

KARRATHA (WA)

SURVEY #1 2022



KARRATHA - XTRA INSIGHTS - SURVEY 1 : 2022



EMBARGOED UNTIL 15TH MARCH 2022 AT 11AM AEDT

Station Listened to Most (%), Monday to Sunday

	10+
HIT FM KARRATHA	36.3
TRIPLE M KARRATHA	25.0
ABC PILBARA	9.1
ABC RN (RADIO NATIONAL)	2.1
ABC NEWSRADIO	1.9
triple j	16.5

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.

KARRATHA - XTRA INSIGHTS - SURVEY 1 : 2022



EMBARGOED UNTIL 15TH MARCH 2022 AT 11AM AEDT

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
HIT FM KARRATHA	36.4	30.7	37.2	34.5	-	31.7
TRIPLE M KARRATHA	24.8	26.8	25.3	22.1	-	28.8
ABC PILBARA	11.0	10.2	7.1	7.2	-	6.8
ABC RN (RADIO NATIONAL)	2.9	2.8	3.9	4.0	-	1.2
ABC NEWSRADIO	0.4	1.5	0.7	1.5	-	2.2
triple j	17.0	16.0	14.4	19.8	-	18.0

*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.

KARRATHA - XTRA INSIGHTS - SURVEY 1 : 2022



EMBARGOED UNTIL 15TH MARCH 2022 AT 11AM AEDT

Cumulative Audience (00's) by Demographic, Mon-Sun 5.30am-12midnight

	10+
HIT FM KARRATHA	91
TRIPLE M KARRATHA	70
ABC PILBARA	29
ABC RN (RADIO NATIONAL)	9
ABC NEWSRADIO	7
triple j	43

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 - XTRA INSIGHTS - SURVEY 1 : 2022



EMBARGOED UNTIL 15TH MARCH 2022 AT 11AM AEDT

Cumulative Audience (00's) by Session, P10+ [Potential: 167]

	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
HIT FM KARRATHA	66	42	54	49	-	42
TRIPLE M KARRATHA	51	39	40	37	-	44
ABC PILBARA	23	14	11	14	-	11
ABC RN (RADIO NATIONAL)	6	3	4	4	-	3
ABC NEWSRADIO	3	2	3	4	-	4
triple j	33	23	25	29	-	30

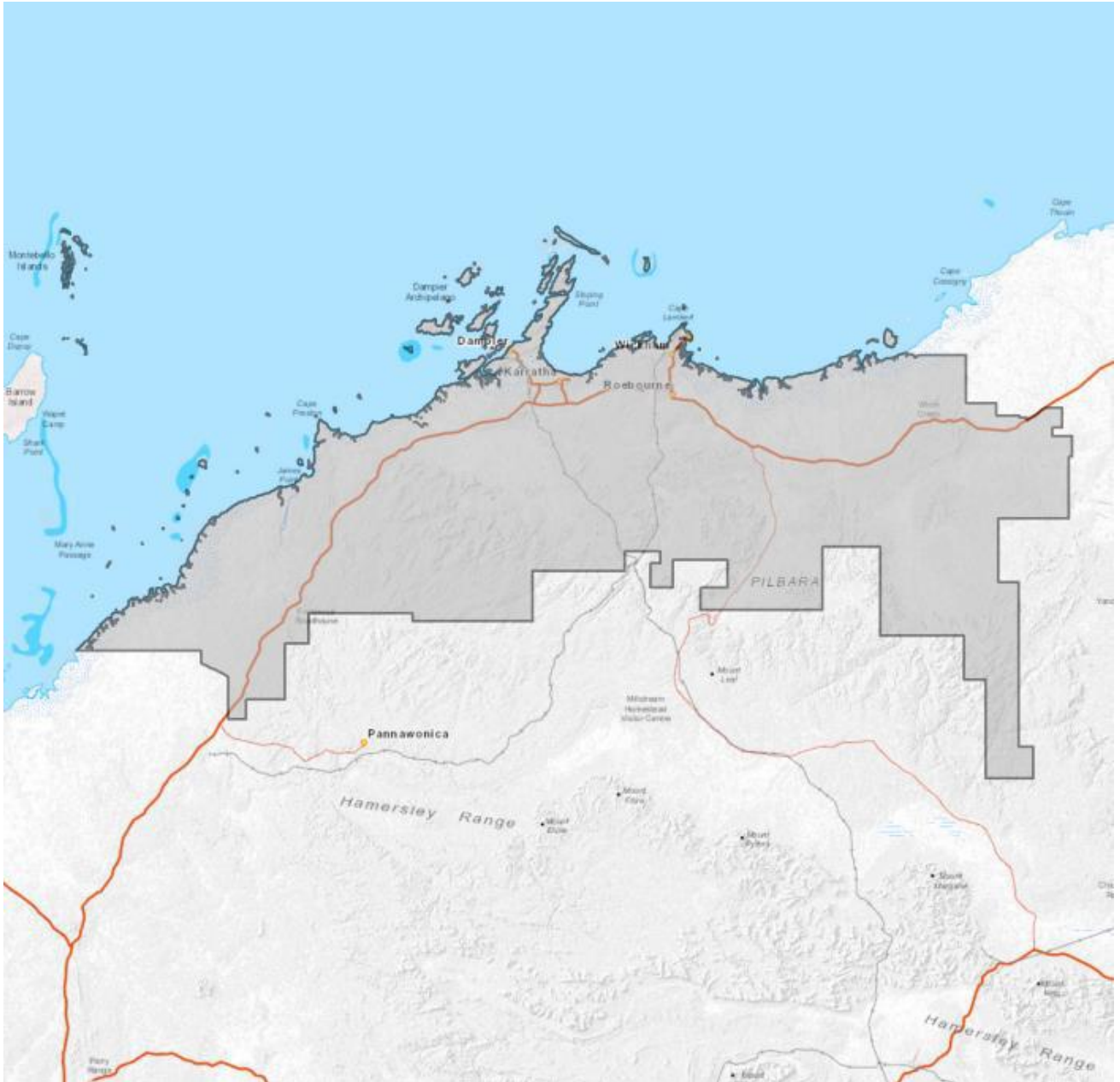
*A minimum sample of n=50 is required within a sub cell to be able to produce a result.

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.

EMBARGOED UNTIL 15TH MARCH 2022 AT 11AM AEDT



Karratha Survey Coverage Area based on Commercial Radio Australia's Licence Area Profile.