

WANGARATTA (VIC)

SURVEY #1 2023



EMBARGOED UNTIL TUESDAY 27TH JUNE 2023 AT 11AM AEST

Station Listened to Most (%), Monday to Sunday

	10+	10-17	18-39	25-39	40-54	55-64	65+
3NE	9.1	0.0	0.0	0.0	2.5	6.5	26.4
102.1 EDGE FM	21.9	30.3	25.4	22.3	27.1	28.7	7.9
ABC RIVERINA	0.4	0.0	0.0	0.0	0.0	0.0	1.3
ABC RN (RADIO NATIONAL)	3.7	0.0	0.0	0.0	2.5	4.5	8.5
ABC NEWSRADIO	0.7	0.0	0.0	0.0	1.6	0.0	1.3
TRIPLE J	7.7	5.8	19.2	21.5	8.2	3.5	0.6
ABC CLASSIC	1.6	0.0	0.0	0.0	0.0	2.2	4.3
ABC GOULBURN MURRAY	9.9	3.2	3.9	4.5	7.6	11.1	18.4

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.

WANGARATTA - XTRA INSIGHTS - SURVEY 1: 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
3NE	7.8	10.8	6.3	3.8	7.0	7.8
102.1 EDGE FM	22.7	22.0	25.5	23.8	8.0	20.1
ABC RIVERINA	0.7	0.3	0.3	1.1	0.7	0.9
ABC RN (RADIO NATIONAL)	3.7	2.2	1.8	3.3	4.8	4.0
ABC NEWSRADIO	0.6	0.8	0.8	0.8	1.4	0.5
TRIPLE J	7.8	8.5	8.7	9.0	8.9	8.0
ABC CLASSIC	0.4	1.6	1.3	0.5	1.4	0.7
ABC GOULBURN MURRAY	12.3	8.1	6.8	6.9	12.0	10.8

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+
3NE	122	0	4	3	6	20	92
102.1 EDGE FM	319	45	95	67	77	61	41
ABC RIVERINA	10	0	0	0	0	2	8
ABC RN (RADIO NATIONAL)	58	0	1	1	8	9	40
ABC NEWSRADIO	18	0	0	0	6	3	8
TRIPLE J	125	19	59	44	32	10	5
ABC CLASSIC	27	0	1	1	5	5	16
ABC GOULBURN MURRAY	145	6	10	8	27	30	72

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.

WANGARATTA - XTRA INSIGHTS - SURVEY 1: 2023



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Cumulative Audience (00's) by Session, P10+ [Potential: 921]

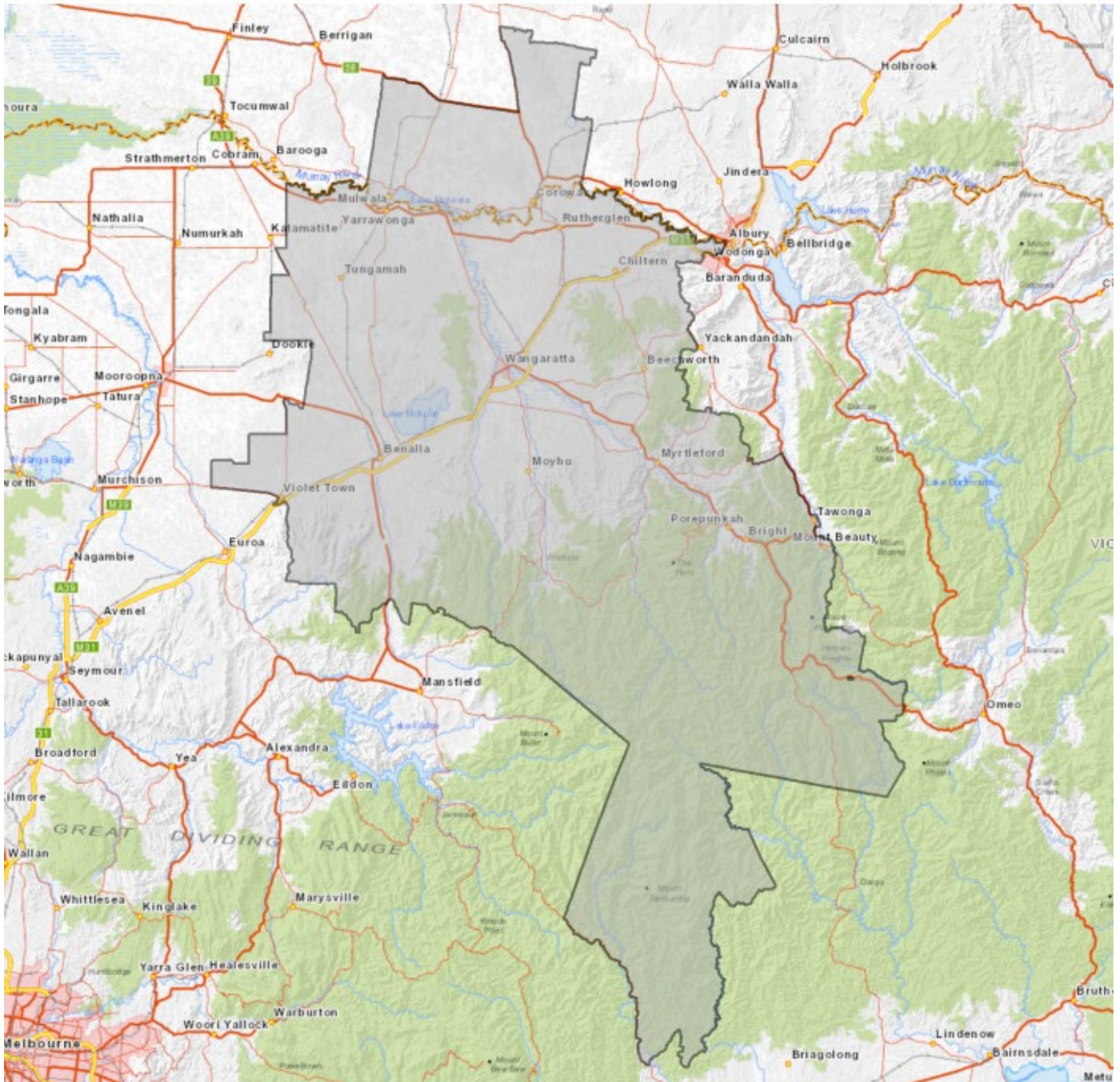
	Breakfast Mon-Fri 5.30am-9.00am	Morning Mon-Fri 9.00am-12.00pm	Afternoon Mon-Fri 12.00pm-4.00pm	Drive Mon-Fri 4.00pm-7.00pm	Evening Mon-Fri 7.00pm-12.00mn	Weekend Sat-Sun 5.30am-12.00mn
3NE	71	72	51	27	21	64
102.1 EDGE FM	199	159	196	166	30	177
ABC RIVERINA	5	5	5	8	2	8
ABC RN (RADIO NATIONAL)	42	18	16	29	14	34
ABC NEWSRADIO	8	5	8	8	7	5
TRIPLE J	80	64	65	66	23	70
ABC CLASSIC	6	16	11	6	3	12
ABC GOULBURN MURRAY	99	59	50	51	31	96

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