



ALBANY - XTRA INSIGHTS - SURVEY 1: 2024



EMBARGOED UNTIL THURSDAY 6TH JUNE 2024 AT 11AM AWST

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	+/-
HIT95.3 ALBANY	23.8	23.0	0.8	55.3	49.3	6.0	35.2	35.5	-0.3	33.8	34.9	-1.1	32.0	28.1	3.9	5.6	8.2	-2.6	3.6	0.0	3.6
TRIPLE M ALBANY 783	11.3	10.5	0.8	7.3	8.0	-0.7	13.5	11.0	2.5	13.6	10.1	3.5	11.8	12.6	-0.8	14.1	18.6	-4.5	8.9	3.6	5.3
ABC GREAT SOUTHERN	24.1	20.5	3.6	6.2	1.3	4.9	12.8	3.9	8.9	11.9	4.6	7.3	21.9	14.1	7.8	27.0	33.0	-6.0	42.5	47.1	-4.6
ABC RN (RADIO NATIONAL)	6.3	6.5	-0.2	2.5	1.3	1.2	0.9	1.3	-0.4	1.3	1.8	-0.5	5.1	7.4	-2.3	10.3	10.3	0.0	11.4	11.6	-0.2
ABC NEWSRADIO	1.9	1.0	0.9	1.1	0.0	1.1	1.8	0.0	1.8	2.6	0.0	2.6	1.4	0.7	0.7	3.7	1.0	2.7	1.8	2.9	-1.1
triple j	11.9	17.7	-5.8	13.3	21.3	-8.0	24.3	38.1	-13.8	22.6	35.8	-13.2	11.7	18.5	-6.8	9.3	6.2	3.1	1.8	0.0	1.8
ABC CLASSIC	2.0	3.2	-1.2	1.1	0.0	1.1	0.0	1.3	-1.3	0.0	1.8	-1.8	1.4	3.0	-1.6	0.9	4.1	-3.2	5.4	6.5	-1.1

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: 6th May 2024 - 25th May 2024

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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	+/-
HIT95.3 ALBANY	26.7	22.7	4.0	20.1	19.6	0.5	27.8	22.9	4.9	27.5	26.3	1.2	21.9	17.1	4.8	26.3	20.7	5.6
TRIPLE M ALBANY 783	9.5	10.5	-1.0	13.6	12.4	1.2	13.7	12.9	0.8	9.8	9.3	0.5	5.0	7.2	-2.2	9.1	9.1	0.0
ABC GREAT SOUTHERN	25.9	24.4	1.5	22.9	20.3	2.6	20.1	16.2	3.9	19.8	16.3	3.5	33.2	31.5	1.7	25.6	24.8	0.8
ABC RN (RADIO NATIONAL)	5.8	6.3	-0.5	5.4	5.4	0.0	4.7	6.7	-2.0	4.6	5.2	-0.6	5.9	4.6	1.3	5.6	5.0	0.6
ABC NEWSRADIO	2.1	1.0	1.1	1.2	1.0	0.2	0.4	0.5	-0.1	1.5	1.7	-0.2	1.2	1.3	-0.1	0.6	1.3	-0.7
triple j	12.0	16.8	-4.8	12.7	17.3	-4.6	12.0	17.2	-5.2	15.2	19.6	-4.4	12.1	20.4	-8.3	13.0	17.0	-4.0
ABC CLASSIC	2.0	2.6	-0.6	2.4	3.5	-1.1	2.4	3.8	-1.4	2.8	4.1	-1.3	4.4	2.0	2.4	3.1	3.0	0.1

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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EMBARGOED UNTIL THURSDAY 6TH JUNE 2024 AT 11AM AWST

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	+/-
HIT95.3 ALBANY	172	155	17	40	35	5	60	62	-2	44	44	0	55	45	10	9	13	-4	7	0	7
TRIPLE M ALBANY 783	101	87	14	6	8	-2	25	22	3	17	16	1	24	25	-1	23	23	0	22	8	14
ABC GREAT SOUTHERN	172	155	17	9	7	2	22	10	12	17	8	9	34	32	2	31	38	-7	77	68	9
ABC RN (RADIO NATIONAL)	48	54	-6	3	5	-2	5	4	1	3	4	-1	6	13	-7	12	16	-4	22	17	5
ABC NEWSRADIO	16	18	-2	1	1	0	4	2	2	4	2	2	4	4	0	4	6	-2	4	6	-2
triple j	108	131	-23	19	22	-3	42	68	-26	30	47	-17	29	30	-1	11	11	0	6	0	6
ABC CLASSIC	24	24	0	4	1	3	0	3	-3	0	3	-3	4	5	-1	4	5	-1	13	10	3

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: 482]

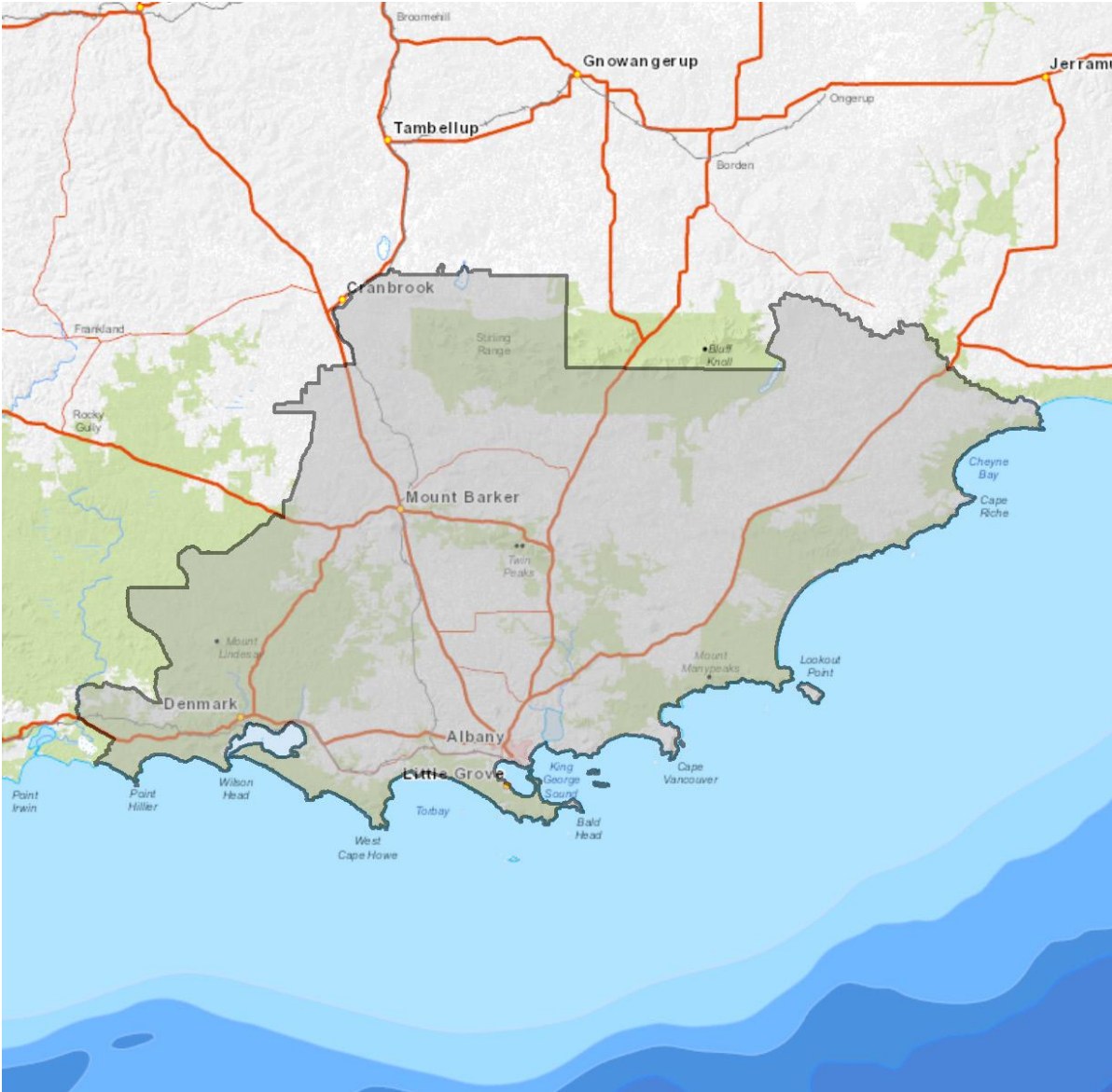
	Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5.30am-9.00am			Mon-Fri 9.00am-12.00pm			Mon-Fri 12.00pm-4.00pm			Mon-Fri 4.00pm-7.00pm			Mon-Fri 7.00pm-12.00mn			Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT95.3 ALBANY	133	111	22	82	76	6	117	96	21	95	84	11	28	22	6	118	92	26
TRIPLE M ALBANY 783	57	55	2	55	49	6	62	51	11	37	33	4	9	14	-5	47	46	1
ABC GREAT SOUTHERN	123	109	14	88	79	9	93	63	30	74	53	21	44	41	3	109	106	3
ABC RN (RADIO NATIONAL)	33	33	0	25	24	1	22	29	-7	19	20	-1	9	8	1	26	24	2
ABC NEWSRADIO	12	11	1	7	10	-3	5	5	0	6	8	-2	1	2	-1	7	8	-1
triple j	67	83	-16	52	66	-14	57	73	-16	53	60	-7	17	27	-10	62	79	-17
ABC CLASSIC	16	11	5	9	15	-6	11	14	-3	11	12	-1	5	3	2	14	14	0

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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