

# PORT HEDLAND-BROOME (WA)

SURVEY #1 2019





# PORT HEDLAND-BROOME - XTRA INSIGHTS - SURVEY 1: 2019



EMBARGOED UNTIL TUESDAY 11TH JUNE 2019 AT 11AM AEST

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

	10+	Under 40	Over 40	18-54
RED FM	26.4	33.3	17.1	30.1
SPIRIT RADIO	36.0	32.7	40.3	35.2
ABC PILBARA	4.6	2.3	7.7	3.2
ABC KIMBERLEY	8.3	2.9	15.5	6.8
ABC RN (RADIO NATIONAL)	1.7	0.6	3.1	0.5
ABC NEWS	0.3	0.6	0.0	0.5
TRIPLE J	16.4	20.6	10.8	17.8
ABC CLASSIC	0.0	0.0	0.0	0.0

### 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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## 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
RED FM	25.0	27.4	28.9	25.5	-	24.4
SPIRIT RADIO	34.9	37.7	39.1	36.8	-	33.9
ABC PILBARA	4.9	5.1	4.6	4.7	-	3.6
ABC KIMBERLEY	9.2	8.0	6.7	6.1	-	11.3
ABC RN (RADIO NATIONAL)	1.5	1.7	0.5	1.3	-	2.3
ABC NEWS	0.4	0.0	0.0	0.0	-	0.5
TRIPLE J	18.4	15.4	16.0	19.1	-	17.3
ABC CLASSIC	0.0	0.0	0.0	0.0	-	0.0

\* In the event the sample size in a reported cell is less than n=50, results are not reported, as per the CRA Regional Gold Standard.

### 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+	Under 40	Over 40	18-54
RED FM	113	78	35	91
SPIRIT RADIO	146	80	66	107
ABC PILBARA	22	10	12	12
ABC KIMBERLEY	44	8	36	28
ABC RN (RADIO NATIONAL)	10	1	9	3
ABC NEWS	1	1	0	1
TRIPLE J	66	43	23	52
ABC CLASSIC	1	1	0	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: 329]

	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
RED FM	90	62	76	86	-	72
SPIRIT RADIO	121	89	96	117	-	102
ABC PILBARA	21	12	14	14	-	13
ABC KIMBERLEY	36	16	18	22	-	36
ABC RN (RADIO NATIONAL)	8	5	4	5	-	10
ABC NEWS	1	0	0	0	-	1
TRIPLE J	59	37	43	58	-	48
ABC CLASSIC	0	1	0	1	-	1

\* In the event the sample size in a reported cell is less than n=50, results are not reported, as per the CRA Regional Gold Standard.

## Cumulative Audience (00's)

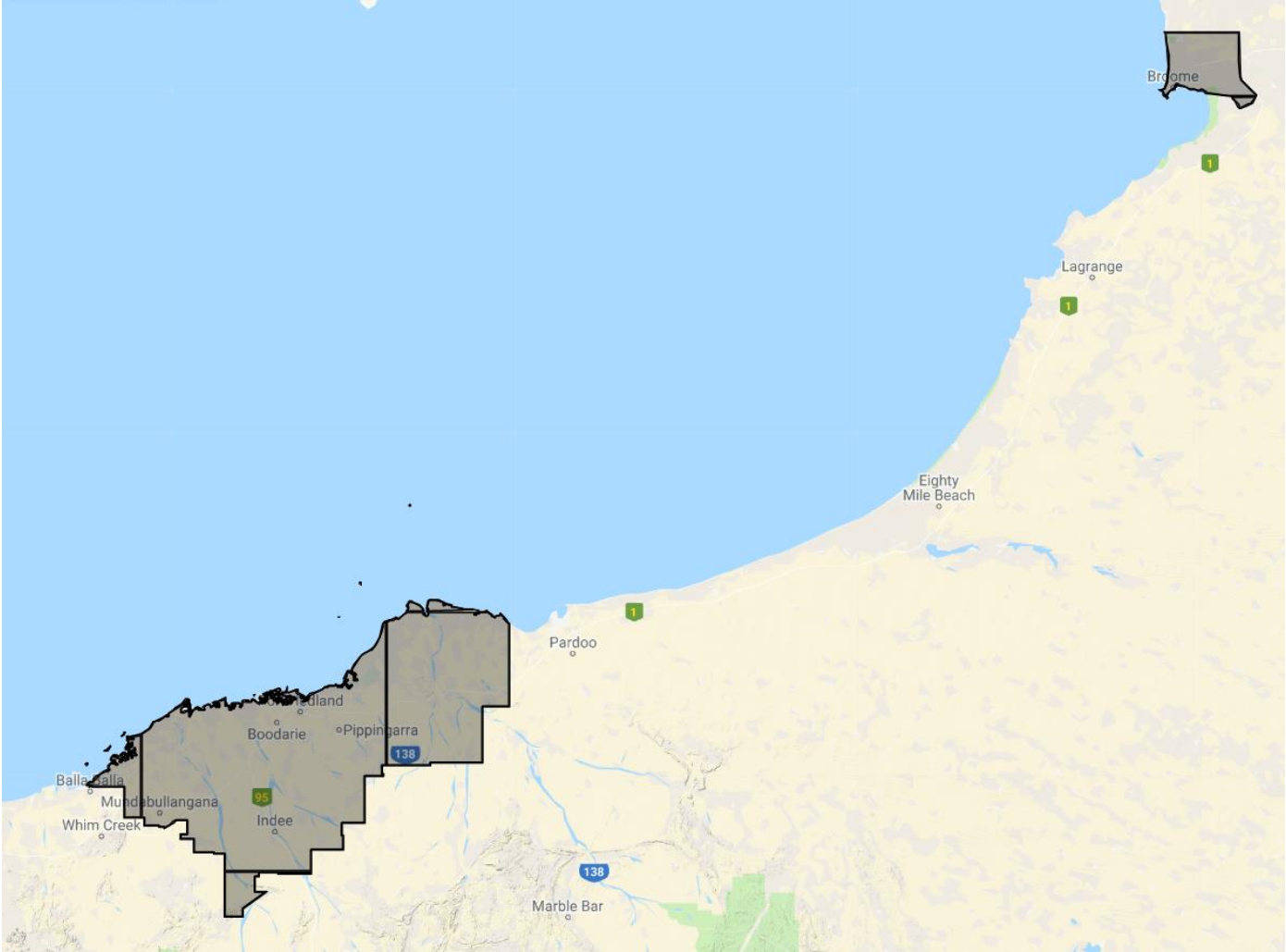
The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening.

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.

Survey Period: 13th May 2019 - 1st June 2019

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