

# KINGARROY (QLD)

SURVEY #1 2021





# KINGAROY - XTRA INSIGHTS - SURVEY 1: 2021



EMBARGOED UNTIL TUESDAY 16TH MARCH 2021 AT 11AM AEDT

## Station Listened to Most (%), Monday to Sunday

	10+			10-17			18-39			25-39			40-54			55-64			65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT89.1 SOUTH BURNETT	<b>26.1</b>	23.0	3.1	<b>53.2</b>	42.3	10.9	<b>41.2</b>	41.7	-0.5	<b>39.3</b>	42.2	-2.9	<b>24.8</b>	19.8	5.0	<b>12.0</b>	7.9	4.1	<b>3.6</b>	2.2	1.4
4SB	<b>9.5</b>	7.8	1.7	<b>1.6</b>	2.6	-1.0	<b>5.6</b>	1.2	4.4	<b>5.4</b>	1.8	3.6	<b>9.8</b>	5.6	4.2	<b>13.1</b>	13.5	-0.4	<b>16.1</b>	17.2	-1.1
ABC SOUTHERN QLD	<b>13.5</b>	16.3	-2.8	<b>3.2</b>	7.7	-4.5	<b>5.5</b>	6.0	-0.5	<b>8.0</b>	8.3	-0.3	<b>8.3</b>	13.5	-5.2	<b>18.4</b>	22.5	-4.1	<b>30.7</b>	32.4	-1.7
ABC WIDE BAY	<b>4.0</b>	7.0	-3.0	<b>0.0</b>	3.8	-3.8	<b>1.2</b>	3.6	-2.4	<b>0.9</b>	2.8	-1.9	<b>3.8</b>	7.9	-4.1	<b>10.9</b>	9.0	1.9	<b>5.1</b>	10.8	-5.7
ABC RN (RADIO NATIONAL)	<b>2.5</b>	3.8	-1.3	<b>0.0</b>	1.3	-1.3	<b>0.6</b>	0.6	0.0	<b>0.9</b>	0.9	0.0	<b>2.3</b>	2.4	-0.1	<b>3.3</b>	5.6	-2.3	<b>5.9</b>	9.4	-3.5
triple j	<b>6.7</b>	5.0	1.7	<b>3.3</b>	6.4	-3.1	<b>15.1</b>	10.7	4.4	<b>14.3</b>	11.9	2.4	<b>9.0</b>	4.0	5.0	<b>1.1</b>	1.1	0.0	<b>0.0</b>	0.7	-0.7
ABC CLASSIC	<b>1.0</b>	2.0	-1.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.6	-0.6	<b>0.0</b>	0.9	-0.9	<b>0.8</b>	3.2	-2.4	<b>2.2</b>	1.1	1.1	<b>2.2</b>	4.3	-2.1

**Please note:** Last Kingaroy Survey conducted April, 2017.

ABC CLASSIC on air from 21 January 2019. Previously known as ABC Classic FM.

ABC NewsRadio no longer broadcast in market. Previously known as ABC NEWS.

### 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	+/-
HIT89.1 SOUTH BURNETT	27.2	24.1	3.1	24.6	18.4	6.2	29.8	23.7	6.1	33.4	30.5	2.9	32.0	14.9	17.1	22.1	22.5	-0.4
4SB	10.6	6.5	4.1	12.0	10.0	2.0	8.0	8.7	-0.7	10.8	7.8	3.0	7.8	8.1	-0.3	9.7	9.9	-0.2
ABC SOUTHERN QLD	14.4	20.5	-6.1	10.3	14.6	-4.3	10.2	13.7	-3.5	8.6	9.8	-1.2	13.6	21.6	-8.0	15.8	21.5	-5.7
ABC WIDE BAY	4.7	7.1	-2.4	2.1	7.5	-5.4	3.8	6.3	-2.5	3.5	4.3	-0.8	0.9	9.4	-8.5	4.1	7.0	-2.9
ABC RN (RADIO NATIONAL)	2.7	3.6	-0.9	2.6	3.7	-1.1	1.9	2.4	-0.5	1.3	2.0	-0.7	3.7	6.8	-3.1	2.3	2.9	-0.6
triple j	6.1	4.2	1.9	6.6	5.7	0.9	6.6	6.1	0.5	9.9	6.0	3.9	10.8	10.8	0.0	8.3	5.3	3.0
ABC CLASSIC	1.4	1.4	0.0	1.0	2.6	-1.6	1.2	2.1	-0.9	1.3	2.0	-0.7	3.7	0.0	3.7	1.9	1.9	0.0

**Please note:** Last Kingaroy Survey conducted April, 2017.

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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			18-39			25-39			40-54			55-64			65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT89.1 SOUTH BURNETT	263	142	121	56	30	26	112	77	35	77	51	26	62	24	38	24	8	16	11	3	8
4SB	128	74	54	4	3	1	21	12	9	15	9	6	27	17	10	34	16	18	41	25	16
ABC SOUTHERN QLD	132	113	19	3	7	-4	15	14	1	13	12	1	17	24	-7	29	24	5	68	45	23
ABC WIDE BAY	50	43	7	6	3	3	5	5	0	2	3	-1	13	14	-1	15	8	7	11	14	-3
ABC RN (RADIO NATIONAL)	40	30	10	0	2	-2	1	2	-1	1	2	-1	13	7	6	5	7	-2	21	13	8
triple j	78	33	45	10	5	5	39	19	20	26	14	12	20	6	14	8	2	6	0	1	-1
ABC CLASSIC	19	16	3	0	0	0	3	1	2	1	1	0	2	5	-3	5	3	2	9	7	2

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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: 709]

	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	+/-
HIT89.1 SOUTH BURNETT	201	114	87	133	64	69	180	89	91	135	102	33	46	10	36	134	92	42
4SB	83	50	33	67	44	23	53	41	12	46	35	11	12	7	5	63	49	14
ABC SOUTHERN QLD	104	97	7	62	55	7	54	54	0	32	40	-8	19	16	3	93	89	4
ABC WIDE BAY	39	33	6	12	25	-13	23	24	-1	14	14	0	1	6	-5	31	27	4
ABC RN (RADIO NATIONAL)	21	19	2	17	15	2	13	12	1	10	8	2	6	6	0	19	15	4
triple j	48	21	27	40	19	21	44	20	24	44	23	21	15	7	8	45	23	22
ABC CLASSIC	12	11	1	6	9	-3	8	9	-1	6	10	-4	5	1	4	11	11	0

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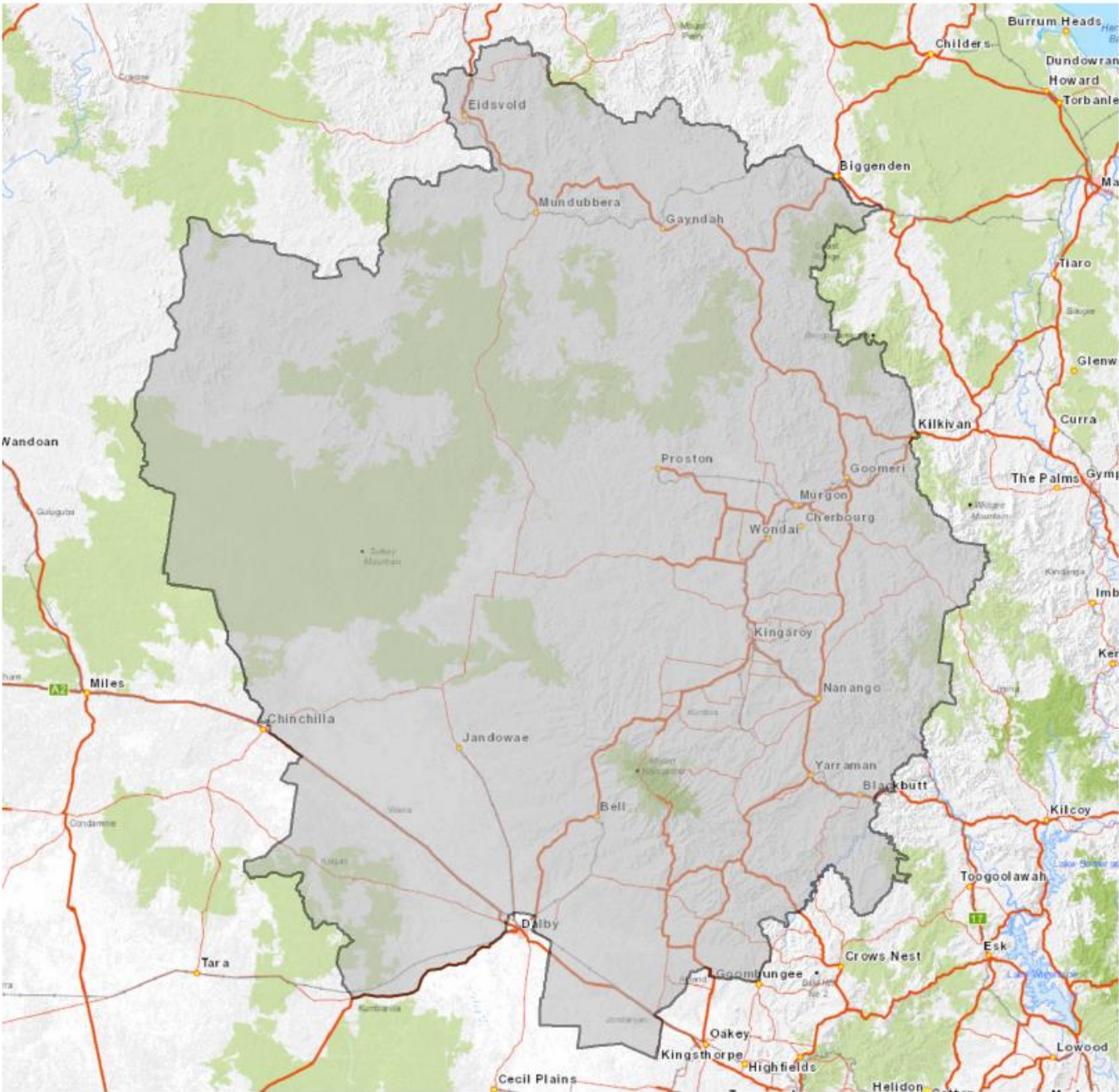
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The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening.

For example, Station A has 25,000 unique listeners between 5.30am-12.00mn Monday to Sunday.

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