

Survey summary / survey7-2005

Austereo dominates 25 to 39-year-old age group

Austereo has dominated the key 25 to 39-year-old age group in today's Nielsen radio ratings, winning the audience share in every capital city except Perth.

Austereo chief executive officer Michael Anderson said it was the best national result for the group in more than a year.

"It shows that our strategy has begun to work coherently, rather than just certain elements succeeding," he said.

"We have delivered on the 25 to 39-year-old demographic, leading it in every city except Perth.

"In Sydney and Melbourne we have both the number one and two stations in the age group.

"The ratings are a result of the momentum we have built through delivering a consistent performance to our listeners, giving them the mix of music and compelling entertainment they want.

"We're pleased to see this sort of consistency after a year of change with our stations and in the industry."

Austereo chairman Peter Harvie said: "We have made a commitment to be the number one group in the 25 to 39-year-old demographic and we have done that.

"The challenge now is to sustain our leadership in that demographic."

Today's radio ratings showed Triple M was the number one station in the 25 to 39-year-old age group in Melbourne and Brisbane, while 2day fm was number one in Sydney and SAFM number one in Adelaide.

In Sydney, Triple M was the number two station in the age group, while FOX FM was number two in the age group in Melbourne.

In overall ratings, Austereo had the equal number one FM station overall in Sydney with 2day fm, with Triple M number three.

In Brisbane, Triple M was the number one station and Mix 94.5 topped the ratings in Perth.

Austereo had the number two and three FM stations in Melbourne with FOX FM and Triple M, and the number two FM station in Adelaide with SAFM.