

# PORT HEDLAND-BROOME (WA)

SURVEY #1 2025



**xtra** insights

# PORT HEDLAND-BROOME - XTRA INSIGHTS - SURVEY 1: 2025



EMBARGOED UNTIL TUESDAY 10TH JUNE 2025 AT 11AM AWST

## Station Listened to Most (%), Monday to Sunday

	10+			10-39			40+			18-54		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT FM	25.4	27.6	-2.2	29.5	28.6	0.9	20.2	26.2	-6.0	26.9	28.4	-1.5
TRIPLE M	41.4	28.8	12.6	37.5	31.0	6.5	46.4	25.9	20.5	44.6	29.7	14.9
ABC PILBARA	3.2	4.5	-1.3	1.1	1.6	-0.5	5.9	8.4	-2.5	1.0	3.0	-2.0
ABC KIMBERLEY	1.9	6.5	-4.6	0.0	3.6	-3.6	4.3	10.3	-6.0	1.0	4.0	-3.0
ABC RADIO NATIONAL	0.6	0.5	0.1	0.0	0.0	0.0	1.4	1.3	0.1	0.9	0.4	0.5
ABC NEWSRADIO	0.3	1.6	-1.3	0.0	0.5	-0.5	0.7	3.1	-2.4	0.0	0.9	-0.9
triple j	4.9	17.5	-12.6	3.4	23.5	-20.1	6.7	9.6	-2.9	6.1	20.7	-14.6
ABC CLASSIC	1.0	0.9	0.1	1.2	0.5	0.7	0.7	1.4	-0.7	0.4	0.7	-0.3

*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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## 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 FM	27.6	28.1	-0.5	23.7	26.5	-2.8	23.2	24.3	-1.1	30.0	26.5	3.5	-	13.8	-	33.8	22.4	11.4
TRIPLE M	53.3	29.8	23.5	48.9	26.1	22.8	43.2	33.0	10.2	40.8	28.9	11.9	-	35.7	-	36.4	25.8	10.6
ABC PILBARA	2.6	6.1	-3.5	2.1	4.9	-2.8	1.9	3.5	-1.6	1.4	3.4	-2.0	-	8.9	-	3.6	5.8	-2.2
ABC KIMBERLEY	2.0	6.4	-4.4	1.7	6.0	-4.3	0.7	4.1	-3.4	1.3	4.0	-2.7	-	2.9	-	4.0	9.2	-5.2
ABC RADIO NATIONAL	1.3	0.6	0.7	0.0	0.5	-0.5	0.7	0.0	0.7	0.5	0.4	0.1	-	5.5	-	2.7	1.6	1.1
ABC NEWSRADIO	0.4	1.5	-1.1	0.9	1.0	-0.1	0.4	2.1	-1.7	0.0	2.6	-2.6	-	4.4	-	0.7	1.4	-0.7
triple j	4.4	15.7	-11.3	6.4	20.2	-13.8	4.7	20.6	-15.9	5.9	21.2	-15.3	-	16.8	-	5.8	20.5	-14.7
ABC CLASSIC	0.4	0.7	-0.3	0.0	0.8	-0.8	1.1	0.9	0.2	0.0	0.0	0.0	-	0.0	-	0.0	0.4	-0.4

\*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+			10-39			40+			18-54		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT FM	134	140	-6	83	82	1	51	58	-7	102	109	-7
TRIPLE M	201	150	51	110	89	21	91	61	30	150	117	33
ABC PILBARA	17	30	-13	2	7	-5	15	23	-8	4	17	-13
ABC KIMBERLEY	17	34	-17	5	11	-6	12	23	-11	8	16	-8
ABC RADIO NATIONAL	6	7	-1	0	3	-3	6	4	2	5	5	0
ABC NEWSRADIO	2	7	-5	0	2	-2	2	6	-4	1	3	-2
triple j	30	91	-61	11	69	-58	20	23	-3	22	81	-59
ABC CLASSIC	5	8	-3	2	5	-3	2	3	-1	2	6	-4

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: 365]

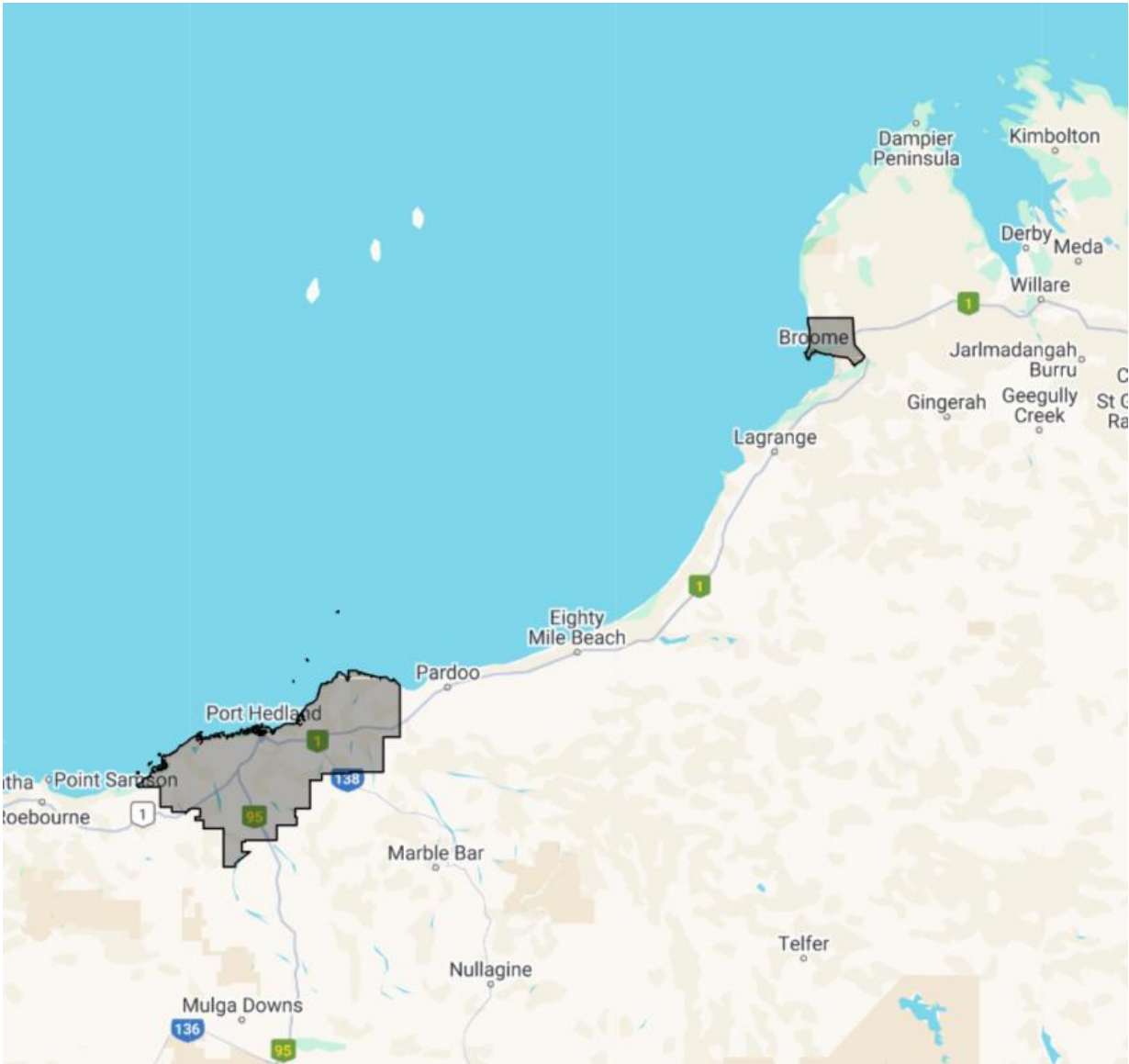
	Breakfast			Morning			Afternoon			Drive			Evening*			Weekend		
	Mon-Fri 5.30am-9.00am			Mon-Fri 9.00am-12.00pm			Mon-Fri 12.00pm-4.00pm			Mon-Fri 4.00pm-7.00pm			Mon-Fri 7.00pm-12.00mn			Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT FM	103	106	-3	91	82	9	104	85	19	109	67	42	-	16	-	88	66	22
TRIPLE M	185	105	80	161	77	84	170	93	77	139	72	67	-	32	-	97	76	21
ABC PILBARA	9	20	-11	10	12	-2	7	12	-5	4	11	-7	-	9	-	7	21	-14
ABC KIMBERLEY	12	22	-10	12	16	-4	11	12	-1	9	8	1	-	3	-	13	22	-9
ABC RADIO NATIONAL	6	2	4	1	2	-1	4	1	3	2	1	1	-	4	-	5	6	-1
ABC NEWSRADIO	2	5	-3	2	2	0	1	5	-4	0	5	-5	-	3	-	2	4	-2
triple j	17	54	-37	21	52	-31	21	61	-40	21	51	-30	-	13	-	21	49	-28
ABC CLASSIC	2	2	0	0	3	-3	4	3	1	0	3	-3	-	1	-	0	2	-2

\*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.

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Port Hedland-Broome Survey Coverage Area based on Commercial Radio & Audio’s Licence Area Profile.