

GRIFFITH (NSW)

SURVEY #1 2022



xtra insights

GRIFFITH - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL 19TH APRIL 2022 AT 11AM AEST

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	+/-
HIT99.7 RIVERINA MIA	33.5	30.8	2.7	66.9	64.3	2.6	60.3	57.8	2.5	45.0	46.9	-1.9	33.5	31.4	2.1	17.5	7.5	10.0	4.5	1.7	2.8
963 TRIPLE M RIVERINA MIA	16.2	23.4	-7.2	2.9	9.9	-7.0	3.7	7.0	-3.3	9.4	15.2	-5.8	17.4	24.4	-7.0	30.0	39.2	-9.2	24.3	33.1	-8.8
ABC RIVERINA	12.5	15.1	-2.6	3.9	4.9	-1.0	3.5	2.8	0.7	6.4	6.3	0.1	11.0	11.6	-0.6	15.8	22.5	-6.7	25.4	32.0	-6.6
ABC RN (RADIO NATIONAL)	1.5	2.0	-0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6	0.0	1.2	1.7	-0.5	4.2	4.2	0.0	2.3	3.9	-1.6
ABC NEWSRADIO	1.8	0.9	0.9	1.0	0.0	1.0	1.8	2.8	-1.0	1.8	0.0	1.8	1.2	1.7	-0.5	0.8	0.8	0.0	3.4	0.6	2.8
TRIPLE J	7.8	6.3	1.5	4.9	6.0	-1.1	18.2	15.5	2.7	14.6	12.6	2.0	9.8	5.8	4.0	1.7	0.8	0.9	1.1	1.1	0.0
ABC CLASSIC	0.6	1.1	-0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6	0.0	0.0	3.3	-3.3	2.3	2.2	0.1

Please note: Last Griffith Survey conducted March 2019. ABC NewsRadio on air from 26 July 2020. Previously known as ABC News.

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.

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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	+/-
HIT99.7 RIVERINA MIA	35.8	29.3	6.5	27.6	22.4	5.2	38.4	33.5	4.9	39.6	38.3	1.3	36.0	16.5	19.5	32.7	27.3	5.4
963 TRIPLE M RIVERINA MIA	17.4	23.2	-5.8	16.7	31.9	-15.2	13.1	19.7	-6.6	14.0	18.4	-4.4	11.0	12.4	-1.4	12.9	19.4	-6.5
ABC RIVERINA	12.8	16.4	-3.6	13.3	13.7	-0.4	11.6	14.4	-2.8	10.4	11.2	-0.8	20.3	32.2	-11.9	13.7	17.6	-3.9
ABC RN (RADIO NATIONAL)	1.3	2.4	-1.1	1.1	1.8	-0.7	1.2	1.5	-0.3	1.7	1.7	0.0	2.8	5.0	-2.2	1.3	2.2	-0.9
ABC NEWSRADIO	1.6	0.7	0.9	1.4	0.4	1.0	1.5	0.4	1.1	2.1	0.9	1.2	2.2	2.5	-0.3	1.3	0.9	0.4
TRIPLE J	7.3	7.0	0.3	8.5	6.9	1.6	7.7	7.3	0.4	8.8	7.6	1.2	6.4	4.1	2.3	11.1	8.4	2.7
ABC CLASSIC	0.7	1.2	-0.5	1.0	1.3	-0.3	0.5	0.8	-0.3	0.6	1.1	-0.5	1.1	2.5	-1.4	0.7	1.8	-1.1

Please note: Last Griffith Survey conducted March 2019. ABC NewsRadio on air from 26 July 2020. Previously known as ABC News.

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	+/-
HIT99.7 RIVERINA MIA	343	281	62	68	66	2	52	38	14	95	88	7	82	70	12	32	17	15	15	3	12
963 TRIPLE M RIVERINA MIA	209	256	-47	14	18	-4	9	10	-1	31	37	-6	45	57	-12	45	60	-15	65	74	-9
ABC RIVERINA	156	162	-6	6	13	-7	6	2	4	17	14	3	35	34	1	32	34	-2	60	65	-5
ABC RN (RADIO NATIONAL)	18	31	-13	0	1	-1	0	0	0	2	1	1	2	6	-4	6	8	-2	8	15	-7
ABC NEWSRADIO	19	11	8	1	0	1	1	2	-1	4	0	4	5	4	1	2	2	0	6	4	2
TRIPLE J	96	76	20	9	10	-1	16	14	2	37	25	12	23	16	7	5	8	-3	5	3	2
ABC CLASSIC	10	20	-10	0	1	-1	0	0	0	1	0	1	2	2	0	0	7	-7	7	10	-3

Please note: Last Griffith Survey conducted March 2019. ABC NewsRadio on air from 26 July 2020. Previously known as ABC News.

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: 720]

	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	+/-
HIT99.7 RIVERINA MIA	249	219	30	167	119	48	224	179	45	192	194	-2	63	27	36	190	174	16
963 TRIPLE M RIVERINA MIA	134	208	-74	102	162	-60	88	130	-42	77	117	-40	25	22	3	97	152	-55
ABC RIVERINA	96	132	-36	75	75	0	71	82	-11	55	67	-12	35	39	-4	79	115	-36
ABC RN (RADIO NATIONAL)	10	24	-14	6	16	-10	9	14	-5	8	13	-5	5	6	-1	7	19	-12
ABC NEWSRADIO	13	8	5	8	6	2	8	5	3	11	7	4	4	4	0	7	7	0
TRIPLE J	57	62	-5	48	37	11	50	46	4	47	50	-3	14	8	6	61	60	1
ABC CLASSIC	5	14	-9	5	13	-8	4	11	-7	4	11	-7	4	4	0	5	16	-11

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