

KALGOORLIE - XTRA RESEARCH - SURVEY 1: 2016



EMBARGOED UNTIL TUESDAY 24TH MAY AT 10AM AEST

Station Listened to Most (%), Monday to Sunday

	10+	10-17	18-39	25-39	40-54	55-64	65+
HOT FM	33.1	58.9	46.1	44.6	23.6	9.0	1.9
RADIO WEST	26.0	12.3	22.5	24.5	38.2	24.4	27.7
ABC LOCAL RADIO	14.4	2.7	2.5	2.7	13.3	37.2	53.7
ABC RADIO NATIONAL	1.8	0.0	1.3	1.6	0.6	6.4	3.7
ABC NEWS RADIO	0.3	0.0	0.4	0.5	0.6	0.0	0.0
TRIPLE J	12.7	12.3	21.8	21.4	6.4	5.1	1.9
ABC CLASSIC FM	1.5	0.0	0.4	0.5	0.6	7.7	1.8

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 Mon-Fri 5.30am-9.00am	Morning Mon-Fri 9.00am-12.00pm	Afternoon Mon-Fri 12.00pm-4.00pm	Drive Mon-Fri 4.00pm-7.00pm	Evening Mon-Fri 7.00pm-12.00mn	Weekend Sat-Sun 5.30am-12.00mn
HOT FM	32.0	27.4	32.4	36.6	21.4	31.3
RADIO WEST	26.4	31.9	28.8	24.1	22.1	21.5
ABC LOCAL RADIO	15.4	16.3	13.5	12.8	29.1	18.4
ABC RADIO NATIONAL	2.2	2.3	2.0	2.8	2.7	2.4
ABC NEWS RADIO	0.4	0.0	0.3	0.3	0.0	0.2
TRIPLE J	13.8	12.5	13.4	13.4	11.6	13.9
ABC CLASSIC FM	0.4	2.0	0.5	1.3	2.7	1.2

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	18-39	25-39	40-54	55-64	65+
HOT FM	153	26	87	64	32	6	1
RADIO WEST	123	8	41	34	46	18	10
ABC LOCAL RADIO	75	1	9	7	23	23	20
ABC RADIO NATIONAL	13	0	4	4	3	3	3
ABC NEWS RADIO	4	0	1	1	1	2	0
TRIPLE J	64	7	43	32	8	5	1
ABC CLASSIC FM	8	1	1	1	2	3	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: 350]

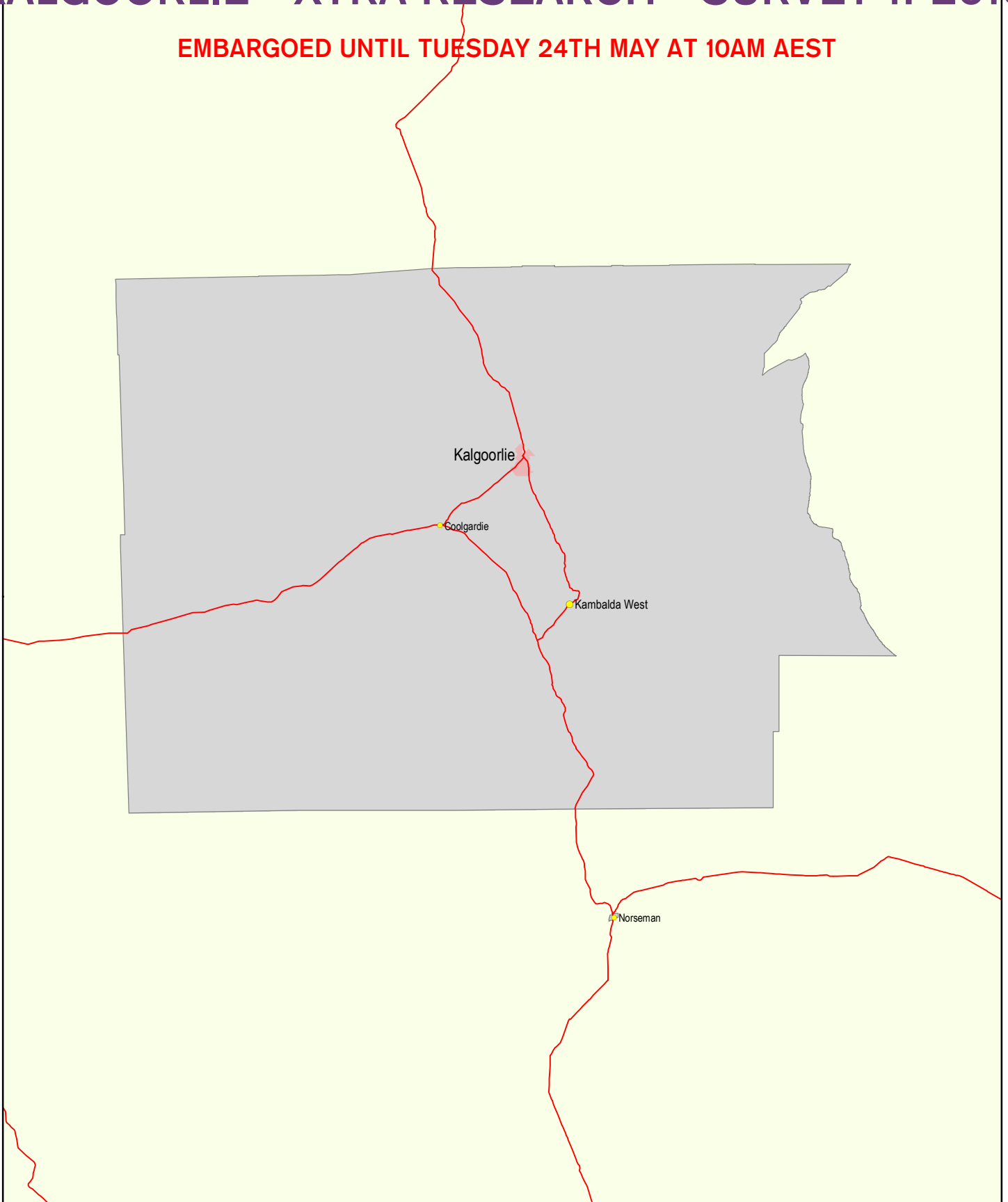
	Breakfast Mon-Fri 5.30am-9.00am	Morning Mon-Fri 9.00am-12.00pm	Afternoon Mon-Fri 12.00pm-4.00pm	Drive Mon-Fri 4.00pm-7.00pm	Evening Mon-Fri 7.00pm-12.00mn	Weekend Sat-Sun 5.30am-12.00mn
HOT FM	116	72	94	100	15	88
RADIO WEST	98	74	76	71	16	66
ABC LOCAL RADIO	56	40	38	38	22	52
ABC RADIO NATIONAL	8	6	6	8	3	9
ABC NEWS RADIO	2	1	1	2	0	2
TRIPLE J	49	30	37	39	10	41
ABC CLASSIC FM	4	6	3	5	2	5

Cumulative Audience (00's)




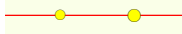
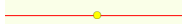
The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening. For example, Station A has 25,000 unique listeners between 5.30am-12.00mn Monday to Sunday.

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Legend

-  Coastline; State Borders
-  Licence Area
-  Principal Roads; Cities (Medium & Large)
-  Secondary Roads; Towns, Cities (Small)
-  Minor Roads; Localities

KALGOORLIE RA1

Area ID: 479

Determined: 28 May 2010 (2006 Census)

