

KALGOORLIE (WA)

SURVEY #1 2024



xtra insights

KALGOORLIE - XTRA INSIGHTS - SURVEY 1: 2024



EMBARGOED UNTIL TUESDAY 17TH SEPTEMBER 2024 AT 11AM AWST

Station Listened to Most (%), Monday to Sunday

	10+			10-17			18-39			25-39			40-54			55-64			65+*		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT 97.9 GOLDFIELDS	40.5	46.3	-5.8	66.9	74.7	-7.8	47.0	55.9	-8.9	47.0	54.1	-7.1	45.1	43.2	1.9	20.7	17.3	3.4	5.3	9.8	-4.5
TRIPLE M GOLDFIELDS 98.1	22.1	22.4	-0.3	18.7	10.7	8.0	16.4	14.1	2.3	18.2	16.0	2.2	24.6	32.0	-7.4	36.6	36.0	0.6	21.9	31.4	-9.5
ABC GOLDFIELDS	12.5	8.2	4.3	7.0	1.3	5.7	5.0	1.5	3.5	5.2	2.0	3.2	8.8	5.9	2.9	13.8	21.3	-7.5	49.4	39.2	10.2
ABC RN (RADIO NATIONAL)	2.8	1.5	1.3	0.9	2.7	-1.8	0.0	0.4	-0.4	0.0	0.5	-0.5	6.3	0.7	5.6	3.4	4.0	-0.6	6.3	3.9	2.4
ABC NEWSRADIO	1.3	0.6	0.7	0.0	0.0	0.0	1.4	0.7	0.7	2.0	1.0	1.0	0.6	1.3	-0.7	2.7	0.0	2.7	2.1	0.0	2.1
triple j	12.6	13.5	-0.9	3.7	5.3	-1.6	23.6	23.1	0.5	18.7	21.5	-2.8	7.4	9.1	-1.7	4.2	6.7	-2.5	6.3	2.0	4.3
ABC CLASSIC	0.6	0.2	0.4	0.9	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	1.2	0.8	1.3	-0.5	1.1	0.0	1.1

*Sample size is less than n=75 for marked demographic in at least one daypart - read with caution.

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: 19th August 2024 - 7th September 2024

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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	+/-
HIT 97.9 GOLDFIELDS	42.5	47.4	-4.9	38.7	45.4	-6.7	39.0	49.8	-10.8	40.6	45.7	-5.1	35.9	41.4	-5.5	40.8	47.0	-6.2
TRIPLE M GOLDFIELDS 981	20.0	21.0	-1.0	24.9	24.5	0.4	23.5	21.0	2.5	19.2	22.0	-2.8	14.1	15.2	-1.1	20.9	18.5	2.4
ABC GOLDFIELDS	14.1	10.3	3.8	10.1	9.0	1.1	10.1	7.3	2.8	11.4	6.2	5.2	20.9	19.3	1.6	14.2	8.8	5.4
ABC RN (RADIO NATIONAL)	2.8	1.5	1.3	1.7	1.1	0.6	1.7	1.2	0.5	2.3	1.9	0.4	4.2	2.4	1.8	1.9	2.1	-0.2
ABC NEWSRADIO	1.6	0.9	0.7	0.4	0.5	-0.1	0.3	0.5	-0.2	1.0	0.5	0.5	0.0	1.6	-1.6	0.5	0.7	-0.2
triple j	11.6	10.8	0.8	13.9	11.9	2.0	16.4	13.9	2.5	15.1	17.4	-2.3	14.3	13.1	1.2	11.8	11.8	0.0
ABC CLASSIC	0.9	0.0	0.9	0.2	0.0	0.2	0.5	0.0	0.5	1.4	0.3	1.1	2.1	0.0	2.1	1.2	0.0	1.2

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+			10-17			18-39			25-39			40-54			55-64			65+*		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT 97.9 GOLDFIELDS	162	165	-3	27	28	-1	74	84	-10	56	61	-5	43	42	1	14	9	5	4	3	1
TRIPLE M GOLDFIELDS 98.1	109	97	12	12	6	6	37	32	5	29	26	3	29	31	-2	20	18	2	12	10	2
ABC GOLDFIELDS	62	49	13	4	2	2	12	9	3	10	7	3	12	11	1	13	15	-2	20	12	8
ABC RN (RADIO NATIONAL)	14	8	6	1	1	0	0	1	-1	0	1	-1	7	1	6	3	4	-1	3	1	2
ABC NEWSRADIO	8	5	3	0	0	0	3	1	2	3	1	2	1	2	-1	3	1	2	1	0	1
triple j	58	60	-2	3	4	-1	39	42	-3	26	30	-4	10	11	-1	4	3	1	3	0	3
ABC CLASSIC	7	3	4	0	0	0	2	1	1	0	1	-1	2	1	1	2	0	2	1	0	1

*Sample size is less than n=75 for marked demographic in at least one daypart - read with caution.

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: 298]

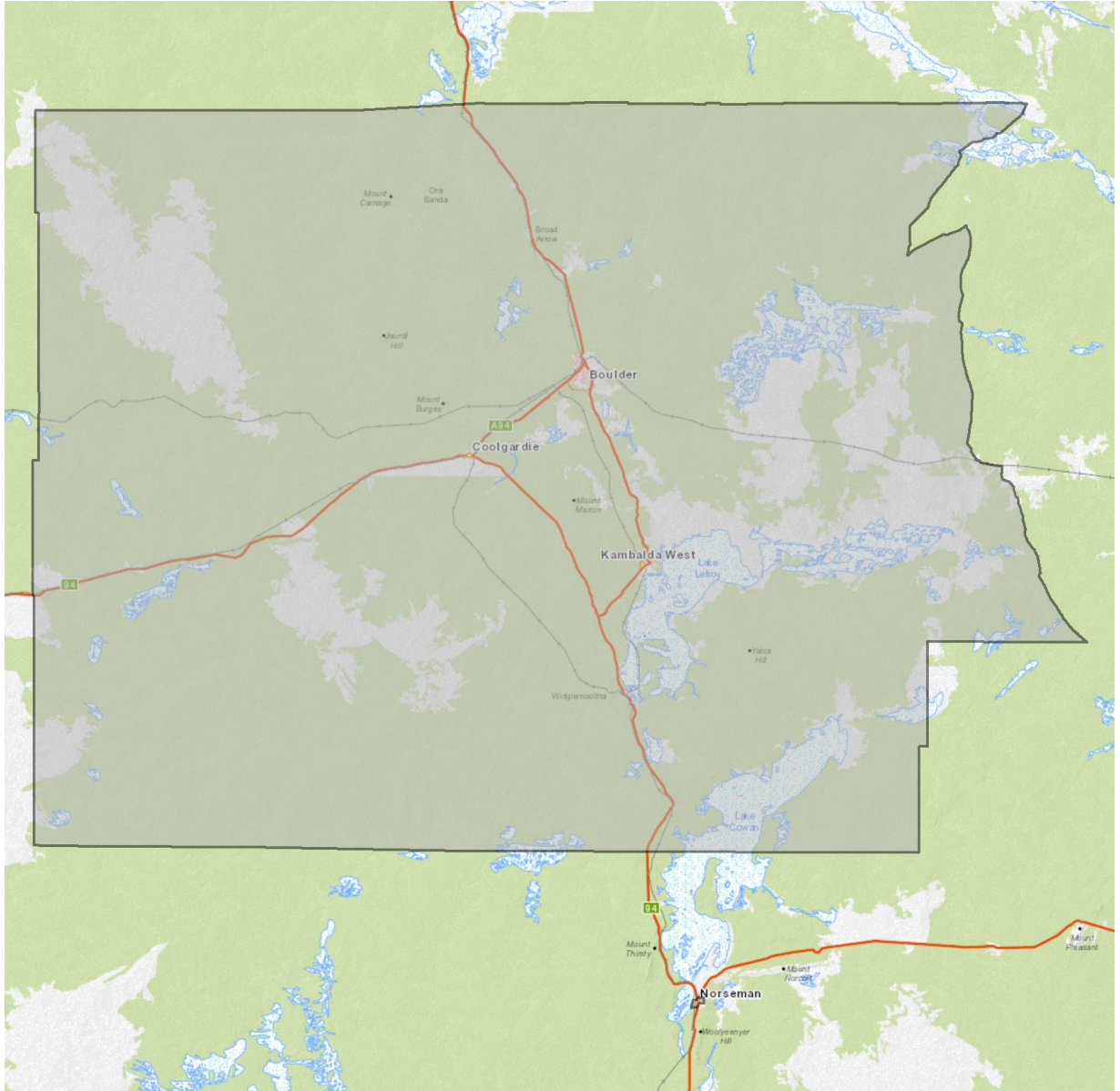
	Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5.30am-9.00am			Mon-Fri 9.00am-12.00pm			Mon-Fri 12.00pm-4.00pm			Mon-Fri 4.00pm-7.00pm			Mon-Fri 7.00pm-12.00mn			Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT 97.9 GOLDFIELDS	133	126	7	78	86	-8	98	105	-7	93	87	6	25	27	-2	102	100	2
TRIPLE M GOLDFIELDS 981	71	67	4	55	53	2	62	52	10	48	42	6	10	10	0	59	46	13
ABC GOLDFIELDS	45	31	14	22	18	4	29	17	12	27	16	11	14	13	1	38	25	13
ABC RN (RADIO NATIONAL)	10	5	5	4	2	2	5	3	2	7	4	3	3	2	1	7	4	3
ABC NEWSRADIO	6	4	2	2	1	1	1	1	0	5	2	3	0	1	-1	3	2	1
triple j	36	35	1	29	30	-1	39	37	2	35	38	-3	10	10	0	34	32	2
ABC CLASSIC	4	1	3	1	0	1	2	0	2	5	2	3	2	0	2	5	1	4

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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KALGOORLIE Survey Coverage Area based on Commercial Radio & Audio's Licence Area Profile.