

# ESPERANCE (WA)

SURVEY #1 2024



**xtra** insights

# ESPERANCE - XTRA INSIGHTS - SURVEY 1: 2024



EMBARGOED UNTIL TUESDAY 30TH JULY 2024 AT 11AM AWST

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

	10+		
	This	Last	+/-
HIT102.3 ESPERANCE	31.9	28.0	3.9
TRIPLE M ESPERANCE 747	23.7	24.0	-0.3
ABC ESPERANCE	13.7	13.0	0.7
ABC GREAT SOUTHERN WA	7.7	7.0	0.7
ABC GOLDFIELDS WA	4.4	1.0	3.4
ABC RN (RADIO NATIONAL)	2.2	2.5	-0.3
ABC NEWSRADIO	0.0	0.0	0.0
triple j	4.8	11.5	-6.7
ABC CLASSIC	1.3	1.5	-0.2

### 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: 1st July 2024 - 20th July 2024

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# ESPERANCE - XTRA INSIGHTS - SURVEY 1: 2024



EMBARGOED UNTIL TUESDAY 30TH JULY 2024 AT 11AM AWST

## 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	+/-
HIT102.3 ESPERANCE	32.6	28.5	4.1	31.4	24.5	6.9	29.2	30.8	-1.6	33.2	24.4	8.8	25.9		25.9	32.0	24.7	7.3
TRIPLE M ESPERANCE 747	20.4	22.9	-2.5	21.8	26.1	-4.3	24.8	22.8	2.0	20.4	26.0	-5.6	12.5		12.5	16.3	21.3	-5.0
ABC ESPERANCE	15.7	15.1	0.6	14.6	12.3	2.3	11.5	9.2	2.3	13.3	10.5	2.8	14.7		14.7	17.4	15.3	2.1
ABC GREAT SOUTHERN WA	7.4	7.9	-0.5	6.4	8.9	-2.5	5.7	7.4	-1.7	7.8	9.0	-1.2	15.0		15.0	7.2	6.0	1.2
ABC GOLDFIELDS WA	4.9	1.1	3.8	3.6	1.4	2.2	3.5	1.9	1.6	2.7	1.6	1.1	11.2		11.2	5.3	1.3	4.0
ABC RN (RADIO NATIONAL)	2.4	1.1	1.3	2.7	1.4	1.3	2.8	3.1	-0.3	2.0	2.4	-0.4	3.3		3.3	1.8	2.7	-0.9
ABC NEWSRADIO	0.6	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0		2.0	0.0	0.0	0.0
triple j	4.9	11.7	-6.8	5.5	11.6	-6.1	6.7	13.0	-6.3	7.4	15.4	-8.0	6.3		6.3	3.5	15.3	-11.8
ABC CLASSIC	0.5	1.1	-0.6	1.7	2.1	-0.4	1.1	1.8	-0.7	0.0	0.0	0.0	1.8		1.8	2.6	1.4	1.2

\*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.

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

	10+		
	This	Last	+/-
HIT102.3 ESPERANCE	96	80	16
TRIPLE M ESPERANCE 747	87	86	1
ABC ESPERANCE	48	52	-4
ABC GREAT SOUTHERN WA	25	25	0
ABC GOLDFIELDS WA	15	6	9
ABC RN (RADIO NATIONAL)	8	13	-5
ABC NEWSRADIO	4	1	3
triple j	31	40	-9
ABC CLASSIC	5	6	-1

### 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: 223]

	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	+/-
HIT102.3 ESPERANCE	76	59	17	61	40	21	62	61	1	50	34	16	16		16	55	42	13
TRIPLE M ESPERANCE 747	54	57	-3	55	51	4	56	50	6	42	44	-2	12		12	39	47	-8
ABC ESPERANCE	36	36	0	29	27	2	26	22	4	23	20	3	11		11	35	37	-2
ABC GREAT SOUTHERN WA	20	20	0	14	15	-1	13	19	-6	13	14	-1	8		8	13	15	-2
ABC GOLDFIELDS WA	12	3	9	7	3	4	7	3	4	8	3	5	6		6	8	4	4
ABC RN (RADIO NATIONAL)	5	3	2	6	3	3	6	10	-4	3	4	-1	2		2	5	5	0
ABC NEWSRADIO	1	0	1	1	0	1	1	1	0	1	0	1	1		1	1	0	1
triple j	15	27	-12	16	20	-4	18	27	-9	12	24	-12	4		4	7	31	-24
ABC CLASSIC	2	4	-2	5	3	2	2	4	-2	1	1	0	1		1	4	3	1

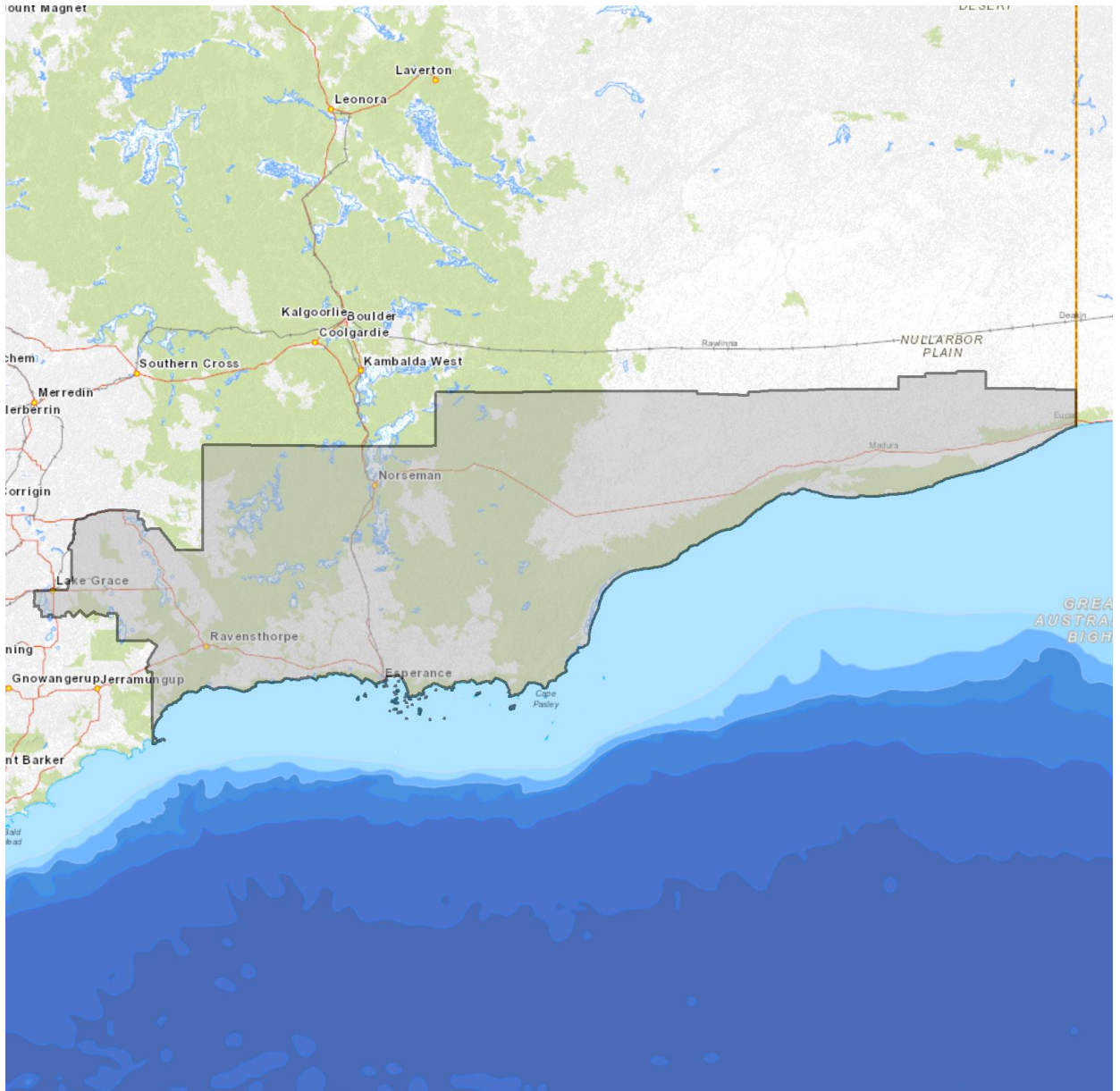
\*A minimum sample of n=50 is required within a sub cell to be able to produce a result.

### 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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