

# IPSWICH (QLD)

SURVEY #1 2017



# IPSWICH - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL TUESDAY 31ST OCTOBER 2017 AT 10AM AEDT

Station Listened to Most (%), Monday to Sunday

	10+	10-17	18-24	25-39	40-54	55-64	65+
RIVER 94.9	26.4	27.2	19.7	23.9	35.1	31.8	17.5
HIT105	14.3	27.0	31.1	23.3	4.4	1.0	0.0
TRIPLE M BRISBANE	7.0	7.5	5.0	9.8	12.7	1.0	0.0
NOVA 106.9	5.6	7.4	9.1	8.8	5.0	1.0	0.8
97.3FM	9.6	9.4	7.1	10.4	15.0	10.1	2.5
4KQ 693	5.9	0.0	1.0	0.5	5.5	16.0	15.8
4BC	4.0	0.0	0.0	1.0	3.3	6.1	15.0
TALKING LIFESTYLE 882	0.6	0.0	0.0	0.0	0.6	0.0	3.3
ABC RADIO BRISBANE	6.2	0.0	0.0	1.0	4.4	16.0	20.0
ABC RN (RADIO NATIONAL)	0.7	0.0	0.0	0.0	0.0	1.0	4.2
ABC NEWS	0.1	0.0	0.0	0.0	0.5	0.0	0.0
triple j	5.6	4.7	14.1	9.3	2.8	2.0	0.8
ABC CLASSIC FM	1.1	2.8	1.0	0.0	1.1	0.0	2.5

## 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.

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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
RIVER 94.9	25.0	31.6	31.2	26.5	25.3	24.2
HIT105	15.4	9.7	14.1	16.2	14.6	13.3
TRIPLE M BRISBANE	7.5	6.8	7.5	6.7	1.9	6.1
NOVA 106.9	5.6	3.1	4.1	5.9	3.9	5.7
97.3FM	9.3	8.7	8.5	8.7	6.8	10.4
4KQ 693	6.1	7.5	5.7	5.0	6.8	6.5
4BC	3.9	5.2	3.7	3.0	8.7	3.9
TALKING LIFESTYLE 882	0.4	1.2	0.2	0.4	0.0	1.0
ABC RADIO BRISBANE	7.0	7.5	5.7	5.7	11.6	6.9
ABC RN (RADIO NATIONAL)	0.6	0.9	0.4	0.6	1.9	0.8
ABC NEWS	0.1	0.2	0.2	0.2	0.0	0.2
triple j	5.7	4.7	5.5	7.1	4.9	5.5
ABC CLASSIC FM	1.1	1.4	0.8	0.8	1.9	1.3

## 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+
RIVER 94.9	733	86	74	173	210	115	75
HIT105	421	90	116	154	48	13	0
TRIPLE M BRISBANE	242	38	15	78	96	15	0
NOVA 106.9	217	30	58	89	30	5	5
97.3FM	343	50	35	99	106	45	8
4KQ 693	171	2	8	13	28	58	63
4BC	101	0	0	5	23	20	53
TALKING LIFESTYLE 882	30	0	0	0	3	8	20
ABC RADIO BRISBANE	191	2	3	8	38	48	93
ABC RN (RADIO NATIONAL)	33	0	0	0	8	8	18
ABC NEWS	13	0	0	3	2	5	3
triple j	156	17	45	61	25	5	3
ABC CLASSIC FM	40	10	5	0	10	3	13

## 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: 2368]

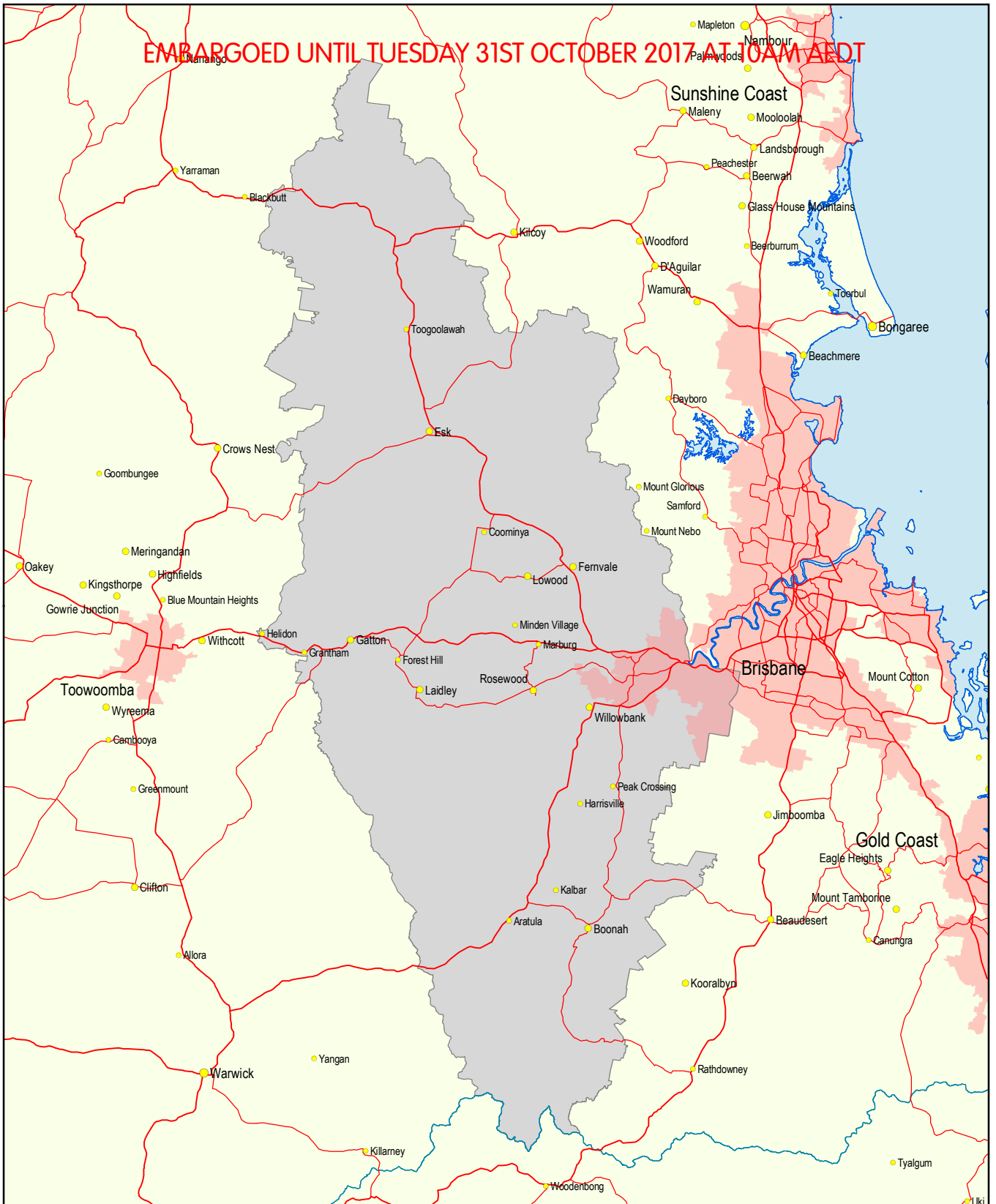
	Breakfast Mon-Fri 5.30am-9.00am	Morning Mon-Fri 9.00am-12.00pm	Afternoon Mon-Fri 12.00pm-4.00pm	Drive Mon-Fri 4.00pm-7.00pm	Evening Mon-Fri 7.00pm-12.00mn	Weekend Sat-Sun 5.30am-12.00mn
RIVER 94.9	529	432	517	430	83	481
HIT105	350	151	255	268	51	285
TRIPLE M BRISBANE	207	106	154	139	15	166
NOVA 106.9	184	61	109	154	23	157
97.3FM	272	149	204	195	28	250
4KQ 693	143	113	103	80	20	131
4BC	73	68	53	45	23	68
TALKING LIFESTYLE 882	15	18	3	8	3	25
ABC RADIO BRISBANE	141	101	91	83	30	148
ABC RN (RADIO NATIONAL)	20	13	10	15	10	23
ABC NEWS	10	5	5	10	3	8
triple j	121	61	88	106	15	108
ABC CLASSIC FM	28	20	20	20	5	35

## 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

IPSWICH RA1

Area ID: 455

Determined: 11 March 2013 (2006 Census)

