

# PORT HEDLAND-BROOME (WA)

SURVEY #1 2022





# PORT HEDLAND-BROOME - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL TUESDAY 28<sup>TH</sup> JUNE 2022 AT 11AM AEST

## Station Listened to Most (%), Monday to Sunday

	10+			10-39			40+			18-54		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT	<b>27.6</b>	26.4	1.2	<b>28.6</b>	33.3	-4.7	<b>26.2</b>	17.1	9.1	<b>28.4</b>	30.1	-1.7
TRIPLE M	<b>28.8</b>	36.0	-7.2	<b>31.0</b>	32.7	-1.7	<b>25.9</b>	40.3	-14.4	<b>29.7</b>	35.2	-5.5
ABC PILBARA	<b>4.5</b>	4.6	-0.1	<b>1.6</b>	2.3	-0.7	<b>8.4</b>	7.7	0.7	<b>3.0</b>	3.2	-0.2
ABC KIMBERLEY	<b>6.5</b>	8.3	-1.8	<b>3.6</b>	2.9	0.7	<b>10.3</b>	15.5	-5.2	<b>4.0</b>	6.8	-2.8
ABC RN (RADIO NATIONAL)	<b>0.5</b>	1.7	-1.2	<b>0.0</b>	0.6	-0.6	<b>1.3</b>	3.1	-1.8	<b>0.4</b>	0.5	-0.1
ABC NEWSRADIO	<b>1.6</b>	0.3	1.3	<b>0.5</b>	0.6	-0.1	<b>3.1</b>	0.0	3.1	<b>0.9</b>	0.5	0.4
triple j	<b>17.5</b>	16.4	1.1	<b>23.5</b>	20.6	2.9	<b>9.6</b>	10.8	-1.2	<b>20.7</b>	17.8	2.9
ABC CLASSIC	<b>0.9</b>	0.0	0.9	<b>0.5</b>	0.0	0.5	<b>1.4</b>	0.0	1.4	<b>0.7</b>	0.0	0.7

**Please note:** Last Port Hedland-Broome Survey conducted June 2019.

HIT on air from 16<sup>th</sup> March 2020. Previously known as RED FM. TRIPLE M on air from 16<sup>th</sup> March 2022. Previously known as SPIRIT RADIO.

\*A minimum sample of n=50 is required within a sub cell to be able to produce a result.

### 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: 30<sup>th</sup> May 2022 – 18<sup>th</sup> June 2022

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# PORT HEDLAND-BROOME - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL TUESDAY 28<sup>TH</sup> JUNE 2022 AT 11AM 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	<b>28.1</b>	25.0	3.1	<b>26.5</b>	27.4	-0.9	<b>24.3</b>	28.9	-4.6	<b>26.5</b>	25.5	1.0	<b>13.8</b>	0.0	13.8	<b>22.4</b>	24.4	-2.0
TRIPLE M	<b>29.8</b>	34.9	-5.1	<b>26.1</b>	37.7	-11.6	<b>33.0</b>	39.1	-6.1	<b>28.9</b>	36.8	-7.9	<b>35.7</b>	0.0	35.7	<b>25.8</b>	33.9	-8.1
ABC PILBARA	<b>6.1</b>	4.9	1.2	<b>4.9</b>	5.1	-0.2	<b>3.5</b>	4.6	-1.1	<b>3.4</b>	4.7	-1.3	<b>8.9</b>	0.0	8.9	<b>5.8</b>	3.6	2.2
ABC KIMBERLEY	<b>6.4</b>	9.2	-2.8	<b>6.0</b>	8.0	-2.0	<b>4.1</b>	6.7	-2.6	<b>4.0</b>	6.1	-2.1	<b>2.9</b>	0.0	2.9	<b>9.2</b>	11.3	-2.1
ABC RN (RADIO NATIONAL)	<b>0.6</b>	1.5	-0.9	<b>0.5</b>	1.7	-1.2	<b>0.0</b>	0.5	-0.5	<b>0.4</b>	1.3	-0.9	<b>5.5</b>	0.0	5.5	<b>1.6</b>	2.3	-0.7
ABC NEWSRADIO	<b>1.5</b>	0.4	1.1	<b>1.0</b>	0.0	1.0	<b>2.1</b>	0.0	2.1	<b>2.6</b>	0.0	2.6	<b>4.4</b>	0.0	4.4	<b>1.4</b>	0.5	0.9
triple j	<b>15.7</b>	18.4	-2.7	<b>20.2</b>	15.4	4.8	<b>20.6</b>	16.0	4.6	<b>21.2</b>	19.1	2.1	<b>16.8</b>	0.0	16.8	<b>20.5</b>	17.3	3.2
ABC CLASSIC	<b>0.7</b>	0.0	0.7	<b>0.8</b>	0.0	0.8	<b>0.9</b>	0.0	0.9	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.4</b>	0.0	0.4

**Please note:** Last Port Hedland-Broome Survey conducted June 2019.

HIT on air from 16<sup>th</sup> March 2020. Previously known as RED FM. TRIPLE M on air from 16<sup>th</sup> March 2022. Previously known as SPIRIT RADIO.

\*A minimum sample of n=50 is required within a sub cell to be able to produce a result.

## 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.

Survey Period: 30<sup>th</sup> May 2022 – 18<sup>th</sup> June 2022

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# PORT HEDLAND-BROOME - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL TUESDAY 28<sup>TH</sup> JUNE 2022 AT 11AM AEST

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

	10+			10-39			40+			18-54		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT	140	113	27	82	78	4	58	35	23	109	91	18
TRIPLE M	150	146	4	89	80	9	61	66	-5	117	107	10
ABC PILBARA	30	22	8	7	10	-3	23	12	11	17	12	5
ABC KIMBERLEY	34	44	-10	11	8	3	23	36	-13	16	28	-12
ABC RN (RADIO NATIONAL)	7	10	-3	3	1	2	4	9	-5	5	3	2
ABC NEWSRADIO	7	1	6	2	1	1	6	0	6	3	1	2
triple j	91	66	25	69	43	26	23	23	0	81	52	29
ABC CLASSIC	8	1	7	5	1	4	3	0	3	6	1	5

**Please note:** Last Port Hedland-Broome Survey conducted June 2019.

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\*A minimum sample of n=50 is required within a sub cell to be able to produce a result.

## 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: 335]

	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	106	90	16	82	62	20	85	76	9	67	86	-19	16	-	16	66	72	-6
TRIPLE M	105	121	-16	77	89	-12	93	96	-3	72	117	-45	32	-	32	76	102	-26
ABC PILBARA	20	21	-1	12	12	0	12	14	-2	11	14	-3	9	-	9	21	13	8
ABC KIMBERLEY	22	36	-14	16	16	0	12	18	-6	8	22	-14	3	-	3	22	36	-14
ABC RN (RADIO NATIONAL)	2	8	-6	2	5	-3	1	4	-3	1	5	-4	4	-	4	6	10	-4
ABC NEWSRADIO	5	1	4	2	0	2	5	0	5	5	0	5	3	-	3	4	1	3
triple j	54	59	-5	52	37	15	61	43	18	51	58	-7	13	-	13	49	48	1
ABC CLASSIC	2	0	2	3	1	2	3	0	3	3	1	2	1	-	1	2	1	1

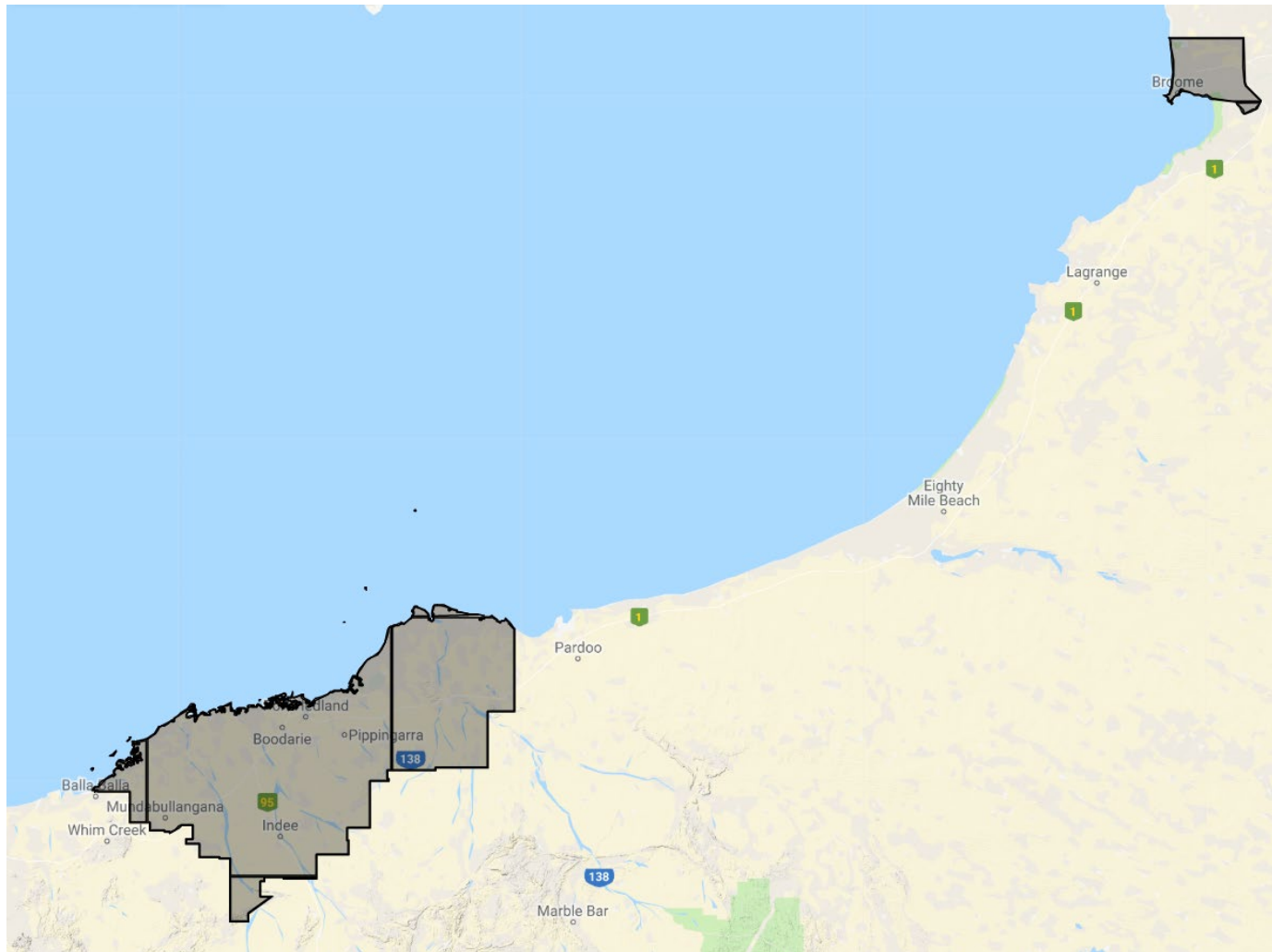
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## Cumulative Audience (00's)

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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Port Hedland-Broome Survey Coverage Area based on Commercial Radio Australia's Licence Area Profile.