

GERALDTON (WA)

SURVEY #1 2024



xTRA insights

GERALDTON - XTRA INSIGHTS - SURVEY 1: 2024



EMBARGOED UNTIL TUESDAY 26 MARCH 2024 AT 11AM AWST

Station Listened to Most (%), Monday to Sunday

	10+			10-39			40+			18-54			25-54		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
98.1 TRIPLE M GERALDTON	26.5	26.0	0.5	21.8	24.9	-3.1	29.6	26.8	2.8	27.2	28.0	-0.8	28.2	28.9	-0.7
HIT96.5 GERALDTON	32.9	27.6	5.3	57.2	41.9	15.3	16.8	17.0	-0.2	42.9	33.7	9.2	39.2	34.9	4.3
ABC MID WEST & WHEATBELT	19.9	20.5	-0.6	5.2	4.1	1.1	29.5	32.7	-3.2	9.0	6.8	2.2	8.5	8.2	0.3
ABC RN (RADIO NATIONAL)	2.4	3.8	-1.4	0.0	1.8	-1.8	4.1	5.3	-1.2	1.4	1.8	-0.4	1.7	2.2	-0.5
ABC NEWSRADIO	0.5	1.5	-1.0	0.0	0.0	0.0	0.8	2.6	-1.8	0.5	0.5	0.0	0.5	0.5	0.0
TRIPLE J	9.5	12.3	-2.8	13.4	20.6	-7.2	6.9	6.0	0.9	14.9	19.8	-4.9	17.1	15.9	1.2
ABC CLASSIC	1.3	1.6	-0.3	1.5	2.6	-1.1	1.2	0.9	0.3	0.5	2.5	-2.0	0.6	2.2	-1.6

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: 26th February 2024 - 16th March 2024

Copyright (c) Commercial Radio & Audio Ltd. All Rights. This data may not be used for, or in association with, any commercial purposes.

GERALDTON - XTRA INSIGHTS - SURVEY 1: 2024



EMBARGOED UNTIL TUESDAY 26 MARCH 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	+/-
98.1 TRIPLE M GERALDTON	26.7	27.2	-0.5	31.6	26.6	5.0	28.7	27.5	1.2	24.0	28.4	-4.4	20.3	19.4	0.9	26.8	24.1	2.7
HIT96.5 GERALDTON	33.4	24.8	8.6	27.3	29.8	-2.5	34.1	31.3	2.8	39.6	28.2	11.4	30.4	22.2	8.2	30.6	25.9	4.7
ABC MID WEST & WHEATBELT	20.7	21.0	-0.3	17.0	18.2	-1.2	16.5	16.3	0.2	13.8	14.1	-0.3	27.0	26.9	0.1	19.7	21.5	-1.8
ABC RN (RADIO NATIONAL)	2.2	3.5	-1.3	1.1	2.6	-1.5	2.2	2.7	-0.5	3.8	3.1	0.7	5.1	5.6	-0.5	2.2	4.2	-2.0
ABC NEWSRADIO	0.8	1.1	-0.3	0.7	0.0	0.7	0.6	0.7	-0.1	0.4	0.4	0.0	0.9	2.8	-1.9	0.9	1.3	-0.4
TRIPLE J	7.3	13.6	-6.3	11.0	12.7	-1.7	9.8	12.4	-2.6	10.8	16.8	-6.0	11.1	13.4	-2.3	10.6	13.3	-2.7
ABC CLASSIC	1.2	2.3	-1.1	1.1	1.5	-0.4	1.1	0.7	0.4	1.3	2.2	-0.9	0.0	0.9	-0.9	0.9	0.9	0.0

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: 26th February 2024 - 16th March 2024

Copyright (c) Commercial Radio & Audio Ltd. All Rights. This data may not be used for, or in association with, any commercial purposes.

GERALDTON - XTRA INSIGHTS - SURVEY 1: 2024



EMBARGOED UNTIL TUESDAY 26 MARCH 2024 AT 11AM AWST

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

	10+			10-39			40+			18-54			25-54		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
98.1 TRIPLE M GERALDTON	208	205	3	88	104	-16	119	101	18	119	122	-3	97	103	-6
HIT96.5 GERALDTON	201	198	3	124	118	6	78	80	-2	132	135	-3	106	115	-9
ABC MID WEST & WHEATBELT	126	127	-1	17	19	-2	109	108	1	39	34	5	33	33	0
ABC RN (RADIO NATIONAL)	21	34	-13	1	7	-6	19	28	-9	8	9	-1	8	9	-1
ABC NEWSRADIO	8	11	-3	2	2	0	5	9	-4	3	5	-2	2	5	-3
TRIPLE J	86	103	-17	45	70	-25	41	34	7	60	86	-26	51	61	-10
ABC CLASSIC	8	16	-8	5	6	-1	3	11	-8	2	11	-9	2	9	-7

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.

Survey Period: 26th February 2024 - 16th March 2024

Copyright (c) Commercial Radio & Audio Ltd. All Rights. This data may not be used for, or in association with, any commercial purposes.

GERALDTON - XTRA INSIGHTS - SURVEY 1: 2024



EMBARGOED UNTIL TUESDAY 26 MARCH 2024 AT 11AM AWST

Cumulative Audience (00's) by Session, P10+ [Potential: 432]

	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	+/-
98.1 TRIPLE M GERALDTON	144	140	4	117	105	12	136	132	4	105	102	3	25	30	-5	119	125	-6
HIT96.5 GERALDTON	148	137	11	97	113	-16	146	121	25	127	106	21	40	35	5	118	106	12
ABC MID WEST & WHEATBELT	93	99	-6	66	58	8	69	61	8	45	47	-2	35	35	0	83	86	-3
ABC RN (RADIO NATIONAL)	12	16	-4	5	13	-8	8	14	-6	13	8	5	5	10	-5	10	19	-9
ABC NEWSRADIO	5	5	0	4	1	3	3	4	-1	2	2	0	2	3	-1	4	4	0
TRIPLE J	45	70	-25	41	51	-10	47	58	-11	42	58	-16	14	17	-3	56	58	-2
ABC CLASSIC	5	11	-6	5	6	-1	4	4	0	4	8	-4	0	1	-1	4	8	-4

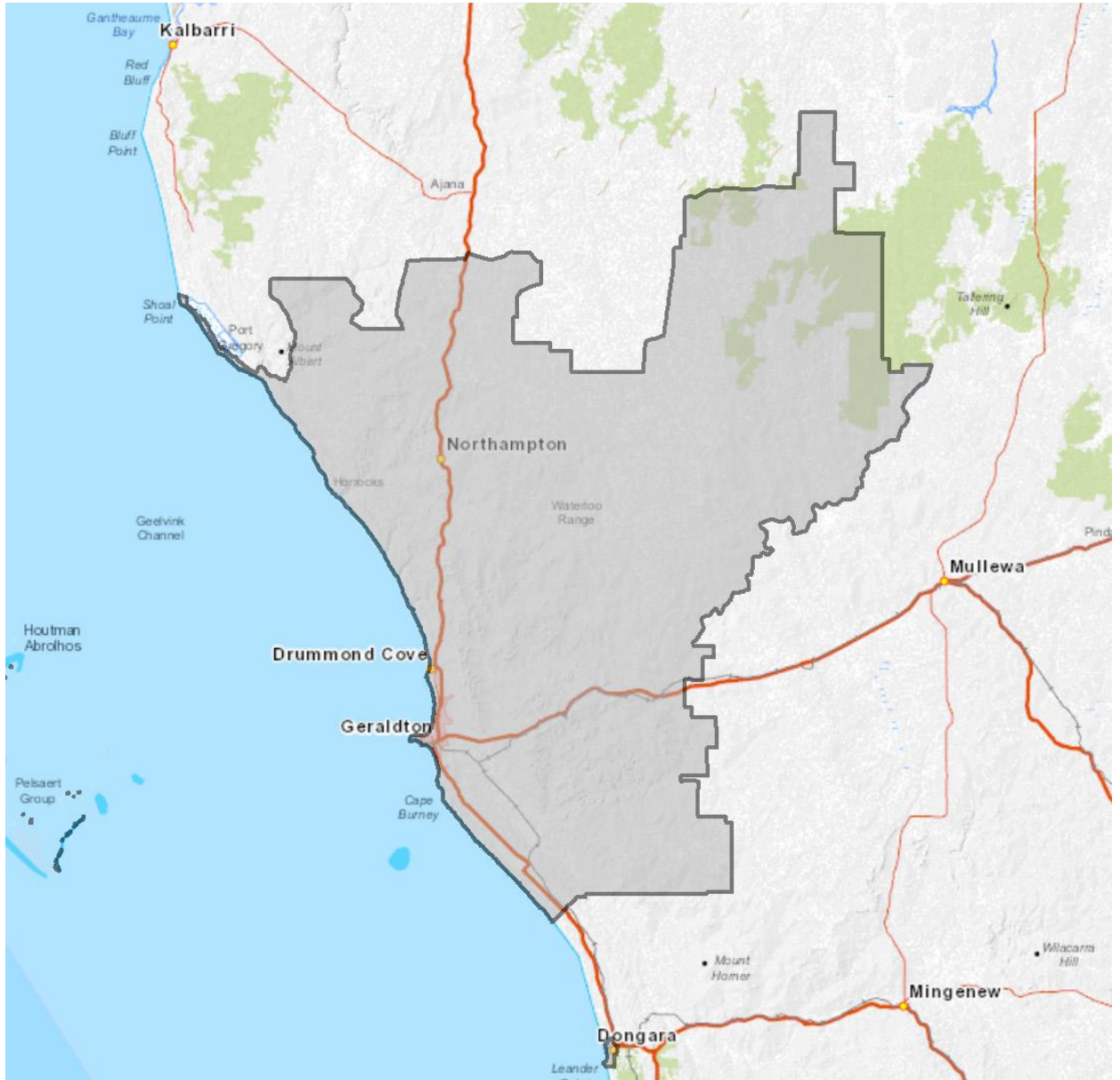
Cumulative Audience (00's)

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.

Survey Period: 26th February 2024 - 16th March 2024

Copyright (c) Commercial Radio & Audio Ltd. All Rights. This data may not be used for, or in association with, any commercial purposes.

EMBARGOED UNTIL TUESDAY 26 MARCH 2024 AT 11AM AWST



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