

ESPERANCE (WA)

SURVEY #1 2017



xtra insights

ESPERANCE - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL TUESDAY 21ST MARCH 2017 AT 10AM AEDT

Station Listened to Most (%), Monday to Sunday

	10+
HIT FM ESPERANCE	25.6
TRIPLE M ESPERANCE	23.0
ABC ESPERANCE	20.4
ABC GREAT SOUTHERN WA	8.9
ABC GOLDFIELDS WA	3.5
ABC RN (RADIO NATIONAL)	2.5
ABC NEWS RADIO	0.5
TRIPLE J	6.5
ABC CLASSIC FM	2.0

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 21ST MARCH 2017 AT 10AM AEDT

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
HIT FM ESPERANCE	23.4	27.6	29.6	30.2	-	23.3
TRIPLE M ESPERANCE	20.9	27.5	23.9	23.8	-	21.7
ABC ESPERANCE	24.5	22.8	20.8	20.3	-	21.7
ABC GREAT SOUTHERN WA	8.9	4.6	8.5	7.1	-	9.4
ABC GOLDFIELDS WA	4.2	1.8	2.3	0.0	-	2.1
ABC RN (RADIO NATIONAL)	2.4	1.8	0.0	0.0	-	2.9
ABC NEWS RADIO	0.6	0.0	0.0	0.0	-	1.5
TRIPLE J	6.6	6.5	9.4	8.9	-	8.7
ABC CLASSIC FM	1.2	0.9	1.5	3.5	-	2.9

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+
HIT FM ESPERANCE	55.0
TRIPLE M ESPERANCE	67.0
ABC ESPERANCE	53.0
ABC GREAT SOUTHERN WA	19.0
ABC GOLDFIELDS WA	6.0
ABC RN (RADIO NATIONAL)	6.0
ABC NEWS RADIO	2.0
TRIPLE J	26.0
ABC CLASSIC FM	6.0

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 21ST MARCH 2017 AT 10AM AEDT

Cumulative Audience (00's) by Session, P10+ [Potential: 185]

	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
HIT FM ESPERANCE	43	31	41	36	-	33
TRIPLE M ESPERANCE	45	38	37	33	-	45
ABC ESPERANCE	47	29	29	25	-	38
ABC GREAT SOUTHERN WA	15	5	11	8	-	14
ABC GOLDFIELDS WA	6	2	3	0	-	3
ABC RN (RADIO NATIONAL)	4	2	1	1	-	5
ABC NEWS RADIO	1	0	0	0	-	2
TRIPLE J	20	12	17	17	-	20
ABC CLASSIC FM	3	1	3	5	-	5


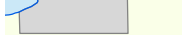
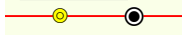
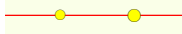
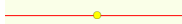
Cumulative Audience (00's)

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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Legend

-  Coastline; State Borders
-  Licence Area
-  Principal Roads; Cities (Medium, Large)
-  Secondary Roads; Towns, Cities (Small)
-  Minor Roads; Localities

ESPERANCE RA1

Area ID: 485

Determined: 26 September 1996 (1991 Census)

