

WHEATBELT (WA)

SURVEY #1 2024



xtra))) insights

WHEATBELT - XTRA INSIGHTS - SURVEY 1: 2024



EMBARGOED UNTIL TUESDAY 25TH JUNE 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 WHEATBELT	15.5	19.7	-4.2	29.8	37.9	-8.1	29.1	31.5	-2.4	28.9	30.7	-1.8	14.8	20.6	-5.8	6.8	10.2	-3.4	2.6	2.8	-0.2
TRIPLE M WHEATBELT	18.1	17.9	0.2	22.5	13.7	8.8	18.3	19.0	-0.7	19.0	20.2	-1.2	18.8	20.6	-1.8	19.3	24.5	-5.2	14.7	10.1	4.6
ABC MID WEST & WHEATBELT	9.1	8.7	0.4	2.1	2.9	-0.8	4.9	3.3	1.6	6.7	3.3	3.4	7.8	6.3	1.5	12.8	11.5	1.3	14.6	18.4	-3.8
ABC GREAT SOUTHERN WA	22.5	21.9	0.6	19.0	9.4	9.6	17.8	11.4	6.4	18.4	14.4	4.0	21.2	20.2	1.0	21.9	27.5	-5.6	30.2	38.4	-8.2
ABC RN (RADIO NATIONAL)	1.3	1.2	0.1	0.7	0.0	0.7	0.5	0.3	0.2	0.6	0.5	0.1	0.7	0.6	0.1	1.6	1.7	-0.1	2.6	3.3	-0.7
ABC NEWSRADIO	0.2	0.7	-0.5	0.0	0.0	0.0	0.0	0.7	-0.7	0.0	1.0	-1.0	0.4	0.6	-0.2	0.0	0.5	-0.5	0.5	1.3	-0.8
triple j	4.2	7.2	-3.0	5.2	9.3	-4.1	7.8	17.5	-9.7	7.9	14.3	-6.4	4.8	4.9	-0.1	2.3	1.4	0.9	1.2	0.7	0.5
ABC CLASSIC	0.9	0.6	0.3	0.6	0.9	-0.3	0.0	1.1	-1.1	0.0	0.4	-0.4	0.3	0.0	0.3	0.4	0.0	0.4	2.8	0.9	1.9

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: 27th May 2024 - 15th June 2024

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EMBARGOED UNTIL TUESDAY 25TH JUNE 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	+/-
HIT WHEATBELT	16.7	19.8	-3.1	13.8	17.5	-3.7	17.0	21.2	-4.2	19.5	19.7	-0.2	13.8	11.5	2.3	15.4	14.7	0.7
TRIPLE M WHEATBELT	17.5	15.7	1.8	19.5	21.4	-1.9	18.6	19.9	-1.3	19.0	19.3	-0.3	9.0	14.6	-5.6	15.1	17.1	-2.0
ABC MID WEST & WHEATBELT	8.4	10.3	-1.9	9.2	9.2	0.0	9.2	8.6	0.6	6.7	8.0	-1.3	9.7	13.7	-4.0	8.8	10.1	-1.3
ABC GREAT SOUTHERN WA	25.6	25.7	-0.1	20.8	21.3	-0.5	21.3	19.3	2.0	20.4	18.7	1.7	31.6	29.6	2.0	22.9	23.2	-0.3
ABC RN (RADIO NATIONAL)	1.4	1.0	0.4	1.2	1.5	-0.3	1.1	1.7	-0.6	1.5	1.3	0.2	1.5	2.3	-0.8	2.2	1.4	0.8
ABC NEWSRADIO	0.4	0.6	-0.2	0.6	0.5	0.1	0.2	0.6	-0.4	0.3	0.7	-0.4	0.4	1.6	-1.2	0.3	0.6	-0.3
triple j	4.4	5.8	-1.4	4.7	6.0	-1.3	4.7	6.6	-1.9	5.9	8.5	-2.6	6.2	6.6	-0.4	5.5	6.9	-1.4
ABC CLASSIC	0.5	0.6	-0.1	1.1	0.4	0.7	1.2	0.3	0.9	1.3	0.6	0.7	0.9	1.2	-0.3	0.9	0.3	0.6

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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EMBARGOED UNTIL TUESDAY 25TH JUNE 2024 AT 11AM AWST

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 WHEATBELT	179	213	-34	34	38	-4	75	83	-8	55	58	-3	40	56	-16	21	25	-4	10	10	0
TRIPLE M WHEATBELT	262	264	-2	28	22	6	68	73	-5	52	53	-1	58	72	-14	57	60	-3	51	37	14
ABC MID WEST & WHEATBELT	109	108	1	6	8	-2	15	16	-1	15	14	1	22	24	-2	24	23	1	42	36	6
ABC GREAT SOUTHERN WA	229	233	-4	18	15	3	46	44	2	33	39	-6	53	53	0	43	50	-7	69	70	-1
ABC RN (RADIO NATIONAL)	25	19	6	1	0	1	1	1	0	1	1	0	4	4	0	6	6	0	13	9	4
ABC NEWSRADIO	8	12	-4	1	1	0	2	2	0	1	2	-1	3	3	0	1	1	0	2	5	-3
triple j	72	97	-25	8	12	-4	29	59	-30	16	40	-24	19	19	0	9	3	6	6	4	2
ABC CLASSIC	13	7	6	1	1	0	1	2	-1	0	1	-1	2	1	1	2	0	2	8	3	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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Cumulative Audience (00's) by Session, P10+ [Potential: 779]

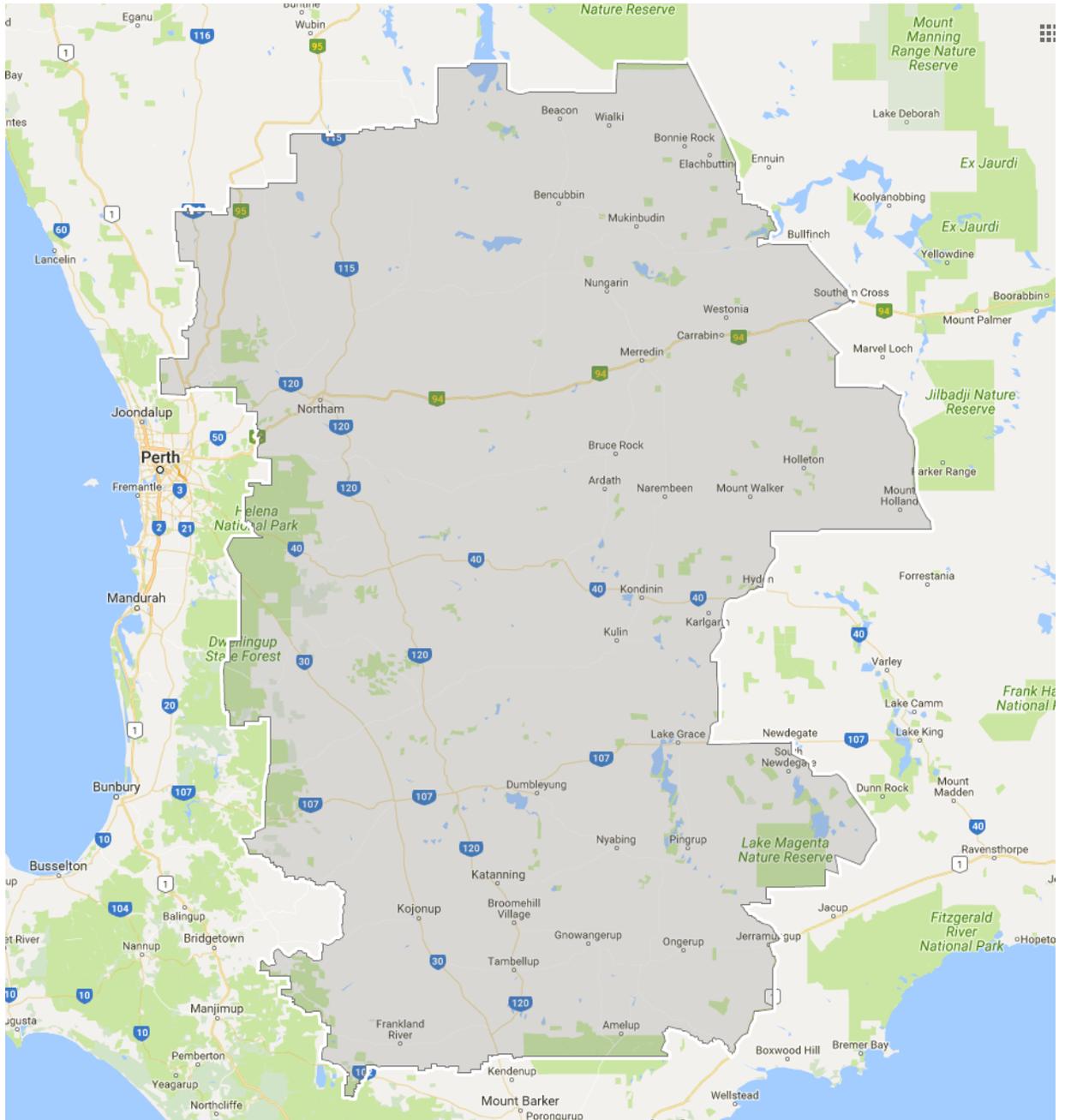
	Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5.30am-9.00am			Mon-Fri 9.00am-12.00pm			Mon-Fri 12.00pm-4.00pm			Mon-Fri 4.00pm-7.00pm			Mon-Fri 7.00pm-12.00mn			Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT WHEATBELT	127	149	-22	89	104	-15	122	137	-15	103	108	-5	27	31	-4	110	94	16
TRIPLE M WHEATBELT	160	150	10	154	147	7	159	149	10	117	114	3	26	32	-6	134	127	7
ABC MID WEST & WHEATBELT	68	83	-15	62	60	2	64	62	2	38	46	-8	20	29	-9	68	71	-3
ABC GREAT SOUTHERN WA	183	185	-2	129	126	3	141	131	10	105	101	4	64	64	0	159	152	7
ABC RN (RADIO NATIONAL)	15	9	6	10	11	-1	10	14	-4	11	7	4	4	6	-2	17	11	6
ABC NEWSRADIO	4	5	-1	3	4	-1	2	4	-2	3	4	-1	1	4	-3	4	5	-1
triple j	40	53	-13	41	42	-1	43	54	-11	38	51	-13	16	18	-2	45	55	-10
ABC CLASSIC	3	4	-1	7	2	5	8	2	6	6	3	3	2	2	0	8	5	3

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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WHEATBELT Survey Coverage Area is a composite of Commercial Radio & Audio's Licence Area Profiles of Katanning, Merredin, Narrogin, & Northam.