

IPSWICH (QLD)

SURVEY #1 2021



IPSWICH - XTRA INSIGHTS - SURVEY 1: 2021



EMBARGOED UNTIL TUESDAY 8TH JUNE 2021 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	+/-
RIVER 94.9	29.6	26.4	3.2	24.6	27.2	-2.6	28.0	19.7	8.3	22.7	23.9	-1.2	39.2	35.1	4.1	44.1	31.8	12.3	19.2	17.5	1.7
B105	14.7	14.3	0.4	25.4	27.0	-1.6	16.9	31.1	-14.2	24.6	23.3	1.3	10.8	4.4	6.4	3.0	1.0	2.0	2.6	0.0	2.6
TRIPLE M BRISBANE	6.3	7.0	-0.7	3.5	7.5	-4.0	9.9	5.0	4.9	8.2	9.8	-1.6	7.0	12.7	-5.7	6.0	1.0	5.0	1.8	0.0	1.8
NOVA 106.9	8.6	5.6	3.0	21.2	7.4	13.8	13.3	9.1	4.2	11.2	8.8	2.4	5.4	5.0	0.4	0.0	1.0	-1.0	0.9	0.8	0.1
97.3FM	7.5	9.6	-2.1	9.9	9.4	0.5	8.9	7.1	1.8	5.9	10.4	-4.5	11.3	15.0	-3.7	6.0	10.1	-4.1	1.7	2.5	-0.8
4KQ 693	3.9	5.9	-2.0	0.9	0.0	0.9	1.3	1.0	0.3	0.5	0.5	0.0	3.2	5.5	-2.3	7.0	16.0	-9.0	13.1	15.8	-2.7
4BC	4.5	4.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	-1.0	4.3	3.3	1.0	5.0	6.1	-1.1	20.2	15.0	5.2
4BH 882	0.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.6	-0.1	1.0	0.0	1.0	2.6	3.3	-0.7
ABC RADIO BRISBANE	5.0	6.2	-1.2	0.9	0.0	0.9	1.1	0.0	1.1	1.0	1.0	0.0	3.7	4.4	-0.7	8.0	16.0	-8.0	18.4	20.0	-1.6
ABC RN (RADIO NATIONAL)	1.0	0.7	0.3	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	1.0	0.5	0.0	0.5	2.0	1.0	1.0	2.7	4.2	-1.5
ABC NEWSRADIO	0.3	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.5	0.0	0.5	-0.5	0.0	0.0	0.0	0.9	0.0	0.9
triple j	5.3	5.6	-0.3	4.6	4.7	-0.1	10.4	14.1	-3.7	10.3	9.3	1.0	2.7	2.8	-0.1	2.0	2.0	0.0	0.0	0.8	-0.8
ABC CLASSIC	0.7	1.1	-0.4	0.9	2.8	-1.9	0.0	1.0	-1.0	1.0	0.0	1.0	0.0	1.1	-1.1	1.0	0.0	1.0	1.8	2.5	-0.7

Please note: Last Ipswich Survey conducted October 2017.

B105 on air from 27 July 2020. Previously known as Hit105.

4BH 882 on air from 2 February 2020. Previously known as Talking Lifestyle 882.

ABC NewsRadio on air from 26 July 2020. Previously known as ABC News.

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.

Survey Period: 10th May 2021 - 29th May 2021

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IPSWICH - XTRA INSIGHTS - SURVEY 1: 2021



EMBARGOED UNTIL TUESDAY 8TH JUNE 2021 AT 11AM AEST

Session Listened to Most (%)

	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	+/-
RIVER 94.9	29.1	25.0	4.1	34.6	31.6	3.0	34.1	31.2	2.9	29.5	26.5	3.0	25.8	25.3	0.5	28.5	24.2	4.3
B105	15.3	15.4	-0.1	11.0	9.7	1.3	12.4	14.1	-1.7	16.6	16.2	0.4	18.5	14.6	3.9	13.7	13.3	0.4
TRIPLE M BRISBANE	7.1	7.5	-0.4	7.2	6.8	0.4	8.0	7.5	0.5	6.6	6.7	-0.1	6.3	1.9	4.4	7.4	6.1	1.3
NOVA 106.9	8.3	5.6	2.7	4.8	3.1	1.7	8.7	4.1	4.6	9.3	5.9	3.4	10.8	3.9	6.9	9.5	5.7	3.8
97.3FM	7.5	9.3	-1.8	8.7	8.7	0.0	7.0	8.5	-1.5	7.3	8.7	-1.4	4.2	6.8	-2.6	6.9	10.4	-3.5
4KQ 693	3.7	6.1	-2.4	5.6	7.5	-1.9	4.0	5.7	-1.7	2.8	5.0	-2.2	1.6	6.8	-5.2	4.4	6.5	-2.1
4BC	4.6	3.9	0.7	5.8	5.2	0.6	3.3	3.7	-0.4	2.3	3.0	-0.7	3.8	8.7	-4.9	2.5	3.9	-1.4
4BH 882	0.7	0.4	0.3	1.0	1.2	-0.2	1.0	0.2	0.8	0.4	0.4	0.0	0.0	0.0	0.0	0.7	1.0	-0.3
ABC RADIO BRISBANE	6.0	7.0	-1.0	4.7	7.5	-2.8	3.8	5.7	-1.9	3.8	5.7	-1.9	5.5	11.6	-6.1	4.9	6.9	-2.0
ABC RN (RADIO NATIONAL)	1.0	0.6	0.4	0.4	0.9	-0.5	0.5	0.4	0.1	0.7	0.6	0.1	1.7	1.9	-0.2	0.9	0.8	0.1
ABC NEWSRADIO	0.3	0.1	0.2	0.0	0.2	-0.2	0.0	0.2	-0.2	0.0	0.2	-0.2	2.2	0.0	2.2	0.4	0.2	0.2
triple j	5.6	5.7	-0.1	5.2	4.7	0.5	5.8	5.5	0.3	7.1	7.1	0.0	6.5	4.9	1.6	5.3	5.5	-0.2
ABC CLASSIC	0.6	1.1	-0.5	0.6	1.4	-0.8	0.7	0.8	-0.1	0.9	0.8	0.1	1.6	1.9	-0.3	0.9	1.3	-0.4

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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	+/-
RIVER 94.9	1212	733	479	144	86	58	154	74	80	246	173	73	363	210	153	202	115	87	103	75	28
B105	716	421	295	143	90	53	115	116	-1	295	154	141	130	48	82	23	13	10	10	0	10
TRIPLE M BRISBANE	392	242	150	48	38	10	50	15	35	123	78	45	117	96	21	34	15	19	20	0	20
NOVA 106.9	542	217	325	127	30	97	109	58	51	189	89	100	107	30	77	7	5	2	3	5	-2
97.3FM	452	343	109	88	50	38	59	35	24	122	99	23	120	106	14	40	45	-5	23	8	15
4KQ 693	168	171	-3	3	2	1	4	8	-4	10	13	-3	27	28	-1	44	58	-14	80	63	17
4BC	140	101	39	3	0	3	0	0	0	3	5	-2	33	23	10	20	20	0	80	53	27
4BH 882	47	30	17	0	0	0	0	0	0	0	0	0	3	3	0	10	8	2	33	20	13
ABC RADIO BRISBANE	217	191	26	10	2	8	3	3	0	13	8	5	46	38	8	57	48	9	87	93	-6
ABC RN (RADIO NATIONAL)	57	33	24	0	0	0	0	0	0	6	0	6	13	8	5	20	8	12	17	18	-1
ABC NEWSRADIO	34	13	21	3	0	3	0	0	0	3	3	0	3	2	1	17	5	12	7	3	4
triple j	283	156	127	36	17	19	67	45	22	117	61	56	47	25	22	13	5	8	3	3	0
ABC CLASSIC	56	40	16	6	10	-4	3	5	-2	20	0	20	3	10	-7	7	3	4	17	13	4

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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: 2673]

	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	+/-
RIVER 94.9	868	529	339	682	432	250	815	517	298	643	430	213	197	83	114	669	481	188
B105	470	350	120	253	151	102	359	255	104	422	268	154	134	51	83	392	285	107
TRIPLE M BRISBANE	226	207	19	163	106	57	240	154	86	163	139	24	56	15	41	231	166	65
NOVA 106.9	297	184	113	168	61	107	291	109	182	284	154	130	95	23	72	318	157	161
97.3FM	277	272	5	191	149	42	247	204	43	218	195	23	61	28	33	275	250	25
4KQ 693	97	143	-46	121	113	8	108	103	5	60	80	-20	20	20	0	104	131	-27
4BC	114	73	41	97	68	29	77	53	24	47	45	2	23	23	0	60	68	-8
4BH 882	24	15	9	20	18	2	30	3	27	10	8	2	0	3	-3	20	25	-5
ABC RADIO BRISBANE	170	141	29	110	101	9	93	91	2	100	83	17	40	30	10	137	148	-11
ABC RN (RADIO NATIONAL)	30	20	10	20	13	7	14	10	4	20	15	5	13	10	3	27	23	4
ABC NEWSRADIO	17	10	7	7	5	2	10	5	5	7	10	-3	13	3	10	13	8	5
triple j	189	121	68	111	61	50	145	88	57	159	106	53	53	15	38	153	108	45
ABC CLASSIC	33	28	5	23	20	3	27	20	7	26	20	6	10	5	5	36	35	1

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