

# WARRAGUL (VIC)

SURVEY #1 2022



# WARRAGUL - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL THURSDAY 8<sup>TH</sup> DECEMBER 2022 AT 11AM AEDT

## 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	+/-
531 3GG FOREVER CLASSIC	<b>6.8</b>	10.5	-3.7	<b>0.0</b>	7.6	-7.6	<b>2.1</b>	4.1	-2.0	<b>3.0</b>	5.4	-2.4	<b>7.4</b>	16.3	-8.9	<b>10.1</b>	14.9	-4.8	<b>14.3</b>	11.9	2.4
TRIPLE M	<b>19.7</b>	13.8	5.9	<b>27.8</b>	32.5	-4.7	<b>21.0</b>	22.8	-1.8	<b>18.0</b>	22.8	-4.8	<b>26.3</b>	11.3	15	<b>21.2</b>	3.3	17.9	<b>5.4</b>	0.6	4.8
ABC GIPPSLAND	<b>6.2</b>	6.4	-0.2	<b>0.0</b>	1.1	-1.1	<b>2.1</b>	0.8	1.3	<b>3.1</b>	1.2	1.9	<b>4.3</b>	4.5	-0.2	<b>6.8</b>	9.9	-3.1	<b>17.3</b>	16.7	0.6
ABC MELBOURNE	<b>4.8</b>	8.9	-4.1	<b>0.0</b>	2.2	-2.2	<b>2.7</b>	1.2	1.5	<b>3.0</b>	1.8	1.2	<b>2.4</b>	6.2	-3.8	<b>7.7</b>	11.6	-3.9	<b>10.7</b>	24.4	-13.7
ABC RN (RADIO NATIONAL)	<b>1.5</b>	1.2	0.3	<b>0.0</b>	0.0	0.0	<b>1.0</b>	0.4	0.6	<b>0.7</b>	0.6	0.1	<b>0.9</b>	0.0	0.9	<b>1.7</b>	2.5	-0.8	<b>3.6</b>	3.6	0.0
ABC NEWSRADIO	<b>0.9</b>	0.5	0.4	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.6	-0.6	<b>0.8</b>	1.7	-0.9	<b>3.6</b>	0.6	3.0
TRIPLE J	<b>8.5</b>	7.6	0.9	<b>7.8</b>	4.3	3.5	<b>19.7</b>	18.2	1.5	<b>17.7</b>	15.0	2.7	<b>4.8</b>	5.1	-0.3	<b>2.2</b>	2.5	-0.3	<b>1.2</b>	0.6	0.6
ABC CLASSIC	<b>1.2</b>	1.4	-0.2	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.5</b>	0.0	0.5	<b>0.9</b>	2.5	-1.6	<b>4.8</b>	4.7	0.1

**Please note:** Last Warragul Survey conducted October 2019.

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

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

TRIPLE M 'Last' figures are representative of HIT Gippsland 2019 Survey Release.

\*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: 7<sup>th</sup> November 2022 – 26<sup>th</sup> November 2022

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# WARRAGUL - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL THURSDAY 8<sup>TH</sup> DECEMBER 2022 AT 11AM AEDT

## 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	+/-
531 3GG FOREVER CLASSIC	5.7	10.2	-4.5	5.6	11.2	-5.6	6.5	12.7	-6.2	5.8	12.3	-6.5	4.9	5.8	-0.9	5.5	9.3	-3.8
TRIPLE M	18.6	14.4	4.2	19.5	11.5	8	23.1	12.6	10.5	20.9	14.2	6.7	15.8	3.9	11.9	19.1	12.3	6.8
ABC GIPPSLAND	6.6	7.2	-0.6	7.0	7.3	-0.3	6.0	6.8	-0.8	4.3	3.7	0.6	12.4	9.6	2.8	7.4	7.3	0.1
ABC MELBOURNE	4.3	8.6	-4.3	4.8	9.8	-5.0	4.4	6.3	-1.9	4.2	5.8	-1.6	5.4	21.1	-15.7	4.3	10.2	-5.9
ABC RN (RADIO NATIONAL)	1.9	1.4	0.5	1.2	1.5	-0.3	0.7	1.6	-0.9	1.0	1.7	-0.7	2.9	4.8	-1.9	1.7	1.7	0.0
ABC NEWSRADIO	0.9	0.6	0.3	0.9	0.8	0.1	0.8	0.8	0.0	0.2	0.4	-0.2	2.5	0.0	2.5	0.7	0.8	-0.1
TRIPLE J	8.6	7.4	1.2	8.0	8.8	-0.8	7.4	8.8	-1.4	10.8	9.7	1.1	8.4	6.7	1.7	9.1	7.8	1.3
ABC CLASSIC	1.1	1.4	-0.3	0.9	1.9	-1.0	1.1	1.8	-0.7	1.3	1.1	0.2	1.5	1.9	-0.4	1.5	1.9	-0.4

**Please note:** Last Warragul Survey conducted October 2019.

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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: 7<sup>th</sup> November 2022 – 26<sup>th</sup> November 2022

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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	+/-
531 3GG FOREVER CLASSIC	286	353	-67	0	32	-32	42	48	-6	30	38	-8	66	120	-54	67	75	-8	111	79	32
TRIPLE M	859	479	380	143	114	29	294	254	40	200	175	25	258	89	169	117	19	98	47	3	44
ABC GIPPSLAND	246	249	-3	7	9	-2	39	10	29	27	10	17	34	44	-10	44	69	-25	121	117	4
ABC MELBOURNE	247	294	-47	3	6	-3	36	16	20	24	13	11	33	51	-18	56	66	-10	118	155	-37
ABC RN (RADIO NATIONAL)	81	101	-20	3	0	3	8	10	-2	4	10	-6	17	13	4	12	25	-13	40	54	-14
ABC NEWSRADIO	66	41	25	0	0	0	14	0	14	10	0	10	11	6	5	7	13	-6	34	22	12
TRIPLE J	400	304	96	53	25	28	247	203	44	151	118	33	61	51	10	18	22	-4	20	3	17
ABC CLASSIC	59	60	-1	0	0	0	0	0	0	0	0	0	6	9	-3	6	12	-6	47	38	9

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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: 2698]

	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	+/-
531 3GG FOREVER CLASSIC	154	265	-111	133	221	-88	155	249	-94	135	262	-127	35	22	13	132	224	-92
TRIPLE M	521	380	141	417	235	182	534	298	236	438	327	111	108	22	86	444	307	137
ABC GIPPSLAND	161	196	-35	156	142	14	146	139	7	97	107	-10	81	47	34	162	205	-43
ABC MELBOURNE	130	211	-81	102	170	-68	108	120	-12	108	123	-15	49	82	-33	112	227	-115
ABC RN (RADIO NATIONAL)	52	66	-14	34	54	-20	39	50	-11	31	60	-29	19	38	-19	50	82	-32
ABC NEWSRADIO	23	28	-5	26	25	1	30	28	2	18	16	2	20	3	17	26	32	-6
TRIPLE J	210	228	-18	189	171	18	202	203	-1	234	228	6	71	22	49	214	215	-1
ABC CLASSIC	30	44	-14	24	47	-23	26	47	-21	23	35	-12	13	6	7	36	53	-17

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