

ESPERANCE (WA)

SURVEY #1 2021



ESPERANCE - XTRA INSIGHTS - SURVEY 1: 2021



EMBARGOED UNTIL TUESDAY 20TH JULY 2021 AT 11AM AEST

Station Listened to Most (%), Monday to Sunday

	10+		
	This	Last	+/-
HIT102.3 ESPERANCE	28.0	25.6	2.4
TRIPLE M ESPERANCE 747	24.0	23.0	1.0
ABC ESPERANCE	13.0	20.4	-7.4
ABC GREAT SOUTHERN WA	7.0	8.9	-1.9
ABC GOLDFIELDS WA	1.0	3.5	-2.5
ABC RN (RADIO NATIONAL)	2.5	2.5	0.0
ABC NEWSRADIO	0.0	0.5	-0.5
triple j	11.5	6.5	5.0
ABC CLASSIC	1.5	2.0	-0.5

Please note: Last Esperance Survey conducted March 2017.

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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EMBARGOED UNTIL TUESDAY 20TH JULY 2021 AT 11AM AEST

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		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT102.3 ESPERANCE	28.5	23.4	5.1	24.5	27.6	-3.1	30.8	29.6	1.2	24.4	30.2	-5.8	-	-	-	24.7	23.3	1.4
TRIPLE M ESPERANCE 747	22.9	20.9	2.0	26.1	27.5	-1.4	22.8	23.9	-1.1	26.0	23.8	2.2	-	-	-	21.3	21.7	-0.4
ABC ESPERANCE	15.1	24.5	-9.4	12.3	22.8	-10.5	9.2	20.8	-11.6	10.5	20.3	-9.8	-	-	-	15.3	21.7	-6.4
ABC GREAT SOUTHERN WA	7.9	8.9	-1.0	8.9	4.6	4.3	7.4	8.5	-1.1	9.0	7.1	1.9	-	-	-	6.0	9.4	-3.4
ABC GOLDFIELDS WA	1.1	4.2	-3.1	1.4	1.8	-0.4	1.9	2.3	-0.4	1.6	0.0	1.6	-	-	-	1.3	2.1	-0.8
ABC RN (RADIO NATIONAL)	1.1	2.4	-1.3	1.4	1.8	-0.4	3.1	0.0	3.1	2.4	0.0	2.4	-	-	-	2.7	2.9	-0.2
ABC NEWSRADIO	0.0	0.6	-0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-	-	-	0.0	1.5	-1.5
triple j	11.7	6.6	5.1	11.6	6.5	5.1	13.0	9.4	3.6	15.4	8.9	6.5	-	-	-	15.3	8.7	6.6
ABC CLASSIC	1.1	1.2	-0.1	2.1	0.9	1.2	1.8	1.5	0.3	0.0	3.5	-3.5	-	-	-	1.4	2.9	-1.5

Please note: Last Esperance Survey conducted March 2017.

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+		
	This	Last	+/-
HIT102.3 ESPERANCE	80	55	25
TRIPLE M ESPERANCE 747	86	67	19
ABC ESPERANCE	52	53	-1
ABC GREAT SOUTHERN WA	25	19	6
ABC GOLDFIELDS WA	6	6	0
ABC RN (RADIO NATIONAL)	13	6	7
ABC NEWSRADIO	1	2	-1
triple j	40	26	14
ABC CLASSIC	6	6	0

Please note: Last Esperance Survey conducted March 2017.

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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EMBARGOED UNTIL TUESDAY 20TH JULY 2021 AT 11AM AEST

Cumulative Audience (00's) by Session, P10+ [Potential: 208]

	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		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT102.3 ESPERANCE	59	43	16	40	31	9	61	41	20	34	36	-2	-	-	-	42	33	9
TRIPLE M ESPERANCE 747	57	45	12	51	38	13	50	37	13	44	33	11	-	-	-	47	45	2
ABC ESPERANCE	36	47	-11	27	29	-2	22	29	-7	20	25	-5	-	-	-	37	38	-1
ABC GREAT SOUTHERN WA	20	15	5	15	5	10	19	11	8	14	8	6	-	-	-	15	14	1
ABC GOLDFIELDS WA	3	6	-3	3	2	1	3	3	0	3	0	3	-	-	-	4	3	1
ABC RN (RADIO NATIONAL)	3	4	-1	3	2	1	10	1	9	4	1	3	-	-	-	5	5	0
ABC NEWSRADIO	0	1	-1	0	0	0	1	0	1	0	0	0	-	-	-	0	2	-2
triple j	27	20	7	20	12	8	27	17	10	24	17	7	-	-	-	31	20	11
ABC CLASSIC	4	3	1	3	1	2	4	3	1	1	5	-4	-	-	-	3	5	-2

Please note: Last Esperance Survey conducted March 2017.

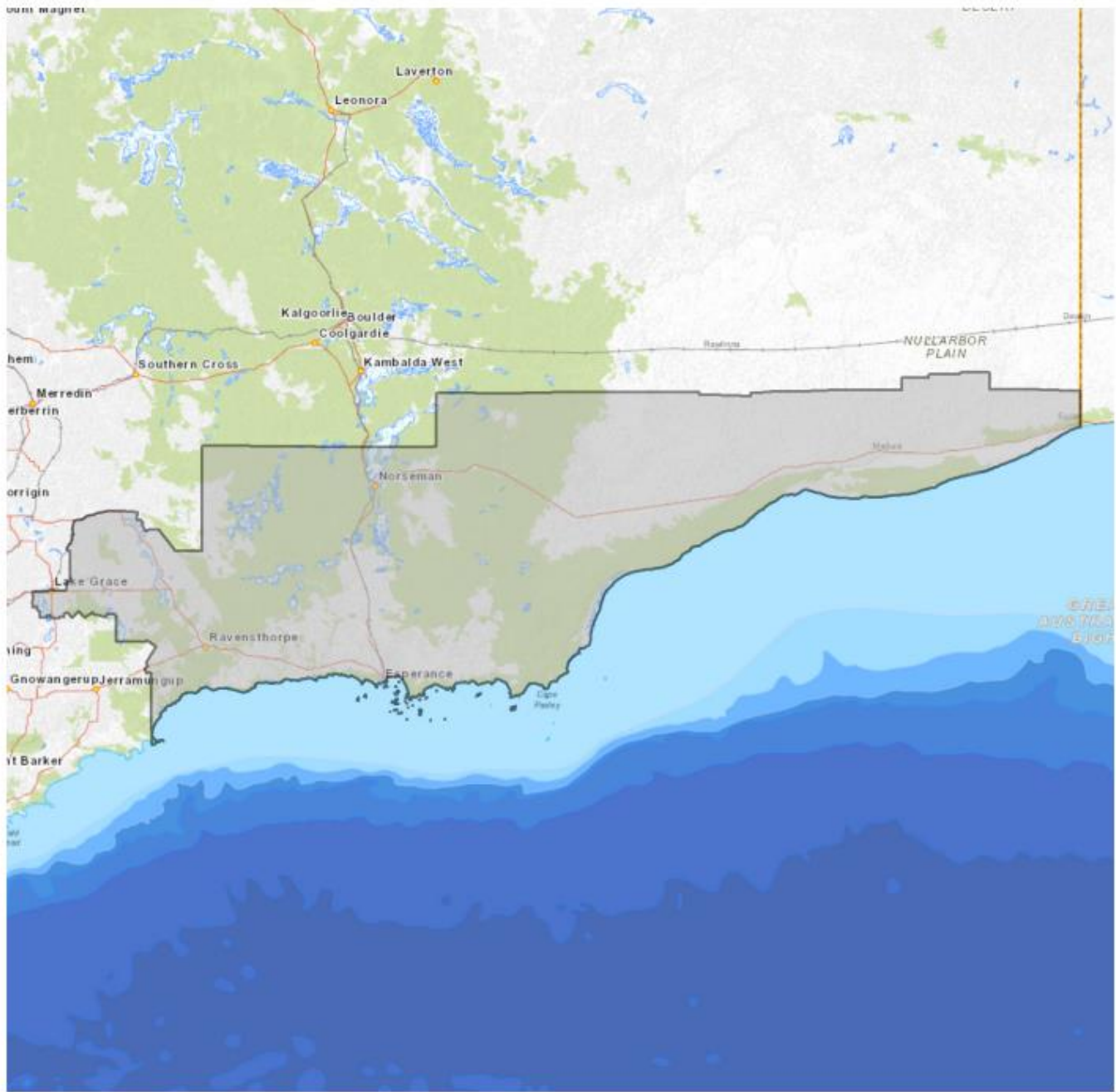
ABC CLASSIC on air from 21 January 2019. Previously known as ABC Classic FM.

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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ESPERANCE Survey Coverage Area based on Commercial Radio Australia’s Licence Area Profile.