

TOWNSVILLE (QLD)

SURVEY #1 2018



TOWNSVILLE - XTRA INSIGHTS - SURVEY 1: 2018



EMBARGOED UNTIL THURSDAY 15TH NOVEMBER AT 11AM 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	9.9	10.5	-0.6	4.8	4.2	0.6	7.8	7.3	0.5	10.1	12.0	-1.9	17.4	16.7	0.7	13.3	16.6	-3.3	1.7	0.0	1.7
STAR 106.3	13.1	12.5	0.6	22.1	23.6	-1.5	22.6	15.5	7.1	18.8	15.5	3.3	9.6	15.2	-5.6	6.3	3.1	3.2	0.0	0.6	-0.6
HIT103.1 TOWNSVILLE	17.5	21.8	-4.3	35.8	36.8	-1.0	33.6	41.5	-7.9	24.7	33.9	-9.2	11.1	16.7	-5.6	2.5	2.5	0.0	0.5	0.6	-0.1
TRIPLE M TOWNSVILLE 102.3	23.7	22.9	0.8	20.6	18.7	1.9	16.1	12.2	3.9	18.8	15.6	3.2	26.9	31.9	-5.0	32.9	33.8	-0.9	27.9	22.9	5.0
ABC NORTH QUEENSLAND	9.7	8.4	1.3	1.4	2.1	-0.7	0.6	0.8	-0.2	1.7	1.0	0.7	9.2	5.4	3.8	12.7	12.8	-0.1	34.4	32.4	2.0
ABC RN (RADIO NATIONAL)	3.5	2.7	0.8	1.4	0.0	1.4	0.0	0.0	0.0	2.1	2.2	-0.1	5.2	0.4	4.8	5.1	6.7	-1.6	6.5	7.8	-1.3
ABC NEWS	0.3	0.5	-0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3	0.0	1.1	0.4	0.7	0.0	0.6	-0.6	0.0	1.7	-1.7
triple j	6.7	6.0	0.7	2.1	6.2	-4.1	14.9	13.0	1.9	13.9	11.8	2.1	4.8	2.5	2.3	0.6	1.8	-1.2	0.0	0.0	0.0
ABC CLASSIC FM	0.9	1.1	-0.2	0.7	0.7	0.0	0.6	0.0	0.6	0.3	0.3	0.0	1.5	0.4	1.1	0.6	1.2	-0.6	1.6	4.4	-2.8

Please Note: Last Townsville survey conducted November 2017. TRIPLE M TOWNSVILLE 102.3 on air from 3 September 2018. Previously known as 4TO.

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 15TH NOVEMBER 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		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
POWER100	9.8	10.3	-0.5	12.1	13.8	-1.7	11.8	12.9	-1.1	11.2	10.4	0.8	9.8	9.6	0.2	9.7	11.4	-1.7
STAR 106.3	12.8	13.2	-0.4	9.4	10.7	-1.3	13.0	13.1	-0.1	14.2	13.1	1.1	11.0	6.6	4.4	14.3	12.9	1.4
HIT103.1 TOWNSVILLE	18.2	22.1	-3.9	12.0	16.4	-4.4	18.3	22.4	-4.1	19.8	24.4	-4.6	14.6	13.2	1.4	15.9	18.5	-2.6
TRIPLE M TOWNSVILLE 102.3	23.3	23.1	0.2	26.0	23.6	2.4	22.8	23.1	-0.3	22.3	22.3	0.0	17.6	16.8	0.8	21.9	21.6	0.3
ABC NORTH QUEENSLAND	10.8	8.7	2.1	10.6	9.2	1.4	7.6	6.3	1.3	6.3	5.2	1.1	20.7	16.2	4.5	10.4	9.5	0.9
ABC RN (RADIO NATIONAL)	4.0	2.8	1.2	2.9	2.5	0.4	2.4	2.4	0.0	3.2	2.6	0.6	5.5	9.0	-3.5	3.7	3.0	0.7
ABC NEWS	0.2	0.4	-0.2	0.2	0.5	-0.3	0.3	0.4	-0.1	0.3	0.5	-0.2	0.0	1.2	-1.2	0.2	0.6	-0.4
triple j	7.3	6.2	1.1	7.1	4.8	2.3	6.8	5.0	1.8	8.1	6.9	1.2	6.7	9.6	-2.9	7.3	6.7	0.6
ABC CLASSIC FM	0.9	1.1	-0.2	0.8	1.7	-0.9	0.8	1.0	-0.2	0.9	1.5	-0.6	1.8	3.0	-1.2	0.7	1.0	-0.3

Please Note: Last Townsville survey conducted November 2017. TRIPLE M TOWNSVILLE 102.3 on air from 3 September 2018. Previously known as 4TO.

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 15TH NOVEMBER AT 11AM AEDT

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	356.0	364.0	-8.0	41.0	26.0	15.0	38.0	32.0	6.0	90.0	102.0	-12.0	121.0	132.0	-11.0	60.0	67.0	-7.0	5.0	6.0	-1.0
STAR 106.3	432.0	493.0	-61.0	92.0	90.0	2.0	86.0	71.0	15.0	138.0	160.0	-22.0	90.0	145.0	-55.0	22.0	24.0	-2.0	3.0	4.0	-1.0
HIT103.1 TOWNSVILLE	530.0	727.0	-197.0	107.0	134.0	-27.0	126.0	128.0	-2.0	178.0	274.0	-96.0	102.0	162.0	-60.0	14.0	21.0	-7.0	3.0	7.0	-4.0
TRIPLE M TOWNSVILLE 102.3	680.0	770.0	-90.0	73.0	76.0	-3.0	57.0	44.0	13.0	136.0	167.0	-31.0	194.0	223.0	-29.0	117.0	147.0	-30.0	104.0	112.0	-8.0
ABC NORTH QUEENSLAND	283.0	285.0	-2.0	5.0	9.0	-4.0	7.0	2.0	5.0	14.0	11.0	3.0	66.0	50.0	16.0	53.0	69.0	-16.0	138.0	144.0	-6.0
ABC RN (RADIO NATIONAL)	118.0	104.0	14.0	7.0	0.0	7.0	0.0	0.0	0.0	12.0	19.0	-7.0	36.0	17.0	19.0	29.0	28.0	1.0	33.0	41.0	-8.0
ABC NEWS	10.0	17.0	-7.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	2.0	0.0	7.0	2.0	5.0	2.0	4.0	-2.0	0.0	9.0	-9.0
triple j	204.0	210.0	-6.0	14.0	24.0	-10.0	48.0	46.0	2.0	86.0	89.0	-3.0	52.0	39.0	13.0	2.0	11.0	-9.0	2.0	0.0	2.0
ABC CLASSIC FM	36.0	48.0	-12.0	2.0	4.0	-2.0	2.0	2.0	0.0	3.0	4.0	-1.0	12.0	7.0	5.0	5.0	7.0	-2.0	12.0	24.0	-12.0

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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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EMBARGOED UNTIL THURSDAY 15TH NOVEMBER AT 11AM AEDT

Cumulative Audience (00's) by Session, P10+ [Potential: 2072]

	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	300.0	297.0	3.0	188.0	217.0	-29.0	247.0	260.0	-13.0	242.0	229.0	13.0	53.0	41.0	12.0	235.0	258.0	-23.0
STAR 106.3	361.0	427.0	-66.0	155.0	201.0	-46.0	261.0	329.0	-68.0	295.0	342.0	-47.0	48.0	50.0	-2.0	335.0	349.0	-14.0
HIT103.1 TOWNSVILLE	457.0	624.0	-167.0	196.0	295.0	-99.0	336.0	470.0	-134.0	367.0	507.0	-140.0	64.0	69.0	-5.0	354.0	453.0	-99.0
TRIPLE M TOWNSVILLE 102.3	565.0	641.0	-76.0	361.0	391.0	-30.0	409.0	474.0	-65.0	409.0	478.0	-69.0	72.0	80.0	-8.0	473.0	500.0	-27.0
ABC NORTH QUEENSLAND	235.0	218.0	17.0	147.0	140.0	7.0	128.0	136.0	-8.0	111.0	115.0	-4.0	67.0	65.0	2.0	209.0	218.0	-9.0
ABC RN (RADIO NATIONAL)	99.0	80.0	19.0	50.0	43.0	7.0	50.0	43.0	7.0	67.0	63.0	4.0	21.0	34.0	-13.0	86.0	71.0	15.0
ABC NEWS	5.0	13.0	-8.0	3.0	9.0	-6.0	5.0	9.0	-4.0	7.0	9.0	-2.0	0.0	6.0	-6.0	7.0	13.0	-6.0
triple j	186.0	173.0	13.0	100.0	87.0	13.0	128.0	115.0	13.0	152.0	158.0	-6.0	22.0	45.0	-23.0	152.0	149.0	3.0
ABC CLASSIC FM	29.0	37.0	-8.0	24.0	28.0	-4.0	24.0	31.0	-7.0	17.0	35.0	-18.0	9.0	13.0	-4.0	26.0	31.0	-5.0

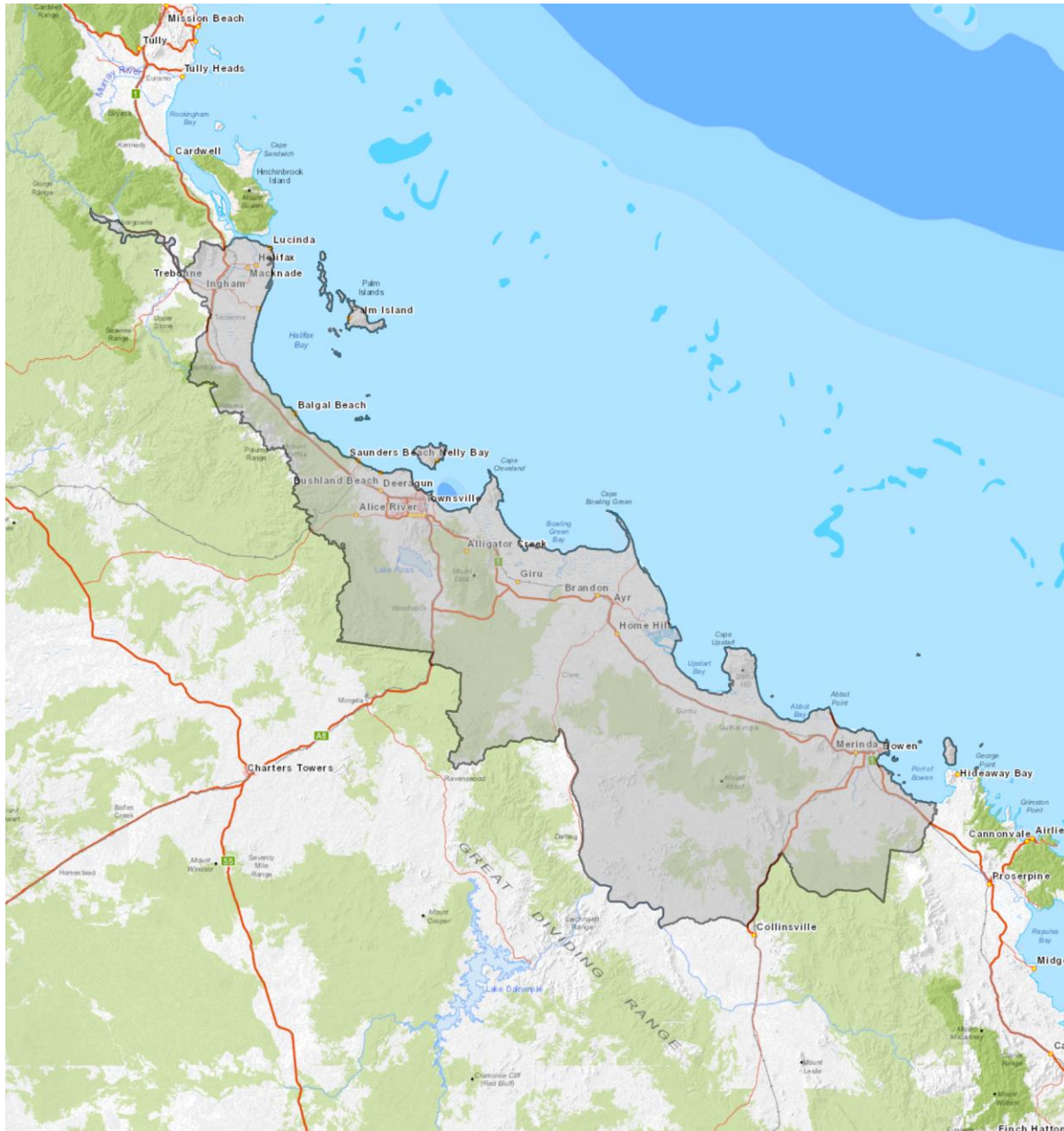
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Cumulative Audience (00's)

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