

CENTRAL QUEENSLAND (QLD)



SURVEY #1 2019



CENTRAL QUEENSLAND - XTRA INSIGHTS - SURVEY 1: 2019



EMBARGOED UNTIL TUESDAY 30TH JULY 2019 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	+/-
TRIPLE M CENTRAL QUEENSLAND	22.4	24.4	-2.0	24.6	27.7	-3.1	17.8	23.4	-5.6	23.8	23.2	0.6	31.2	36.9	-5.7	23.8	24.0	-0.2	7.1	6.3	0.8
HIT CENTRAL QUEENSLAND	28.3	28.8	-0.5	44.8	53.2	-8.4	53.5	52.5	1.0	45.1	45.3	-0.2	21.3	23.4	-2.1	8.4	2.3	6.1	1.7	1.3	0.4
4CC	5.6	4.6	1.0	3.5	1.6	1.9	1.9	1.9	0.0	2.2	1.7	0.5	7.7	5.1	2.6	12.6	12.9	-0.3	5.4	5.0	0.4
4RO	6.9	5.8	1.1	1.0	1.6	-0.6	0.0	1.3	-1.3	1.1	1.4	-0.3	5.5	4.0	1.5	15.9	10.6	5.3	19.1	16.9	2.2

Please note: Last Central Queensland Survey conducted September 2016. Triple M Central Queensland and Hit Central Queensland on air from 15 Dec 2016. Previously known as SEA FM and HOT FM.

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		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
TRIPLE M CENTRAL QUEENSLAND	22.3	24.4	-2.1	21.7	24.4	-2.7	22.2	25.4	-3.2	24.9	25.2	-0.3	21.1	13.7	7.4	21.0	22.6	-1.6
HIT CENTRAL QUEENSLAND	28.1	27.8	0.3	24.9	24.3	0.6	30.3	32.2	-1.9	29.8	33.7	-3.9	20.3	18.2	2.1	25.2	25.4	-0.2
4CC	5.5	4.2	1.3	6.9	5.0	1.9	6.5	4.4	2.1	5.5	4.1	1.4	6.6	4.5	2.1	5.6	4.5	1.1
4RO	6.1	5.4	0.7	9.1	7.5	1.6	6.6	5.7	0.9	4.5	4.3	0.2	5.7	8.6	-2.9	6.7	5.4	1.3

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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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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	+/-
TRIPLE M CENTRAL QUEENSLAND	599	639	-40	102	93	9	55	66	-11	153	159	-6	187	209	-22	72	89	-17	29	24	5
HIT CENTRAL QUEENSLAND	635	690	-55	121	137	-16	114	129	-15	238	245	-7	130	148	-18	28	22	6	5	10	-5
4CC	141	135	6	9	5	4	4	5	-1	12	10	2	44	33	11	49	53	-4	23	30	-7
4RO	164	161	3	2	5	-3	2	2	0	8	7	1	37	30	7	50	48	2	64	69	-5

Please note: Last Central Queensland Survey conducted September 2016. Triple M Central Queensland and Hit Central Queensland on air from 15 Dec 2016. Previously known as SEA FM and HOT FM.

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: 1733]

	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	+/-
TRIPLE M CENTRAL QUEENSLAND	498	510	-12	299	313	-14	367	385	-18	418	444	-26	77	53	24	400	413	-13
HIT CENTRAL QUEENSLAND	539	550	-11	311	299	12	417	435	-18	450	526	-76	77	53	24	416	425	-9
4CC	115	97	18	93	73	20	99	73	26	87	78	9	21	14	7	100	92	8
4RO	124	106	18	108	100	8	90	82	8	73	70	3	21	24	-3	116	96	20

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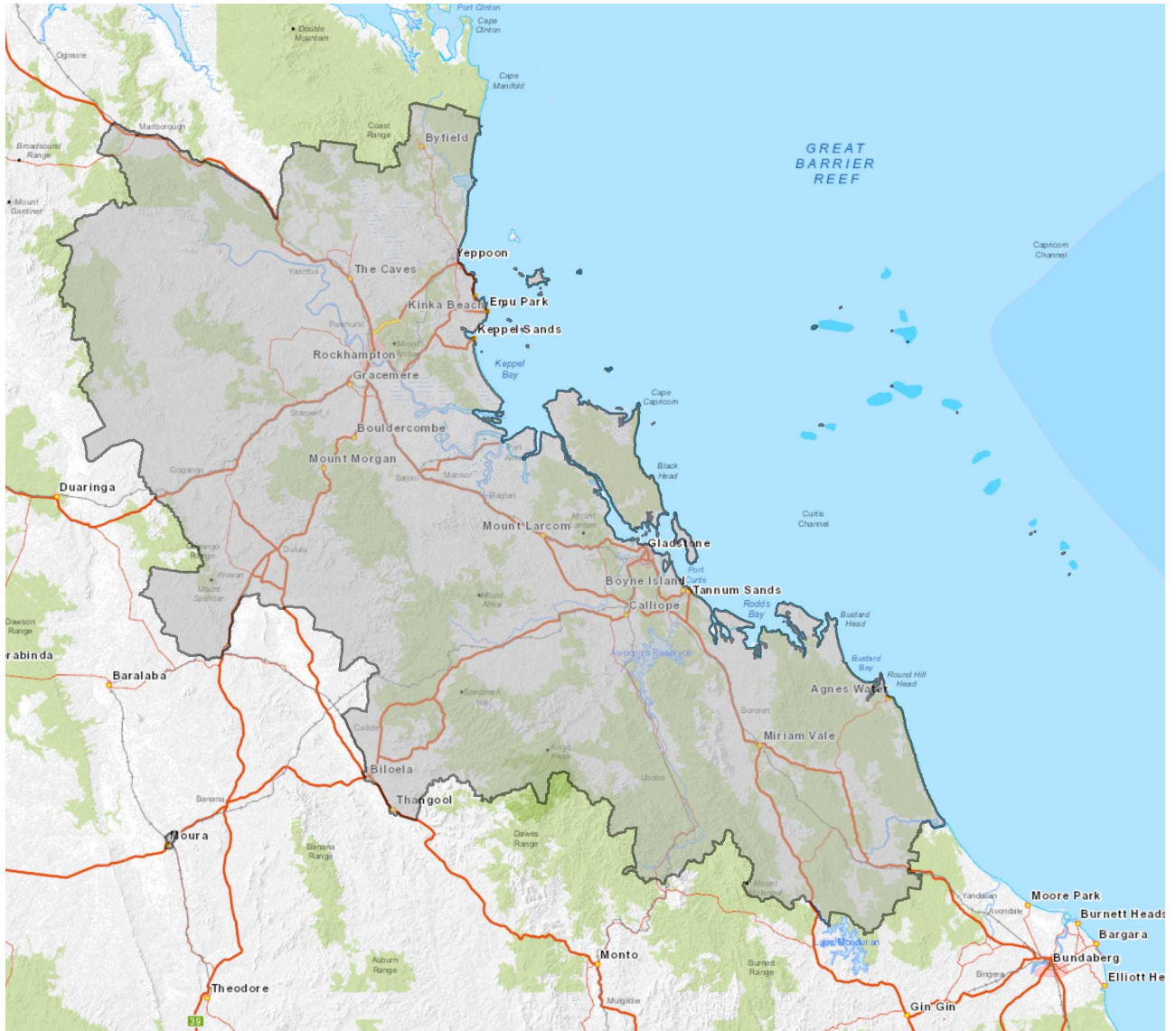
Cumulative Audience (00's)

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