

ORANGE (NSW)

SURVEY #1 2025



xtra insights

ORANGE - XTRA INSIGHTS - SURVEY 1: 2025



EMBARGOED UNTIL TUESDAY NOVEMBER 11, 2025, 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	+/-
HIT105.9 CENTRAL WEST	27.0	30.0	-3.0	48.1	57.4	-9.3	41.7	47.3	-5.6	42.8	45.9	-3.1	23.5	25.5	-2.0	19.1	14.0	5.1	5.1	5.9	-0.8
TRIPLE M CENTRAL WEST 105.1	31.2	22.6	8.6	28.6	19.6	9.0	32.9	16.9	16.0	31.4	19.1	12.3	35.5	29.1	6.4	36.6	32.4	4.2	23.2	18.5	4.7
RADIO 2EL	2.7	2.9	-0.2	3.9	0.0	3.9	0.6	0.0	0.6	0.0	0.0	0.0	0.8	2.0	-1.2	1.1	2.4	-1.3	7.2	9.8	-2.6
ABC CENTRAL WEST NSW	8.1	10.5	-2.4	5.2	0.0	5.2	0.6	2.9	-2.3	0.8	3.0	-2.2	6.4	6.6	-0.2	11.3	15.3	-4.0	18.8	27.9	-9.1
ABC RADIO NATIONAL	5.5	4.3	1.2	3.9	0.8	3.1	1.1	3.1	-2.0	0.8	3.3	-2.5	4.8	4.9	-0.1	6.7	7.2	-0.5	11.6	5.0	6.6
ABC NEWSRADIO	1.2	1.0	0.2	0.0	3.7	-3.7	1.7	0.0	1.7	2.4	0.0	2.4	0.8	1.3	-0.5	1.2	0.8	0.4	1.4	0.7	0.7
triple j	3.8	9.3	-5.5	1.3	8.2	-6.9	7.5	17.7	-10.2	7.2	12.5	-5.3	5.6	10.3	-4.7	2.3	3.5	-1.2	0.0	1.3	-1.3
ABC CLASSIC	1.3	2.3	-1.0	1.3	1.0	0.3	0.6	1.0	-0.4	0.8	1.5	-0.7	1.6	1.7	-0.1	0.0	1.7	-1.7	2.9	5.7	-2.8

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	+/-
HIT105.9 CENTRAL WEST	27.6	29.5	-1.9	23.6	25.2	-1.6	30.4	31.3	-0.9	27.5	32.5	-5.0	28.6	21.8	6.8	27.3	30.5	-3.2
TRIPLE M CENTRAL WEST 105.1	31.8	22.9	8.9	30.0	26.0	4.0	28.3	22.8	5.5	34.5	22.4	12.1	19.7	17.0	2.7	33.0	19.7	13.3
RADIO 2EL	3.0	1.7	1.3	4.0	5.0	-1.0	3.1	3.4	-0.3	2.2	3.9	-1.7	3.3	5.4	-2.1	1.6	1.7	-0.1
ABC CENTRAL WEST NSW	9.3	12.5	-3.2	6.8	9.1	-2.3	4.7	9.8	-5.1	4.7	7.3	-2.6	11.0	20.1	-9.1	8.2	13.3	-5.1
ABC RADIO NATIONAL	5.3	5.5	-0.2	5.6	2.1	3.5	6.0	3.0	3.0	3.7	5.1	-1.4	7.7	4.9	2.8	5.7	4.4	1.3
ABC NEWSRADIO	1.1	1.2	-0.1	0.3	0.6	-0.3	0.0	0.2	-0.2	0.5	0.7	-0.2	2.2	0.0	2.2	0.7	0.8	-0.1
triple j	4.4	7.9	-3.5	4.0	7.8	-3.8	4.1	8.2	-4.1	5.5	9.1	-3.6	2.2	9.8	-7.6	4.1	11.2	-7.1
ABC CLASSIC	1.7	2.0	-0.3	1.2	2.5	-1.3	1.8	2.6	-0.8	2.0	2.3	-0.3	2.2	2.7	-0.5	1.8	2.5	-0.7

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, P10+ [Potential: 816]

	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	+/-
HIT105.9 CENTRAL WEST	316	348	-32	60	69	-9	110	151	-41	79	105	-26	76	83	-7	36	26	10	33	20	13
TRIPLE M CENTRAL WEST 105.1	378	310	68	62	37	25	99	89	10	64	65	-1	91	87	4	60	50	10	67	49	18
RADIO 2EL	38	46	-8	4	1	3	1	1	0	0	1	-1	4	6	-2	4	11	-7	25	27	-2
ABC CENTRAL WEST NSW	107	151	-44	8	4	4	1	12	-11	1	10	-9	24	24	0	20	32	-12	53	78	-25
ABC RADIO NATIONAL	68	74	-6	5	5	0	4	11	-7	3	9	-6	14	19	-5	11	12	-1	34	26	8
ABC NEWSRADIO	14	18	-4	0	4	-4	5	0	5	5	0	5	3	6	-3	1	5	-4	4	3	1
triple j	78	123	-45	14	15	-1	29	68	-39	22	38	-16	25	31	-6	8	6	2	3	3	0
ABC CLASSIC	30	41	-11	3	4	-1	5	2	3	3	2	1	7	7	0	5	6	-1	10	21	-11

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+

	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	+/-
HIT105.9 CENTRAL WEST	237	235	2	146	154	-8	211	192	19	204	186	18	41	45	-4	229	189	40
TRIPLE M CENTRAL WEST 105.1	289	193	96	179	151	28	220	150	70	239	137	102	34	35	-1	271	138	133
RADIO 2EL	26	22	4	22	28	-6	20	22	-2	15	22	-7	7	11	-4	25	13	12
ABC CENTRAL WEST NSW	84	106	-22	52	59	-7	43	66	-23	42	45	-3	18	40	-22	78	87	-9
ABC RADIO NATIONAL	46	46	0	34	15	19	42	21	21	28	32	-4	14	10	4	50	36	14
ABC NEWSRADIO	8	12	-4	3	5	-2	0	4	-4	5	8	-3	5	0	5	4	8	-4
triple j	60	76	-16	30	52	-22	46	62	-16	56	64	-8	5	21	-16	50	72	-22
ABC CLASSIC	20	16	4	8	18	-10	10	16	-6	20	16	4	4	6	-2	22	20	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.



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