

TOOWOOMBA (QLD)

SURVEY #1 2018



TOOWOOMBA - XTRA INSIGHTS - SURVEY 1: 2018



EMBARGOED UNTIL THURSDAY 6TH SEPTEMBER 2018 AT 11AM AEST

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	+/-
HIT100.7 DARLING DOWNS	26.5	31.0	-4.5	53.0	62.5	-9.5	54.9	52.7	2.2	42.8	44.8	-2.0	19.5	30.8	-11.3	6.0	7.1	-1.1	0.0	0.4	-0.4
TRIPLE M DARLING DOWNS 864	11.3	9.2	2.1	9.8	2.7	7.1	3.2	1.6	1.6	6.8	4.7	2.1	13.8	11.0	2.8	18.0	16.6	1.4	13.5	15.2	-1.7
4AK	1.7	1.2	0.5	0.0	0.6	-0.6	3.2	0.0	3.2	1.2	1.6	-0.4	1.9	1.9	0.0	3.6	1.2	2.4	0.8	0.9	-0.1
4WK	5.4	3.4	2.0	2.6	0.7	1.9	0.8	0.8	0.0	2.8	0.0	2.8	3.4	1.1	2.3	6.6	6.4	0.2	13.6	10.8	2.8
ABC SOUTHERN QLD	14.1	14.3	-0.2	3.3	3.3	0.0	2.4	0.8	1.6	2.8	2.3	0.5	13.3	9.9	3.4	22.1	24.3	-2.2	34.2	40.3	-6.1
ABC RN (RADIO NATIONAL)	3.5	2.2	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.4	1.9	-1.5	6.1	1.1	5.0	4.2	3.6	0.6	7.4	5.6	1.8
ABC NEWS	0.7	0.3	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.4	0.8	0.8	0.0	1.2	1.2	0.0	1.2	0.0	1.2
triple j	6.6	8.2	-1.6	5.9	7.9	-2.0	15.1	24.0	-8.9	14.7	13.6	1.1	3.9	6.1	-2.2	2.4	2.3	0.1	0.0	0.0	0.0
ABC CLASSIC FM	1.1	1.5	-0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	-0.4	0.0	1.1	-1.1	0.0	4.1	-4.1	5.4	3.0	2.4

Please note: Last Toowoomba Survey conducted June 2016. HIT100.7 DARLING DOWNS & TRIPLE M DARLING DOWNS 864 on air from 15 Dec 2016. Previously known as HOT FM & 4GR.
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.

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EMBARGOED UNTIL THURSDAY 6TH SEPTEMBER 2018 AT 11AM AEST

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	+/-
HIT100.7 DARLING DOWNS	27.9	31.7	-3.8	21.2	23.3	-2.1	29.4	32.6	-3.2	31.7	35.5	-3.8	15.6	17.1	-1.5	25.1	27.6	-2.5
TRIPLE M DARLING DOWNS 864	11.0	7.9	3.1	13.6	11.7	1.9	10.7	6.4	4.3	8.8	6.2	2.6	8.3	6.1	2.2	9.5	8.2	1.3
4AK	1.5	1.4	0.1	2.1	1.2	0.9	1.6	1.3	0.3	2.0	1.3	0.7	1.7	0.6	1.1	1.4	1.1	0.3
4WK	4.3	2.9	1.4	6.3	4.6	1.7	4.7	4.0	0.7	3.7	2.5	1.2	8.3	9.1	-0.8	4.6	3.0	1.6
ABC SOUTHERN QLD	15.5	16.0	-0.5	14.8	16.0	-1.2	11.6	12.8	-1.2	10.3	8.2	2.1	21.6	29.3	-7.7	17.0	18.4	-1.4
ABC RN (RADIO NATIONAL)	3.3	2.5	0.8	2.1	2.6	-0.5	2.1	1.8	0.3	3.0	1.8	1.2	5.6	3.7	1.9	3.5	2.5	1.0
ABC NEWS	0.7	0.5	0.2	0.5	0.2	0.3	0.8	0.1	0.7	0.3	0.1	0.2	0.0	0.6	-0.6	0.5	0.0	0.5
triple j	7.3	8.3	-1.0	4.6	6.5	-1.9	6.0	7.0	-1.0	8.3	10.9	-2.6	8.3	9.1	-0.8	7.1	9.8	-2.7
ABC CLASSIC FM	1.1	1.3	-0.2	1.8	2.6	-0.8	1.9	2.4	-0.5	0.9	1.3	-0.4	3.3	1.2	2.1	1.4	2.0	-0.6

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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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EMBARGOED UNTIL THURSDAY 6TH SEPTEMBER 2018 AT 11AM AEST

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	+/-
HIT100.7 DARLING DOWNS	699	818	-119.0	155	182	-27.0	147	143	4.0	242	257	-15.0	130	199	-69.0	24	36	-12.0	2	2	0.0
TRIPLE M DARLING DOWNS 864	343	314	29.0	29	13	16.0	12	9	3.0	42	32	10.0	95	90	5.0	80	79	1.0	85	92	-7.0
4AK	64	56	8.0	5	2	3.0	10	5	5.0	8	13	-5.0	17	16	1.0	15	11	4.0	8	9	-1.0
4WK	156	132	24.0	7	2	5.0	2	2	0.0	20	4	16.0	32	14	18.0	26	39	-13.0	69	72	-3.0
ABC SOUTHERN QLD	414	444	-30.0	10	14	-4.0	10	2	8.0	26	32	-6.0	93	77	16.0	87	100	-13.0	188	219	-31.0
ABC RN (RADIO NATIONAL)	108	77	31.0	3	2	1.0	0	0	0.0	5	13	-8.0	35	7	28.0	20	16	4.0	44	40	4.0
ABC NEWS	27	9	18.0	0	0	0.0	0	0	0.0	2	0	2.0	7	4	3.0	5	5	0.0	14	0	14.0
triple j	189	237	-48.0	24	23	1.0	40	76	-36.0	85	81	4.0	31	43	-12.0	10	14	-4.0	0	0	0.0
ABC CLASSIC FM	49	64	-15.0	0	0	0.0	0	0	0.0	2	4	-2.0	5	9	-4.0	3	21	-18.0	39	30	9.0

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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: 2034]

	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	+/-
HIT100.7 DARLING DOWNS	620	691	-71.0	302	311	-9.0	465	441	24.0	510	585	-75.0	73	61	12.0	473	470	3.0
TRIPLE M DARLING DOWNS 864	263	213	50.0	214	174	40.0	188	122	66.0	168	129	39.0	39	27	12.0	210	183	27.0
4AK	47	34	13.0	34	21	13.0	34	21	13.0	39	25	14.0	9	5	4.0	41	27	14.0
4WK	102	80	22.0	87	79	8.0	84	55	29.0	66	50	16.0	29	27	2.0	95	70	25.0
ABC SOUTHERN QLD	336	356	-20.0	226	213	13.0	200	184	16.0	185	140	45.0	78	97	-19.0	325	324	1.0
ABC RN (RADIO NATIONAL)	85	57	28.0	52	36	16.0	56	34	22.0	66	38	28.0	25	14	11.0	83	56	27.0
ABC NEWS	22	9	13.0	14	2	12.0	15	4	11.0	8	2	6.0	5	4	1.0	19	4	15.0
triple j	171	188	-17.0	74	88	-14.0	112	99	13.0	151	187	-36.0	34	36	-2.0	139	165	-26.0
ABC CLASSIC FM	37	47	-10.0	32	43	-11.0	39	39	0.0	27	29	-2.0	14	5	9.0	43	50	-7.0

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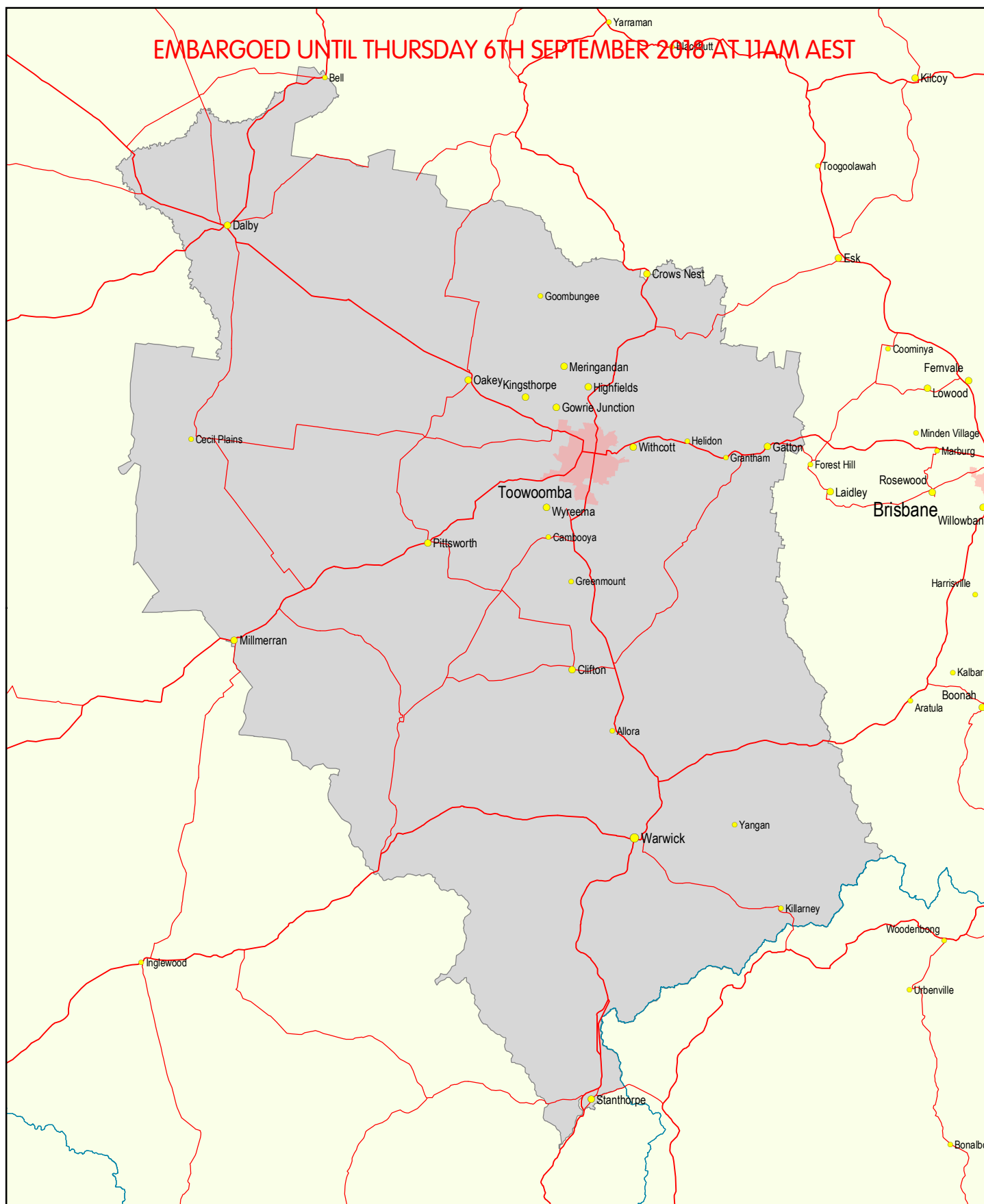
Cumulative Audience (00's)

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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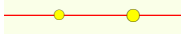



TOOWOOMBA/WARWICK RA1

Area ID: 691

Determined: 26 November 1998 (1996 Census)

Legend

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

