

SALE (MIC)

SURVEY #1 2019



SALE - XTRA INSIGHTS - SURVEY 1: 2019



EMBARGOED UNTIL THURSDAY 19th SEPTEMBER 2019 AT 12PM 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	+/-
TRFM	32.4	31.3	1.1	56.9	59.9	-3.0	51.3	55.6	-4.3	54.0	43.8	10.2	39.2	35.3	3.9	15.1	14.1	1.0	3.2	5.4	-2.2
GIPPSLAND'S GOLD 1242	18.0	13.4	4.6	11.6	3.3	8.3	14.1	7.2	6.9	11.3	6.9	4.4	19.9	15.3	4.6	29.3	26.5	2.8	17.9	15.7	2.2
HIT GIPPSLAND 94.3	4.1	7.5	-3.4	13.0	17.8	-4.8	10.2	11.6	-1.4	2.7	14.9	-12.2	4.1	5.9	-1.8	2.2	1.5	0.7	0.5	0.0	0.5
3GG FOREVER CLASSIC	4.1	3.6	0.5	2.4	1.1	1.3	1.5	1.4	0.1	1.3	4.4	-3.1	5.9	4.1	1.8	7.5	4.7	2.8	4.2	3.8	0.4
ABC GIPPSLAND	18.7	17.1	1.6	3.5	0.0	3.5	2.9	1.4	1.5	4.7	3.8	0.9	8.2	15.3	-7.1	22.6	22.7	-0.1	49.5	40.8	8.7
ABC RN (RADIO NATIONAL)	1.8	2.2	-0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	-1.3	2.9	1.2	1.7	3.8	1.6	2.2	2.1	6.5	-4.4
ABC NEWS	0.2	0.5	-0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	-0.6	0.0	1.2	-1.2	0.7	0.0	0.7	0.5	0.5	0.0
TRIPLE J	6.8	6.5	0.3	4.6	10.0	-5.4	17.2	15.7	1.5	18.0	12.5	5.5	4.7	4.7	0.0	2.2	3.1	-0.9	0.0	0.0	0.0
ABC CLASSIC	1.0	1.5	-0.5	0.0	1.1	-1.1	0.0	0.0	0.0	1.3	0.0	1.3	0.0	0.6	-0.6	0.7	1.6	-0.9	2.6	4.3	-1.7

Please note: Last Sale Survey conducted August 2016.

GIPPSLAND'S GOLD 1242 on air from 2018. Previously known as GIPPSLAND'S 1242.

HIT GIPPSLAND 94.3 on air from 15 Dec 2016. Previously known as 94.3 STAR 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.

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Session Listened to Most (%)

	Breakfast Mon-Fri 5.30am-9.00am			Morning Mon-Fri 9.00am-12.00pm			Afternoon Mon-Fri 12.00pm-4.00pm			Drive Mon-Fri 4.00pm-7.00pm			Evening Mon-Fri 7.00pm-12.00mn			Weekend Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
TRFM	31.1	32.5	-1.4	27.7	24.2	3.5	33.3	30.7	2.6	36.5	34.9	1.6	16.8	19.9	-3.1	26.4	28.6	-2.2
GIPPSLAND'S GOLD 1242	17.9	11.7	6.2	18.6	15.2	3.4	17.1	12.8	4.3	16.6	10.5	6.1	11.8	9.2	2.6	16.9	12.1	4.8
HIT GIPPSLAND 94.3	4.2	7.5	-3.3	2.4	4.9	-2.5	4.1	8.2	-4.1	3.8	6.8	-3.0	1.7	5.0	-3.3	4.0	5.9	-1.9
3GG FOREVER CLASSIC	4.3	3.0	1.3	5.2	3.9	1.3	4.5	3.6	0.9	3.9	3.5	0.4	0.8	3.5	-2.7	3.4	3.5	-0.1
ABC GIPPSLAND	21.1	19.4	1.7	21.6	19.2	2.4	17.1	13.0	4.1	15.9	13.8	2.1	39.4	28.4	11.0	23.6	19.1	4.5
ABC RN (RADIO NATIONAL)	1.9	2.1	-0.2	1.8	2.2	-0.4	2.1	2.6	-0.5	2.2	2.9	-0.7	5.1	5.7	-0.6	2.4	2.1	0.3
ABC NEWS	0.1	0.6	-0.5	0.4	0.4	0.0	0.2	0.2	0.0	0.2	0.4	-0.2	2.5	1.4	1.1	0.5	0.2	0.3
TRIPLE J	6.8	7.1	-0.3	5.6	6.4	-0.8	6.6	7.7	-1.1	7.3	9.3	-2.0	8.4	9.2	-0.8	7.2	7.3	-0.1
ABC CLASSIC	0.9	1.2	-0.3	1.4	2.1	-0.7	1.4	1.5	-0.1	1.3	2.3	-1.0	1.7	4.3	-2.6	1.0	2.1	-1.1

Please note: Last Sale 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.

Survey Period: 3rd June 2019 - 22nd June 2019

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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	+/-
TRFM	521	510	11	92	104	-12	71	68	3	154	145	9	142	121	21	49	45	4	12	27	-15
GIPPSLAND'S GOLD 1242	348	240	108	24	8	16	19	15	4	48	27	21	89	61	28	90	70	20	78	60	18
HIT GIPPSLAND 94.3	89	156	-67	24	32	-8	16	24	-8	20	63	-43	17	30	-13	8	7	1	3	2	1
3GG FOREVER CLASSIC	85	73	12	7	2	5	5	5	0	5	18	-13	24	18	6	22	16	6	22	13	9
ABC GIPPSLAND	370	327	43	9	3	6	3	7	-4	24	17	7	67	66	1	78	86	-8	189	148	41
ABC RN (RADIO NATIONAL)	44	48	-4	0	0	0	0	0	0	3	7	-4	10	7	3	14	8	6	17	27	-10
ABC NEWS	17	20	-3	0	0	0	0	0	0	5	2	3	2	10	-8	3	3	0	7	5	2
TRIPLE J	145	130	15	12	20	-8	37	27	10	57	48	9	26	25	1	12	10	2	2	0	2
ABC CLASSIC	38	43	-5	2	2	0	0	0	0	5	0	5	3	2	1	7	5	2	21	35	-14

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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: 1366]

	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	+/-
TRFM	413	422	-9	258	241	17	321	325	-4	388	321	67	39	55	-16	308	332	-24
GIPPSLAND'S GOLD 1242	275	159	116	208	152	56	186	136	50	210	103	107	27	23	4	223	151	72
HIT GIPPSLAND 94.3	72	118	-46	31	61	-30	57	101	-44	58	78	-20	10	17	-7	60	90	-30
3GG FOREVER CLASSIC	67	50	17	60	46	14	56	50	6	51	41	10	7	8	-1	51	45	6
ABC GIPPSLAND	304	254	50	212	196	16	186	153	33	193	140	53	90	73	17	299	226	73
ABC RN (RADIO NATIONAL)	32	30	2	22	23	-1	22	32	-10	29	37	-8	15	17	-2	39	33	6
ABC NEWS	7	10	-3	5	7	-2	3	3	0	7	10	-3	5	5	0	12	7	5
TRIPLE J	118	96	22	65	68	-3	87	86	1	103	100	3	22	25	-3	101	81	20
ABC CLASSIC	29	23	6	24	28	-4	24	22	2	27	27	0	3	15	-12	26	37	-11

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Cumulative Audience (00's)

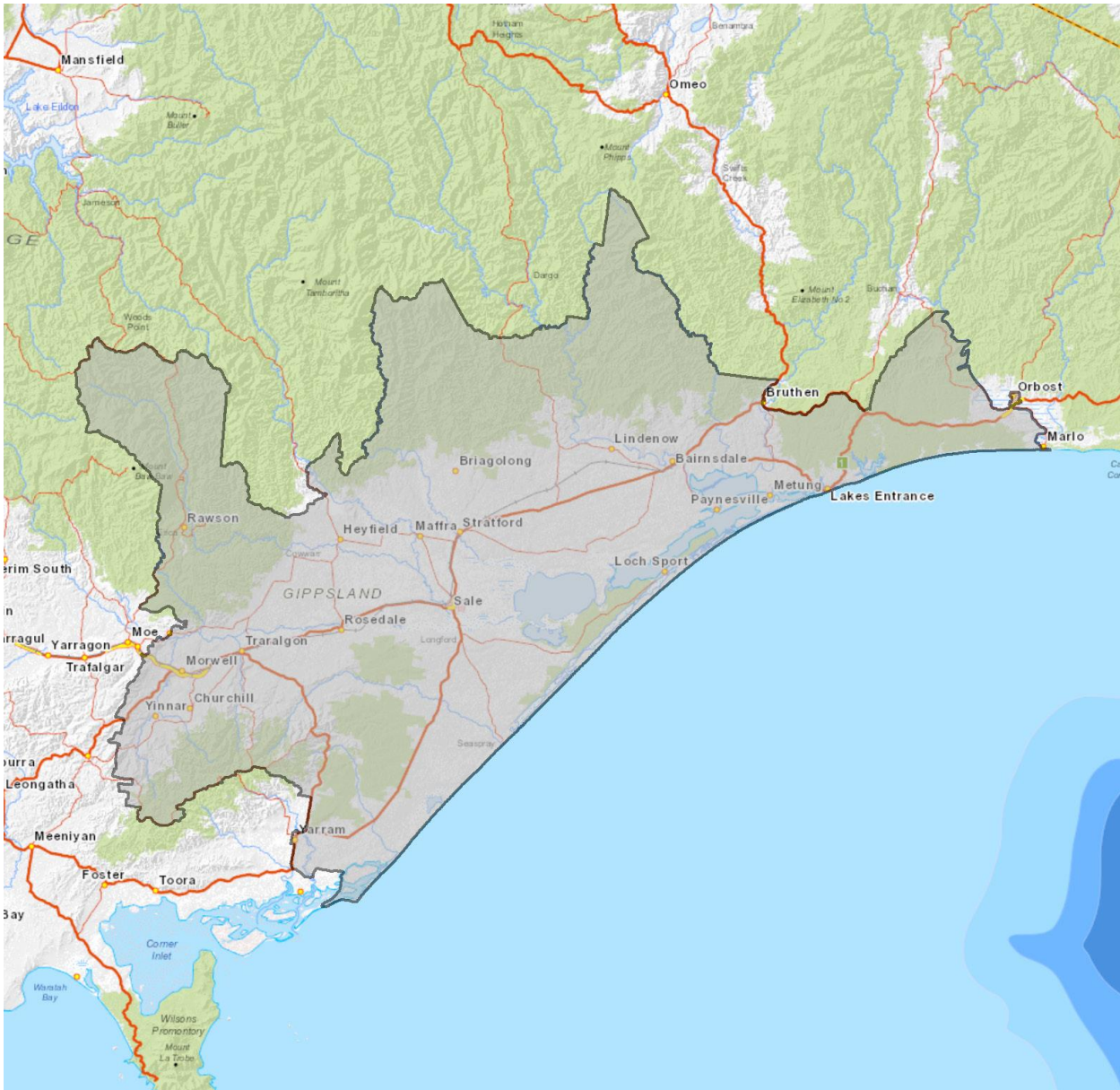
The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening.

For example, Station A has 25,000 unique listeners between 5.30am-12.00mn Monday to Sunday.

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