

ALBANY (WA)

SURVEY #1 2021



ALBANY - XTRA INSIGHTS - SURVEY 1: 2021



EMBARGOED UNTIL TUESDAY 4TH MAY 2021 AT 11AM AEST

Station Listened to Most (%), Monday to Sunday

	10+			10-17			18-39			25-39			40-54			55-64			65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT95.3 ALBANY	23.0	20.7	2.3	49.3	38.7	10.6	35.5	38.3	-2.8	34.9	36.4	-1.5	28.1	17.9	10.2	8.2	9.4	-1.2	0.0	0.0	0.0
TRIPLE M ALBANY 783	10.5	9.7	0.8	8.0	11.3	-3.3	11.0	9.7	1.3	10.1	9.1	1.0	12.6	10.5	2.1	18.6	11.5	7.1	3.6	6.8	-3.2
ABC GREAT SOUTHERN	20.5	29.8	-9.3	1.3	6.4	-5.1	3.9	11.4	-7.5	4.6	14.0	-9.4	14.1	29.1	-15.0	33.0	34.4	-1.4	47.1	62.4	-15.3
ABC RN (RADIO NATIONAL)	6.5	6.3	0.2	1.3	3.2	-1.9	1.3	4.0	-2.7	1.8	5.8	-4.0	7.4	12.7	-5.3	10.3	3.1	7.2	11.6	6.8	4.8
ABC NEWSRADIO	1.0	0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.7	0.0	1.0	1.0	0.0	2.9	0.7	2.2
triple j	17.7	13.8	3.9	21.3	22.6	-1.3	38.1	27.4	10.7	35.8	26.4	9.4	18.5	12.7	5.8	6.2	4.2	2.0	0.0	0.0	0.0
ABC CLASSIC	3.2	2.5	0.7	0.0	0.0	0.0	1.3	1.1	0.2	1.8	1.7	0.1	3.0	3.0	0.0	4.1	3.1	1.0	6.5	4.5	2.0

Please note: Last Albany Survey conducted July, 2017.

ABC NewsRadio on air from 26 July, 2020. Previously known as ABC NEWS.

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	+/-
HIT95.3 ALBANY	22.7	20.3	2.4	19.6	12.8	6.8	22.9	18.5	4.4	26.3	22.4	3.9	17.1	13.4	3.7	20.7	19.8	0.9
TRIPLE M ALBANY 783	10.5	9.3	1.2	12.4	13.1	-0.7	12.9	13.4	-0.5	9.3	11.3	-2.0	7.2	5.6	1.6	9.1	7.9	1.2
ABC GREAT SOUTHERN	24.4	31.9	-7.5	20.3	36.0	-15.7	16.2	26.6	-10.4	16.3	24.9	-8.6	31.5	41.1	-9.6	24.8	31.7	-6.9
ABC RN (RADIO NATIONAL)	6.3	6.2	0.1	5.4	5.7	-0.3	6.7	5.0	1.7	5.2	5.2	0.0	4.6	7.8	-3.2	5.0	5.8	-0.8
ABC NEWSRADIO	1.0	0.6	0.4	1.0	0.0	1.0	0.5	0.5	0.0	1.7	0.3	1.4	1.3	2.2	-0.9	1.3	0.6	0.7
triple j	16.8	14.5	2.3	17.3	12.2	5.1	17.2	14.3	2.9	19.6	19.0	0.6	20.4	16.7	3.7	17.0	14.2	2.8
ABC CLASSIC	2.6	2.5	0.1	3.5	2.4	1.1	3.8	2.6	1.2	4.1	3.3	0.8	2.0	2.2	-0.2	3.0	3.4	-0.4

Please note: Last Albany Survey conducted July, 2017.

ABC NewsRadio on air from 26 July, 2020. Previously known as ABC NEWS.

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			18-39			25-39			40-54			55-64			65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT95.3 ALBANY	155	119	36	35	21	14	62	63	-1	44	41	3	45	28	17	13	7	6	0	0	0
TRIPLE M ALBANY 783	87	78	9	8	8	0	22	25	-3	16	15	1	25	17	8	23	17	6	8	10	-2
ABC GREAT SOUTHERN	155	170	-15	7	4	3	10	26	-16	8	23	-15	32	36	-4	38	32	6	68	73	-5
ABC RN (RADIO NATIONAL)	54	53	1	5	3	2	4	7	-3	4	7	-3	13	20	-7	16	8	8	17	15	2
ABC NEWSRADIO	18	10	8	1	0	1	2	1	1	2	1	1	4	4	0	6	2	4	6	3	3
triple j	131	102	29	22	18	4	68	54	14	47	36	11	30	22	8	11	8	3	0	0	0
ABC CLASSIC	24	24	0	1	1	0	3	4	-1	3	4	-1	5	6	-1	5	2	3	10	11	-1

Please note: Last Albany Survey conducted July, 2017.

ABC NewsRadio on air from 26 July, 2020. Previously known as ABC NEWS.

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: 458]

	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	+/-
HIT95.3 ALBANY	111	99	12	76	45	31	96	68	28	84	83	1	22	13	9	92	86	6
TRIPLE M ALBANY 783	55	60	-5	49	46	3	51	52	-1	33	47	-14	14	5	9	46	45	1
ABC GREAT SOUTHERN	109	142	-33	79	105	-26	63	92	-29	53	87	-34	41	32	9	106	135	-29
ABC RN (RADIO NATIONAL)	33	36	-3	24	25	-1	29	27	2	20	29	-9	8	8	0	24	38	-14
ABC NEWSRADIO	11	5	6	10	3	7	5	5	0	8	2	6	2	3	-1	8	8	0
triple j	83	85	-2	66	41	25	73	55	18	60	79	-19	27	14	13	79	75	4
ABC CLASSIC	11	16	-5	15	11	4	14	13	1	12	13	-1	3	4	-1	14	20	-6

Please note: Last Albany Survey conducted July, 2017.

ABC NewsRadio on air from 26 July, 2020. Previously known as ABC NEWS.

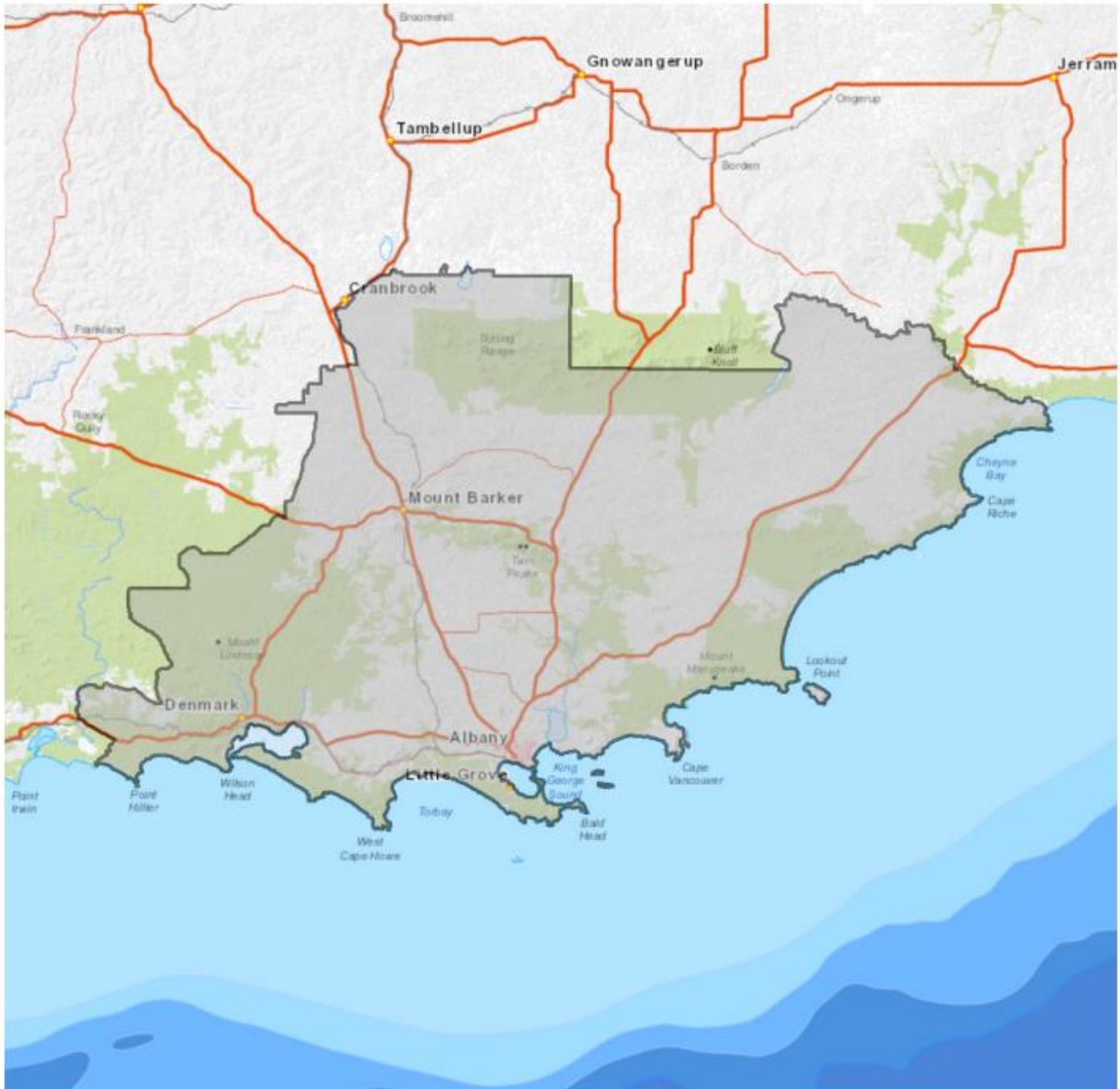
ABC CLASSIC on air from 21 January, 2019. Previously known as ABC Classic FM.

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