

TOWNSVILLE (QLD)

SURVEY #1 2021



TOWNSVILLE - XTRA INSIGHTS - SURVEY 1: 2021



EMBARGOED UNTIL TUESDAY 21ST SEPTEMBER 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	+/-
POWER100	10.0	11.8	-1.8	4.4	13.9	-9.5	3.8	7.7	-3.9	13.1	11.1	2.0	15.4	18.8	-3.4	12.8	14.7	-1.9	4.4	1.6	2.8
STAR 106.3	15.3	14.6	0.7	20.3	25.4	-5.1	33.6	30.4	3.2	16.3	16.0	0.3	16.4	12.9	3.5	4.4	5.1	-0.7	1.6	1.6	0.0
HIT103.1 TOWNSVILLE	20.4	20.3	0.1	35.5	30.3	5.2	19.9	35.4	-15.5	30.3	30.9	-0.6	22.6	18.0	4.6	6.4	3.8	2.6	2.2	0.5	1.7
TRIPLE M TOWNSVILLE 102.3	16.9	21.7	-4.8	19.8	18.0	1.8	8.6	11.0	-2.4	10.1	15.6	-5.5	15.8	28.3	-12.5	34.4	32.4	2.0	18.6	24.1	-5.5
ABC NORTH QUEENSLAND	6.5	8.5	-2.0	0.0	1.4	-1.4	0.0	0.0	0.0	1.6	1.0	0.6	3.3	5.2	-1.9	10.8	13.4	-2.6	25.7	33.8	-8.1
ABC RN	3.5	1.7	1.8	0.0	1.4	-1.4	0.0	0.0	0.0	2.0	0.0	2.0	5.1	1.8	3.3	5.1	5.7	-0.6	7.6	2.2	5.4
ABC NEWSRADIO	1.0	0.5	0.5	0.6	0.0	0.6	0.9	0.0	0.9	0.6	0.3	0.3	0.7	0.4	0.3	0.6	1.3	-0.7	2.7	1.1	1.6
triple j	9.3	6.7	2.6	7.7	3.4	4.3	21.2	9.1	12.1	16.3	17.4	-1.1	6.6	3.7	2.9	1.9	1.3	0.6	0.0	0.0	0.0
ABC CLASSIC	1.5	1.3	0.2	0.6	0.7	-0.1	0.0	0.0	0.0	0.9	1.4	-0.5	1.5	0.4	1.1	1.9	2.5	-0.6	4.4	3.3	1.1

Please note: Last Townsville Survey conducted November 2019. ABC NewsRadio on air from 26 July 2020. 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			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	10.2	10.9	-0.7	12.0	13.8	-1.8	12.3	14.0	-1.7	10.9	13.4	-2.5	4.8	13.1	-8.3	10.7	11.8	-1.1
STAR 106.3	14.7	14.7	0.0	14.0	9.8	4.2	14.3	13.7	0.6	13.7	16.3	-2.6	12.9	7.5	5.4	13.9	14.6	-0.7
HIT103.1 TOWNSVILLE	21.0	20.0	1.0	16.0	18.6	-2.6	21.0	21.8	-0.8	22.0	21.3	0.7	18.0	14.5	3.5	19.7	17.6	2.1
TRIPLE M TOWNSVILLE 102.3	18.3	22.1	-3.8	18.0	24.3	-6.3	18.7	22.0	-3.3	17.5	19.2	-1.7	12.4	15.9	-3.5	16.9	20.2	-3.3
ABC NORTH QUEENSLAND	6.1	9.7	-3.6	6.7	8.9	-2.2	4.3	6.7	-2.4	4.1	6.7	-2.6	10.5	14.5	-4.0	7.6	10.1	-2.5
ABC RN	3.3	1.7	1.6	2.5	1.2	1.3	2.7	1.0	1.7	3.1	1.4	1.7	2.8	4.1	-1.3	2.3	2.0	0.3
ABC NEWSRADIO	0.8	0.9	-0.1	1.4	0.5	0.9	0.5	0.5	0.0	0.5	0.5	0.0	0.9	0.0	0.9	0.7	0.2	0.5
triple j	9.5	6.5	3.0	8.6	5.3	3.3	9.0	5.7	3.3	12.9	7.9	5.0	16.1	13.1	3.0	11.1	7.0	4.1
ABC CLASSIC	1.2	1.1	0.1	2.3	1.5	0.8	1.6	0.9	0.7	1.3	1.3	0.0	1.7	2.1	-0.4	1.3	2.0	-0.7

Please note: Last Townsville Survey conducted November 2019. ABC NewsRadio on air from 26 July 2020. Previously known as ABC NEWS.

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	+/-
POWER100	431	408	23	39	58	-19	59	43	16	120	106	14	129	127	2	57	63	-6	27	10	17
STAR 106.3	602	524	78	92	101	-9	154	130	24	172	141	31	138	113	25	32	26	6	14	12	2
HIT103.1 TOWNSVILLE	719	654	65	130	112	18	119	146	-27	246	226	20	175	145	30	35	24	11	14	2	12
TRIPLE M TOWNSVILLE 102.3	622	703	-81	77	100	-23	55	43	12	107	130	-23	152	208	-56	135	124	11	96	98	-2
ABC NORTH QUEENSLAND	240	272	-32	12	7	5	3	0	3	16	16	0	48	52	-4	53	54	-1	108	143	-35
ABC RN	120	70	50	5	9	-4	0	0	0	17	7	10	32	16	16	30	23	7	35	16	19
ABC NEWSRADIO	38	19	19	3	0	3	6	0	6	5	5	0	7	2	5	7	3	4	11	9	2
triple j	315	223	92	33	23	10	78	47	31	126	109	17	60	37	23	12	7	5	5	0	5
ABC CLASSIC	51	47	4	2	2	0	7	0	7	6	10	-4	7	2	5	7	12	-5	21	21	0

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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: 2128]

	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	290	331	-41	195	230	-35	243	290	-47	186	314	-128	27	49	-22	255	286	-31
STAR 106.3	400	442	-42	244	203	41	300	311	-11	277	395	-118	67	45	22	317	348	-31
HIT103.1 TOWNSVILLE	509	560	-51	274	311	-37	395	433	-38	385	494	-109	97	57	40	420	423	-3
TRIPLE M TOWNSVILLE 102.3	437	591	-154	269	382	-113	333	450	-117	278	443	-165	63	64	-1	362	473	-111
ABC NORTH QUEENSLAND	152	236	-84	97	138	-41	81	124	-43	70	141	-71	46	40	6	152	208	-56
ABC RN	81	54	27	44	30	14	47	28	19	58	40	18	12	12	0	53	45	8
ABC NEWSRADIO	26	17	9	18	7	11	11	10	1	12	9	3	5	0	5	16	5	11
triple j	219	172	47	127	83	44	155	115	40	199	174	25	71	38	33	211	158	53
ABC CLASSIC	24	31	-7	28	24	4	26	16	10	22	24	-2	9	9	0	28	42	-14

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