

WARRNAMBOOL (VIC)

SURVEY #1 2022



WARRNAMBOOL - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL THURSDAY 11TH 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	+/-
95.3 COAST FM	30.9	40.9	-10.0	66.4	74.3	-7.9	42.3	63.8	-21.5	40.3	59.8	-19.5	34.3	43.1	-8.8	14.8	23.2	-8.4	5.4	3.8	1.6
94.5 3YB FM	16.1	24.0	-7.9	8.0	4.3	3.7	13.0	13.1	-0.1	12.0	13.4	-1.4	17.5	26.3	-8.8	20.0	34.7	-14.7	20.0	38.5	-18.5
ABC SOUTH WEST VICTORIA	5.1	6.2	-1.1	1.3	0.0	1.3	1.7	1.2	0.5	2.5	1.8	0.7	3.6	4.4	-0.8	6.3	4.2	2.1	12.3	19.2	-6.9
ABC RN (RADIO NATIONAL)	3.9	2.7	1.2	5.4	0.0	5.4	0.5	0.0	0.5	0.8	0.0	0.8	2.9	0.7	2.2	11.6	7.4	4.2	3.1	6.2	-3.1
ABC NEWSRADIO	1.8	0.2	1.6	1.3	0.0	1.3	0.6	0.0	0.6	0.9	0.0	0.9	1.5	0.0	1.5	1.0	1.0	0.0	4.6	0.0	4.6
TRIPLE J	6.1	7.0	-0.9	4.0	10.0	-6.0	11.3	15.5	-4.2	11.0	17.8	-6.8	8.7	6.6	2.1	2.1	0.0	2.1	0.8	0.0	0.8
ABC CLASSIC	0.8	0.7	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.7	0.0	1.1	-1.1	3.1	2.3	0.8

Please note: Last Warrnambool Survey conducted June 2019.
ABC NewsRadio on air from 26 July 2020. Previously known as ABC NEWS.
*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.

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EMBARGOED UNTIL THURSDAY 11TH AUGUST 2022 AT 11AM AEST

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	+/-
95.3 COAST FM	31.4	42.1	-10.7	26.8	32.4	-5.6	31.7	43.1	-11.4	31.8	45.6	-13.8	17.7	22.2	-4.5	28.2	36.5	-8.3
94.5 3YB FM	17.4	23.3	-5.9	20.0	30.2	-10.2	17.3	23.0	-5.7	13.8	21.2	-7.4	13.1	21.0	-7.9	14.8	21.6	-6.8
ABC SOUTH WEST VICTORIA	7.1	7.0	0.1	4.2	7.5	-3.3	3.5	5.8	-2.3	3.0	4.5	-1.5	7.1	14.8	-7.7	5.9	8.7	-2.8
ABC RN (RADIO NATIONAL)	3.5	1.7	1.8	2.7	1.7	1.0	1.9	1.3	0.6	3.6	2.3	1.3	4.2	11.1	-6.9	3.9	3.2	0.7
ABC NEWSRADIO	1.8	0.4	1.4	0.7	0.0	0.7	1.2	0.0	1.2	1.7	0.0	1.7	1.2	1.2	0.0	0.9	0.2	0.7
TRIPLE J	5.9	8.1	-2.2	6.4	4.7	1.7	7.6	5.3	2.3	7.8	9.9	-2.1	9.4	6.2	3.2	7.6	7.3	0.3
ABC CLASSIC	0.8	0.6	0.2	1.2	1.1	0.1	1.2	1.1	0.1	1.7	1.3	0.4	1.8	1.2	0.6	1.3	0.7	0.6

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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: 11th July 2022 - 30th July 2022

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EMBARGOED UNTIL THURSDAY 11TH 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	+/-
95.3 COAST FM	268	309	-41	59	57	2	99	127	-28	67	84	-17	69	83	-14	29	33	-4	13	8	5
94.5 3YB FM	195	221	-26	17	4	13	50	43	7	32	33	-1	52	63	-11	34	45	-11	42	66	-24
ABC SOUTH WEST VICTORIA	56	73	-17	5	0	5	4	3	1	4	3	1	10	15	-5	11	13	-2	27	43	-16
ABC RN (RADIO NATIONAL)	41	23	18	6	0	6	2	1	1	2	1	1	7	1	6	15	10	5	11	11	0
ABC NEWSRADIO	17	5	12	2	0	2	2	0	2	2	0	2	2	1	1	3	1	2	7	3	4
TRIPLE J	70	71	-1	9	9	0	31	37	-6	19	25	-6	20	19	1	6	6	0	3	0	3
ABC CLASSIC	13	12	1	0	1	-1	1	0	1	0	0	0	1	2	-1	2	2	0	9	6	3

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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: 640]

	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	+/-
95.3 COAST FM	184	268	-84	140	142	-2	163	190	-27	136	216	-80	38	22	16	166	191	-25
94.5 3YB FM	120	174	-54	108	143	-35	86	116	-30	64	121	-57	25	20	5	96	140	-44
ABC SOUTH WEST VICTORIA	43	55	-12	22	43	-21	22	36	-14	14	28	-14	14	16	-2	35	64	-29
ABC RN (RADIO NATIONAL)	24	14	10	13	8	5	10	7	3	19	10	9	11	9	2	23	20	3
ABC NEWSRADIO	13	4	9	6	2	4	5	2	3	10	0	10	3	2	1	10	3	7
TRIPLE J	34	62	-28	32	27	5	43	30	13	39	58	-19	19	6	13	43	46	-3
ABC CLASSIC	4	7	-3	6	6	0	7	6	1	7	7	0	3	3	0	8	9	-1

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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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