

GRIFFITH (NSW)

SURVEY #1 2025



xtra insights

GRIFFITH - XTRA INSIGHTS - SURVEY 1: 2025



EMBARGOED UNTIL WEDNESDAY 30TH APRIL 2025 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	+/-
HIT99.7 RIVERINA MIA	31.2	33.5	-2.3	47.9	66.9	-19.0	51.1	49.7	1.4	51.2	45.0	6.2	31.1	33.5	-2.4	19.0	17.5	1.5	7.0	4.5	2.5
963 TRIPLE M RIVERINA MIA	17.5	16.2	1.3	8.6	2.9	5.7	15.9	7.6	8.3	14.4	9.4	5.0	21.8	17.4	4.4	14.6	30.0	-15.4	22.4	24.3	-1.9
ABC RIVERINA	9.5	12.5	-3.0	7.0	3.9	3.1	4.7	5.5	-0.8	5.8	6.4	-0.6	5.9	11.0	-5.1	15.9	15.8	0.1	15.4	25.4	-10.0
ABC RADIO NATIONAL	3.8	1.5	2.3	1.5	0.0	1.5	3.4	0.4	3.0	4.8	0.6	4.2	3.4	1.2	2.2	5.2	4.2	1.0	4.9	2.3	2.6
ABC NEWSRADIO	1.5	1.8	-0.3	1.5	1.0	0.5	2.9	1.8	1.1	4.1	1.8	2.3	0.8	1.2	-0.4	1.0	0.8	0.2	0.7	3.4	-2.7
triple j	6.4	7.8	-1.4	10.5	4.9	5.6	10.4	15.8	-5.4	7.5	14.6	-7.1	8.4	9.8	-1.4	1.0	1.7	-0.7	1.4	1.1	0.3
ABC CLASSIC	1.6	0.6	1.0	0.0	0.0	0.0	2.9	0.0	2.9	3.2	0.0	3.2	1.7	0.6	1.1	1.0	0.0	1.0	1.4	2.3	-0.9

Please note, the percentage balance of Station Listened to Most not reported in this table is the total amount of all Other listening and represents multiple stations. This includes local narrowcasters, community, and out of market radio listening either via App, online streaming, DAB+ or AM/FM transmitter.

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: 17th March 2025 – 12th April 2025

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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	+/-
HIT99.7 RIVERINA MIA	31.3	35.8	-4.5	29.7	27.6	2.1	35.6	38.4	-2.8	37.5	39.6	-2.1	23.5	36.0	-12.5	23.9	32.7	-8.8
963 TRIPLE M RIVERINA MIA	18.9	17.4	1.5	20.2	16.7	3.5	14.5	13.1	1.4	17.0	14.0	3.0	17.2	11.0	6.2	19.7	12.9	6.8
ABC RIVERINA	10.0	12.8	-2.8	11.0	13.3	-2.3	11.7	11.6	0.1	7.8	10.4	-2.6	10.2	20.3	-10.1	11.0	13.7	-2.7
ABC RADIO NATIONAL	3.2	1.3	1.9	2.6	1.1	1.5	3.7	1.2	2.5	3.7	1.7	2.0	10.9	2.8	8.1	5.0	1.3	3.7
ABC NEWSRADIO	1.6	1.6	0.0	1.3	1.4	-0.1	2.5	1.5	1.0	2.0	2.1	-0.1	2.8	2.2	0.6	1.3	1.3	0.0
triple j	6.8	7.3	-0.5	6.5	8.5	-2.0	5.9	7.7	-1.8	7.5	8.8	-1.3	11.0	6.4	4.6	9.7	11.1	-1.4
ABC CLASSIC	1.4	0.7	0.7	0.5	1.0	-0.5	1.2	0.5	0.7	1.7	0.6	1.1	4.9	1.1	3.8	1.8	0.7	1.1

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	+/-
HIT99.7 RIVERINA MIA	307	343	-36	54	68	-14	132	146	-14	97	95	2	66	82	-16	31	32	-1	23	15	8
963 TRIPLE M RIVERINA MIA	206	209	-3	12	14	-2	67	40	27	48	31	17	51	45	6	26	45	-19	50	65	-15
ABC RIVERINA	137	156	-19	11	6	5	32	22	10	31	17	14	22	35	-13	31	32	-1	41	60	-19
ABC RADIO NATIONAL	77	18	59	5	0	5	22	2	20	21	2	19	18	2	16	9	6	3	23	8	15
ABC NEWSRADIO	41	19	22	1	1	0	20	5	15	19	4	15	11	5	6	2	2	0	7	6	1
triple j	101	96	5	14	9	5	49	53	-4	33	37	-4	27	23	4	3	5	-2	7	5	2
ABC CLASSIC	26	10	16	0	0	0	15	1	14	13	1	12	6	2	4	2	0	2	2	7	-5

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: 712]

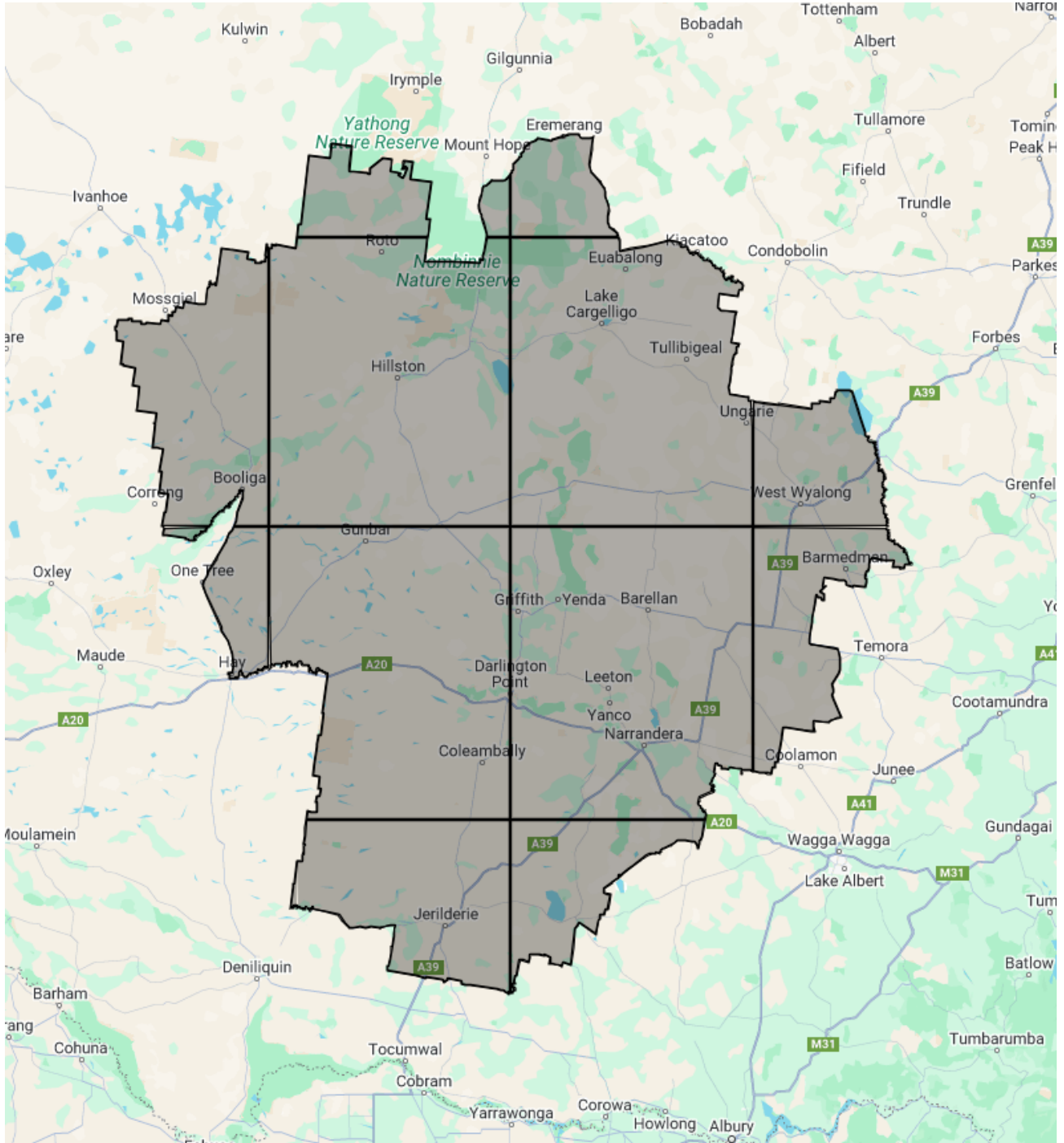
	Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5.30am-9.00am			Mon-Fri 9.00am-12.00pm			Mon-Fri 12.00pm-4.00pm			Mon-Fri 4.00pm-7.00pm			Mon-Fri 7.00pm-12.00mn			Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT99.7 RIVERINA MIA	220	249	-29	159	167	-8	197	224	-27	177	192	-15	53	63	-10	138	190	-52
963 TRIPLE M RIVERINA MIA	133	134	-1	110	102	8	97	88	9	88	77	11	33	25	8	119	97	22
ABC RIVERINA	77	96	-19	64	75	-11	75	71	4	40	55	-15	26	35	-9	69	79	-10
ABC RADIO NATIONAL	38	10	28	23	6	17	33	9	24	32	8	24	31	5	26	48	7	41
ABC NEWSRADIO	15	13	2	14	8	6	20	8	12	15	11	4	12	4	8	17	7	10
triple j	54	57	-3	40	48	-8	42	50	-8	46	47	-1	23	14	9	63	61	2
ABC CLASSIC	13	5	8	6	5	1	9	4	5	9	4	5	10	4	6	12	5	7

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