

PORT HEDLAND-BROOME (WA)

SURVEY #1 2022



PORT HEDLAND-BROOME - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL TUESDAY 28TH JUNE 2022 AT 11AM AEST

Station Listened to Most (%), Monday to Sunday

	10+			10-39			40+			18-54		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT	27.6	26.4	1.2	28.6	33.3	-4.7	26.2	17.1	9.1	28.4	30.1	-1.7
TRIPLE M	28.8	36.0	-7.2	31.0	32.7	-1.7	25.9	40.3	-14.4	29.7	35.2	-5.5
ABC PILBARA	4.5	4.6	-0.1	1.6	2.3	-0.7	8.4	7.7	0.7	3.0	3.2	-0.2
ABC KIMBERLEY	6.5	8.3	-1.8	3.6	2.9	0.7	10.3	15.5	-5.2	4.0	6.8	-2.8
ABC RN (RADIO NATIONAL)	0.5	1.7	-1.2	0.0	0.6	-0.6	1.3	3.1	-1.8	0.4	0.5	-0.1
ABC NEWSRADIO	1.6	0.3	1.3	0.5	0.6	-0.1	3.1	0.0	3.1	0.9	0.5	0.4
triple j	17.5	16.4	1.1	23.5	20.6	2.9	9.6	10.8	-1.2	20.7	17.8	2.9
ABC CLASSIC	0.9	0.0	0.9	0.5	0.0	0.5	1.4	0.0	1.4	0.7	0.0	0.7

Please note: Last Port Hedland-Broome Survey conducted June 2019.

HIT on air from 16th March 2020. Previously known as RED FM. TRIPLE M on air from 16th March 2022. Previously known as SPIRIT RADIO.

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

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: 30th May 2022 – 18th June 2022

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PORT HEDLAND-BROOME - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL TUESDAY 28TH JUNE 2022 AT 11AM AEST

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	28.1	25.0	3.1	26.5	27.4	-0.9	24.3	28.9	-4.6	26.5	25.5	1.0	13.8	0.0	13.8	22.4	24.4	-2.0
TRIPLE M	29.8	34.9	-5.1	26.1	37.7	-11.6	33.0	39.1	-6.1	28.9	36.8	-7.9	35.7	0.0	35.7	25.8	33.9	-8.1
ABC PILBARA	6.1	4.9	1.2	4.9	5.1	-0.2	3.5	4.6	-1.1	3.4	4.7	-1.3	8.9	0.0	8.9	5.8	3.6	2.2
ABC KIMBERLEY	6.4	9.2	-2.8	6.0	8.0	-2.0	4.1	6.7	-2.6	4.0	6.1	-2.1	2.9	0.0	2.9	9.2	11.3	-2.1
ABC RN (RADIO NATIONAL)	0.6	1.5	-0.9	0.5	1.7	-1.2	0.0	0.5	-0.5	0.4	1.3	-0.9	5.5	0.0	5.5	1.6	2.3	-0.7
ABC NEWSRADIO	1.5	0.4	1.1	1.0	0.0	1.0	2.1	0.0	2.1	2.6	0.0	2.6	4.4	0.0	4.4	1.4	0.5	0.9
triple j	15.7	18.4	-2.7	20.2	15.4	4.8	20.6	16.0	4.6	21.2	19.1	2.1	16.8	0.0	16.8	20.5	17.3	3.2
ABC CLASSIC	0.7	0.0	0.7	0.8	0.0	0.8	0.9	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.4

Please note: Last Port Hedland-Broome Survey conducted June 2019.

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*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+			10-39			40+			18-54		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT	140	113	27	82	78	4	58	35	23	109	91	18
TRIPLE M	150	146	4	89	80	9	61	66	-5	117	107	10
ABC PILBARA	30	22	8	7	10	-3	23	12	11	17	12	5
ABC KIMBERLEY	34	44	-10	11	8	3	23	36	-13	16	28	-12
ABC RN (RADIO NATIONAL)	7	10	-3	3	1	2	4	9	-5	5	3	2
ABC NEWSRADIO	7	1	6	2	1	1	6	0	6	3	1	2
triple j	91	66	25	69	43	26	23	23	0	81	52	29
ABC CLASSIC	8	1	7	5	1	4	3	0	3	6	1	5

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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: 335]

	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	106	90	16	82	62	20	85	76	9	67	86	-19	16	-	16	66	72	-6
TRIPLE M	105	121	-16	77	89	-12	93	96	-3	72	117	-45	32	-	32	76	102	-26
ABC PILBARA	20	21	-1	12	12	0	12	14	-2	11	14	-3	9	-	9	21	13	8
ABC KIMBERLEY	22	36	-14	16	16	0	12	18	-6	8	22	-14	3	-	3	22	36	-14
ABC RN (RADIO NATIONAL)	2	8	-6	2	5	-3	1	4	-3	1	5	-4	4	-	4	6	10	-4
ABC NEWSRADIO	5	1	4	2	0	2	5	0	5	5	0	5	3	-	3	4	1	3
triple j	54	59	-5	52	37	15	61	43	18	51	58	-7	13	-	13	49	48	1
ABC CLASSIC	2	0	2	3	1	2	3	0	3	3	1	2	1	-	1	2	1	1

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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.

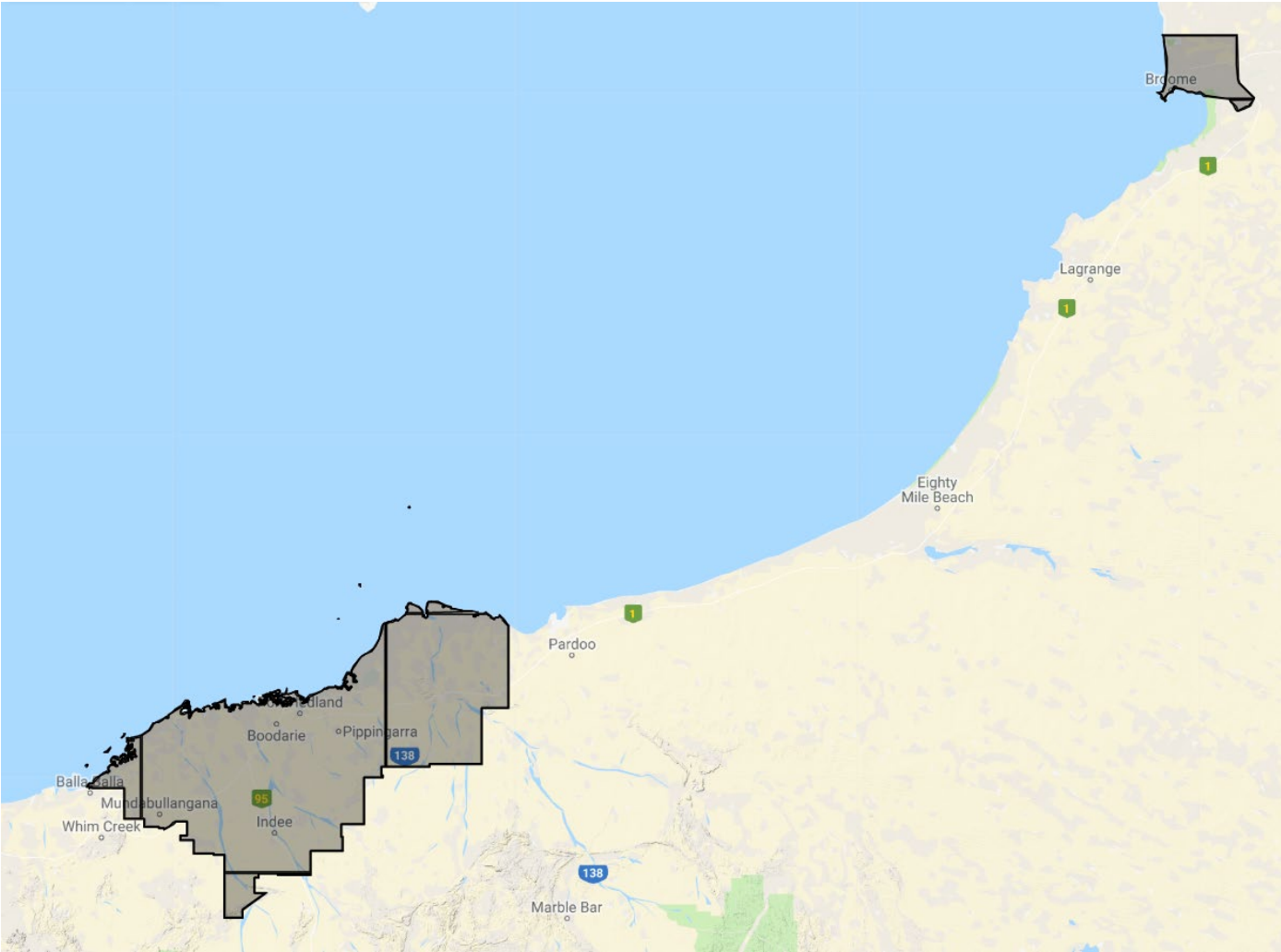
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Port Hedland-Broome Survey Coverage Area based on Commercial Radio Australia’s Licence Area Profile.

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