

SALE (MIC)

SURVEY #1 2022



xtra insights

SALE - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL TUESDAY 9TH AUGUST 2022 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	+/-
TRFM	36.7	32.4	4.3	63.9	56.9	7.0	46.7	53.2	-6.5	44.6	54.0	-9.4	52.8	39.2	13.6	26.3	15.1	11.2	5.6	3.2	2.4
GIPPSLAND'S GOLD 1242	9.5	18.0	-8.5	1.6	11.6	-10.0	4.4	12.2	-7.8	1.8	11.3	-9.5	4.7	19.9	-15.2	13.1	29.3	-16.2	21.0	17.9	3.1
TRIPLE M GIPPSLAND	9.8	4.1	5.7	16.0	13.0	3.0	9.5	5.0	4.5	12.2	2.7	9.5	12.3	4.1	8.2	12.1	2.2	9.9	3.5	0.5	3.0
3GG FOREVER CLASSIC	3.5	4.1	-0.6	0.0	2.4	-2.4	1.9	1.4	0.5	0.9	1.3	-0.4	3.1	5.9	-2.8	7.1	7.5	-0.4	4.9	4.2	0.7
ABC GIPPSLAND	12.7	18.7	-6.0	4.8	3.5	1.3	3.3	4.1	-0.8	4.9	4.7	0.2	10.1	8.2	1.9	15.2	22.6	-7.4	28.0	49.5	-21.5
ABC RADIO MELBOURNE	0.8	1.7	-0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	-1.2	2.0	5.2	-3.2	2.1	2.6	-0.5
ABC RN (RADIO NATIONAL)	1.2	1.8	-0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	2.9	-1.3	1.0	3.8	-2.8	2.8	2.1	0.7
ABC NEWSRADIO	1.0	0.2	0.8	0.0	0.0	0.0	0.6	0.0	0.6	0.9	0.0	0.9	0.8	0.0	0.8	2.0	0.7	1.3	1.4	0.5	0.9
TRIPLE J	7.9	6.8	1.1	9.1	4.6	4.5	21.7	17.8	3.9	23.5	18.0	5.5	3.1	4.7	-1.6	1.0	2.2	-1.2	0.7	0.0	0.7
ABC CLASSIC	1.1	1.0	0.1	0.0	0.0	0.0	0.5	0.9	-0.4	0.8	1.3	-0.5	1.5	0.0	1.5	0.0	0.7	-0.7	2.8	2.6	0.2

Please note: Last Sale Survey conducted June 2019.

TRIPLE M GIPPSLAND on air from 20 July 2020. Previously known as HIT GIPPSLAND 94.3.

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

ABC RADIO MELBOURNE not included in survey public release prior to 2022.

*A minimum sample of n=50 is required within a sub cell to be able to produce a result.

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: 11th July 2022 – 20th July 2022

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SALE - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL TUESDAY 9TH AUGUST 2022 AT 11AM AEST

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	39.0	31.1	7.9	33.6	27.7	5.9	36.7	33.3	3.4	42.4	36.5	5.9	37.4	16.8	20.6	32.4	26.4	6.0
GIPPSLAND'S GOLD 1242	8.6	17.9	-9.3	11.9	18.6	-6.7	9.0	17.1	-8.1	6.1	16.6	-10.5	4.0	11.8	-7.8	7.4	16.9	-9.5
TRIPLE M GIPPSLAND	8.1	4.2	3.9	8.4	2.4	6.0	12.1	4.1	8.0	12.5	3.8	8.7	11.9	1.7	10.2	10.2	4.0	6.2
3GG FOREVER CLASSIC	3.0	4.3	-1.3	4.1	5.2	-1.1	3.9	4.5	-0.6	3.4	3.9	-0.5	3.4	0.8	2.6	2.9	3.4	-0.5
ABC GIPPSLAND	15.5	21.1	-5.6	10.7	21.6	-10.9	8.8	17.1	-8.3	9.0	15.9	-6.9	17.4	39.4	-22.0	13.8	23.6	-9.8
ABC RADIO MELBOURNE	0.8	1.8	-1.0	1.0	2.2	-1.2	1.1	0.8	0.3	1.8	1.3	0.5	2.0	2.5	-0.5	1.1	2.0	-0.9
ABC RN (RADIO NATIONAL)	1.2	1.9	-0.7	1.4	1.8	-0.4	1.1	2.1	-1.0	0.8	2.2	-1.4	1.4	5.1	-3.7	2.0	2.4	-0.4
ABC NEWSRADIO	1.4	0.1	1.3	0.7	0.4	0.3	1.1	0.2	0.9	1.3	0.2	1.1	0.7	2.5	-1.8	0.9	0.5	0.4
TRIPLE J	9.2	6.8	2.4	9.0	5.6	3.4	8.9	6.6	2.3	9.0	7.3	1.7	9.8	8.4	1.4	9.1	7.2	1.9
ABC CLASSIC	0.8	0.9	-0.1	0.5	1.4	-0.9	0.9	1.4	-0.5	1.0	1.3	-0.3	1.3	1.7	-0.4	1.3	1.0	0.3

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*A minimum sample of n=50 is required within a sub cell to be able to produce a result.

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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SALE - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL TUESDAY 9TH AUGUST 2022 AT 11AM AEST

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	+/-
TRFM	699	521	178	109	92	17	253	226	27	157	154	3	190	142	48	98	49	49	49	12	37
GIPPSLAND'S GOLD 1242	222	348	-126	2	24	-22	34	67	-33	15	48	-33	28	89	-61	65	90	-25	93	78	15
TRIPLE M GIPPSLAND	267	89	178	36	24	12	93	36	57	65	20	45	76	17	59	47	8	39	16	3	13
3GG FOREVER CLASSIC	79	85	-6	0	7	-7	7	10	-3	2	5	-3	14	24	-10	23	22	1	35	22	13
ABC GIPPSLAND	282	370	-88	10	9	1	15	27	-12	15	24	-9	70	67	3	56	78	-22	132	189	-57
ABC RADIO MELBOURNE	46	46	0	0	0	0	2	0	2	2	0	2	5	7	-2	9	19	-10	30	20	10
ABC RN (RADIO NATIONAL)	35	44	-9	0	0	0	0	3	-3	0	3	-3	12	10	2	5	14	-9	19	17	2
ABC NEWSRADIO	41	17	24	4	0	4	4	5	-1	4	5	-1	12	2	10	7	3	4	14	7	7
TRIPLE J	191	145	46	18	12	6	122	94	28	90	57	33	30	26	4	12	12	0	9	2	7
ABC CLASSIC	41	38	3	0	2	-2	2	5	-3	2	5	-3	18	3	15	0	7	-7	21	21	0

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*A minimum sample of n=50 is required within a sub cell to be able to produce a result.

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: 1392]

	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	535	413	122	364	258	106	417	321	96	415	388	27	133	39	94	407	308	99
GIPPSLAND'S GOLD 1242	129	275	-146	127	208	-81	116	186	-70	65	210	-145	20	27	-7	105	223	-118
TRIPLE M GIPPSLAND	140	72	68	115	31	84	179	57	122	137	58	79	54	10	44	135	60	75
3GG FOREVER CLASSIC	51	67	-16	49	60	-11	58	56	2	30	51	-21	12	7	5	37	51	-14
ABC GIPPSLAND	212	304	-92	124	212	-88	103	186	-83	86	193	-107	69	90	-21	177	299	-122
ABC RADIO MELBOURNE	14	31	-17	19	31	-12	14	12	2	21	22	-1	7	7	0	25	37	-12
ABC RN (RADIO NATIONAL)	16	32	-16	14	22	-8	14	22	-8	14	29	-15	7	15	-8	30	39	-9
ABC NEWSRADIO	18	7	11	18	5	13	18	3	15	14	7	7	5	5	0	25	12	13
TRIPLE J	128	118	10	97	65	32	113	87	26	99	103	-4	34	22	12	104	101	3
ABC CLASSIC	14	29	-15	7	24	-17	14	24	-10	21	27	-6	7	3	4	27	26	1

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