

ALBURY (NSW)

SURVEY #1 2019





# ALBURY - XTRA INSIGHTS - SURVEY 1: 2019



EMBARGOED UNTIL TUESDAY 3RD DECEMBER 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	+/-
HIT 104.9 THE BORDER	<b>25.7</b>	21.7	4.0	<b>55.9</b>	44.0	11.9	<b>51.3</b>	43.9	7.4	<b>37.2</b>	37.9	-0.7	<b>22.0</b>	17.3	4.7	<b>8.9</b>	5.6	3.3	<b>2.4</b>	1.2	1.2
TRIPLE M THE BORDER 105.7	<b>23.5</b>	22.9	0.6	<b>23.7</b>	25.9	-2.2	<b>11.5</b>	21.3	-9.8	<b>27.0</b>	26.7	0.3	<b>36.7</b>	34.5	2.2	<b>28.5</b>	20.6	7.9	<b>8.2</b>	8.2	0.0
1494 2AY	<b>10.7</b>	11.4	-0.7	<b>0.0</b>	2.2	-2.2	<b>0.0</b>	0.0	0.0	<b>1.9</b>	2.5	-0.6	<b>6.2</b>	9.2	-3.0	<b>18.7</b>	14.3	4.4	<b>28.8</b>	29.8	-1.0
ABC GOULBURN MURRAY	<b>13.2</b>	14.4	-1.2	<b>2.2</b>	6.5	-4.3	<b>0.0</b>	2.7	-2.7	<b>3.8</b>	3.1	0.7	<b>12.4</b>	9.8	2.6	<b>19.5</b>	23.9	-4.4	<b>30.6</b>	32.2	-1.6
ABC RN	<b>2.1</b>	2.8	-0.7	<b>0.0</b>	1.1	-1.1	<b>0.0</b>	0.0	0.0	<b>1.3</b>	2.5	-1.2	<b>1.1</b>	2.3	-1.2	<b>4.1</b>	5.5	-1.4	<b>4.7</b>	3.5	1.2
ABC NEWS	<b>0.3</b>	0.4	-0.1	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.6</b>	0.0	0.6	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.8	-0.8	<b>0.6</b>	1.2	-0.6
triple j	<b>9.2</b>	8.9	0.3	<b>10.8</b>	5.4	5.4	<b>29.5</b>	25.4	4.1	<b>18.2</b>	19.8	-1.6	<b>4.5</b>	6.9	-2.4	<b>3.2</b>	2.4	0.8	<b>0.0</b>	0.0	0.0
ABC CLASSIC	<b>1.5</b>	2.0	-0.5	<b>0.0</b>	1.1	-1.1	<b>0.0</b>	0.0	0.0	<b>0.6</b>	1.2	-0.6	<b>0.6</b>	1.2	-0.6	<b>2.5</b>	0.0	2.5	<b>4.1</b>	6.4	-2.3

**Please note:** Last Albury Survey conducted June 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	+/-
HIT 104.9 THE BORDER	25.9	21.4	4.5	19.5	16.8	2.7	25.3	22.4	2.9	28.3	25.7	2.6	20.4	20.0	0.4	24.5	20.2	4.3
TRIPLE M THE BORDER 105.7	23.1	21.1	2.0	28.5	23.3	5.2	28.0	24.5	3.5	24.7	23.7	1.0	11.5	9.5	2.0	20.2	17.1	3.1
1494 2AY	11.4	11.9	-0.5	13.2	15.2	-2.0	6.8	11.0	-4.2	8.7	8.3	0.4	14.2	11.4	2.8	10.5	12.2	-1.7
ABC GOULBURN MURRAY	13.4	15.5	-2.1	12.8	14.3	-1.5	11.4	12.2	-0.8	9.6	10.0	-0.4	21.2	24.8	-3.6	17.2	16.5	0.7
ABC RN	1.8	3.3	-1.5	1.0	2.3	-1.3	1.4	1.8	-0.4	2.2	2.8	-0.6	3.5	5.7	-2.2	2.5	3.2	-0.7
ABC NEWS	0.3	0.3	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.2	0.2	0.0	0.0	1.9	-1.9	0.2	0.3	-0.1
triple j	10.1	9.5	0.6	8.8	8.8	0.0	10.5	9.0	1.5	12.0	11.3	0.7	6.2	7.6	-1.4	8.0	10.5	-2.5
ABC CLASSIC	1.5	2.0	-0.5	1.9	2.3	-0.4	1.7	2.0	-0.3	1.1	3.0	-1.9	2.6	2.9	-0.3	1.9	2.7	-0.8

**Please note:** Last Albury Survey conducted June 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	+/-
HIT 104.9 THE BORDER	<b>489</b>	437	52	<b>110</b>	90	20	<b>89</b>	73	16	<b>138</b>	136	2	<b>103</b>	107	-4	<b>39</b>	26	13	<b>10</b>	5	5
TRIPLE M THE BORDER 105.7	<b>529</b>	476	53	<b>54</b>	71	-17	<b>46</b>	43	3	<b>128</b>	105	23	<b>169</b>	146	23	<b>82</b>	72	10	<b>50</b>	40	10
1494 2AY	<b>217</b>	212	5	<b>2</b>	7	-5	<b>0</b>	0	0	<b>12</b>	12	0	<b>37</b>	43	-6	<b>57</b>	48	9	<b>109</b>	102	7
ABC GOULBURN MURRAY	<b>271</b>	272	-1	<b>10</b>	14	-4	<b>3</b>	3	0	<b>22</b>	15	7	<b>66</b>	50	16	<b>59</b>	72	-13	<b>111</b>	117	-6
ABC RN	<b>54</b>	64	-10	<b>0</b>	3	-3	<b>2</b>	0	2	<b>5</b>	7	-2	<b>8</b>	17	-9	<b>12</b>	21	-9	<b>27</b>	16	11
ABC NEWS	<b>12</b>	7	5	<b>0</b>	0	0	<b>0</b>	0	0	<b>2</b>	0	2	<b>2</b>	0	2	<b>2</b>	3	-1	<b>7</b>	3	4
triple j	<b>183</b>	173	10	<b>17</b>	10	7	<b>49</b>	43	6	<b>72</b>	74	-2	<b>29</b>	34	-5	<b>13</b>	10	3	<b>3</b>	2	1
ABC CLASSIC	<b>47</b>	47	0	<b>0</b>	3	-3	<b>0</b>	0	0	<b>3</b>	5	-2	<b>8</b>	5	3	<b>13</b>	9	4	<b>22</b>	24	-2

**Please note:** Last Albury Survey conducted June 2017.

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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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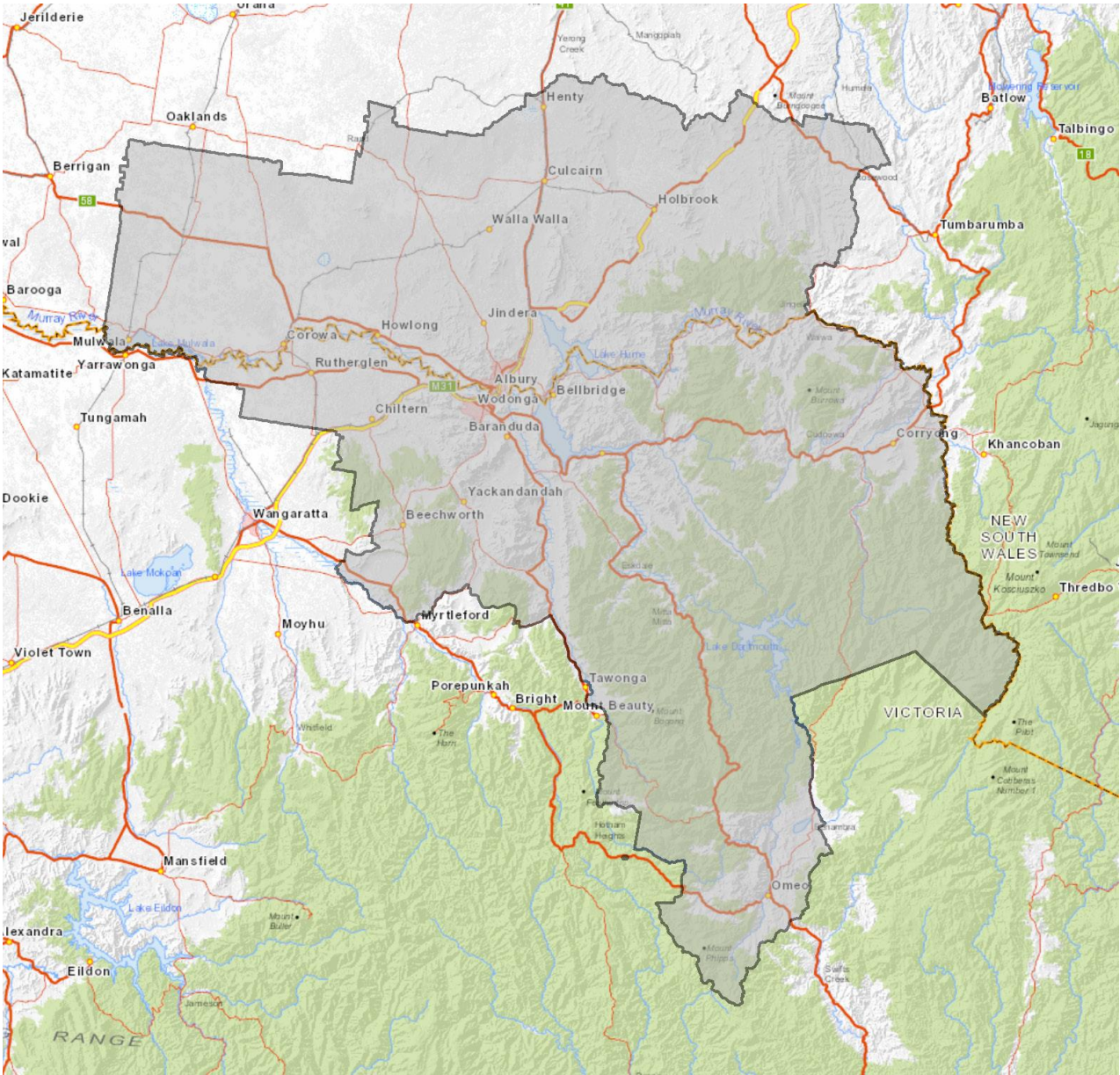
Cumulative Audience (00's) by Session, P10+ [Potential: 1346]

	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 104.9 THE BORDER	423	356	67	231	211	20	322	284	38	378	321	57	54	46	8	307	280	27
TRIPLE M THE BORDER 105.7	413	370	43	333	253	80	372	315	57	357	327	30	49	31	18	323	280	43
1494 2AY	170	170	0	143	145	-2	106	121	-15	104	98	6	29	31	-2	143	158	-15
ABC GOULBURN MURRAY	207	212	-5	143	134	9	151	126	25	130	126	4	54	52	2	217	203	14
ABC RN	37	48	-11	22	29	-7	22	26	-4	34	33	1	13	12	1	40	53	-13
ABC NEWS	8	3	5	3	2	1	5	3	2	5	3	2	2	3	-1	8	5	3
triple j	160	148	12	98	88	10	123	98	25	146	136	10	22	19	3	108	130	-22
ABC CLASSIC	29	38	-9	27	28	-1	30	28	2	22	33	-11	8	7	1	34	38	-4

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