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Cumulative Audience (00's)

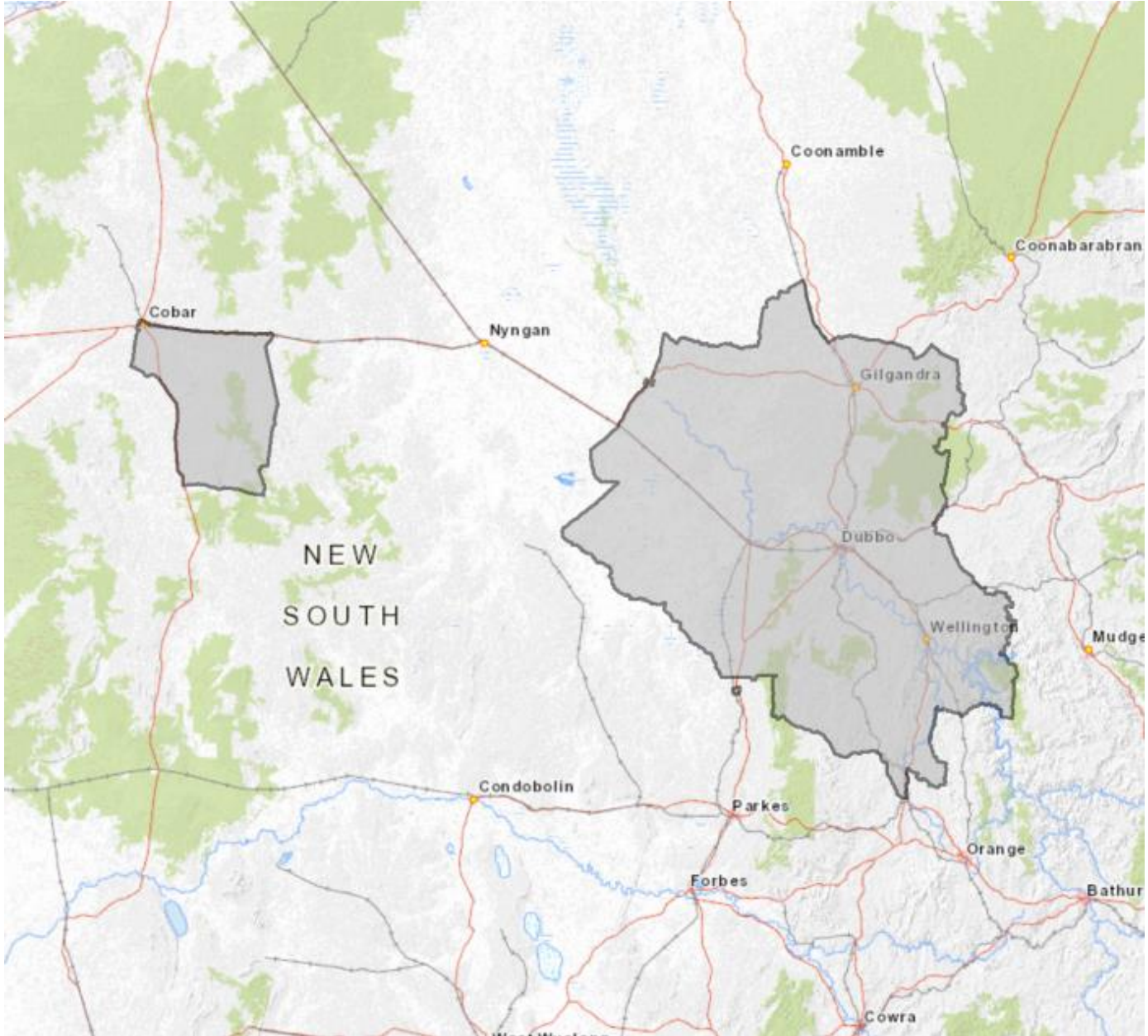
The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening.

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

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