

GYMPIE (QLD)

SURVEY #1 2019



GYMPIE - XTRA INSIGHTS - SURVEY 1: 2019



EMBARGOED UNTIL WEDNESDAY 21ST AUGUST 2019 AT 11AM AEST

Station Listened to Most (%), Monday to Sunday

	10+	10-17	18-39	25-39	40-54	55-64	65+
ZINC 96.1	24.1	25.3	27.4	26.1	29.8	27.6	12.1
4GY	4.4	0.0	0.0	0.0	2.8	6.9	10.7
ABC SUNSHINE COAST	9.9	4.3	1.4	1.0	6.2	19.5	17.8
ABC RN (RADIO NATIONAL)	3.8	2.8	0.0	0.0	3.5	5.9	7.1
ABC NEWS	1.5	0.0	0.0	0.0	2.1	2.9	2.1
triple j	11.6	9.7	25.9	27.9	13.8	4.8	0.7
ABC CLASSIC	2.2	0.0	0.0	0.0	0.7	2.9	6.4

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
ZINC 96.1	24.8	27.3	26.0	25.6	25.7	22.4
4GY	4.0	6.6	3.7	3.4	9.7	5.4
ABC SUNSHINE COAST	11.1	8.7	8.4	7.5	11.4	10.2
ABC RN (RADIO NATIONAL)	3.8	4.8	3.2	3.9	6.5	4.9
ABC NEWS	1.2	0.9	0.8	0.3	3.2	1.7
triple j	12.5	9.6	9.9	14.1	0.0	11.6
ABC CLASSIC	2.2	3.3	2.9	2.5	6.4	2.7

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	18-39	25-39	40-54	55-64	65+
ZINC 96.1	404	53	96	66	116	88	51
4GY	80	2	0	0	11	20	47
ABC SUNSHINE COAST	204	11	9	2	40	59	85
ABC RN (RADIO NATIONAL)	66	4	0	0	13	20	29
ABC NEWS	33	0	0	0	9	9	16
triple j	211	24	109	79	60	13	4
ABC CLASSIC	38	0	0	0	4	7	27

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: 1324]

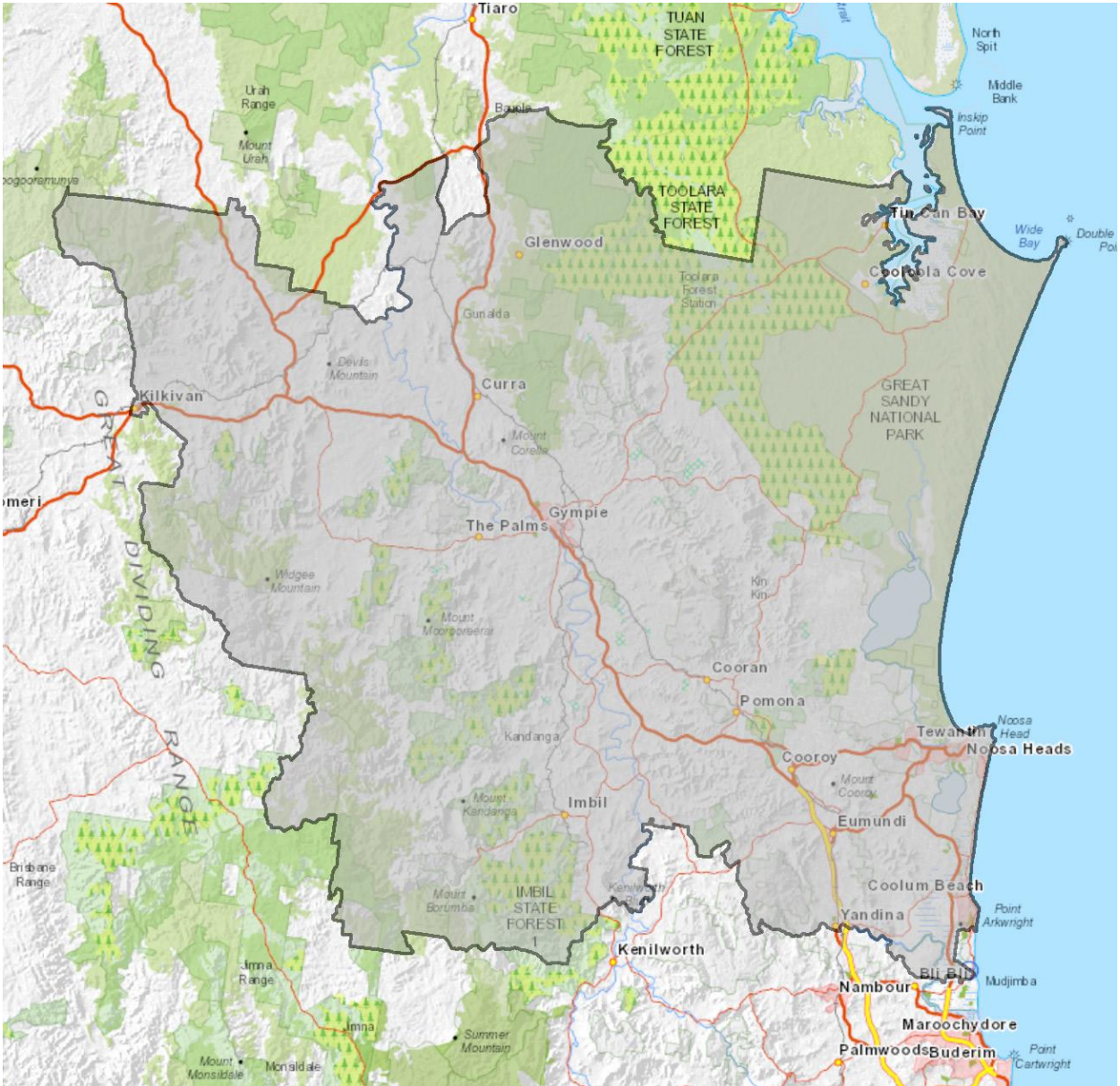
	Breakfast	Morning	Afternoon	Drive	Evening	Weekend
	Mon-Fri 5.30am-9.00am	Mon-Fri 9.00am-12.00pm	Mon-Fri 12.00pm-4.00pm	Mon-Fri 4.00pm-7.00pm	Mon-Fri 7.00pm-12.00mn	Sat-Sun 5.30am-12.00mn
ZINC 96.1	337	226	263	249	38	256
4GY	56	60	42	33	18	60
ABC SUNSHINE COAST	171	106	98	88	24	135
ABC RN (RADIO NATIONAL)	58	44	38	38	9	53
ABC NEWS	20	13	11	11	7	24
triple j	184	86	110	149	7	149
ABC CLASSIC	27	29	29	22	11	31

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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Gympie Survey Coverage Area based on Commercial Radio Australia’s Licence Area Profile.