

WHEATBELT (WA)

SURVEY #1 2021



WHEATBELT - XTRA INSIGHTS - SURVEY 1: 2021



EMBARGOED UNTIL TUESDAY 15TH JUNE 2021 AT 11AM AEST

Station Listened to Most (%), Monday to Sunday

	10+			10-17			18-24			25-39			40-54			55-64			65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT WHEATBELT	19.7	17.8	1.9	19.7	17.8	1.9	33.8	37.5	-3.7	30.7	27.6	3.1	20.6	13.6	7.0	10.2	4.2	6.0	2.8	1.3	1.5
TRIPLE M WHEATBELT	17.9	18.9	-1.0	17.9	18.9	-1.0	15.7	16.9	-1.2	20.2	16.0	4.2	20.6	24.0	-3.4	24.5	21.0	3.5	10.1	15.2	-5.1
ABC MID WEST & WHEATBELT	8.7	9.2	-0.5	8.7	9.2	-0.5	3.4	0.9	2.5	3.3	6.4	-3.1	6.3	7.0	-0.7	11.5	15.3	-3.8	18.4	17.5	0.9
ABC GREAT SOUTHERN WA	21.9	23.4	-1.5	21.9	23.4	-1.5	3.5	8.7	-5.2	14.4	20.6	-6.2	20.2	26.1	-5.9	27.5	26.4	1.1	38.4	35.1	3.3
ABC RN (RADIO NATIONAL)	1.2	1.4	-0.2	1.2	1.4	-0.2	0.0	0.0	0.0	0.5	0.0	0.5	0.6	0.0	0.6	1.7	4.6	-2.9	3.3	3.3	0.0
ABC NEWSRADIO	0.7	0.0	0.7	0.7	0.0	0.7	0.0	0.0	0.0	1.0	0.0	1.0	0.6	0.0	0.6	0.5	0.0	0.5	1.3	0.0	1.3
triple j	7.2	5.0	2.2	7.2	5.0	2.2	26.0	13.7	12.3	14.3	12.5	1.8	4.9	2.1	2.8	1.4	0.5	0.9	0.7	0.4	0.3
ABC CLASSIC	0.6	0.7	-0.1	0.6	0.7	-0.1	2.7	0.0	2.7	0.4	0.4	0.0	0.0	0.8	-0.8	0.0	1.5	-1.5	0.9	0.4	0.5

Please note: Last Wheatbelt Survey conducted March 2017.

ABC NewsRadio on air from 26 July 2020. Previously known as ABC News.

ABC CLASSIC on air from 21 January 2019. Previously known as ABC Classic FM.

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		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT WHEATBELT	19.8	17.5	2.3	17.5	13.3	4.2	21.2	17.5	3.7	19.7	19.1	0.6	11.5	10.3	1.2	14.7	15.7	-1.0
TRIPLE M WHEATBELT	15.7	16.4	-0.7	21.4	20.9	0.5	19.9	20.5	-0.6	19.3	19.4	-0.1	14.6	10.3	4.3	17.1	17.1	0.0
ABC MID WEST & WHEATBELT	10.3	10.0	0.3	9.2	9.4	-0.2	8.6	8.9	-0.3	8.0	7.0	1.0	13.7	8.9	4.8	10.1	8.5	1.6
ABC GREAT SOUTHERN WA	25.7	26.3	-0.6	21.3	25.9	-4.6	19.3	23.3	-4.0	18.7	21.2	-2.5	29.6	30.5	-0.9	23.2	23.3	-0.1
ABC RN (RADIO NATIONAL)	1.0	1.5	-0.5	1.5	1.5	0.0	1.7	1.4	0.3	1.3	1.1	0.2	2.3	1.6	0.7	1.4	1.9	-0.5
ABC NEWSRADIO	0.6	0.0	0.6	0.5	0.0	0.5	0.6	0.1	0.5	0.7	0.1	0.6	1.6	0.0	1.6	0.6	0.0	0.6
triple j	5.8	5.4	0.4	6.0	4.2	1.8	6.6	4.0	2.6	8.5	6.6	1.9	6.6	7.2	-0.6	6.9	6.0	0.9
ABC CLASSIC	0.6	0.6	0.0	0.4	0.7	-0.3	0.3	0.8	-0.5	0.6	0.8	-0.2	1.2	1.8	-0.6	0.3	1.2	-0.9

Please note: Last Wheatbelt Survey conducted March 2017.

ABC NewsRadio on air from 26 July 2020. Previously known as ABC News.

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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+			10-17			18-24			25-39			40-54			55-64			65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT WHEATBELT	213	162	51	38	36	2	26	26	0	58	55	3	56	34	22	25	8	17	10	3	7
TRIPLE M WHEATBELT	264	204	60	22	23	-1	20	14	6	53	42	11	72	59	13	60	37	23	37	29	8
ABC MID WEST & WHEATBELT	108	99	9	8	3	5	2	2	0	14	18	-4	24	22	2	23	23	0	36	31	5
ABC GREAT SOUTHERN WA	233	221	12	15	13	2	6	9	-3	39	41	-2	53	61	-8	50	39	11	70	58	12
ABC RN (RADIO NATIONAL)	19	16	3	0	0	0	0	0	0	1	0	1	4	0	4	6	7	-1	9	9	0
ABC NEWSRADIO	12	2	10	1	0	1	0	1	-1	2	1	1	3	0	3	1	0	1	5	0	5
triple j	97	53	44	12	6	6	19	9	10	40	24	16	19	10	9	3	1	2	4	2	2
ABC CLASSIC	7	10	-3	1	1	0	1	0	1	1	1	0	1	3	-2	0	3	-3	3	2	1

Please note: Last Wheatbelt Survey conducted March 2017.

ABC NewsRadio on air from 26 July 2020. Previously known as ABC News.

ABC CLASSIC on air from 21 January 2019. Previously known as ABC Classic FM.

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: 757]

	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	149	128	21	104	71	33	137	104	33	108	101	7	31	13	18	94	100	-6
TRIPLE M WHEATBELT	150	150	0	147	125	22	149	134	15	114	119	-5	32	15	17	127	126	1
ABC MID WEST & WHEATBELT	83	78	5	60	50	10	62	52	10	46	45	1	29	11	18	71	67	4
ABC GREAT SOUTHERN WA	185	181	4	126	131	-5	131	136	-5	101	114	-13	64	34	30	152	155	-3
ABC RN (RADIO NATIONAL)	9	11	-2	11	9	2	14	9	5	7	6	1	6	4	2	11	13	-2
ABC NEWSRADIO	5	1	4	4	0	4	4	1	3	4	1	3	4	0	4	5	1	4
triple j	53	42	11	42	25	17	54	25	29	51	37	14	18	8	10	55	42	13
ABC CLASSIC	4	6	-2	2	5	-3	2	6	-4	3	5	-2	2	3	-1	5	9	-4

Please note: Last Wheatbelt Survey conducted March 2017.

ABC NewsRadio on air from 26 July 2020. Previously known as ABC News.

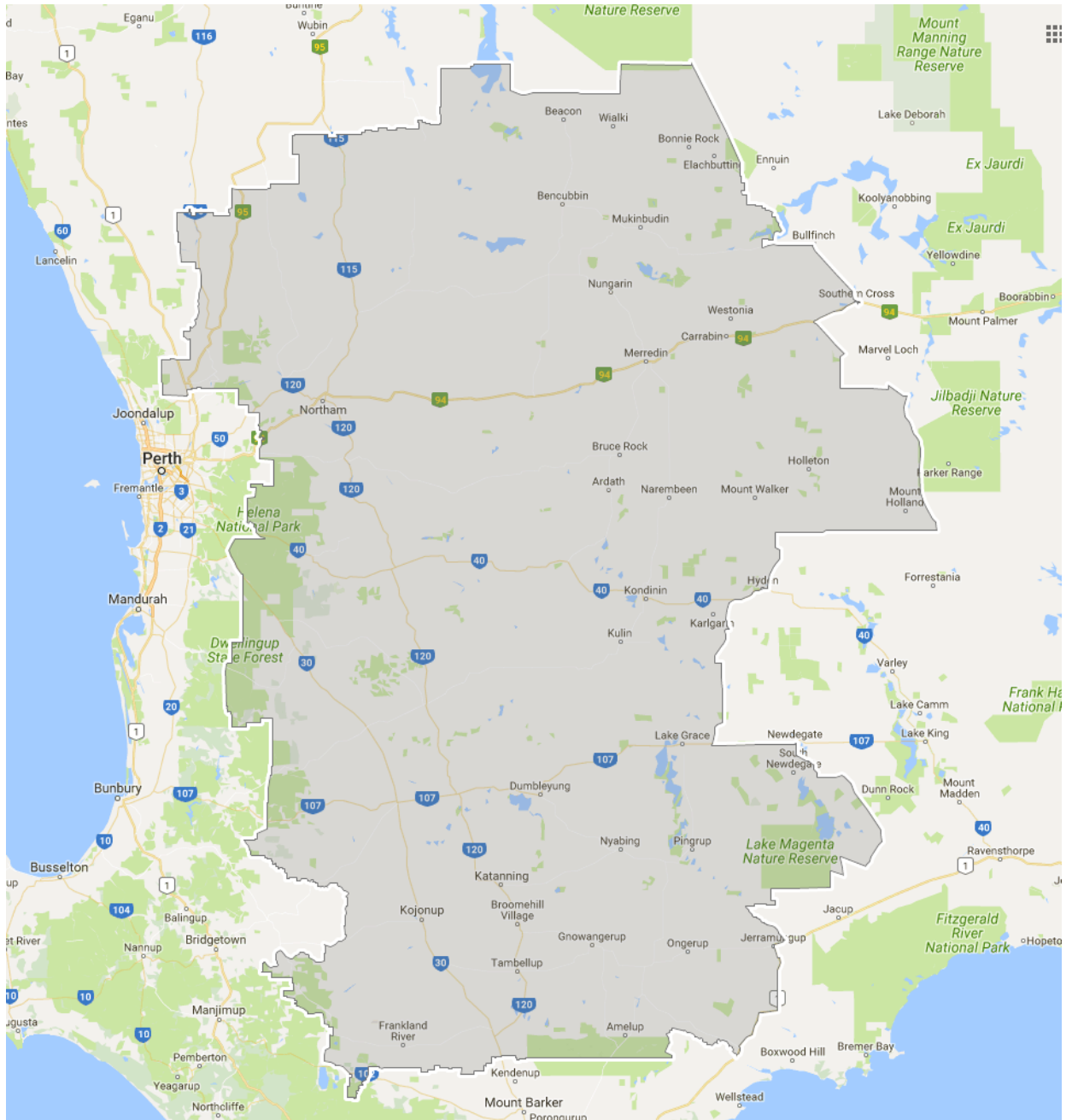
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Cumulative Audience (00's)

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