

# DUBBO (NSW)

SURVEY #1 2017



xtra insights

# DUBBO - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL TUESDAY 4TH APRIL 2017 AT 10AM AEST

## Station Listened to Most (%), Monday to Sunday

|                         | 10+         |      |      | 10-17       |      |      | 18-24       |      |      | 25-39       |      |       | 40-54       |      |       | 55-64       |      |       | 65+         |      |       |
|-------------------------|-------------|------|------|-------------|------|------|-------------|------|------|-------------|------|-------|-------------|------|-------|-------------|------|-------|-------------|------|-------|
|                         | This        | Last | +/-  | This        | Last | +/-  | This        | Last | +/-  | This        | Last | +/-   | This        | Last | +/-   | This        | Last | +/-   | This        | Last | +/-   |
| HIT93.5 DUBBO           | <b>24.9</b> | 25.2 | -0.3 | <b>50.5</b> | 48.1 | 2.4  | <b>53.3</b> | 49.3 | 4.0  | <b>34.8</b> | 45.5 | -10.7 | <b>21.4</b> | 16.6 | 4.8   | <b>7.4</b>  | 6.7  | 0.7   | <b>0.6</b>  | 0.0  | 0.6   |
| 2DU                     | <b>20.6</b> | 28.6 | -8.0 | <b>0.9</b>  | 6.6  | -5.7 | <b>3.9</b>  | 2.5  | 1.4  | <b>4.3</b>  | 7.3  | -3.0  | <b>13.9</b> | 25.7 | -11.8 | <b>30.6</b> | 46.2 | -15.6 | <b>58.9</b> | 69.2 | -10.3 |
| ZOOFM                   | <b>17.1</b> | 14.1 | 3.0  | <b>23.4</b> | 27.4 | -4.0 | <b>11.7</b> | 16.5 | -4.8 | <b>28.1</b> | 17.6 | 10.5  | <b>26.6</b> | 17.7 | 8.9   | <b>8.3</b>  | 8.4  | -0.1  | <b>0.6</b>  | 0.6  | 0.0   |
| ABC WESTERN PLAINS      | <b>10.6</b> | 12.3 | -1.7 | <b>0.9</b>  | 3.8  | -2.9 | <b>1.3</b>  | 1.3  | 0.0  | <b>3.7</b>  | 6.7  | -3.0  | <b>9.8</b>  | 16.0 | -6.2  | <b>17.4</b> | 18.5 | -1.1  | <b>24.7</b> | 20.5 | 4.2   |
| ABC RN (RADIO NATIONAL) | <b>1.4</b>  | 1.4  | 0.0  | <b>1.9</b>  | 0.9  | 1.0  | <b>0.0</b>  | 0.0  | 0.0  | <b>0.6</b>  | 0.0  | 0.6   | <b>1.2</b>  | 2.9  | -1.7  | <b>3.3</b>  | 2.5  | 0.8   | <b>1.3</b>  | 1.3  | 0.0   |
| ABC NEWS RADIO          | <b>0.0</b>  | 0.4  | -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>  | 1.1  | -1.1  | <b>0.0</b>  | 0.8  | -0.8  | <b>0.0</b>  | 0.0  | 0.0   |
| TRIPLE J                | <b>6.1</b>  | 5.8  | 0.3  | <b>7.5</b>  | 5.7  | 1.8  | <b>15.6</b> | 19.0 | -3.4 | <b>12.8</b> | 12.1 | 0.7   | <b>2.9</b>  | 0.6  | 2.3   | <b>2.5</b>  | 3.4  | -0.9  | <b>0.0</b>  | 0.0  | 0.0   |
| ABC CLASSIC FM          | <b>1.1</b>  | 0.2  | 0.9  | <b>0.9</b>  | 0.0  | 0.9  | <b>0.0</b>  | 1.3  | -1.3 | <b>0.0</b>  | 0.0  | 0.0   | <b>1.2</b>  | 0.6  | 0.6   | <b>1.7</b>  | 0.0  | 1.7   | <b>2.5</b>  | 0.0  | 2.5   |

*Please note: Last Dubbo Survey conducted March 2016. HIT93.5 Dubbo on air from 15 Dec 2016. Previously known as STAR FM.*

### 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: 6th March 2017 - 25th March 2017

# DUBBO - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL TUESDAY 4TH APRIL 2017 AT 10AM AEST

## 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 | +/-  |
| HIT93.5 DUBBO           | <b>26.3</b>           | 25.1 | 1.2   | <b>16.7</b>            | 19.5 | -2.8  | <b>25.7</b>            | 28.2 | -2.5 | <b>31.3</b>           | 31.1 | 0.2  | <b>9.0</b>             | 11.7 | -2.7 | <b>24.0</b>            | 22.1 | 1.9  |
| 2DU                     | <b>19.7</b>           | 30.0 | -10.3 | <b>25.3</b>            | 35.3 | -10.0 | <b>15.9</b>            | 22.5 | -6.6 | <b>12.1</b>           | 16.0 | -3.9 | <b>27.0</b>            | 35.9 | -8.9 | <b>19.2</b>            | 24.0 | -4.8 |
| ZOOFM                   | <b>15.3</b>           | 12.9 | 2.4   | <b>17.6</b>            | 12.4 | 5.2   | <b>20.5</b>            | 16.6 | 3.9  | <b>20.0</b>           | 19.6 | 0.4  | <b>14.4</b>            | 7.8  | 6.6  | <b>16.1</b>            | 15.8 | 0.3  |
| ABC WESTERN PLAINS      | <b>12.3</b>           | 12.9 | -0.6  | <b>12.3</b>            | 13.1 | -0.8  | <b>10.1</b>            | 11.3 | -1.2 | <b>8.3</b>            | 10.7 | -2.4 | <b>17.1</b>            | 21.9 | -4.8 | <b>13.5</b>            | 16.4 | -2.9 |
| ABC RN (RADIO NATIONAL) | <b>2.0</b>            | 1.2  | 0.8   | <b>1.1</b>             | 1.8  | -0.7  | <b>0.8</b>             | 1.5  | -0.7 | <b>1.8</b>            | 2.6  | -0.8 | <b>0.9</b>             | 2.3  | -1.4 | <b>1.0</b>             | 1.9  | -0.9 |
| ABC NEWS RADIO          | <b>0.0</b>            | 0.4  | -0.4  | <b>0.0</b>             | 0.7  | -0.7  | <b>0.0</b>             | 0.4  | -0.4 | <b>0.2</b>            | 0.0  | 0.2  | <b>0.0</b>             | 1.6  | -1.6 | <b>0.0</b>             | 0.4  | -0.4 |
| TRIPLE J                | <b>6.3</b>            | 5.2  | 1.1   | <b>5.5</b>             | 4.7  | 0.8   | <b>5.6</b>             | 6.6  | -1.0 | <b>8.9</b>            | 9.2  | -0.3 | <b>9.9</b>             | 5.5  | 4.4  | <b>7.4</b>             | 5.8  | 1.6  |
| ABC CLASSIC FM          | <b>0.9</b>            | 0.1  | 0.8   | <b>0.7</b>             | 0.2  | 0.5   | <b>0.8</b>             | 0.2  | 0.6  | <b>0.8</b>            | 0.3  | 0.5  | <b>2.7</b>             | 2.3  | 0.4  | <b>1.5</b>             | 0.2  | 1.3  |

**Please note:** Last Dubbo Survey conducted March 2016. HIT93.5 Dubbo on air from 15 Dec 2016. Previously known as STAR FM.

## 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.

# DUBBO - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL TUESDAY 4TH APRIL 2017 AT 10AM AEST

Cumulative Audience (00's) by Demographic, Mon-Sun 5.30am-12midnight

|                         | 10+          |       |       | 10-17       |      |      | 18-24       |      |      | 25-39       |      |      | 40-54       |      |       | 55-64       |      |       | 65+         |      |       |
|-------------------------|--------------|-------|-------|-------------|------|------|-------------|------|------|-------------|------|------|-------------|------|-------|-------------|------|-------|-------------|------|-------|
|                         | This         | Last  | +/-   | This        | Last | +/-  | This        | Last | +/-  | This        | Last | +/-  | This        | Last | +/-   | This        | Last | +/-   | This        | Last | +/-   |
| HIT93.5 DUBBO           | <b>215.0</b> | 218.0 | -3.0  | <b>48.0</b> | 51.0 | -3.0 | <b>38.0</b> | 41.0 | -3.0 | <b>69.0</b> | 69.0 | 0.0  | <b>47.0</b> | 44.0 | 3.0   | <b>11.0</b> | 11.0 | 0.0   | <b>2.0</b>  | 1.0  | 1.0   |
| 2DU                     | <b>174.0</b> | 225.0 | -51.0 | <b>2.0</b>  | 8.0  | -6.0 | <b>4.0</b>  | 4.0  | 0.0  | <b>11.0</b> | 15.0 | -4.0 | <b>30.0</b> | 47.0 | -17.0 | <b>44.0</b> | 54.0 | -10.0 | <b>82.0</b> | 97.0 | -15.0 |
| ZOOFM                   | <b>185.0</b> | 171.0 | 14.0  | <b>31.0</b> | 35.0 | -4.0 | <b>20.0</b> | 19.0 | 1.0  | <b>59.0</b> | 51.0 | 8.0  | <b>56.0</b> | 47.0 | 9.0   | <b>17.0</b> | 15.0 | 2.0   | <b>2.0</b>  | 4.0  | -2.0  |
| ABC WESTERN PLAINS      | <b>111.0</b> | 124.0 | -13.0 | <b>2.0</b>  | 5.0  | -3.0 | <b>1.0</b>  | 2.0  | -1.0 | <b>9.0</b>  | 16.0 | -7.0 | <b>24.0</b> | 33.0 | -9.0  | <b>31.0</b> | 26.0 | 5.0   | <b>43.0</b> | 44.0 | -1.0  |
| ABC RN (RADIO NATIONAL) | <b>17.0</b>  | 20.0  | -3.0  | <b>2.0</b>  | 2.0  | 0.0  | <b>0.0</b>  | 0.0  | 0.0  | <b>2.0</b>  | 0.0  | 2.0  | <b>2.0</b>  | 9.0  | -7.0  | <b>6.0</b>  | 5.0  | 1.0   | <b>5.0</b>  | 5.0  | 0.0   |
| ABC NEWS RADIO          | <b>3.0</b>   | 5.0   | -2.0  | <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>1.0</b>  | 5.0  | -4.0  | <b>2.0</b>  | 1.0  | 1.0   | <b>1.0</b>  | 0.0  | 1.0   |
| TRIPLE J                | <b>59.0</b>  | 48.0  | 11.0  | <b>9.0</b>  | 6.0  | 3.0  | <b>12.0</b> | 16.0 | -4.0 | <b>21.0</b> | 18.0 | 3.0  | <b>11.0</b> | 5.0  | 6.0   | <b>6.0</b>  | 3.0  | 3.0   | <b>0.0</b>  | 0.0  | 0.0   |
| ABC CLASSIC FM          | <b>13.0</b>  | 7.0   | 6.0   | <b>1.0</b>  | 0.0  | 1.0  | <b>0.0</b>  | 1.0  | -1.0 | <b>0.0</b>  | 0.0  | 0.0  | <b>2.0</b>  | 4.0  | -2.0  | <b>4.0</b>  | 2.0  | 2.0   | <b>6.0</b>  | 1.0  | 5.0   |

**Please note:** Last Dubbo Survey conducted March 2016. HIT93.5 Dubbo on air from 15 Dec 2016. Previously known as STAR FM.

## 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.

# DUBBO - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL TUESDAY 4TH APRIL 2017 AT 10AM AEST

Cumulative Audience (00's) by Session, P10+ [Potential: 633]

|                         | 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  | +/-  |
| HIT93.5 DUBBO           | <b>184.0</b>          | 168.0 | 16.0  | <b>85.0</b>            | 83.0  | 2.0   | <b>135.0</b>           | 125.0 | 10.0  | <b>163.0</b>          | 122.0 | 41.0 | <b>13.0</b>            | 12.0 | 1.0  | <b>134.0</b>           | 121.0 | 13.0 |
| 2DU                     | <b>134.0</b>          | 188.0 | -54.0 | <b>108.0</b>           | 137.0 | -29.0 | <b>76.0</b>            | 95.0  | -19.0 | <b>62.0</b>           | 56.0  | 6.0  | <b>28.0</b>            | 37.0 | -9.0 | <b>112.0</b>           | 118.0 | -6.0 |
| ZOOFM                   | <b>141.0</b>          | 115.0 | 26.0  | <b>99.0</b>            | 68.0  | 31.0  | <b>120.0</b>           | 88.0  | 32.0  | <b>125.0</b>          | 84.0  | 41.0 | <b>17.0</b>            | 11.0 | 6.0  | <b>118.0</b>           | 96.0  | 22.0 |
| ABC WESTERN PLAINS      | <b>82.0</b>           | 88.0  | -6.0  | <b>55.0</b>            | 55.0  | 0.0   | <b>48.0</b>            | 50.0  | -2.0  | <b>42.0</b>           | 41.0  | 1.0  | <b>19.0</b>            | 25.0 | -6.0 | <b>80.0</b>            | 84.0  | -4.0 |
| ABC RN (RADIO NATIONAL) | <b>13.0</b>           | 12.0  | 1.0   | <b>7.0</b>             | 9.0   | -2.0  | <b>6.0</b>             | 8.0   | -2.0  | <b>11.0</b>           | 9.0   | 2.0  | <b>2.0</b>             | 3.0  | -1.0 | <b>10.0</b>            | 13.0  | -3.0 |
| ABC NEWS RADIO          | <b>2.0</b>            | 2.0   | 0.0   | <b>2.0</b>             | 2.0   | 0.0   | <b>2.0</b>             | 2.0   | 0.0   | <b>2.0</b>            | 1.0   | 1.0  | <b>1.0</b>             | 2.0  | -1.0 | <b>1.0</b>             | 2.0   | -1.0 |
| TRIPLE J                | <b>47.0</b>           | 32.0  | 15.0  | <b>26.0</b>            | 22.0  | 4.0   | <b>32.0</b>            | 28.0  | 4.0   | <b>46.0</b>           | 32.0  | 14.0 | <b>9.0</b>             | 6.0  | 3.0  | <b>40.0</b>            | 32.0  | 8.0  |
| ABC CLASSIC FM          | <b>10.0</b>           | 3.0   | 7.0   | <b>7.0</b>             | 1.0   | 6.0   | <b>7.0</b>             | 2.0   | 5.0   | <b>7.0</b>            | 1.0   | 6.0  | <b>3.0</b>             | 2.0  | 1.0  | <b>11.0</b>            | 3.0   | 8.0  |

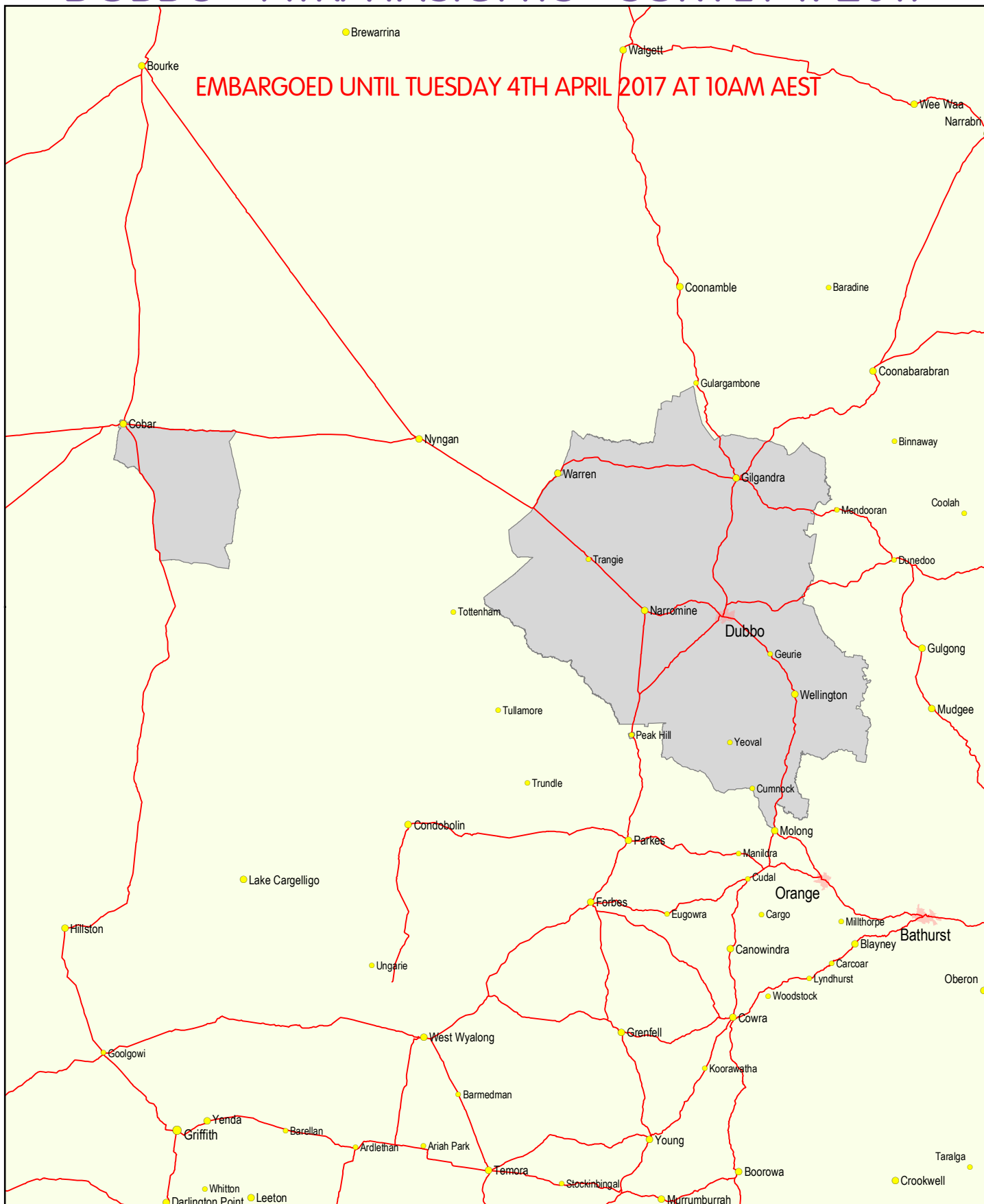
**Please note:** Last Dubbo Survey conducted March 2016. HIT93.5 Dubbo on air from 15 Dec 2016. Previously known as STAR FM.

## Cumulative Audience (00's)


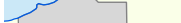


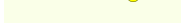
The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening. For example, Station A has 25,000 unique listeners between 5.30am-12.00mn Monday to Sunday.

# DUBBO - XTRA INSIGHTS - SURVEY 1: 2017

EMBARGOED UNTIL TUESDAY 4TH APRIL 2017 AT 10AM AEST



## Legend

-  Coastline; State Borders
-  Licence Area
-  Principal Roads; Cities (Medium & Large)
-  Secondary Roads; Towns, Cities (Small)
-  Minor Roads; Localities

## DUBBO RA1

Area ID: 366

Determined: 19 January 2006 (2001 Census)

