

# WHEATBELT (WA)

SURVEY #1 2017

xtra insights

# WHEATBELT (WA) - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL TUESDAY 7TH MARCH 2017 AT 10AM AEDT

Station Listened to Most (%), Monday to Sunday

	10+	10-17	18-24	25-39	40-54	55-64	65+
HIT WHEATBELT	17.8	42.3	37.5	27.6	13.6	4.2	1.3
TRIPLE M WHEATBELT	18.9	18.4	16.9	16.0	24.0	21.0	15.2
ABC MID WEST & WHEATBELT	9.2	1.5	0.9	6.4	7.0	15.3	17.5
ABC GREAT SOUTHERN WA	23.4	8.7	8.7	20.6	26.1	26.4	35.1
ABC RN (RADIO NATIONAL)	1.4	0.0	0.0	0.0	0.0	4.6	3.3
ABC NEWS RADIO	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TRIPLE J	5.0	5.4	13.7	12.5	2.1	0.5	0.4
ABC CLASSIC FM	0.7	0.8	0.0	0.4	0.8	1.5	0.4

## 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 Mon-Fri 5.30am-9.00am	Morning Mon-Fri 9.00am-12.00pm	Afternoon Mon-Fri 12.00pm-4.00pm	Drive Mon-Fri 4.00pm-7.00pm	Evening Mon-Fri 7.00pm-12.00mn	Weekend Sat-Sun 5.30am-12.00mn
HIT WHEATBELT	17.5	13.3	17.5	19.1	10.3	15.7
TRIPLE M WHEATBELT	16.4	20.9	20.5	19.4	10.3	17.1
ABC MID WEST & WHEATBELT	10.0	9.4	8.9	7.0	8.9	8.5
ABC GREAT SOUTHERN WA	26.3	25.9	23.3	21.2	30.5	23.3
ABC RN (RADIO NATIONAL)	1.5	1.5	1.4	1.1	1.6	1.9
ABC NEWS RADIO	0.0	0.0	0.1	0.1	0.0	0.0
TRIPLE J	5.4	4.2	4.0	6.6	7.2	6.0
ABC CLASSIC FM	0.6	0.7	0.8	0.8	1.8	1.2

### 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	18-24	25-39	40-54	55-64	65+
HIT WHEATBELT	160	36	26	55	33	8	3
TRIPLE M WHEATBELT	204	22	14	42	59	37	29
ABC MID WEST & WHEATBELT	98	3	2	18	22	23	31
ABC GREAT SOUTHERN WA	220	13	9	41	61	39	58
ABC RN (RADIO NATIONAL)	16	0	0	0	0	7	9
ABC NEWS RADIO	2	0	1	1	0	0	0
TRIPLE J	53	6	9	24	10	1	2
ABC CLASSIC FM	10	1	0	1	3	3	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.

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EMBARGOED UNTIL TUESDAY 7TH MARCH 2017 AT 10AM AEDT

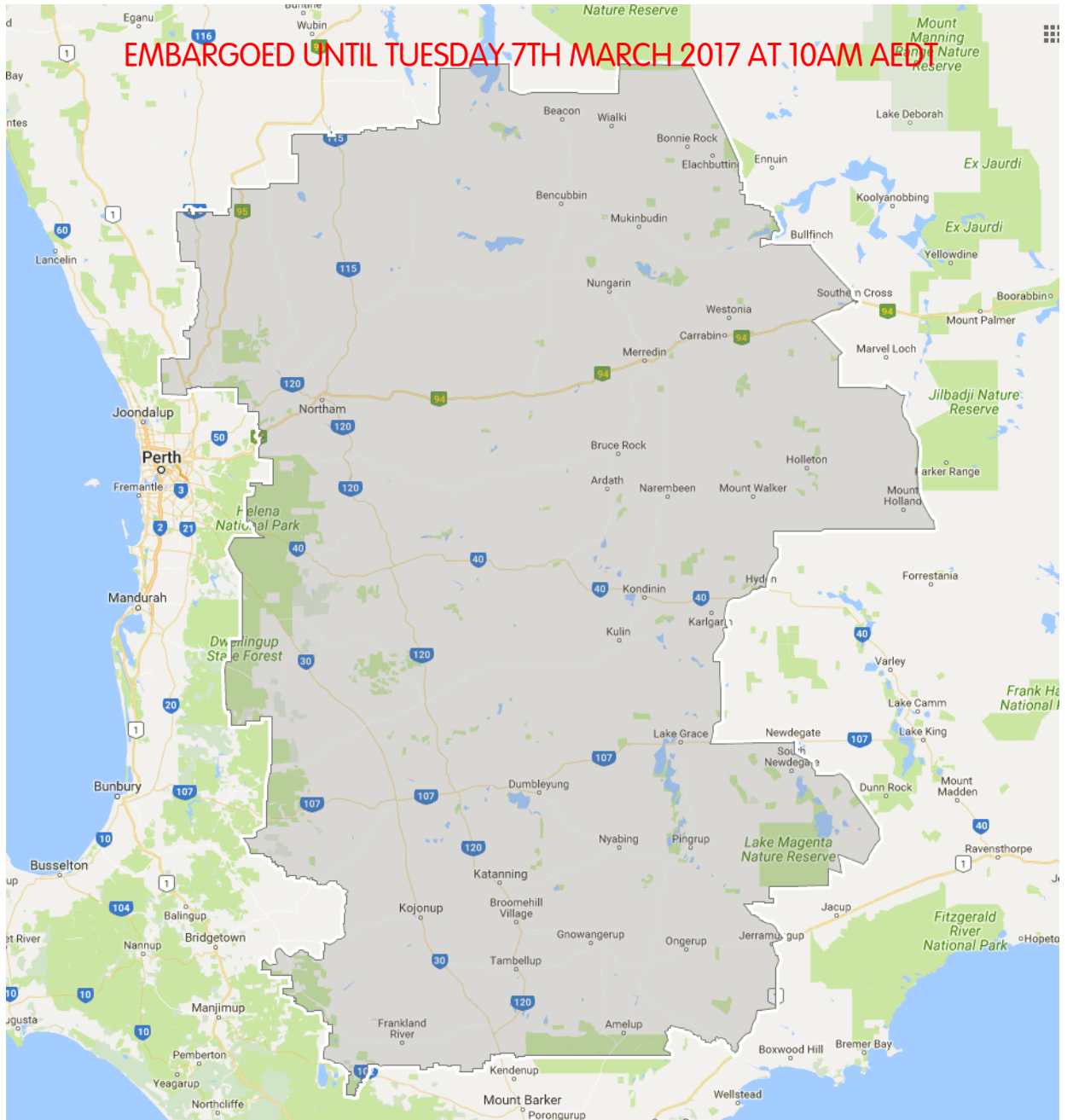
Cumulative Audience (00's) by Session, P10+ [Potential: 733]

	Breakfast Mon-Fri 5.30am-9.00am	Morning Mon-Fri 9.00am-12.00pm	Afternoon Mon-Fri 12.00pm-4.00pm	Drive Mon-Fri 4.00pm-7.00pm	Evening Mon-Fri 7.00pm-12.00mn	Weekend Sat-Sun 5.30am-12.00mn
HIT WHEATBELT	128	71	104	101	13	100
TRIPLE M WHEATBELT	150	125	134	119	15	126
ABC MID WEST & WHEATBELT	78	50	52	45	11	67
ABC GREAT SOUTHERN WA	181	131	136	114	34	155
ABC RN (RADIO NATIONAL)	11	9	9	6	4	13
ABC NEWS RADIO	1	0	1	1	0	1
TRIPLE J	42	25	25	37	8	42
ABC CLASSIC FM	6	5	6	5	3	9

## 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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**NB:** The official survey area is a composite of ACMA's Katanning, Merredin, Narrogin & Northam RA1 licence areas.