

KALGOORLIE (WA)

SURVEY #1 2017



KALGOORLIE - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL WEDNESDAY 19TH JULY 2017 AT 10AM 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	+/-
HIT 97.9 KALGOORLIE	35.8	33.1	2.7	54.8	58.9	-4.1	54.5	46.1	8.4	51.0	44.6	6.4	26.4	23.6	2.8	6.3	9.0	-2.7	0.0	1.9	-1.9
TRIPLE M GOLDFIELDS 98.1	30.8	26.0	4.8	17.8	12.3	5.5	25.5	22.5	3.0	27.4	24.5	2.9	38.1	38.2	-0.1	40.0	24.4	15.6	36.9	27.7	9.2
ABC GOLDFIELDS	12.3	14.4	-2.1	4.1	2.7	1.4	0.8	2.5	-1.7	1.1	2.7	-1.6	14.2	13.3	0.9	28.7	37.2	-8.5	42.1	53.7	-11.6
ABC RN (RADIO NATIONAL)	2.3	1.8	0.5	2.7	0.0	2.7	1.3	1.3	0.0	1.6	1.6	0.0	1.3	0.6	0.7	5.0	6.4	-1.4	5.3	3.7	1.6
ABC NEWS	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.4	-0.4	0.0	0.5	-0.5	1.3	0.6	0.7	0.0	0.0	0.0	0.0	0.0	0.0
TRIPLE J	10.2	12.7	-2.5	15.1	12.3	2.8	14.0	21.8	-7.8	14.5	21.4	-6.9	7.7	6.4	1.3	5.0	5.1	-0.1	1.8	1.9	-0.1
ABC CLASSIC FM	1.0	1.5	-0.5	0.0	0.0	0.0	0.0	0.4	-0.4	0.0	0.5	-0.5	0.6	0.6	0.0	1.2	7.7	-6.5	7.0	1.8	5.2

Please note: Last Kalgoorlie Survey conducted May 2016. HIT 97.9 KALGOORLIE & TRIPLE M GOLDFIELDS 98.1 on air from 15 Dec 2016. Previously known as HOT FM & RADIOWEST.
ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

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: 19th June 2017 - 8th July 2017

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EMBARGOED UNTIL WEDNESDAY 19TH JULY 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	+/-
HIT 97.9 KALGOORLIE	37.4	32.0	5.4	29.5	27.4	2.1	36.3	32.4	3.9	38.9	36.6	2.3	25.8	21.4	4.4	34.2	31.3	2.9
TRIPLE M GOLDFIELDS 981	28.6	26.4	2.2	36.5	31.9	4.6	33.4	28.8	4.6	29.1	24.1	5.0	18.3	22.1	-3.8	28.3	21.5	6.8
ABC GOLDFIELDS	13.8	15.4	-1.6	14.3	16.3	-2.0	10.8	13.5	-2.7	9.4	12.8	-3.4	25.5	29.1	-3.6	12.9	18.4	-5.5
ABC RN (RADIO NATIONAL)	2.5	2.2	0.3	2.2	2.3	-0.1	2.3	2.0	0.3	1.8	2.8	-1.0	3.7	2.7	1.0	2.5	2.4	0.1
ABC NEWS	0.4	0.4	0.0	0.3	0.0	0.3	0.3	0.3	0.0	0.5	0.3	0.2	0.0	0.0	0.0	0.2	0.2	0.0
TRIPLE J	8.9	13.8	-4.9	9.1	12.5	-3.4	9.3	13.4	-4.1	10.8	13.4	-2.6	7.4	11.6	-4.2	9.2	13.9	-4.7
ABC CLASSIC FM	1.0	0.4	0.6	1.9	2.0	-0.1	1.8	0.5	1.3	1.3	1.3	0.0	1.2	2.7	-1.5	1.1	1.2	-0.1

Please note: Last Kalgoorlie Survey conducted May 2016. HIT 97.9 KALGOORLIE & TRIPLE M GOLDFIELDS 981 on air from 15 Dec 2016. Previously known as HOT FM & RADIOWEST.
ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

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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EMBARGOED UNTIL WEDNESDAY 19TH JULY 2017 AT 10AM AEST

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	+/-
HIT 97.9 KALGOORLIE	164	153	11	28	26	2	97	87	10	75	64	11	33	32	1	5	6	-1	0	1	-1
TRIPLE M GOLDFIELDS 98.1	149	123	26	12	8	4	50	41	9	42	34	8	48	46	2	23	18	5	16	10	6
ABC GOLDFIELDS	69	75	-6	2	1	1	7	9	-2	7	7	0	22	23	-1	20	23	-3	18	20	-2
ABC RN (RADIO NATIONAL)	14	13	1	1	0	1	3	4	-1	3	4	-1	2	3	-1	4	3	1	4	3	1
ABC NEWS	1	4	-3	0	0	0	0	1	-1	0	1	-1	1	1	0	0	2	-2	0	0	0
TRIPLE J	50	64	-14	7	7	0	25	43	-18	20	32	-12	13	8	5	4	5	-1	1	1	0
ABC CLASSIC FM	5	8	-3	1	1	0	0	1	-1	0	1	-1	1	2	-1	1	3	-2	2	1	1

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ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

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: 359]

	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	+/-
HIT 97.9 KALGOORLIE	140	116	24	71	72	-1	101	94	7	131	100	31	15	15	0	112	88	24
TRIPLE M GOLDFIELDS 981	117	98	19	86	74	12	96	76	20	101	71	30	14	16	-2	95	66	29
ABC GOLDFIELDS	55	56	-1	38	40	-2	39	38	1	33	38	-5	14	22	-8	51	52	-1
ABC RN (RADIO NATIONAL)	11	8	3	5	6	-1	8	6	2	7	8	-1	4	3	1	11	9	2
ABC NEWS	1	2	-1	1	1	0	1	1	0	1	2	-1	0	0	0	1	2	-1
TRIPLE J	37	49	-12	25	30	-5	30	37	-7	41	39	2	5	10	-5	32	41	-9
ABC CLASSIC FM	3	4	-1	5	6	-1	5	3	2	4	5	-1	1	2	-1	4	5	-1

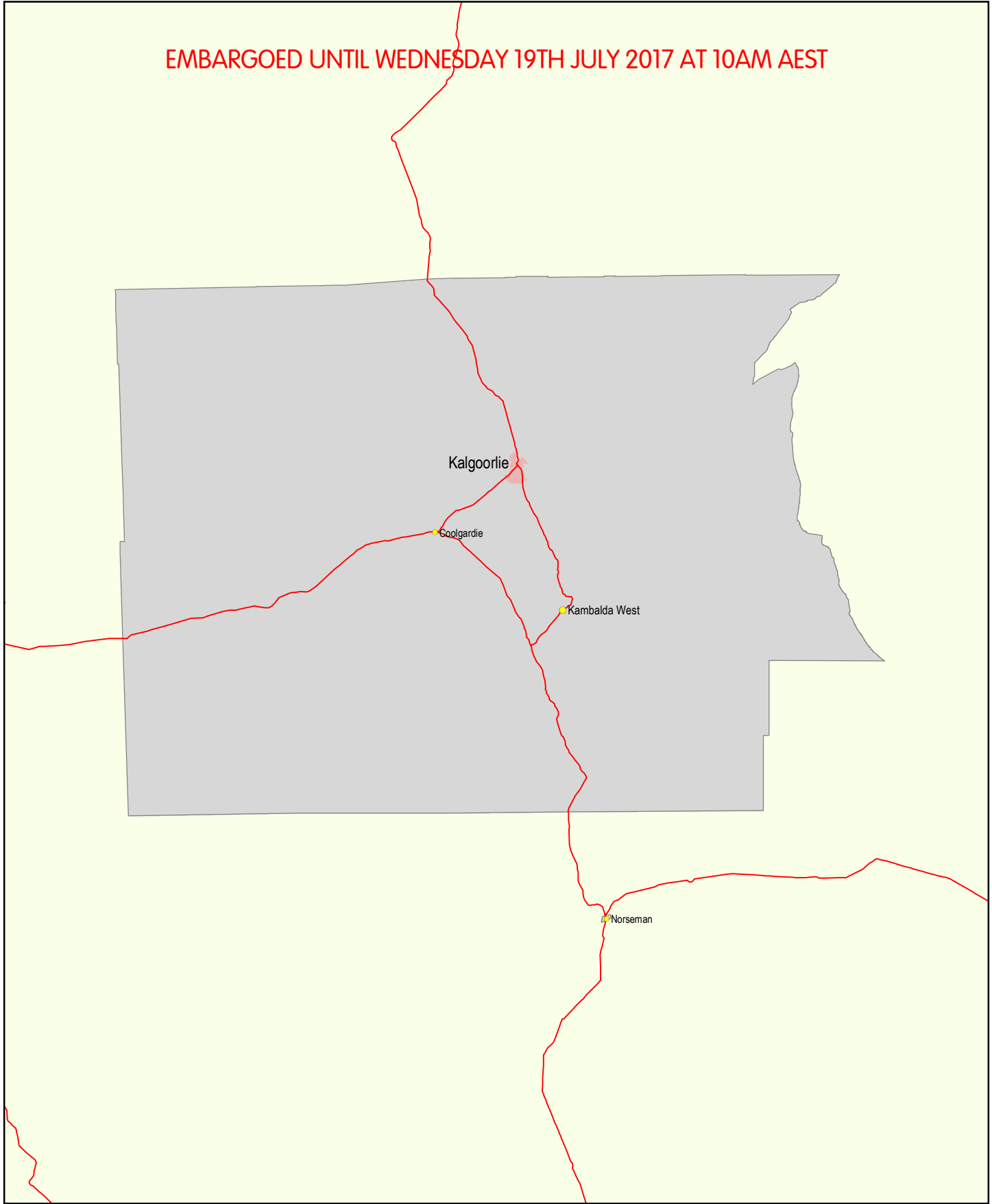
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Cumulative Audience (00's)

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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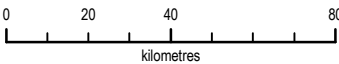
Legend

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

KALGOORLIE RA1

Area ID: 479

Determined: 28 May 2010 (2006 Census)



Australian Government

