

ORANGE (NSW)

SURVEY #1 2019



ORANGE - XTRA INSIGHTS - SURVEY 1: 2019



EMBARGOED UNTIL TUESDAY 13TH AUGUST 2019 AT 11AM 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	+/-
HIT105.9 CENTRAL WEST	28.9	32.5	-3.6	56.6	69.9	-13.3	63.6	61.5	2.1	49.6	43.5	6.1	19.5	30.5	-11.0	10.3	11.8	-1.5	1.2	3.0	-1.8
TRIPLE M 105.1 CENTRAL WEST	27.4	24.8	2.6	20.2	8.7	11.5	12.1	10.3	1.8	23.3	18.2	5.1	40.5	32.2	8.3	35.9	39.5	-3.6	22.2	29.0	-6.8
RADIO 2EL	2.7	4.6	-1.9	0.0	0.0	0.0	0.0	1.3	-1.3	0.0	1.9	-1.9	1.1	2.8	-1.7	2.6	5.9	-3.3	9.9	12.4	-2.5
ABC CENTRAL WEST NSW	11.4	11.9	-0.5	1.0	4.9	-3.9	0.0	0.0	0.0	1.3	3.2	-1.9	10.0	13.6	-3.6	13.7	13.4	0.3	31.6	26.6	5.0
ABC RN (RADIO NATIONAL)	3.2	4.9	-1.7	0.0	1.0	-1.0	0.0	0.0	0.0	0.6	2.6	-2.0	3.9	4.0	-0.1	6.0	8.4	-2.4	6.4	10.1	-3.7
ABC NEWS	0.5	0.6	-0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	-1.3	0.6	0.0	0.6	0.0	1.7	-1.7	1.8	0.6	1.2
TRIPLE J	6.9	6.0	0.9	9.1	8.7	0.4	14.8	15.4	-0.6	13.2	13.0	0.2	6.7	3.4	3.3	1.7	0.8	0.9	0.0	0.0	0.0
ABC CLASSIC	1.7	2.5	-0.8	1.0	1.0	0.0	0.0	0.0	0.0	0.6	0.6	0.0	0.0	1.7	-1.7	1.7	2.5	-0.8	5.8	7.1	-1.3

Please note: Last Orange Survey conducted August 2016.

HIT 105.9 & TRIPLE M 105.1 on air from 15 December 2016. Previously known as STAR FM & 2GZ FM.

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

ABC CLASSIC on air from 21 January 2019. Previously known as ABC CLASSIC FM.

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 July 2019 - 3rd August 2019

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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	+/-
HIT105.9 CENTRAL WEST	30.1	33.4	-3.3	20.0	21.3	-1.3	29.6	32.3	-2.7	33.1	40.9	-7.8	15.6	14.7	0.9	24.6	30.6	-6.0
TRIPLE M 105.1 CENTRAL WEST	25.6	23.2	2.4	32.3	33.0	-0.7	25.8	24.9	0.9	25.4	20.3	5.1	13.9	10.1	3.8	23.9	23.2	0.7
RADIO 2EL	2.1	4.2	-2.1	4.0	5.7	-1.7	2.1	4.8	-2.7	1.4	2.8	-1.4	3.5	12.8	-9.3	3.4	4.2	-0.8
ABC CENTRAL WEST NSW	12.5	13.3	-0.8	11.2	11.4	-0.2	10.9	9.7	1.2	9.0	8.9	0.1	27.8	23.9	3.9	15.6	14.6	1.0
ABC RN (RADIO NATIONAL)	3.4	5.2	-1.8	3.1	4.8	-1.7	2.8	4.6	-1.8	2.0	3.6	-1.6	6.1	9.2	-3.1	3.6	4.8	-1.2
ABC NEWS	0.6	0.6	0.0	0.7	0.2	0.5	0.4	0.7	-0.3	0.4	0.4	0.0	1.7	0.9	0.8	0.4	0.3	0.1
TRIPLE J	7.2	7.1	0.1	5.5	4.8	0.7	6.4	5.7	0.7	9.2	7.7	1.5	3.5	9.2	-5.7	7.5	8.0	-0.5
ABC CLASSIC	1.9	2.4	-0.5	2.9	3.9	-1.0	1.9	4.4	-2.5	1.2	3.0	-1.8	2.6	6.4	-3.8	2.6	3.1	-0.5

Please note: Last Orange Survey conducted August 2016.

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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	+/-
HIT105.9 CENTRAL WEST	290	323	-33	60	81	-21	54	54	0	92	82	10	62	77	-15	20	23	-3	2	6	-4
TRIPLE M 105.1 CENTRAL WEST	313	268	45	40	17	23	22	11	11	56	48	8	91	80	11	56	59	-3	48	53	-5
RADIO 2EL	35	53	-18	0	0	0	0	2	-2	0	4	-4	7	13	-6	8	13	-5	21	21	0
ABC CENTRAL WEST NSW	130	139	-9	1	7	-6	0	1	-1	6	8	-2	27	37	-10	29	23	6	68	64	4
ABC RN (RADIO NATIONAL)	45	66	-21	0	2	-2	0	0	0	2	5	-3	8	13	-5	11	17	-6	25	29	-4
ABC NEWS	8	13	-5	0	0	0	0	0	0	0	3	-3	1	1	0	1	3	-2	6	6	0
TRIPLE J	79	76	3	13	12	1	17	16	1	27	27	0	16	18	-2	5	3	2	2	1	1
ABC CLASSIC	29	36	-7	1	1	0	0	1	-1	1	1	0	3	4	-1	4	8	-4	20	21	-1

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ABC CLASSIC on air from 21 January 2019. Previously known as ABC CLASSIC FM.

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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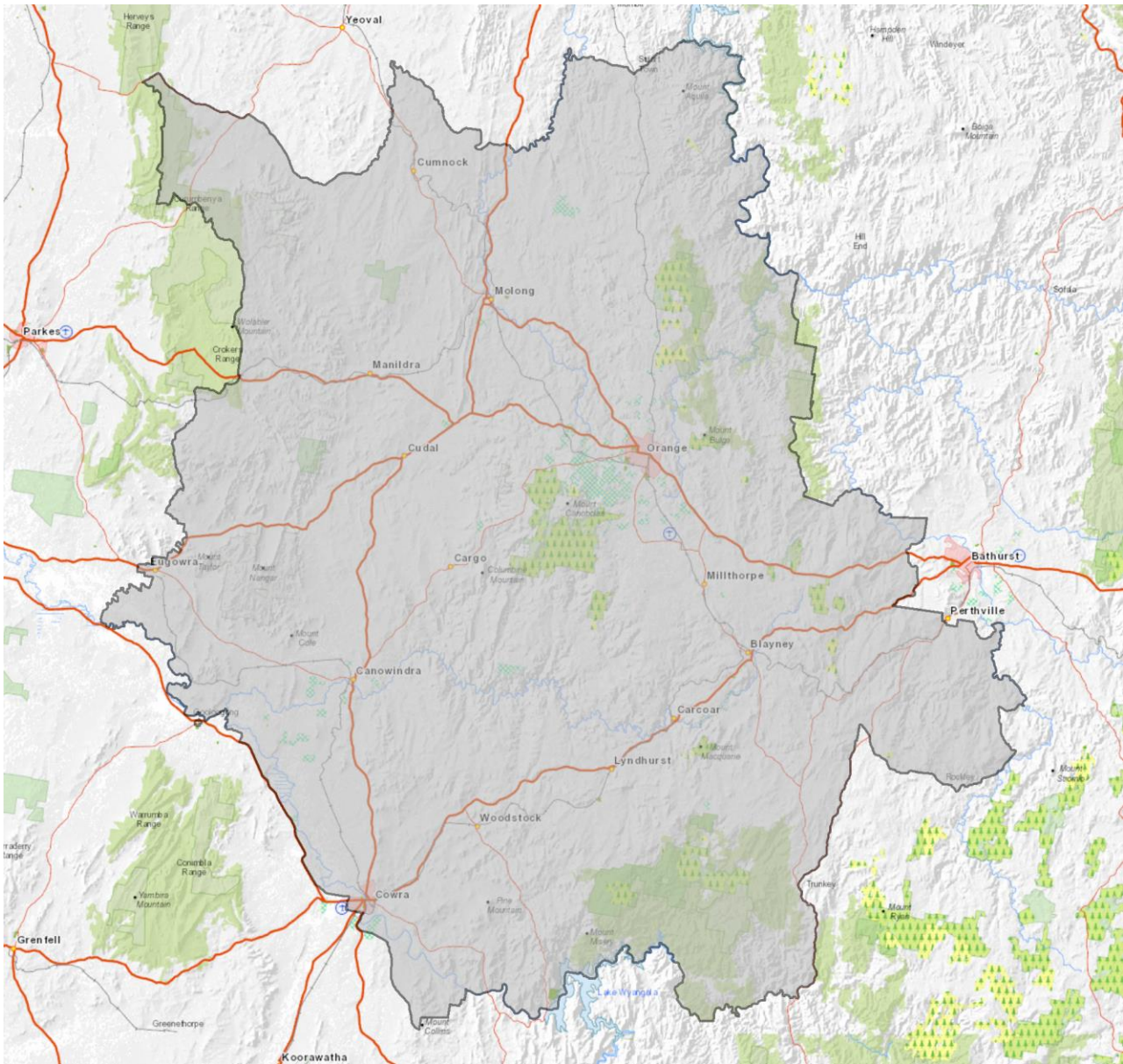
Cumulative Audience (00's) by Session, P10+ [Potential: 789]

	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	+/-
HIT105.9 CENTRAL WEST	243	255	-12	118	110	8	163	166	-3	204	228	-24	20	17	3	168	206	-38
TRIPLE M 105.1 CENTRAL WEST	242	198	44	177	170	7	171	136	35	177	134	43	23	15	8	182	165	17
RADIO 2EL	18	34	-16	24	31	-7	16	28	-12	11	17	-6	6	14	-8	21	29	-8
ABC CENTRAL WEST NSW	108	109	-1	66	61	5	65	59	6	56	59	-3	33	33	0	106	100	6
ABC RN (RADIO NATIONAL)	38	50	-12	28	29	-1	23	29	-6	20	26	-6	12	16	-4	36	42	-6
ABC NEWS	7	8	-1	6	2	4	4	6	-2	4	4	0	4	5	-1	6	7	-1
TRIPLE J	65	57	8	39	29	10	44	36	8	60	51	9	8	11	-3	52	55	-3
ABC CLASSIC	23	21	2	21	26	-5	18	25	-7	14	17	-3	6	8	-2	26	26	0

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