

ALBURY (NSW)

SURVEY #1 2017



ALBURY - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL THURSDAY 15TH JUNE 2017 AT 10AM 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	+/-
HIT 104.9 THE BORDER	21.7	23.0	-1.3	44.0	62.5	-18.5	43.9	43.8	0.1	37.9	29.7	8.2	17.3	20.9	-3.6	5.6	-	-	1.2	-	-
TRIPLE M 105.7 THE BORDER	22.9	20.8	2.1	25.9	13.5	12.4	21.3	13.8	7.5	26.7	32.3	-5.6	34.5	30.8	3.7	20.6	-	-	8.2	-	-
1494 2AY	11.4	16.6	-5.2	2.2	2.1	0.1	0.0	0.0	0.0	2.5	3.8	-1.3	9.2	12.6	-3.4	14.3	-	-	29.8	-	-
ABC GOULBURN MURRAY	14.4	14.0	0.4	6.5	2.1	4.4	2.7	0.0	2.7	3.1	7.6	-4.5	9.8	13.2	-3.4	23.9	-	-	32.2	-	-
ABC RN (RADIO NATIONAL)	2.8	2.3	0.5	1.1	0.0	1.1	0.0	0.0	0.0	2.5	0.6	1.9	2.3	2.7	-0.4	5.5	-	-	3.5	-	-
ABC NEWS RADIO	0.4	0.5	-0.1	0.0	0.0	0.0	0.0	1.3	-1.3	0.0	0.0	0.0	0.0	1.1	-1.1	0.8	-	-	1.2	-	-
TRIPLE J	8.9	10.0	-1.1	5.4	13.5	-8.1	25.4	31.3	-5.9	19.8	17.1	2.7	6.9	5.5	1.4	2.4	-	-	0.0	-	-
ABC CLASSIC FM	2.0	1.8	0.2	1.1	1.0	0.1	0.0	0.0	0.0	1.2	0.6	0.6	1.2	0.0	1.2	0.0	-	-	6.4	-	-

Please note: Last Albury Survey conducted May 2014. HIT 104.9 THE BORDER & TRIPLE M 105.7 THE BORDER on air from 15 Dec 2016. Previously known as STAR FM & THE RIVER.

*After industry consultation, additional age cells are now reported on that were not reported for Survey 1 2014. This accounts for the apparent gaps in the data reported here.

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: 15th May 2017 – 3rd June 2017

ALBURY - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL THURSDAY 15TH JUNE 2017 AT 10AM AEST

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	+/-
HIT 104.9 THE BORDER	21.4	22.0	-0.6	16.8	12.2	4.6	22.4	23.2	-0.8	25.7	25.6	0.1	20.0	12.8	7.2	20.2	20.7	-0.5
TRIPLE M 105.7 THE BORDER	21.1	19.7	1.4	23.3	21.9	1.4	24.5	22.8	1.7	23.7	20.7	3.0	9.5	17.4	-7.9	17.1	16.8	0.3
1494 2AY	11.9	17.0	-5.1	15.2	23.5	-8.3	11.0	13.4	-2.4	8.3	10.8	-2.5	11.4	15.4	-4.0	12.2	14.2	-2.0
ABC GOULBURN MURRAY	15.5	16.0	-0.5	14.3	14.4	-0.1	12.2	12.3	-0.1	10.0	12.9	-2.9	24.8	19.5	5.3	16.5	16.1	0.4
ABC RN (RADIO NATIONAL)	3.3	2.2	1.1	2.3	1.2	1.1	1.8	1.3	0.5	2.8	1.6	1.2	5.7	3.4	2.3	3.2	2.5	0.7
ABC NEWS RADIO	0.3	0.2	0.1	0.0	0.7	-0.7	0.2	0.8	-0.6	0.2	0.2	0.0	1.9	2.0	-0.1	0.3	0.4	-0.1
TRIPLE J	9.5	10.3	-0.8	8.8	10.8	-2.0	9.0	12.3	-3.3	11.3	13.6	-2.3	7.6	10.7	-3.1	10.5	10.9	-0.4
ABC CLASSIC FM	2.0	1.4	0.6	2.3	2.4	-0.1	2.0	2.3	-0.3	3.0	1.6	1.4	2.9	1.3	1.6	2.7	2.3	0.4

Please note: Last Albury Survey conducted May 2014. HIT 104.9 THE BORDER & TRIPLE M 105.7 THE BORDER on air from 15 Dec 2016. Previously known as STAR FM & THE RIVER.

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.

Survey Period: 15th May 2017 – 3rd June 2017

ALBURY - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL THURSDAY 15TH JUNE 2017 AT 10AM AEST

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	+/-
HIT 104.9 THE BORDER	435	506	-71	90	118	-28	73	86	-13	136	153	-17	105	127	-22	26	-	-	5	-	-
TRIPLE M 105.7 THE BORDER	475	537	-62	71	48	23	43	45	-2	103	158	-55	146	179	-33	72	-	-	40	-	-
1494 2AY	210	307	-97	5	9	-4	0	2	-2	12	16	-4	43	57	-14	48	-	-	102	-	-
ABC GOULBURN MURRAY	269	301	-32	14	5	9	3	4	-1	14	38	-24	48	83	-35	72	-	-	117	-	-
ABC RN (RADIO NATIONAL)	62	63	-1	3	0	3	0	0	0	7	5	2	17	14	3	19	-	-	16	-	-
ABC NEWS RADIO	7	20	-13	0	0	0	0	2	-2	0	2	-2	0	7	-7	3	-	-	3	-	-
TRIPLE J	173	224	-51	10	32	-22	43	61	-18	74	74	0	34	39	-5	10	-	-	2	-	-
ABC CLASSIC FM	47	47	0	3	2	1	0	2	-2	5	5	0	5	2	3	9	-	-	24	-	-

Please note: Last Albury Survey conducted May 2014. HIT 104.9 THE BORDER & TRIPLE M 105.7 THE BORDER on air from 15 Dec 2016. Previously known as STAR FM & THE RIVER.

The population potentials for Albury in 2017 are reduced by marginal amounts because of earlier map selection processes being replaced in 2014 by more accurate processes, as approved by CRA's accredited auditor.

*After industry consultation, additional age cells are now reported on that were not reported for Survey 1 2014. This accounts for the apparent gaps in the data reported here.

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.

Survey Period: 15th May 2017 – 3rd June 2017

ALBURY - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL THURSDAY 15TH JUNE 2017 AT 10AM AEST

Cumulative Audience (00's) by Session, P10+ [Potential: 1377]

	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	+/-
HIT 104.9 THE BORDER	356	249	107	211	93	118	284	199	85	321	196	125	46	34	12	280	212	68
TRIPLE M 105.7 THE BORDER	370	223	147	253	167	86	315	196	119	327	158	169	31	47	-16	280	172	108
1494 2AY	170	192	-22	145	179	-34	121	115	6	98	83	15	31	41	-10	158	145	13
ABC GOULBURN MURRAY	212	181	31	134	109	25	126	106	20	126	99	27	52	52	0	203	165	38
ABC RN (RADIO NATIONAL)	48	25	23	29	9	20	26	11	15	33	13	20	12	9	3	53	25	28
ABC NEWS RADIO	3	2	1	2	5	-3	3	7	-4	3	2	1	3	5	-2	5	4	1
TRIPLE J	148	117	31	88	83	5	98	106	-8	136	104	32	19	29	-10	130	111	19
ABC CLASSIC FM	38	16	22	28	18	10	28	20	8	33	13	20	7	4	3	38	23	15

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Cumulative Audience (00's)

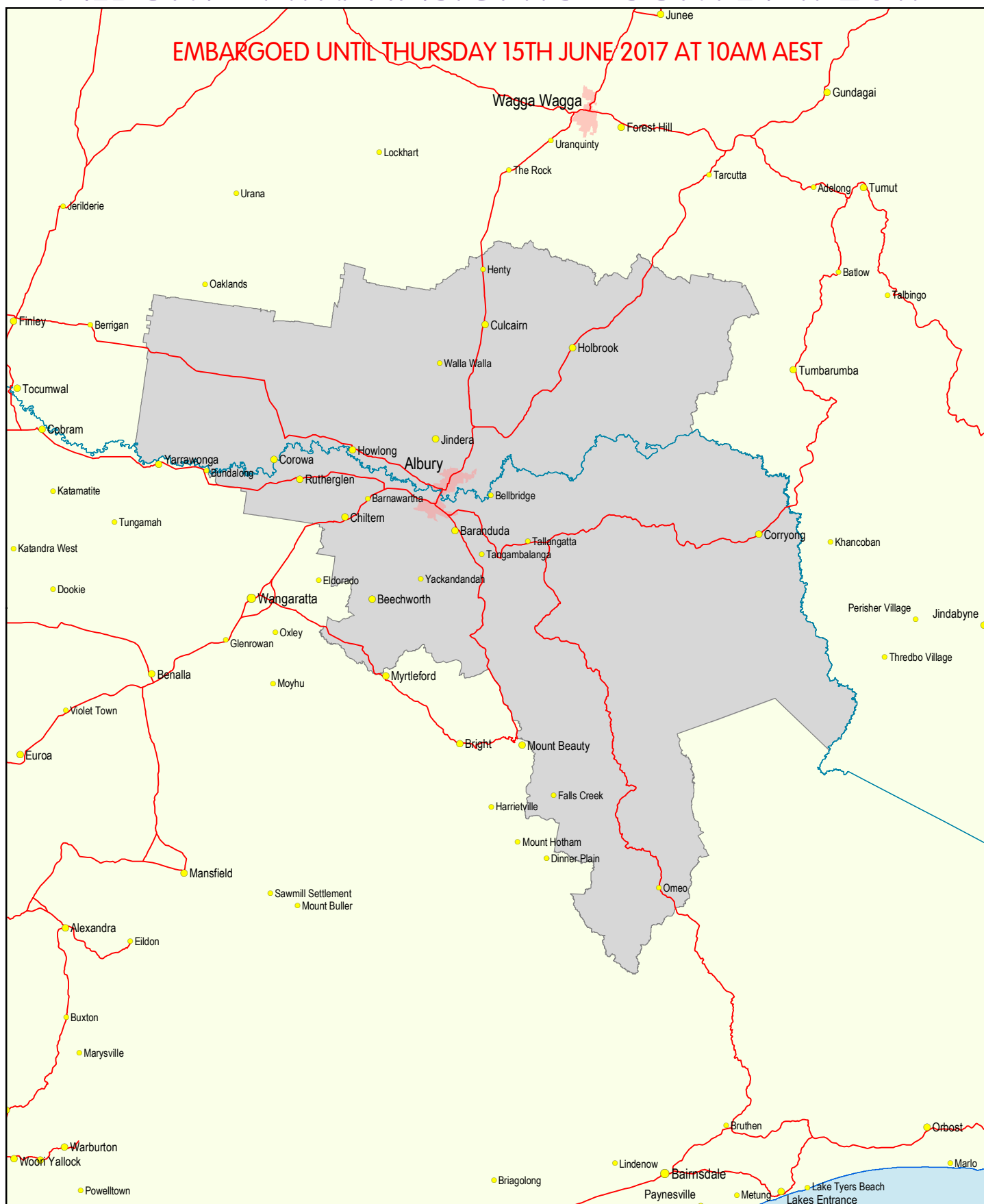
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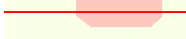

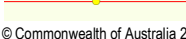


ALBURY RA1

Area ID: 363

Determined: 31 March 2010 (2006 Census)

Legend

-  Coastline; State Borders
-  Licence Area
-  Principal Roads; Cities (Medium & Large)
-  Secondary Roads; Towns, Cities (Small)
-  Minor Roads; Localities

