

ORANGE (NSW)

SURVEY #1 2022



ORANGE - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL TUESDAY 1ST NOVEMBER 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	+/-
HIT105.9 CENTRAL WEST	30.0	28.9	1.1	57.4	56.0	1.4	47.3	54.0	-6.7	45.9	49.6	-3.7	25.5	19.5	6.0	14.0	10.3	3.7	5.9	1.2	4.7
TRIPLE M 105.1 CENTRAL WEST	22.6	27.4	-4.8	19.6	20.0	-0.4	16.9	19.8	-2.9	19.1	23.3	-4.2	29.1	40.5	-11.4	32.4	35.9	-3.5	18.5	22.2	-3.7
RADIO 2EL	2.9	2.7	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	1.1	0.9	2.4	2.6	-0.2	9.8	9.9	-0.1
ABC CENTRAL WEST NSW	10.5	11.4	-0.9	0.0	2.0	-2.0	2.9	0.9	2.0	3.0	1.3	1.7	6.6	10.0	-3.4	15.3	13.7	1.6	27.9	31.6	-3.7
ABC RN (RADIO NATIONAL)	4.3	3.2	1.1	0.8	0.0	0.8	3.1	0.4	2.7	3.3	0.6	2.7	4.9	3.9	1.0	7.2	6.0	1.2	5.0	6.4	-1.4
ABC NEWSRADIO	1.0	0.5	0.5	3.7	0.0	3.7	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.6	0.7	0.8	0.0	0.8	0.7	1.8	-1.1
TRIPLE J	9.3	6.9	2.4	8.2	9.0	-0.8	17.7	13.7	4.0	12.5	13.2	-0.7	10.3	6.7	3.6	3.5	1.7	1.8	1.3	0.0	1.3
ABC CLASSIC	2.3	1.7	0.6	1.0	1.0	0.0	1.0	0.4	0.6	1.5	0.6	0.9	1.7	0.0	1.7	1.7	1.7	0.0	5.7	5.8	-0.1

Please note: Last Orange Survey conducted August 2019. ABC NewsRadio on air from 26th 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: 3rd October 2022 – 22nd October 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	+/-
HIT105.9 CENTRAL WEST	29.5	30.1	-0.6	25.2	20.0	5.2	31.3	29.6	1.7	32.5	33.1	-0.6	21.8	15.6	6.2	30.5	24.6	5.9
TRIPLE M 105.1 CENTRAL WEST	22.9	25.6	-2.7	26.0	32.3	-6.3	22.8	25.8	-3.0	22.4	25.4	-3.0	17.0	13.9	3.1	19.7	23.9	-4.2
RADIO 2EL	1.7	2.1	-0.4	5.0	4.0	1.0	3.4	2.1	1.3	3.9	1.4	2.5	5.4	3.5	1.9	1.7	3.4	-1.7
ABC CENTRAL WEST NSW	12.5	12.5	0.0	9.1	11.2	-2.1	9.8	10.9	-1.1	7.3	9.0	-1.7	20.1	27.8	-7.7	13.3	15.6	-2.3
ABC RN (RADIO NATIONAL)	5.5	3.4	2.1	2.1	3.1	-1.0	3.0	2.8	0.2	5.1	2.0	3.1	4.9	6.1	-1.2	4.4	3.6	0.8
ABC NEWSRADIO	1.2	0.6	0.6	0.6	0.7	-0.1	0.2	0.4	-0.2	0.7	0.4	0.3	0.0	1.7	-1.7	0.8	0.4	0.4
TRIPLE J	7.9	7.2	0.7	7.8	5.5	2.3	8.2	6.4	1.8	9.1	9.2	-0.1	9.8	3.5	6.3	11.2	7.5	3.7
ABC CLASSIC	2.0	1.9	0.1	2.5	2.9	-0.4	2.6	1.9	0.7	2.3	1.2	1.1	2.7	2.6	0.1	2.5	2.6	-0.1

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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	+/-
HIT105.9 CENTRAL WEST	348	290	58	69	60	9	151	146	5	105	92	13	83	62	21	26	20	6	20	2	18
TRIPLE M 105.1 CENTRAL WEST	310	313	-3	37	40	-3	89	77	12	65	56	9	87	91	-4	50	56	-6	49	48	1
RADIO 2EL	46	35	11	1	0	1	1	0	1	1	0	1	6	7	-1	11	8	3	27	21	6
ABC CENTRAL WEST NSW	151	130	21	4	2	2	12	6	6	10	6	4	24	27	-3	32	29	3	78	68	10
ABC RN (RADIO NATIONAL)	74	45	29	5	0	5	11	2	9	9	2	7	19	8	11	12	11	1	26	25	1
ABC NEWSRADIO	18	8	10	4	0	4	0	0	0	0	0	0	6	1	5	5	1	4	3	6	-3
TRIPLE J	123	79	44	15	13	2	68	43	25	38	27	11	31	16	15	6	5	1	3	2	1
ABC CLASSIC	41	29	12	4	1	3	2	1	1	2	1	1	7	3	4	6	4	2	21	20	1

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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: 806]

	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	+/-
HIT105.9 CENTRAL WEST	235	243	-8	154	118	36	192	163	29	186	204	-18	45	20	25	189	168	21
TRIPLE M 105.1 CENTRAL WEST	193	242	-49	151	177	-26	150	171	-21	137	177	-40	35	23	12	138	182	-44
RADIO 2EL	22	18	4	28	24	4	22	16	6	22	11	11	11	6	5	13	21	-8
ABC CENTRAL WEST NSW	106	108	-2	59	66	-7	66	65	1	45	56	-11	40	33	7	87	106	-19
ABC RN (RADIO NATIONAL)	46	38	8	15	28	-13	21	23	-2	32	20	12	10	12	-2	36	36	0
ABC NEWSRADIO	12	7	5	5	6	-1	4	4	0	8	4	4	0	4	-4	8	6	2
TRIPLE J	76	65	11	52	39	13	62	44	18	64	60	4	21	8	13	72	52	20
ABC CLASSIC	16	23	-7	18	21	-3	16	18	-2	16	14	2	6	6	0	20	26	-6

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Cumulative Audience (00's)

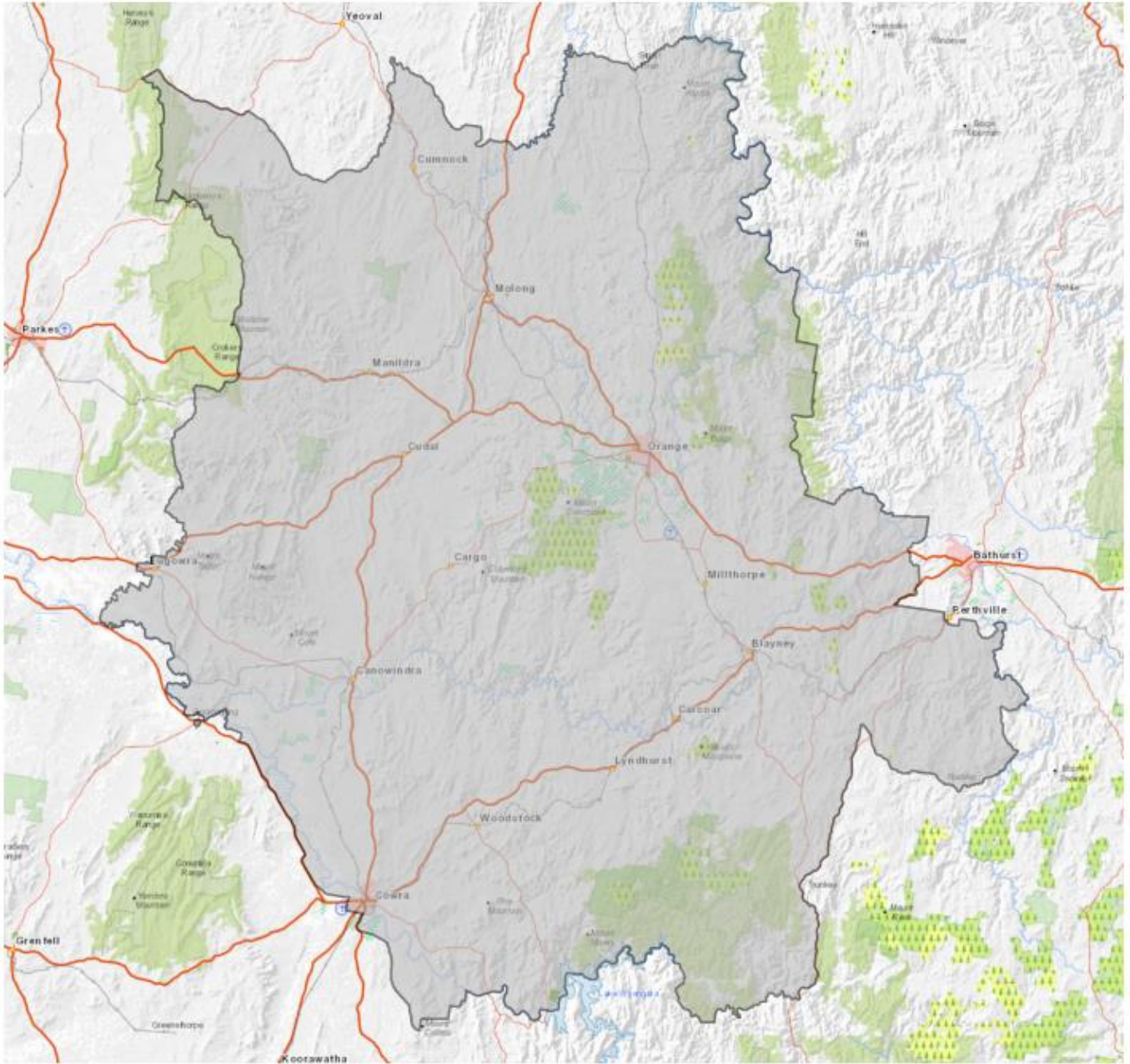
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ORANGE Survey Coverage Area based on Commercial Radio Australia's Licence Area Profile.