

ALBANY (WA)

SURVEY #1 2017



ALBANY - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL THURSDAY 13TH JULY AT 10AM AEST

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	+/-
HIT ALBANY	20.7	20.6	0.1	38.7	51.6	-12.9	38.3	32.1	6.2	36.4	30.0	6.4	17.9	19.9	-2.0	9.4	5.2	4.2	0.0	2.3	-2.3
TRIPLE M ALBANY 783	9.7	7.3	2.4	11.3	3.1	8.2	9.7	8.6	1.1	9.1	10.0	-0.9	10.5	11.0	-0.5	11.5	9.4	2.1	6.8	2.3	4.5
ABC GREAT SOUTHERN	29.8	27.1	2.7	6.4	4.7	1.7	11.4	5.2	6.2	14.0	6.7	7.3	29.1	28.7	0.4	34.4	43.8	-9.4	62.4	53.5	8.9
ABC RN (RADIO NATIONAL)	6.3	6.5	-0.2	3.2	1.6	1.6	4.0	1.7	2.3	5.8	2.5	3.3	12.7	9.6	3.1	3.1	9.4	-6.3	6.8	9.9	-3.1
ABC NEWS	0.5	2.0	-1.5	0.0	0.0	0.0	0.0	0.6	-0.6	0.0	0.8	-0.8	0.7	1.5	-0.8	1.0	3.1	-2.1	0.7	4.6	-3.9
triple j	13.8	14.1	-0.3	22.6	20.3	2.3	27.4	28.7	-1.3	26.4	25.0	1.4	12.7	12.5	0.2	4.2	4.2	0.0	0.0	0.8	-0.8
ABC CLASSIC FM	2.5	2.8	-0.3	0.0	0.0	0.0	1.1	1.7	-0.6	1.7	2.5	-0.8	3.0	1.5	1.5	3.1	3.1	0.0	4.5	6.9	-2.4

Please note: Last Albany Survey conducted May 2016. HIT ALBANY & TRIPLE M ALBANY 783 on air from 15 Dec 2016. Previously known as HOT FM & RADIOWEST.
ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

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: 12th June 2017 – 1st July 2017

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EMBARGOED UNTIL THURSDAY 13TH JULY 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 ALBANY	20.3	19.8	0.5	12.8	16.9	-4.1	18.5	19.8	-1.3	22.4	25.1	-2.7	13.4	8.4	5.0	19.8	20.8	-1.0
TRIPLE M ALBANY 783	9.3	7.4	1.9	13.1	9.3	3.8	13.4	9.1	4.3	11.3	7.6	3.7	5.6	8.4	-2.8	7.9	7.3	0.6
ABC GREAT SOUTHERN	31.9	30.3	1.6	36.0	27.1	8.9	26.6	26.3	0.3	24.9	18.9	6.0	41.1	45.9	-4.8	31.7	29.3	2.4
ABC RN (RADIO NATIONAL)	6.2	7.1	-0.9	5.7	7.1	-1.4	5.0	6.4	-1.4	5.2	6.2	-1.0	7.8	12.1	-4.3	5.8	6.9	-1.1
ABC NEWS	0.6	2.4	-1.8	0.0	2.7	-2.7	0.5	2.1	-1.6	0.3	2.0	-1.7	2.2	2.8	-0.6	0.6	1.9	-1.3
triple j	14.5	13.4	1.1	12.2	13.4	-1.2	14.3	12.6	1.7	19.0	17.5	1.5	16.7	7.5	9.2	14.2	14.8	-0.6
ABC CLASSIC FM	2.5	2.2	0.3	2.4	3.6	-1.2	2.6	3.2	-0.6	3.3	3.7	-0.4	2.2	3.7	-1.5	3.4	2.9	0.5

Please note: Last Albany Survey conducted May 2016. HIT ALBANY & TRIPLE M ALBANY 783 on air from 15 Dec 2016. Previously known as HOT FM & RADIOWEST.

ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

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 13TH JULY AT 10AM AEST

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	+/-
HIT ALBANY	119	131	-12	21	31	-10	63	59	4	41	36	5	28	31	-3	7	7	0	0	2	-2
TRIPLE M ALBANY 783	78	57	21	8	4	4	25	18	7	15	13	2	17	19	-2	17	13	4	10	4	6
ABC GREAT SOUTHERN	170	178	-8	4	9	-5	26	18	8	23	15	8	36	44	-8	32	41	-9	73	66	7
ABC RN (RADIO NATIONAL)	53	54	-1	3	3	0	7	4	3	7	4	3	20	13	7	8	13	-5	15	21	-6
ABC NEWS	10	17	-7	0	1	-1	1	1	0	1	1	0	4	4	0	2	5	-3	3	6	-3
triple j	102	94	8	18	14	4	54	50	4	36	34	2	22	22	0	8	7	1	0	1	-1
ABC CLASSIC FM	24	24	0	1	1	0	4	5	-1	4	4	0	6	2	4	2	6	-4	11	10	1

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ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

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: 455]

	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 ALBANY	99	103	-4	45	56	-11	68	72	-4	83	84	-1	13	9	4	86	92	-6
TRIPLE M ALBANY 783	60	44	16	46	31	15	52	36	16	47	28	19	5	9	-4	45	41	4
ABC GREAT SOUTHERN	142	151	-9	105	93	12	92	91	1	87	64	23	32	39	-7	135	131	4
ABC RN (RADIO NATIONAL)	36	36	0	25	27	-2	27	23	4	29	22	7	8	13	-5	38	40	-2
ABC NEWS	5	15	-10	3	10	-7	5	9	-4	2	8	-6	3	3	0	8	14	-6
triple j	85	70	15	41	48	-7	55	47	8	79	62	17	14	7	7	75	72	3
ABC CLASSIC FM	16	15	1	11	12	-1	13	13	0	13	13	0	4	4	0	20	19	1

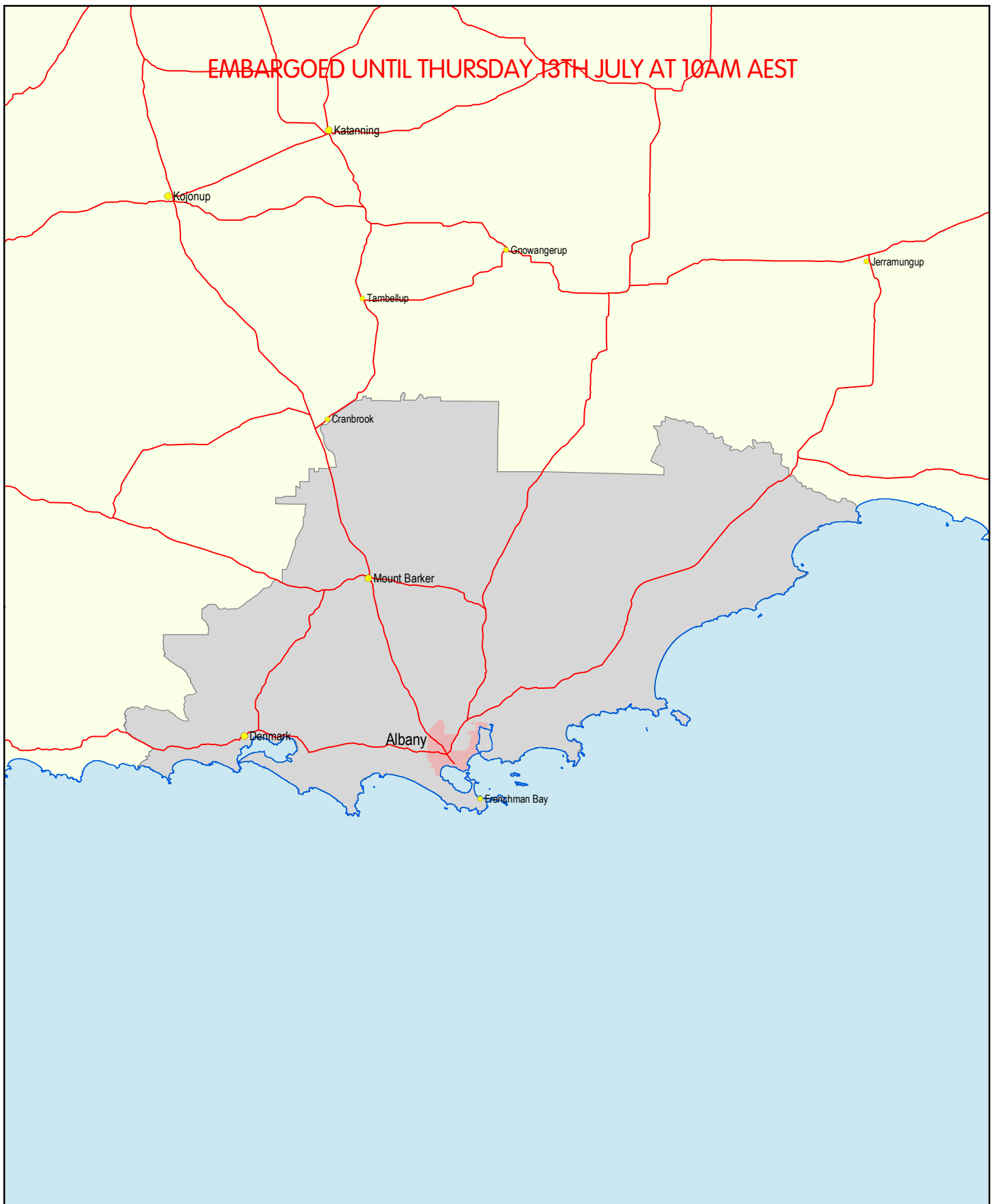
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Cumulative Audience (00's)

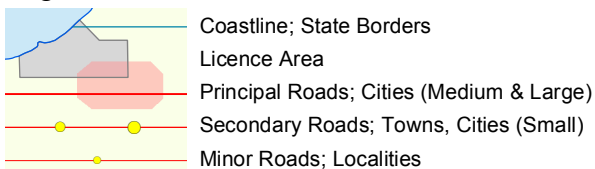
The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening.
For example, Station A has 25,000 unique listeners between 5.30am-12.00mn Monday to Sunday.

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Legend



ALBANY RA1

Area ID: 487

Determined: 24 October 1996 (1991 Census)

