

TOWNSVILLE (QLD)

SURVEY #1 2017



TOWNSVILLE - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL TUESDAY 28TH NOVEMBER 2017 AT 10AM AEDT

Station Listened to Most (%), Monday to Sunday

	10+			10-17			18-24			25-39			40-54			55-64			65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
POWER100	10.5	8.6	1.9	4.2	7.7	-3.5	7.3	3.1	4.2	12.0	7.7	4.3	16.7	17.1	-0.4	16.6	8.1	8.5	0.0	1.7	-1.7
STAR 106.3	12.5	8.7	3.8	23.6	16.0	7.6	15.5	17.1	-1.6	15.5	11.9	3.6	15.2	6.4	8.8	3.1	1.9	1.2	0.6	0.6	0.0
HIT103.1 TOWNSVILLE	21.8	21.1	0.7	36.8	41.0	-4.2	41.5	38.0	3.5	33.9	30.1	3.8	16.7	16.4	0.3	2.5	1.8	0.7	0.6	1.2	-0.6
4TO FM	22.9	21.7	1.2	18.7	12.5	6.2	12.2	10.9	1.3	15.6	18.6	-3.0	31.9	28.9	3.0	33.8	32.3	1.5	22.9	21.7	1.2
ABC NORTH QLD	8.4	8.9	-0.5	2.1	0.0	2.1	0.8	0.8	0.0	1.0	1.9	-0.9	5.4	6.1	-0.7	12.8	18.0	-5.2	32.4	30.9	1.5
ABC RN	2.7	3.2	-0.5	0.0	1.4	-1.4	0.0	0.8	-0.8	2.2	1.3	0.9	0.4	3.6	-3.2	6.7	5.6	1.1	7.8	6.9	0.9
ABC NEWS	0.5	0.8	-0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	1.0	-0.7	0.4	1.1	-0.7	0.6	1.3	-0.7	1.7	1.1	0.6
TRIPLE J	6.0	8.3	-2.3	6.2	9.0	-2.8	13.0	17.8	-4.8	11.8	14.8	-3.0	2.5	5.4	-2.9	1.8	1.3	0.5	0.0	0.0	0.0
ABC CLASSIC FM	1.1	1.5	-0.4	0.7	0.7	0.0	0.0	0.0	0.0	0.3	0.6	-0.3	0.4	0.7	-0.3	1.2	2.5	-1.3	4.4	5.1	-0.7

Please note: Last Townsville Survey conducted November 2016. HIT103.1 Townsville on air from 15 December 2016. Previously known as HOT FM. ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

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.

Survey Period: 30th October 2017 – 18th November 2017

TOWNSVILLE - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL TUESDAY 28TH NOVEMBER 2017 AT 10AM 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		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
POWER100	10.3	8.0	2.3	13.8	10.2	3.6	12.9	9.1	3.8	10.4	10.1	0.3	9.6	4.7	4.9	11.4	7.8	3.6
STAR 106.3	13.2	7.9	5.3	10.7	7.0	3.7	13.1	9.4	3.7	13.1	8.6	4.5	6.6	10.5	-3.9	12.9	8.8	4.1
HIT103.1 TOWNSVILLE	22.1	22.0	0.1	16.4	14.2	2.2	22.4	18.0	4.4	24.4	26.9	-2.5	13.2	17.0	-3.8	18.5	20.6	-2.1
4TO FM	23.1	21.1	2.0	23.6	24.1	-0.5	23.1	22.2	0.9	22.3	19.2	3.1	16.8	12.8	4.0	21.6	19.8	1.8
ABC NORTH QLD	8.7	10.1	-1.4	9.2	9.9	-0.7	6.3	8.2	-1.9	5.2	6.5	-1.3	16.2	17.0	-0.8	9.5	9.9	-0.4
ABC RN	2.8	3.6	-0.8	2.5	3.2	-0.7	2.4	2.8	-0.4	2.6	2.6	0.0	9.0	5.2	3.8	3.0	3.5	-0.5
ABC NEWS	0.4	0.8	-0.4	0.5	0.9	-0.4	0.4	0.5	-0.1	0.5	1.1	-0.6	1.2	1.2	0.0	0.6	1.1	-0.5
TRIPLE J	6.2	8.7	-2.5	4.8	7.3	-2.5	5.0	8.6	-3.6	6.9	10.0	-3.1	9.6	5.8	3.8	6.7	9.4	-2.7
ABC CLASSIC FM	1.1	1.3	-0.2	1.7	1.7	0.0	1.0	2.0	-1.0	1.5	0.9	0.6	3.0	3.5	-0.5	1.0	1.7	-0.7

Please note: Last Townsville Survey conducted November 2016. HIT103.1 Townsville on air from 15 December 2016. Previously known as HOT FM. ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

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+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
POWER100	364	323	41	26	40	-14	32	20	12	102	86	16	132	125	7	67	44	23	6	9	-3
STAR 106.3	493	415	78	90	93	-3	71	67	4	160	160	0	145	78	67	24	13	11	4	4	0
HIT103.1 TOWNSVILLE	727	673	54	134	137	-3	128	129	-1	274	249	25	162	132	30	21	14	7	7	11	-4
4TO FM	770	706	64	76	66	10	44	42	2	167	145	22	223	211	12	147	142	5	112	100	12
ABC NORTH QLD	285	323	-38	9	4	5	2	2	0	11	29	-18	50	67	-17	69	89	-20	144	133	11
ABC RN	104	111	-7	0	5	-5	0	2	-2	19	15	4	17	34	-17	28	31	-3	41	24	17
ABC NEWS	17	27	-10	0	0	0	0	2	-2	2	5	-3	2	5	-3	4	7	-3	9	7	2
TRIPLE J	210	258	-48	24	29	-5	46	55	-9	89	124	-35	39	42	-3	11	9	2	0	0	0
ABC CLASSIC FM	48	53	-5	4	4	0	2	0	2	4	11	-7	7	7	0	7	13	-6	24	18	6

Please note: Last Townsville Survey conducted November 2016. HIT103.1 Townsville on air from 15 December 2016. Previously known as HOT FM. ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

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: 2231]

	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	+/-
POWER100	297	249	48	217	169	48	260	211	49	229	234	-5	41	31	10	258	231	27
STAR 106.3	427	340	87	201	138	63	329	253	76	342	311	31	50	60	-10	349	313	36
HIT103.1 TOWNSVILLE	624	571	53	295	238	57	470	364	106	507	553	-46	69	73	-4	453	481	-28
4TO FM	641	552	89	391	359	32	474	410	64	478	418	60	80	51	29	500	476	24
ABC NORTH QLD	218	260	-42	140	158	-18	136	147	-11	115	145	-30	65	62	3	218	245	-27
ABC RN	80	93	-13	43	56	-13	43	54	-11	63	62	1	34	25	9	71	87	-16
ABC NEWS	13	24	-11	9	18	-9	9	15	-6	9	22	-13	6	4	2	13	24	-11
TRIPLE J	173	228	-55	87	107	-20	115	146	-31	158	204	-46	45	20	25	149	207	-58
ABC CLASSIC FM	37	33	4	28	27	1	31	35	-4	35	25	10	13	13	0	31	42	-11

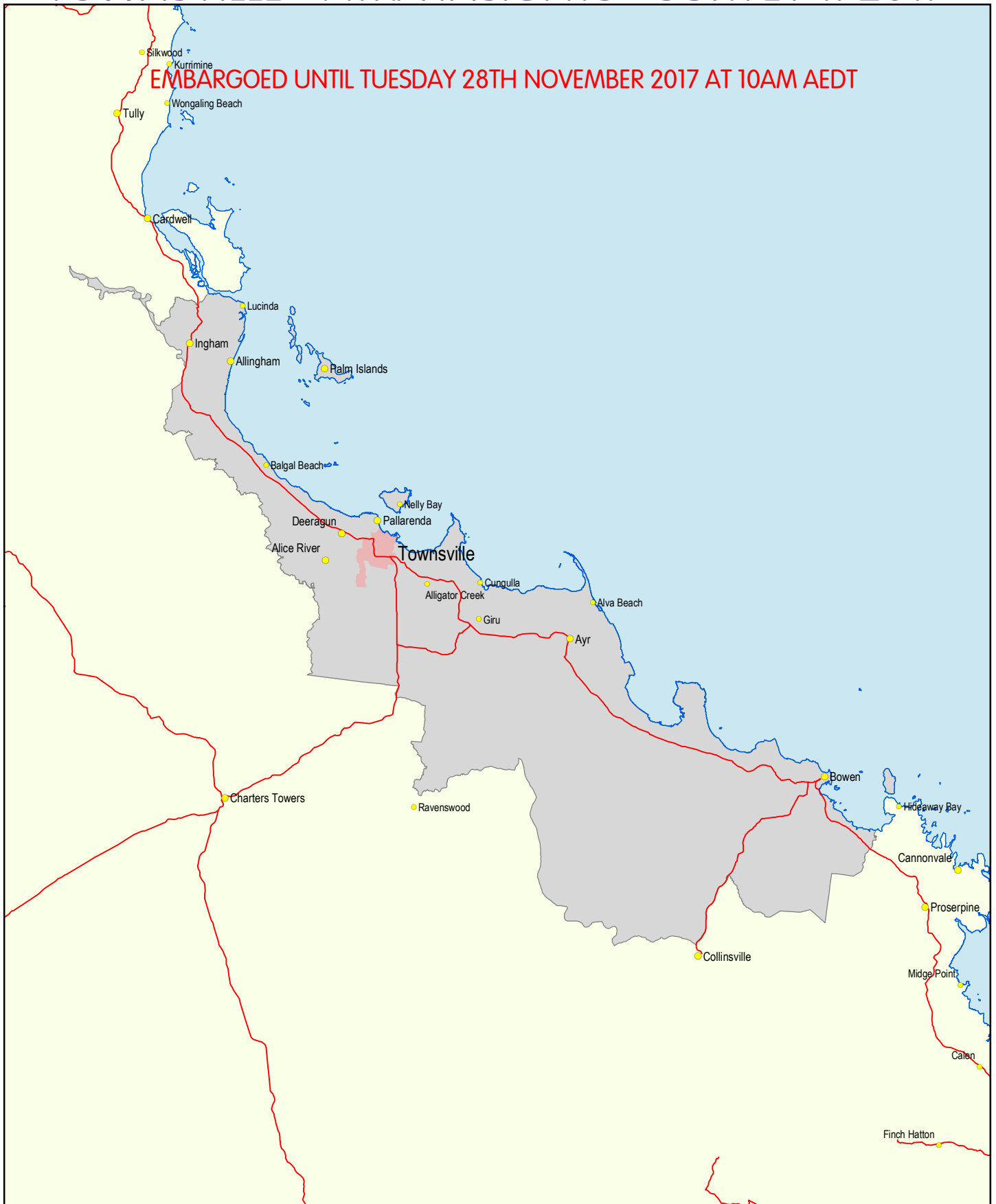
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Cumulative Audience (00's)

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Legend

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

TOWNSVILLE RA1

Area ID: 545

Determined: 21 November 2008 (2001 Census)

