

# TOWNSVILLE (QLD)

SURVEY #1 2019



# TOWNSVILLE - XTRA INSIGHTS - SURVEY 1: 2019



EMBARGOED UNTIL THURSDAY 14TH NOVEMBER 2019 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	<b>11.8</b>	9.9	1.9	<b>13.9</b>	4.8	9.1	<b>7.7</b>	7.8	-0.1	<b>11.1</b>	10.1	1.0	<b>18.8</b>	17.4	1.4	<b>14.7</b>	13.3	1.4	<b>1.6</b>	1.7	-0.1
STAR 106.3	<b>14.6</b>	13.1	1.5	<b>25.4</b>	22.1	3.3	<b>30.4</b>	22.6	7.8	<b>16.0</b>	18.8	-2.8	<b>12.9</b>	9.6	3.3	<b>5.1</b>	6.3	-1.2	<b>1.6</b>	0.0	1.6
HIT103.1 TOWNSVILLE	<b>20.3</b>	17.5	2.8	<b>30.3</b>	35.8	-5.5	<b>35.4</b>	33.6	1.8	<b>30.9</b>	24.7	6.2	<b>18.0</b>	11.1	6.9	<b>3.8</b>	2.5	1.3	<b>0.5</b>	0.5	0.0
TRIPLE M TOWNSVILLE 102.3	<b>21.7</b>	23.7	-2.0	<b>18.0</b>	20.6	-2.6	<b>11.0</b>	16.1	-5.1	<b>15.6</b>	18.8	-3.2	<b>28.3</b>	26.9	1.4	<b>32.4</b>	32.9	-0.5	<b>24.1</b>	27.9	-3.8
ABC NORTH QUEENSLAND	<b>8.5</b>	9.7	-1.2	<b>1.4</b>	1.4	0.0	<b>0.0</b>	0.6	-0.6	<b>1.0</b>	1.7	-0.7	<b>5.2</b>	9.2	-4.0	<b>13.4</b>	12.7	0.7	<b>33.8</b>	34.4	-0.6
ABC RN (RADIO NATIONAL)	<b>1.7</b>	3.5	-1.8	<b>1.4</b>	1.4	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	2.1	-2.1	<b>1.8</b>	5.2	-3.4	<b>5.7</b>	5.1	0.6	<b>2.2</b>	6.5	-4.3
ABC NEWS	<b>0.5</b>	0.3	0.2	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.3</b>	0.3	0.0	<b>0.4</b>	1.1	-0.7	<b>1.3</b>	0.0	1.3	<b>1.1</b>	0.0	1.1
triple j	<b>6.7</b>	6.7	0.0	<b>3.4</b>	2.1	1.3	<b>9.1</b>	14.9	-5.8	<b>17.4</b>	13.9	3.5	<b>3.7</b>	4.8	-1.1	<b>1.3</b>	0.6	0.7	<b>0.0</b>	0.0	0.0
ABC CLASSIC	<b>1.3</b>	0.9	0.4	<b>0.7</b>	0.7	0.0	<b>0.0</b>	0.6	-0.6	<b>1.4</b>	0.3	1.1	<b>0.4</b>	1.5	-1.1	<b>2.5</b>	0.6	1.9	<b>3.3</b>	1.6	1.7

**Please note:** Last Townsville Survey conducted November 2018. ABC CLASSIC on air from 21 January 2019. Previously known as ABC CLASSIC 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.



# TOWNSVILLE - XTRA INSIGHTS - SURVEY 1: 2019



EMBARGOED UNTIL THURSDAY 14TH NOVEMBER 2019 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	<b>10.9</b>	9.8	1.1	<b>13.8</b>	12.1	1.7	<b>14.0</b>	11.8	2.2	<b>13.4</b>	11.2	2.2	<b>13.1</b>	9.8	3.3	<b>11.8</b>	9.7	2.1
STAR 106.3	<b>14.7</b>	12.8	1.9	<b>9.8</b>	9.4	0.4	<b>13.7</b>	13.0	0.7	<b>16.3</b>	14.2	2.1	<b>7.5</b>	11.0	-3.5	<b>14.6</b>	14.3	0.3
HIT103.1 TOWNSVILLE	<b>20.0</b>	18.2	1.8	<b>18.6</b>	12.0	6.6	<b>21.8</b>	18.3	3.5	<b>21.3</b>	19.8	1.5	<b>14.5</b>	14.6	-0.1	<b>17.6</b>	15.9	1.7
TRIPLE M TOWNSVILLE 102.3	<b>22.1</b>	23.3	-1.2	<b>24.3</b>	26.0	-1.7	<b>22.0</b>	22.8	-0.8	<b>19.2</b>	22.3	-3.1	<b>15.9</b>	17.6	-1.7	<b>20.2</b>	21.9	-1.7
ABC NORTH QUEENSLAND	<b>9.7</b>	10.8	-1.1	<b>8.9</b>	10.6	-1.7	<b>6.7</b>	7.6	-0.9	<b>6.7</b>	6.3	0.4	<b>14.5</b>	20.7	-6.2	<b>10.1</b>	10.4	-0.3
ABC RN (RADIO NATIONAL)	<b>1.7</b>	4.0	-2.3	<b>1.2</b>	2.9	-1.7	<b>1.0</b>	2.4	-1.4	<b>1.4</b>	3.2	-1.8	<b>4.1</b>	5.5	-1.4	<b>2.0</b>	3.7	-1.7
ABC NEWS	<b>0.9</b>	0.2	0.7	<b>0.5</b>	0.2	0.3	<b>0.5</b>	0.3	0.2	<b>0.5</b>	0.3	0.2	<b>0.0</b>	0.0	0.0	<b>0.2</b>	0.2	0.0
triple j	<b>6.5</b>	7.3	-0.8	<b>5.3</b>	7.1	-1.8	<b>5.7</b>	6.8	-1.1	<b>7.9</b>	8.1	-0.2	<b>13.1</b>	6.7	6.4	<b>7.0</b>	7.3	-0.3
ABC CLASSIC	<b>1.1</b>	0.9	0.2	<b>1.5</b>	0.8	0.7	<b>0.9</b>	0.8	0.1	<b>1.3</b>	0.9	0.4	<b>2.1</b>	1.8	0.3	<b>2.0</b>	0.7	1.3

**Please note:** Last Townsville Survey conducted November 2018. ABC CLASSIC on air from 21 January 2019. Previously known as ABC CLASSIC FM.

## 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.

# TOWNSVILLE - XTRA INSIGHTS - SURVEY 1: 2019



EMBARGOED UNTIL THURSDAY 14TH NOVEMBER 2019 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	<b>408</b>	356	52	<b>58</b>	41	17	<b>43</b>	38	5	<b>106</b>	90	16	<b>127</b>	121	6	<b>63</b>	60	3	<b>10</b>	5	5
STAR 106.3	<b>524</b>	432	92	<b>101</b>	92	9	<b>130</b>	86	44	<b>141</b>	138	3	<b>113</b>	90	23	<b>26</b>	22	4	<b>12</b>	3	9
HIT103.1 TOWNSVILLE	<b>654</b>	530	124	<b>112</b>	107	5	<b>146</b>	126	20	<b>226</b>	178	48	<b>145</b>	102	43	<b>24</b>	14	10	<b>2</b>	3	-1
TRIPLE M TOWNSVILLE 102.3	<b>703</b>	680	23	<b>100</b>	73	27	<b>43</b>	57	-14	<b>130</b>	136	-6	<b>208</b>	194	14	<b>124</b>	117	7	<b>98</b>	104	-6
ABC NORTH QUEENSLAND	<b>272</b>	283	-11	<b>7</b>	5	2	<b>0</b>	7	-7	<b>16</b>	14	2	<b>52</b>	66	-14	<b>54</b>	53	1	<b>143</b>	138	5
ABC RN (RADIO NATIONAL)	<b>70</b>	118	-48	<b>9</b>	7	2	<b>0</b>	0	0	<b>7</b>	12	-5	<b>16</b>	36	-20	<b>23</b>	29	-6	<b>16</b>	33	-17
ABC NEWS	<b>19</b>	10	9	<b>0</b>	0	0	<b>0</b>	0	0	<b>5</b>	2	3	<b>2</b>	7	-5	<b>3</b>	2	1	<b>9</b>	0	9
triple j	<b>223</b>	204	19	<b>23</b>	14	9	<b>47</b>	48	-1	<b>109</b>	86	23	<b>37</b>	52	-15	<b>7</b>	2	5	<b>0</b>	2	-2
ABC CLASSIC	<b>47</b>	36	11	<b>2</b>	2	0	<b>0</b>	2	-2	<b>10</b>	3	7	<b>2</b>	12	-10	<b>12</b>	5	7	<b>21</b>	12	9

**Please note:** Last Townsville Survey conducted November 2018. ABC CLASSIC on air from 21 January 2019. Previously known as ABC CLASSIC 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.

# TOWNSVILLE - XTRA INSIGHTS - SURVEY 1: 2019



EMBARGOED UNTIL THURSDAY 14TH NOVEMBER 2019 AT 11AM AEDT

Cumulative Audience (00's) by Session, P10+ [Potential: 2090]

	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	<b>331</b>	300	31	<b>230</b>	188	42	<b>290</b>	247	43	<b>314</b>	242	72	<b>49</b>	53	-4	<b>286</b>	235	51
STAR 106.3	<b>442</b>	361	81	<b>203</b>	155	48	<b>311</b>	261	50	<b>395</b>	295	100	<b>45</b>	48	-3	<b>348</b>	335	13
HIT103.1 TOWNSVILLE	<b>560</b>	457	103	<b>311</b>	196	115	<b>433</b>	336	97	<b>494</b>	367	127	<b>57</b>	64	-7	<b>423</b>	354	69
TRIPLE M TOWNSVILLE 102.3	<b>591</b>	565	26	<b>382</b>	361	21	<b>450</b>	409	41	<b>443</b>	409	34	<b>64</b>	72	-8	<b>473</b>	473	0
ABC NORTH QUEENSLAND	<b>236</b>	235	1	<b>138</b>	147	-9	<b>124</b>	128	-4	<b>141</b>	111	30	<b>40</b>	67	-27	<b>208</b>	209	-1
ABC RN (RADIO NATIONAL)	<b>54</b>	99	-45	<b>30</b>	50	-20	<b>28</b>	50	-22	<b>40</b>	67	-27	<b>12</b>	21	-9	<b>45</b>	86	-41
ABC NEWS	<b>17</b>	5	12	<b>7</b>	3	4	<b>10</b>	5	5	<b>9</b>	7	2	<b>0</b>	0	0	<b>5</b>	7	-2
triple j	<b>172</b>	186	-14	<b>83</b>	100	-17	<b>115</b>	128	-13	<b>174</b>	152	22	<b>38</b>	22	16	<b>158</b>	152	6
ABC CLASSIC	<b>31</b>	29	2	<b>24</b>	24	0	<b>16</b>	24	-8	<b>24</b>	17	7	<b>9</b>	9	0	<b>42</b>	26	16

**Please note:** Last Townsville Survey conducted November 2018. ABC CLASSIC on air from 21 January 2019. Previously known as ABC CLASSIC 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.

EMBARGOED UNTIL THURSDAY 14TH NOVEMBER 2019 AT 11AM AEDT



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