

DUBBO (NSW)

SURVEY #1 2019



DUBBO - 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	+/-
HIT93.5 DUBBO	23.9	24.9	-1.0	45.3	50.5	-5.2	45.6	53.3	-7.7	43.5	34.8	8.7	15.0	21.4	-6.4	5.2	7.4	-2.2	1.3	0.6	0.7
2DU	22.2	20.6	1.6	10.5	0.9	9.6	9.9	3.9	6.0	5.1	4.3	0.8	15.0	13.9	1.1	31.3	30.6	0.7	56.0	58.9	-2.9
ZOOFM	17.3	17.1	0.2	22.1	23.4	-1.3	19.8	11.7	8.1	24.9	28.1	-3.2	23.1	26.6	-3.5	10.4	8.3	2.1	3.1	0.6	2.5
ABC WESTERN PLAINS	9.9	10.6	-0.7	2.1	0.9	1.2	3.7	1.3	2.4	1.7	3.7	-2.0	11.6	9.8	1.8	14.8	17.4	-2.6	21.3	24.7	-3.4
ABC RN (RADIO NATIONAL)	1.5	1.4	0.1	2.1	1.9	0.2	0.0	0.0	0.0	0.6	0.6	0.0	1.2	1.2	0.0	2.6	3.3	-0.7	2.5	1.3	1.2
ABC NEWS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
triple j	2.6	6.1	-3.5	1.1	7.5	-6.4	4.9	15.6	-10.7	7.9	12.8	-4.9	1.2	2.9	-1.7	0.0	2.5	-2.5	0.0	0.0	0.0
ABC CLASSIC	0.8	1.1	-0.3	0.0	0.9	-0.9	0.0	0.0	0.0	0.0	0.0	0.0	1.2	1.2	0.0	0.0	1.7	-1.7	2.5	2.5	0.0

Please note: Last Dubbo Survey conducted April, 2017.

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.

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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	+/-
HIT93.5 DUBBO	24.6	26.3	-1.7	18.8	16.7	2.1	23.1	25.7	-2.6	28.1	31.3	-3.2	17.3	9.0	8.3	21.3	24.0	-2.7
2DU	22.2	19.7	2.5	24.6	25.3	-0.7	17.7	15.9	1.8	14.7	12.1	2.6	27.6	27.0	0.6	23.6	19.2	4.4
ZOOFM	17.2	15.3	1.9	17.5	17.6	-0.1	19.1	20.5	-1.4	20.3	20.0	0.3	6.3	14.4	-8.1	15.2	16.1	-0.9
ABC WESTERN PLAINS	10.7	12.3	-1.6	8.0	12.3	-4.3	9.4	10.1	-0.7	7.8	8.3	-0.5	17.3	17.1	0.2	10.3	13.5	-3.2
ABC RN (RADIO NATIONAL)	1.6	2.0	-0.4	1.3	1.1	0.2	2.0	0.8	1.2	1.0	1.8	-0.8	1.6	0.9	0.7	1.2	1.0	0.2
ABC NEWS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	-0.2	0.0	0.0	0.0	0.0	0.0	0.0
triple j	2.3	6.3	-4.0	2.4	5.5	-3.1	3.0	5.6	-2.6	3.4	8.9	-5.5	4.7	9.9	-5.2	3.0	7.4	-4.4
ABC CLASSIC	0.4	0.9	-0.5	1.3	0.7	0.6	1.2	0.8	0.4	1.0	0.8	0.2	1.6	2.7	-1.1	1.1	1.5	-0.4

Please note: Last Dubbo Survey conducted April, 2017.
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.

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	+/-
HIT93.5 DUBBO	204	215	-11	39	48	-9	40	38	2	74	69	5	40	47	-7	9	11	-2	2	2	0
2DU	173	174	-1	8	2	6	8	4	4	10	11	-1	28	30	-2	37	44	-7	82	82	0
ZOOFM	174	185	-11	23	31	-8	24	20	4	55	59	-4	47	56	-9	19	17	2	6	2	4
ABC WESTERN PLAINS	103	111	-8	5	2	3	4	1	3	6	9	-3	24	25	-1	20	31	-11	44	43	1
ABC RN (RADIO NATIONAL)	16	17	-1	2	2	0	0	0	0	1	2	-1	4	2	2	4	6	-2	5	5	0
ABC NEWS	2	3	-1	0	0	0	0	0	0	0	0	0	0	1	-1	0	2	-2	2	1	1
triple j	31	59	-28	2	9	-7	7	12	-5	16	21	-5	4	11	-7	2	6	-4	1	0	1
ABC CLASSIC	10	13	-3	0	1	-1	1	0	1	0	0	0	2	2	0	0	4	-4	8	6	2

Please note: Last Dubbo Survey conducted April, 2017.

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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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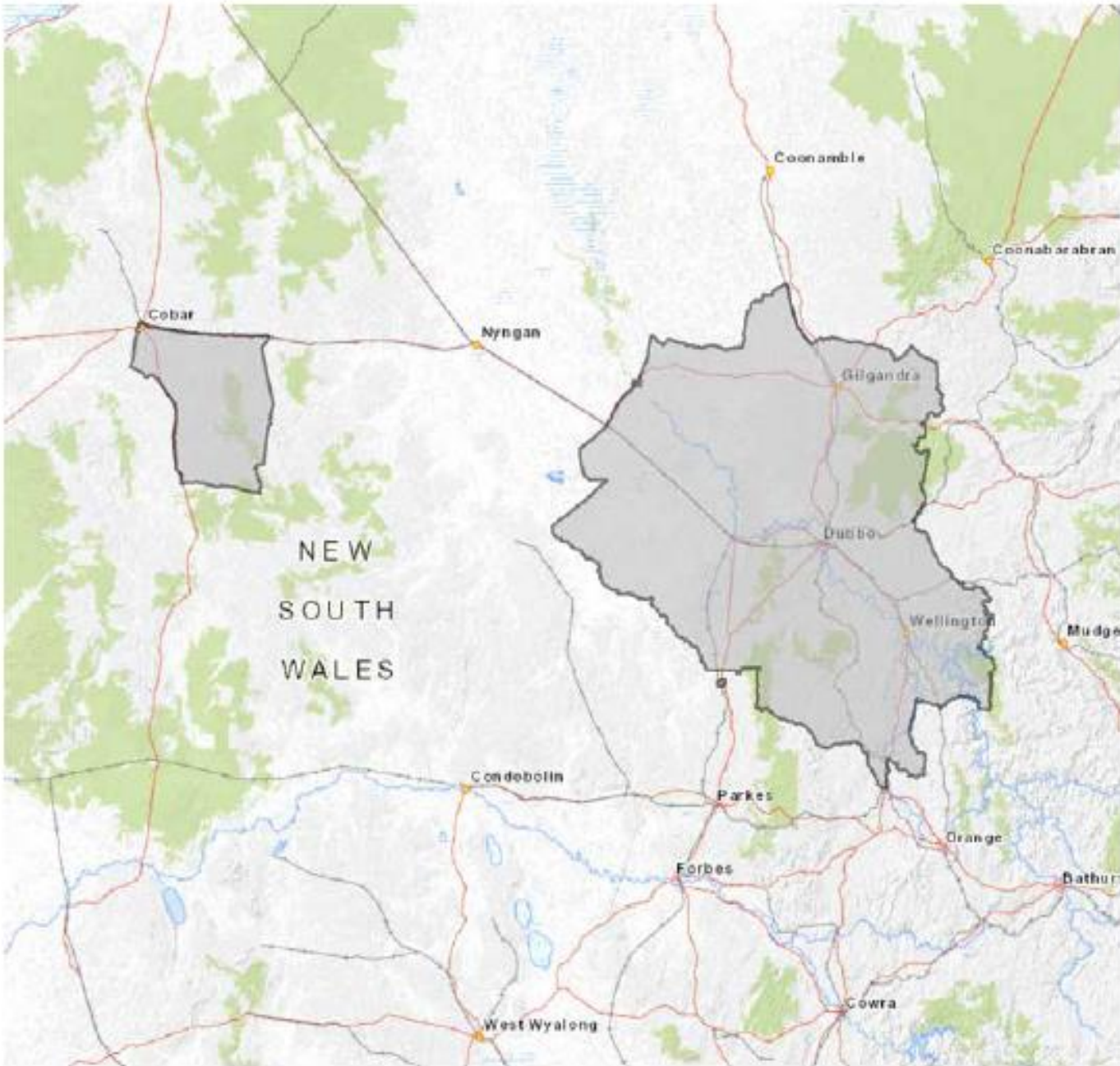
Cumulative Audience (00's) by Session, P10+ [Potential: 629]

	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	+/-
HIT93.5 DUBBO	179	184	-5	94	85	9	130	135	-5	149	163	-14	22	13	9	131	134	-3
2DU	143	134	9	101	108	-7	83	76	7	68	62	6	31	28	3	122	112	10
ZOOFM	146	141	5	94	99	-5	117	120	-3	127	125	2	11	17	-6	107	118	-11
ABC WESTERN PLAINS	82	82	0	44	55	-11	53	48	5	46	42	4	21	19	2	75	80	-5
ABC RN (RADIO NATIONAL)	12	13	-1	6	7	-1	10	6	4	6	11	-5	5	2	3	9	10	-1
ABC NEWS	1	2	-1	1	2	-1	2	2	0	2	2	0	2	1	1	2	1	1
triple j	25	47	-22	16	26	-10	20	32	-12	26	46	-20	7	9	-2	23	40	-17
ABC CLASSIC	4	10	-6	8	7	1	7	7	0	7	7	0	3	3	0	8	11	-3

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