

# GERALDTON (WA)

SURVEY #1 2018





# GERALDTON - XTRA INSIGHTS - SURVEY 1: 2018



EMBARGOED UNTIL TUESDAY 3RD APRIL 2018 AT 10AM AEST

Station Listened to Most (%), Monday to Sunday

	10+	Under 40	Over 40	18-54	25-54
SPIRIT RADIO	32.4	26.9	36.6	34.9	35.9
RED FM	24.5	38.0	14.4	29.8	28.1
ABC MID WEST & WHEATBELT	22.8	7.0	34.6	13.3	15.5
ABC RN	2.0	1.8	2.2	0.9	1.1
ABC NEWS	0.2	0.6	0.0	0.5	0.5
TRIPLE J	12.2	22.2	4.8	17.9	15.5
ABC CLASSIC FM	2.0	1.8	2.2	1.4	1.7

## 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
SPIRIT RADIO	30.8	37.0	36.0	33.0	25.8	25.1
RED FM	25.6	19.1	28.7	27.7	4.9	22.8
ABC MID WEST & WHEATBELT	24.4	25.5	19.4	18.1	37.2	27.3
ABC RN	1.5	0.9	0.8	1.9	6.5	2.1
ABC NEWS	0.3	0.0	0.4	0.0	0.0	0.3
TRIPLE J	12.4	11.6	9.7	15.0	16.1	14.6
ABC CLASSIC FM	2.7	1.3	1.2	2.3	3.2	2.1

## 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+	Under 40	Over 40	18-54	25-54
SPIRIT RADIO	178	60	118	102	88
RED FM	153	98	54	110	88
ABC MID WEST & WHEATBELT	114	16	98	36	33
ABC RN	12	3	8	3	3
ABC NEWS	3	2	1	3	3
TRIPLE J	80	54	26	60	45
ABC CLASSIC FM	14	5	8	6	6

## 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: 418]

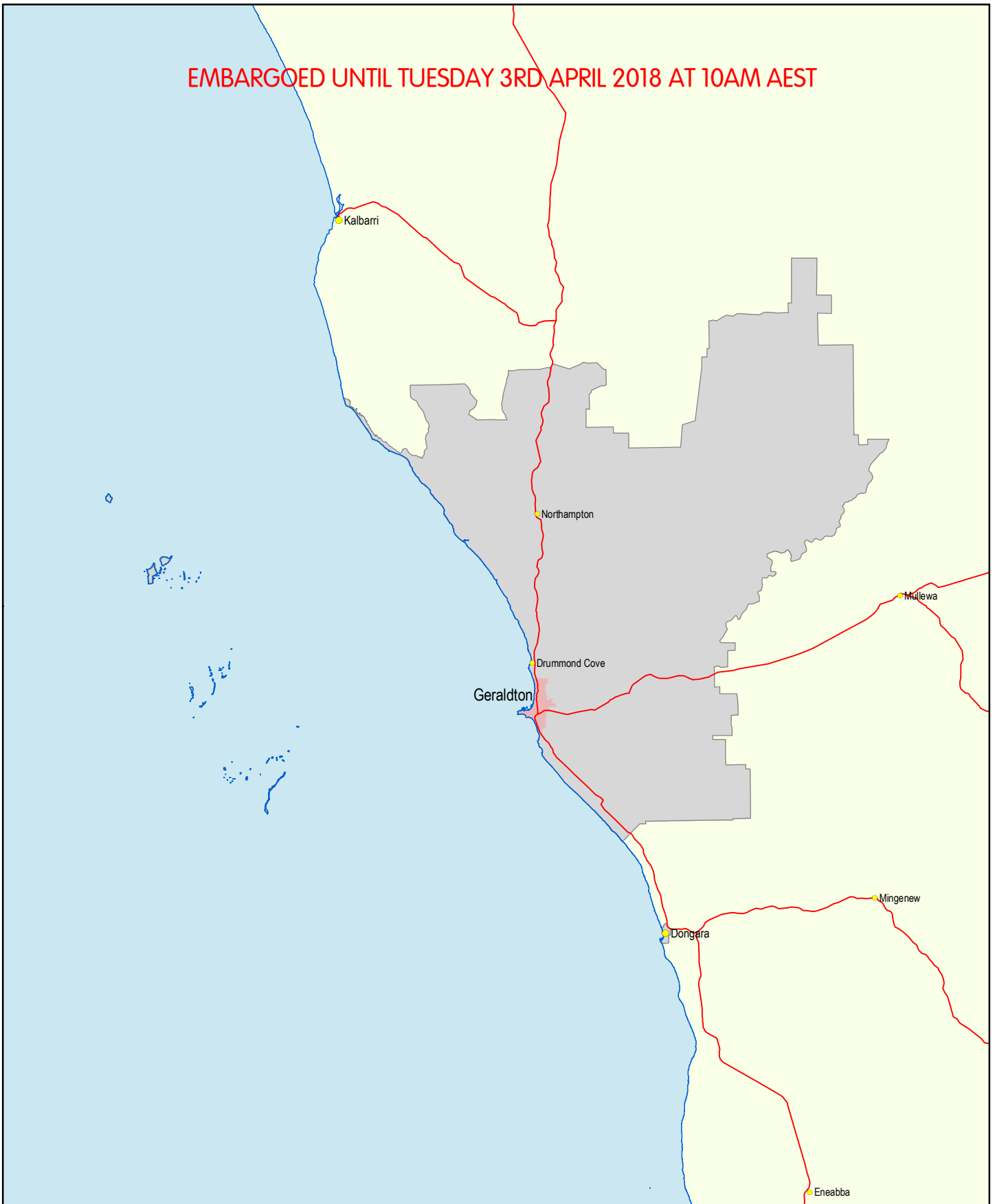
	Breakfast Mon-Fri 5.30am-9.00am	Morning Mon-Fri 9.00am-12.00pm	Afternoon Mon-Fri 12.00pm-4.00pm	Drive Mon-Fri 4.00pm-7.00pm	Evening Mon-Fri 7.00pm-12.00mn	Weekend Sat-Sun 5.30am-12.00mn
SPIRIT RADIO	136	105	118	117	19	99
RED FM	126	67	106	107	9	93
ABC MID WEST & WHEATBELT	94	66	55	62	28	95
ABC RN	7	3	3	6	5	8
ABC NEWS	3	0	1	0	2	2
TRIPLE J	59	34	39	56	13	59
ABC CLASSIC FM	10	4	4	7	3	7

## Cumulative Audience (00's)

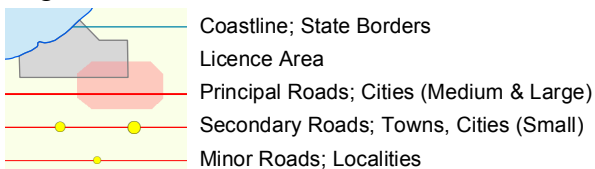
The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening. For example, Station A has 25,000 unique listeners between 5.30am-12.00mn Monday to Sunday.

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## Legend



GERALDTON RA1

Area ID: 518

Determined: 11 September 1996 (1991 Census)

