

GERALDTON (WA)

SURVEY #1 2021



GERALDTON - XTRA INSIGHTS - SURVEY 1: 2021



EMBARGOED UNTIL TUESDAY 9TH MARCH 2021 AT 11AM AEDT

Station Listened to Most (%), Monday to Sunday

	10+			Under 40			Over 40			18-54			25-54		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
98.1 TRIPLE M GERALDTON	26.0	32.4	-6.4	24.9	26.9	-2.0	26.8	36.6	-9.8	28.0	34.9	-6.9	28.9	35.9	-7.0
HIT96.5 GERALDTON	27.6	24.5	3.1	41.9	38.0	3.9	17.0	14.4	2.6	33.7	29.8	3.9	34.9	28.1	6.8
ABC MIDWEST & WHEATBELT	20.5	22.8	-2.3	4.1	7.0	-2.9	32.7	34.6	-1.9	6.8	13.3	-6.5	8.2	15.5	-7.3
ABC RN (RADIO NATIONAL)	3.8	2.0	1.8	1.8	1.8	0.0	5.3	2.2	3.1	1.8	0.9	0.9	2.2	1.1	1.1
ABC NEWSRADIO	1.5	0.2	1.3	0.0	0.6	-0.6	2.6	0.0	2.6	0.5	0.5	0.0	0.5	0.5	0.0
triple j	12.3	12.2	0.1	20.6	22.2	-1.6	6.0	4.8	1.2	19.8	17.9	1.9	15.9	15.5	0.4
ABC CLASSIC	1.6	2.0	-0.4	2.6	1.8	0.8	0.9	2.2	-1.3	2.5	1.4	1.1	2.2	1.7	0.5

Please note: Last Geraldton Survey conducted March, 2018.

98.1 Triple M Geraldton on air from 16 March 2020. Previously known as Spirit Radio.

Hit96.5 on air from 16 March 2020. Previously known as Red FM.

ABC NewsRadio on air from 26 July 2020. Previously known as ABC News.

ABC CLASSIC on air from 21 January 2019. Previously known as ABC Classic 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.

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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	+/-
98.1 TRIPLE M GERALDTON	27.2	30.8	-3.6	26.6	37.0	-10.4	27.5	36.0	-8.5	28.4	33.0	-4.6	19.4	25.8	-6.4	24.1	25.1	-1.0
HIT96.5 GERALDTON	24.8	25.6	-0.8	29.8	19.1	10.7	31.3	28.7	2.6	28.2	27.7	0.5	22.2	4.9	17.3	25.9	22.8	3.1
ABC MIDWEST & WHEATBELT	21.0	24.4	-3.4	18.2	25.5	-7.3	16.3	19.4	-3.1	14.1	18.1	-4.0	26.9	37.2	-10.3	21.5	27.3	-5.8
ABC RN (RADIO NATIONAL)	3.5	1.5	2.0	2.6	0.9	1.7	2.7	0.8	1.9	3.1	1.9	1.2	5.6	6.5	-0.9	4.2	2.1	2.1
ABC NEWSRADIO	1.1	0.3	0.8	0.0	0.0	0.0	0.7	0.4	0.3	0.4	0.0	0.4	2.8	0.0	2.8	1.3	0.3	1.0
triple j	13.6	12.4	1.2	12.7	11.6	1.1	12.4	9.7	2.7	16.8	15.0	1.8	13.4	16.1	-2.7	13.3	14.6	-1.3
ABC CLASSIC	2.3	2.7	-0.4	1.5	1.3	0.2	0.7	1.2	-0.5	2.2	2.3	-0.1	0.9	3.2	-2.3	0.9	2.1	-1.2

Please note: Last Geraldton Survey conducted March, 2018.

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ABC NewsRadio on air from 26 July 2020. Previously known as ABC News.

ABC CLASSIC on air from 21 January 2019. Previously known as ABC Classic 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.

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

	10+			Under 40			Over 40			18-54			25-54		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
98.1 TRIPLE M GERALDTON	205	178	27	104	60	44	101	118	-17	122	102	20	103	88	15
HIT96.5 GERALDTON	198	153	45	118	98	20	80	54	26	135	110	25	115	88	27
ABC MIDWEST & WHEATBELT	127	114	13	19	16	3	108	98	10	34	36	-2	33	33	0
ABC RN (RADIO NATIONAL)	34	12	22	7	3	4	28	8	20	9	3	6	9	3	6
ABC NEWSRADIO	11	3	8	2	2	0	9	1	8	5	3	2	5	3	2
triple j	103	80	23	70	54	16	34	26	8	86	60	26	61	45	16
ABC CLASSIC	16	14	2	6	5	1	11	8	3	11	6	5	9	6	3

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ABC NewsRadio on air from 26 July 2020. Previously known as ABC News.

ABC CLASSIC on air from 21 January 2019. Previously known as ABC Classic 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-12.00pm Monday to Sunday.

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Cumulative Audience (00's) by Session, P10+ [Potential: 426]

	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	+/-
98.1 TRIPLE M GERALDTON	140	136	4	105	105	0	132	118	14	102	117	-15	30	19	11	125	99	26
HIT96.5 GERALDTON	137	126	11	113	67	46	121	106	15	106	107	-1	35	9	26	106	93	13
ABC MIDWEST & WHEATBELT	99	94	5	58	66	-8	61	55	6	47	62	-15	35	28	7	86	95	-9
ABC RN (RADIO NATIONAL)	16	7	9	13	3	10	14	3	11	8	6	2	10	5	5	19	8	11
ABC NEWSRADIO	5	3	2	1	0	1	4	1	3	2	0	2	3	2	1	4	2	2
triple j	70	59	11	51	34	17	58	39	19	58	56	2	17	13	4	58	59	-1
ABC CLASSIC	11	10	1	6	4	2	4	4	0	8	7	1	1	3	-2	8	7	1

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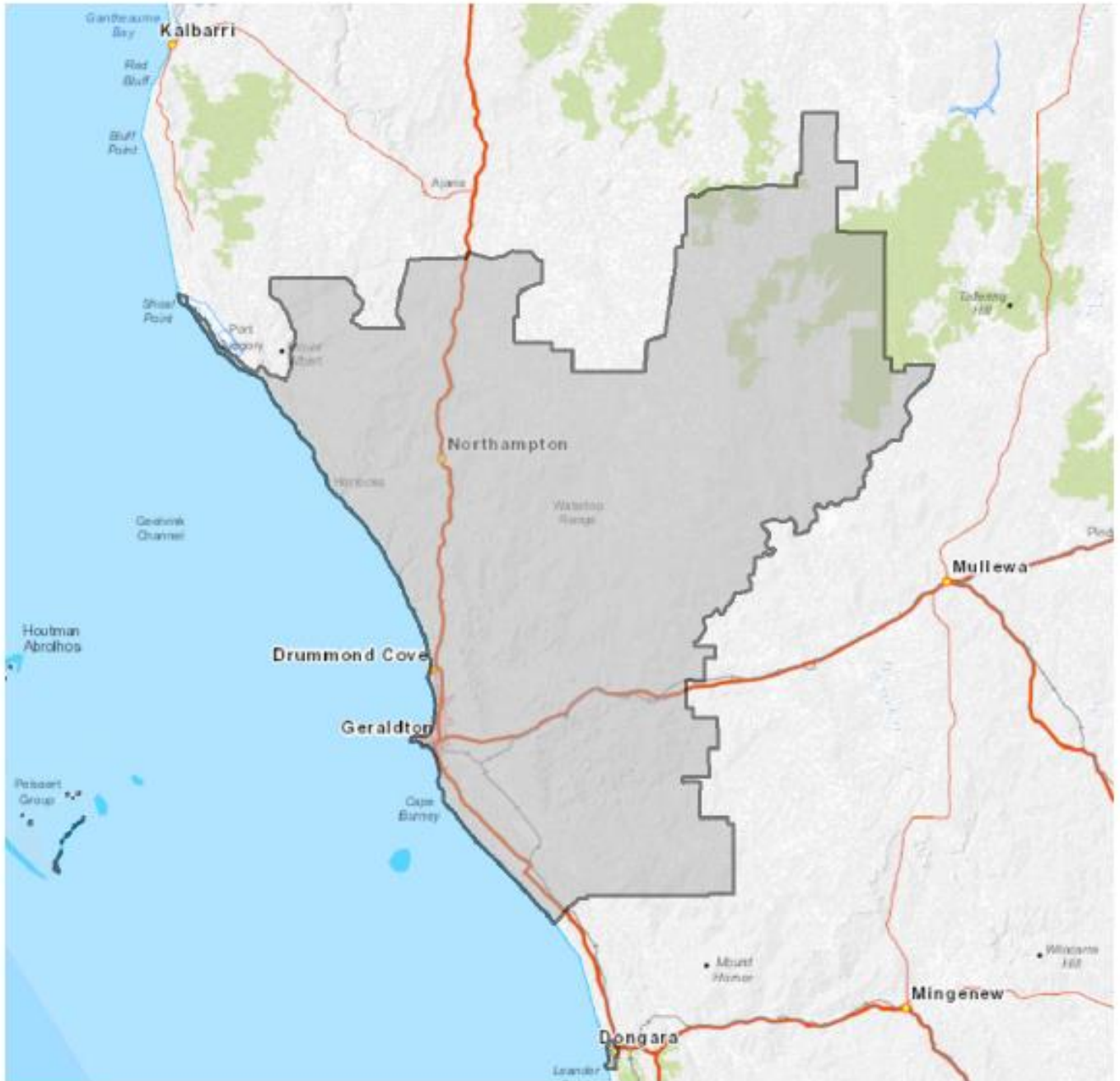
ABC CLASSIC on air from 21 January 2019. Previously known as ABC Classic FM.

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.

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GERALDTON Survey Coverage Area based on Commercial Radio Australia's Licence Area Profile.