

DUBBO (NSW)

SURVEY #1 2024



DUBBO - XTRA INSIGHTS - SURVEY 1: 2024



EMBARGOED UNTIL TUESDAY 2ND JULY 2024 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	+/-
TRIPLE M DUBBO	20.6	20.1	0.5	29.4	33.6	-4.2	24.4	22.7	1.7	25.1	22.4	2.7	29.0	26.6	2.4	19.5	19.7	-0.2	2.6	0.6	2.0
2DU	14.0	14.2	-0.2	5.9	2.8	3.1	2.6	4.5	-1.9	3.6	3.4	0.2	3.8	5.1	-1.3	12.6	17.6	-5.0	46.4	44.4	2.0
ZOOFM	20.9	22.2	-1.3	34.1	36.2	-2.1	32.0	26.7	5.3	31.8	29.3	2.5	20.3	28.3	-8.0	12.8	14.5	-1.7	2.1	5.3	-3.2
ABC WESTERN PLAINS	4.8	3.7	1.1	1.2	1.9	-0.7	1.5	1.4	0.1	0.7	2.0	-1.3	6.6	3.1	3.5	9.5	3.7	5.8	7.2	9.4	-2.2
ABC RN (RADIO NATIONAL)	1.0	0.5	0.5	1.2	0.9	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.9	1.4	1.4	0.0	2.1	1.2	0.9
ABC NEWSRADIO	0.8	0.7	0.1	0.0	0.0	0.0	0.5	0.5	0.0	0.7	0.7	0.0	2.0	1.5	0.5	0.0	0.7	-0.7	1.0	0.6	0.4
triple j	5.9	6.8	-0.9	4.7	4.6	0.1	13.2	16.1	-2.9	14.4	15.0	-0.6	3.8	3.6	0.2	1.2	0.7	0.5	0.5	1.2	-0.7
ABC CLASSIC	0.8	0.5	0.3	0.0	0.0	0.0	1.1	0.7	0.4	1.4	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	2.1	1.2	0.9

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: 3rd June 2024 - 22nd June 2024

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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	+/-
TRIPLE M DUBBO	21.4	19.2	2.2	19.7	19.3	0.4	21.3	23.3	-2.0	22.5	23.1	-0.6	17.3	17.3	0.0	19.8	17.2	2.6
2DU	13.1	15.2	-2.1	14.9	16.5	-1.6	11.7	13.6	-1.9	9.6	7.0	2.6	14.9	12.1	2.8	11.3	11.9	-0.6
ZOOFM	21.5	21.8	-0.3	18.7	18.9	-0.2	20.9	21.5	-0.6	23.3	23.0	0.3	13.7	16.1	-2.4	20.7	20.9	-0.2
ABC WESTERN PLAINS	6.0	5.1	0.9	6.2	2.7	3.5	5.9	2.7	3.2	3.9	2.7	1.2	11.2	6.5	4.7	6.4	4.8	1.6
ABC RN (RADIO NATIONAL)	0.9	0.4	0.5	0.8	0.7	0.1	0.5	0.3	0.2	1.1	1.3	-0.2	2.8	0.9	1.9	1.3	0.3	1.0
ABC NEWSRADIO	0.6	0.4	0.2	0.7	0.2	0.5	0.4	0.8	-0.4	0.5	1.0	-0.5	1.5	1.1	0.4	0.4	1.1	-0.7
triple j	5.4	5.9	-0.5	4.9	6.9	-2.0	6.2	7.0	-0.8	7.2	9.3	-2.1	5.0	9.3	-4.3	5.2	8.5	-3.3
ABC CLASSIC	0.5	0.4	0.1	0.9	0.5	0.4	0.6	0.5	0.1	0.8	0.8	0.0	0.5	0.9	-0.4	0.7	0.7	0.0

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	+/-
TRIPLE M DUBBO	243	221	22	44	39	5	95	90	5	63	64	-1	61	62	-1	34	26	8	9	4	5
2DU	144	140	4	7	6	1	11	17	-6	9	11	-2	14	16	-2	24	25	-1	87	75	12
ZOOFM	247	238	9	42	39	3	116	94	22	83	72	11	51	70	-19	28	24	4	10	11	-1
ABC WESTERN PLAINS	58	46	12	4	4	0	7	6	1	2	5	-3	12	9	3	16	7	9	20	19	1
ABC RN (RADIO NATIONAL)	19	13	6	1	1	0	1	2	-1	1	2	-1	4	3	1	4	3	1	8	4	4
ABC NEWSRADIO	11	9	2	1	0	1	1	3	-2	1	2	-1	3	2	1	3	1	2	3	2	1
triple j	76	71	5	10	7	3	49	43	6	36	32	4	10	13	-3	4	5	-1	4	2	2
ABC CLASSIC	10	4	6	1	0	1	2	1	1	2	0	2	2	0	2	0	0	0	5	3	2

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: 662]

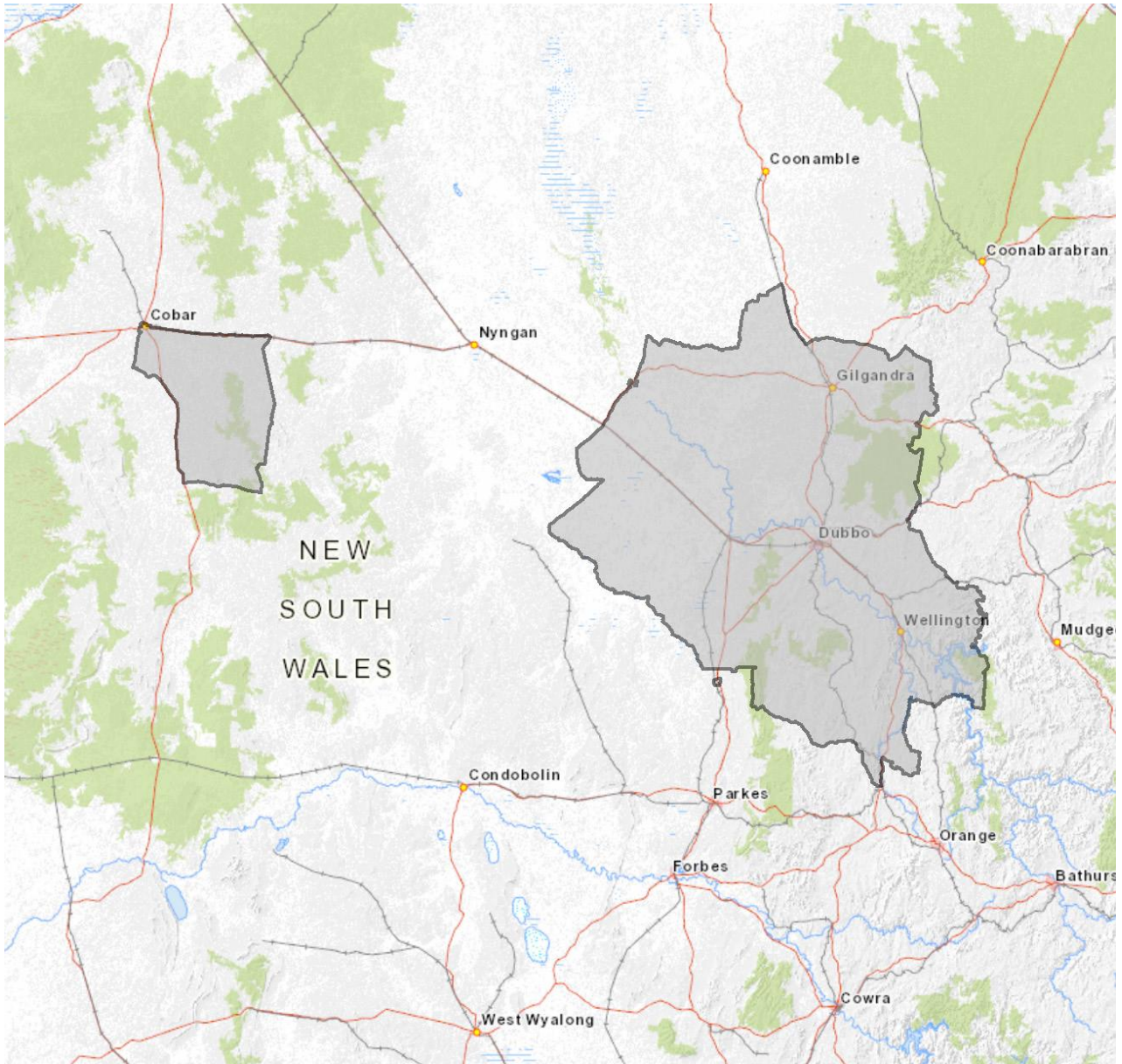
	Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5.30am-9.00am			Mon-Fri 9.00am-12.00pm			Mon-Fri 12.00pm-4.00pm			Mon-Fri 4.00pm-7.00pm			Mon-Fri 7.00pm-12.00mn			Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
TRIPLE M DUBBO	156	132	24	119	101	18	130	131	-1	129	107	22	35	33	2	141	108	33
2DU	90	96	-6	78	84	-6	65	70	-5	47	34	13	25	20	5	72	66	6
ZOOFM	168	157	11	111	109	2	122	133	-11	129	112	17	31	29	2	139	115	24
ABC WESTERN PLAINS	43	32	11	30	14	16	30	17	13	20	16	4	19	12	7	38	28	10
ABC RN (RADIO NATIONAL)	8	4	4	5	5	0	4	3	1	7	7	0	7	3	4	8	8	0
ABC NEWSRADIO	7	5	2	5	1	4	3	5	-2	5	4	1	3	3	0	5	5	0
triple j	43	39	4	33	39	-6	39	40	-1	36	41	-5	14	16	-2	45	44	1
ABC CLASSIC	6	2	4	5	2	3	4	3	1	4	3	1	1	1	0	4	3	1

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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Dubbo Survey Coverage Area based on Commercial Radio & Audio's Licence Area Profile.