

# WARRNAMBOOL (VIC)

SURVEY #1 2025



# WARRNAMBOOL - XTRA INSIGHTS - SURVEY 1: 2025



EMBARGOED UNTIL TUESDAY 19TH AUGUST 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	+/-
95.3 COAST FM	41.8	30.9	10.9	48.0	66.4	-18.4	68.5	42.3	26.2	69.3	40.3	29.0	44.7	34.3	10.4	35.5	14.8	20.7	12.4	5.4	7.0
3YB FM	16.0	16.1	-0.1	5.7	8.0	-2.3	9.5	13.0	-3.5	8.2	12.0	-3.8	8.1	17.5	-9.4	19.8	20.0	-0.2	31.3	20.0	11.3
ABC SOUTH WEST VICTORIA	2.7	5.1	-2.4	0.0	1.3	-1.3	0.0	1.7	-1.7	0.0	2.5	-2.5	1.6	3.6	-2.0	3.1	6.3	-3.2	7.2	12.3	-5.1
ABC RADIO NATIONAL	2.3	3.9	-1.6	1.5	5.4	-3.9	0.0	0.5	-0.5	0.0	0.8	-0.8	1.6	2.9	-1.3	2.1	11.6	-9.5	5.9	3.1	2.8
ABC NEWSRADIO	0.8	1.8	-1.0	2.8	1.3	1.5	0.0	0.6	-0.6	0.0	0.9	-0.9	2.4	1.5	0.9	0.0	1.0	-1.0	0.0	4.6	-4.6
triple j	6.1	6.1	0.0	14.3	4.0	10.3	8.1	11.3	-3.2	7.1	11.0	-3.9	8.9	8.7	0.2	3.1	2.1	1.0	0.0	0.8	-0.8
ABC CLASSIC	0.8	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.7	0.9	0.0	0.0	0.0	2.0	3.1	-1.1

\*Sample size is less than n=75 for marked demographic in at least one daypart - read with caution.  
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.

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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	+/-
95.3 COAST FM	37.0	31.4	5.6	41.0	26.8	14.2	43.0	31.7	11.3	43.6	31.8	11.8	17.1	17.7	-0.6	32.9	28.2	4.7
3YB FM	18.1	17.4	0.7	20.7	20.0	0.7	15.3	17.3	-2.0	17.5	13.8	3.7	15.3	13.1	2.2	22.6	14.8	7.8
ABC SOUTH WEST VICTORIA	4.0	7.1	-3.1	3.8	4.2	-0.4	4.9	3.5	1.4	3.5	3.0	0.5	8.9	7.1	1.8	3.6	5.9	-2.3
ABC RADIO NATIONAL	2.6	3.5	-0.9	2.3	2.7	-0.4	2.5	1.9	0.6	2.0	3.6	-1.6	4.0	4.2	-0.2	2.8	3.9	-1.1
ABC NEWSRADIO	1.0	1.8	-0.8	0.3	0.7	-0.4	0.5	1.2	-0.7	1.0	1.7	-0.7	3.2	1.2	2.0	1.5	0.9	0.6
triple j	7.2	5.9	1.3	4.6	6.4	-1.8	7.6	7.6	0.0	9.5	7.8	1.7	9.7	9.4	0.3	6.1	7.6	-1.5
ABC CLASSIC	0.4	0.8	-0.4	0.5	1.2	-0.7	0.5	1.2	-0.7	1.0	1.7	-0.7	3.2	1.8	1.4	1.0	1.3	-0.3

### 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	+/-
95.3 COAST FM	387	268	119	52	59	-7	141	99	42	102	67	35	84	69	15	60	29	31	50	13	37
3YB FM	224	195	29	17	17	0	34	50	-16	20	32	-12	39	52	-13	44	34	10	89	42	47
ABC SOUTH WEST VICTORIA	53	56	-3	0	5	-5	3	4	-1	2	4	-2	5	10	-5	9	11	-2	35	27	8
ABC RADIO NATIONAL	27	41	-14	1	6	-5	0	2	-2	0	2	-2	6	7	-1	2	15	-13	18	11	7
ABC NEWSRADIO	21	17	4	3	2	1	5	2	3	5	2	3	7	2	5	1	3	-2	5	7	-2
triple j	75	70	5	13	9	4	30	31	-1	20	19	1	20	20	0	9	6	3	3	3	0
ABC CLASSIC	14	13	1	0	0	0	2	1	1	1	0	1	3	1	2	2	2	0	7	9	-2

\*Sample size is less than n=75 for marked demographic in at least one daypart - read with caution.

### 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	+/-
95.3 COAST FM	251	184	67	217	140	77	242	163	79	253	136	117	33	38	-5	197	166	31
3YB FM	137	120	17	126	108	18	106	86	20	106	64	42	29	25	4	137	96	41
ABC SOUTH WEST VICTORIA	34	43	-9	28	22	6	31	22	9	23	14	9	15	14	1	32	35	-3
ABC RADIO NATIONAL	19	24	-5	14	13	1	14	10	4	14	19	-5	8	11	-3	18	23	-5
ABC NEWSRADIO	11	13	-2	7	6	1	9	5	4	11	10	1	4	3	1	12	10	2
triple j	42	34	8	27	32	-5	45	43	2	51	39	12	14	19	-5	42	43	-1
ABC CLASSIC	4	4	0	6	6	0	9	7	2	4	7	-3	4	3	1	8	8	0

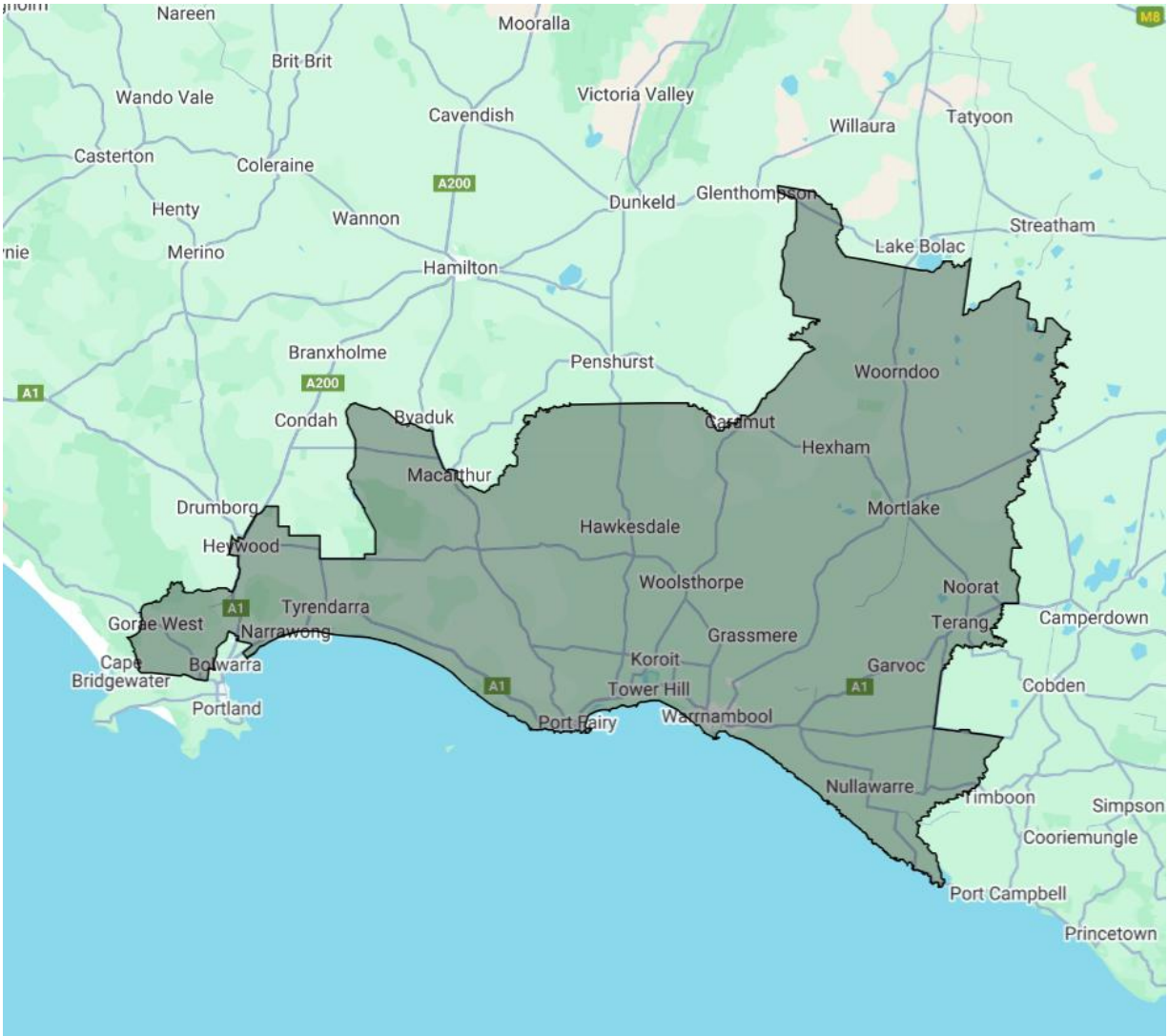
### Cumulative Audience (00's)

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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Warrnambool Survey Coverage Area based on Commercial Radio & Audio’s Licence Area Profile.

