

GRIFFITH (NSW)

SURVEY #1 2019



GRIFFITH - XTRA INSIGHTS - SURVEY 1: 2019



EMBARGOED UNTIL THURSDAY 21st MARCH 2019 AT 11AM AEDT

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	+/-
HIT99.7 RIVERINA MIA	30.8	35.5	-4.7	64.3	72.9	-8.6	57.8	54.2	3.6	46.9	51.5	-4.6	31.4	39.4	-8.0	7.5	9.1	-1.6	1.7	1.2	0.5
963 TRIPLE M RIVERINA MIA	23.4	32.3	-8.9	9.9	9.3	0.6	7.0	8.9	-1.9	15.2	13.4	1.8	24.4	26.9	-2.5	39.2	51.3	-12.1	33.1	69.1	-36.0
ABC RIVERINA	15.1	9.7	5.4	4.9	2.8	2.1	2.8	2.6	0.2	6.3	7.6	-1.3	11.6	12.0	-0.4	22.5	15.7	6.8	32.0	13.0	19.0
ABC RN (RADIO NATIONAL)	2.0	2.7	-0.7	0.0	0.0	0.0	0.0	1.3	-1.3	0.6	1.9	-1.3	1.7	3.4	-1.7	4.2	2.5	1.7	3.9	5.6	-1.7
ABC NEWS	0.9	0.5	0.4	0.0	0.0	0.0	2.8	0.0	2.8	0.0	1.3	-1.3	1.7	0.0	1.7	0.8	0.8	0.0	0.6	0.6	0.0
triple j	6.3	7.9	-1.6	6.0	6.5	-0.5	15.5	25.4	-9.9	12.6	19.1	-6.5	5.8	2.3	3.5	0.8	1.7	-0.9	1.1	0.0	1.1
ABC CLASSIC FM	1.1	0.4	0.7	0.0	0.9	-0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.6	3.3	0.0	3.3	2.2	1.2	1.0

Please note: Last Griffith Survey conducted March 2016. HIT99.7 RIVERINA MIA & 963 TRIPLE M RIVERINA MIA on air from 15 Dec 2016. Previously known as STAR FM & 2RG GRIFFITH.
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.

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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	+/-
HIT99.7 RIVERINA MIA	29.3	34.2	-4.9	22.4	23.9	-1.5	33.5	42.2	-8.7	38.3	44.1	-5.8	16.5	23.7	-7.2	27.3	33.6	-6.3
963 TRIPLE M RIVERINA MIA	23.2	32.8	-9.6	31.9	37.2	-5.3	19.7	22.8	-3.1	18.4	16.3	2.1	12.4	27.2	-14.8	19.4	23.2	-3.8
ABC RIVERINA	16.4	10.7	5.7	13.7	9.8	3.9	14.4	9.6	4.8	11.2	9.0	2.2	32.2	23.6	8.6	17.6	14.5	3.1
ABC RN (RADIO NATIONAL)	2.4	2.5	-0.1	1.8	3.3	-1.5	1.5	2.7	-1.2	1.7	4.3	-2.6	5.0	3.6	1.4	2.2	3.6	-1.4
ABC NEWS	0.7	0.4	0.3	0.4	0.2	0.2	0.4	0.0	0.4	0.9	0.0	0.9	2.5	1.8	0.7	0.9	0.2	0.7
triple j	7.0	7.4	-0.4	6.9	9.2	-2.3	7.3	10.5	-3.2	7.6	12.6	-5.0	4.1	7.3	-3.2	8.4	10.2	-1.8
ABC CLASSIC FM	1.2	0.4	0.8	1.3	0.2	1.1	0.8	0.2	0.6	1.1	0.0	1.1	2.5	0.9	1.6	1.8	0.6	1.2

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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			18-24			25-39			40-54			55-64			65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT99.7 RIVERINA MIA	281	297	-16	66	67	-1	38	44	-6	88	80	8	70	80	-10	17	22	-5	3	4	-1
963 TRIPLE M RIVERINA MIA	256	272	-16	18	15	3	10	10	0	37	29	8	57	61	-4	60	59	1	74	98	-24
ABC RIVERINA	162	113	49	13	6	7	2	3	-1	14	16	-2	34	27	7	34	27	7	65	34	31
ABC RN (RADIO NATIONAL)	31	36	-5	1	1	0	0	2	-2	1	5	-4	6	10	-4	8	6	2	15	13	2
ABC NEWS	11	9	2	0	0	0	2	1	1	0	3	-3	4	1	3	2	2	0	4	2	2
triple j	76	85	-9	10	11	-1	14	25	-11	25	35	-10	16	10	6	8	4	4	3	1	2
ABC CLASSIC FM	20	6	14	1	1	0	0	0	0	0	0	0	2	1	1	7	2	5	10	2	8

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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: 713]

	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	+/-
HIT99.7 RIVERINA MIA	219	227	-8	119	117	2	179	172	7	194	165	29	27	28	-1	174	153	21
963 TRIPLE M RIVERINA MIA	208	225	-17	162	160	2	130	103	27	117	74	43	22	29	-7	152	127	25
ABC RIVERINA	132	84	48	75	51	24	82	43	39	67	36	31	39	26	13	115	75	40
ABC RN (RADIO NATIONAL)	24	22	2	16	17	-1	14	13	1	13	17	-4	6	3	3	19	22	-3
ABC NEWS	8	3	5	6	2	4	5	2	3	7	1	6	4	2	2	7	3	4
triple j	62	57	5	37	43	-6	46	49	-3	50	56	-6	8	8	0	60	47	13
ABC CLASSIC FM	14	4	10	13	2	11	11	2	9	11	2	9	4	1	3	16	3	13

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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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Griffith Survey Coverage Area based on Commercial Radio Australia’s Licence Area Profile.