

KARRATHA (WA)

SURVEY #1 2025



xtra insights

KARRATHA - XTRA INSIGHTS - SURVEY 1: 2025



EMBARGOED UNTIL TUESDAY 29TH APRIL 2025 AT 11AM AWST

Station Listened to Most (%), Monday to Sunday

	10+		
	This	Last	+/-
HIT KARRATHA	51.9	36.3	15.6
TRIPLE M KARRATHA	23.3	25.0	-1.7
ABC PILBARA	2.4	9.1	-6.7
ABC RADIO NATIONAL	0.8	2.1	-1.3
ABC NEWSRADIO	0.0	1.9	-1.9
triple j	16.0	16.5	-0.5

Please note, the percentage balance of Station Listened to Most not reported in this table is the total amount of all Other listening and represents multiple stations. This includes local narrowcasters, community, and out of market radio listening either via App, online streaming, DAB+ or AM/FM transmitter.

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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EMBARGOED UNTIL TUESDAY 29TH APRIL 2025 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 KARRATHA	52.6	36.4	16.2	54.6	30.7	23.9	53.2	37.2	16.0	55.7	34.5	21.2	-	-	-	54.3	31.7	22.6
TRIPLE M KARRATHA	23.0	24.8	-1.8	21.7	26.8	-5.1	23.0	25.3	-2.3	16.8	22.1	-5.3	-	-	-	12.8	28.8	-16.0
ABC PILBARA	2.0	11.0	-9.0	2.6	10.2	-7.6	1.7	7.1	-5.4	1.9	7.2	-5.3	-	-	-	3.0	6.8	-3.8
ABC RADIO NATIONAL	1.4	2.9	-1.5	1.1	2.8	-1.7	1.0	3.9	-2.9	1.8	4.0	-2.2	-	-	-	2.8	1.2	1.6
ABC NEWSRADIO	0.5	0.4	0.1	0.0	1.5	-1.5	0.0	0.7	-0.7	0.0	1.5	-1.5	-	-	-	0.0	2.2	-2.2
triple j	16.9	17.0	-0.1	16.9	16.0	0.9	17.0	14.4	2.6	18.3	19.8	-1.5	-	-	-	22.9	18.0	4.9

*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+		
	This	Last	+/-
HIT KARRATHA	154	91	63
TRIPLE M KARRATHA	85	70	15
ABC PILBARA	9	29	-20
ABC RADIO NATIONAL	9	9	0
ABC NEWSRADIO	4	7	-3
triple j	40	43	-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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EMBARGOED UNTIL TUESDAY 29TH APRIL 2025 AT 11AM AWST

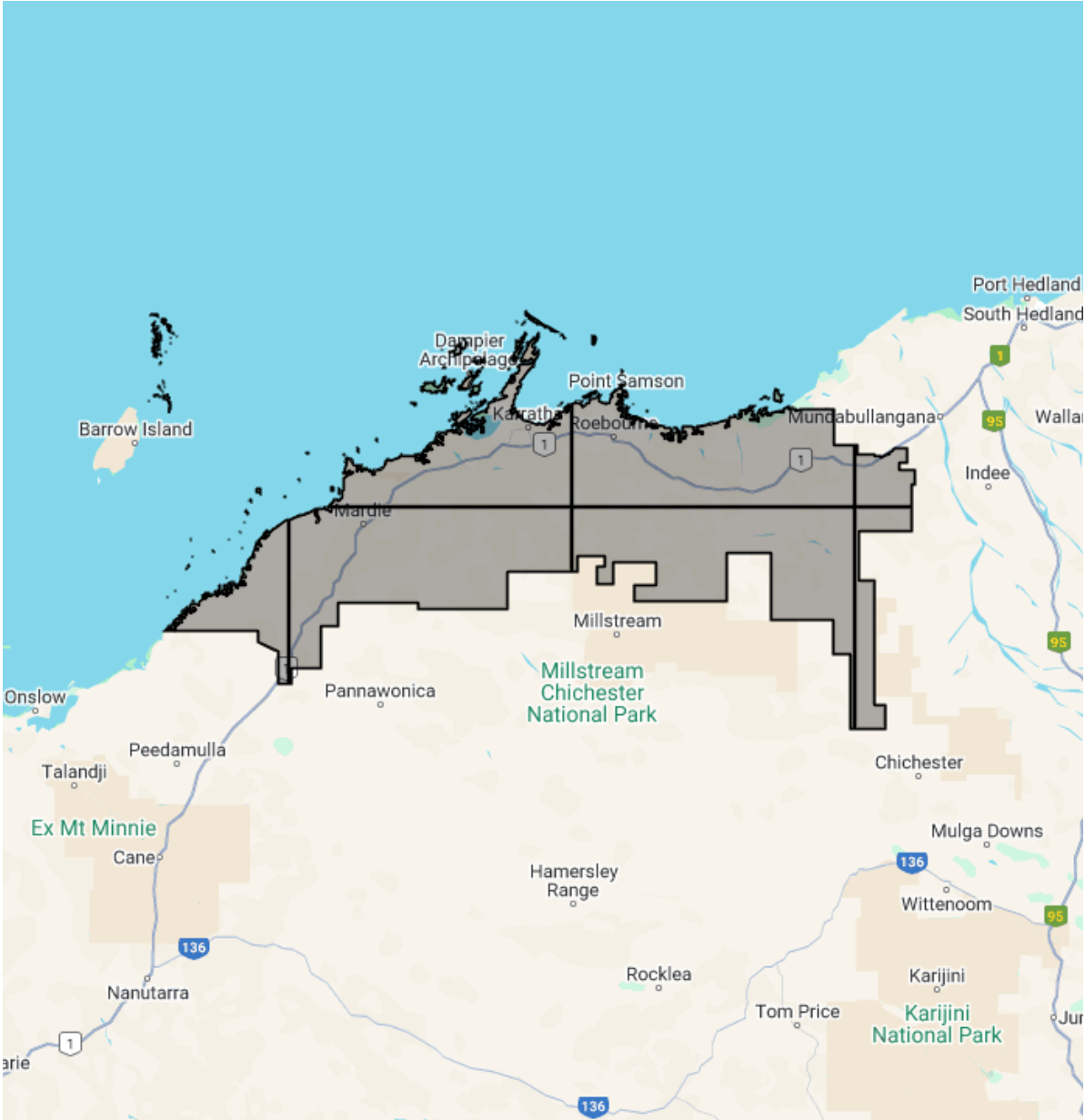
Cumulative Audience (00's) by Session, P10+ [Potential: 202]

	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 KARRATHA	144	66	78	120	42	78	139	54	85	122	49	73	-	-	-	97	42	55
TRIPLE M KARRATHA	75	51	24	59	39	20	68	40	28	53	37	16	-	-	-	48	44	4
ABC PILBARA	6	23	-17	4	14	-10	4	11	-7	3	14	-11	-	-	-	5	11	-6
ABC RADIO NATIONAL	8	6	2	3	3	0	8	4	4	7	4	3	-	-	-	8	3	5
ABC NEWSRADIO	2	3	-1	1	2	-1	3	3	0	1	4	-3	-	-	-	2	4	-2
triple j	37	33	4	28	23	5	34	25	9	31	29	2	-	-	-	33	30	3

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

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.



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