

TOOWOOMBA (QLD)

SURVEY #1 2021



TOOWOOMBA - XTRA INSIGHTS - SURVEY 1: 2021



EMBARGOED UNTIL THURSDAY 30TH 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	+/-
HIT100.7 DARLING DOWNS	30.4	26.5	3.9	56.2	53.0	3.2	44.6	54.9	-10.3	52.4	42.8	9.6	25.0	19.5	5.5	14.3	6.0	8.3	1.2	0.0	1.2
TRIPLE M 864 DARLING DOWNS	5.4	11.3	-5.9	6.5	9.8	-3.3	1.8	3.2	-1.4	2.7	6.8	-4.1	5.4	13.8	-8.4	7.8	18.0	-10.2	7.8	13.5	-5.7
4AK	2.0	1.7	0.3	2.0	0.0	2.0	1.9	3.2	-1.3	1.9	1.2	0.7	2.3	1.9	0.4	3.0	3.6	-0.6	1.2	0.8	0.4
4WK	3.9	5.4	-1.5	0.6	2.6	-2.0	0.8	0.8	0.0	1.2	2.8	-1.6	3.5	3.4	0.1	6.0	6.6	-0.6	9.5	13.6	-4.1
ABC SOUTHERN QUEENSLAND	13.2	14.1	-0.9	2.7	3.3	-0.6	2.8	2.4	0.4	3.8	2.8	1.0	7.7	13.3	-5.6	14.4	22.1	-7.7	40.2	34.2	6.0
ABC RN	2.7	3.5	-0.8	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.4	0.7	2.7	6.1	-3.4	6.0	4.2	1.8	5.0	7.4	-2.4
ABC NEWSRADIO	1.0	0.7	0.3	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.4	1.1	0.8	0.8	0.0	1.2	1.2	0.0	1.6	1.2	0.4
triple j	6.6	6.6	0.0	4.6	5.9	-1.3	19.1	15.1	4.0	12.3	14.7	-2.4	4.2	3.9	0.3	1.8	2.4	-0.6	1.2	0.0	1.2
ABC CLASSIC	1.0	1.1	-0.1	0.0	0.0	0.0	1.1	0.0	1.1	0.4	0.0	0.4	0.4	0.0	0.4	1.8	0.0	1.8	2.5	5.4	-2.9

Please note: Last Toowoomba Survey conducted September 2018. 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	+/-
HIT100.7 DARLING DOWNS	31.7	27.9	3.8	26.2	21.2	5.0	33.6	29.4	4.2	37.6	31.7	5.9	28.5	15.6	12.9	28.8	25.1	3.7
TRIPLE M 864 DARLING DOWNS	5.3	11.0	-5.7	5.5	13.6	-8.1	4.6	10.7	-6.1	3.5	8.8	-5.3	3.3	8.3	-5.0	4.8	9.5	-4.7
4AK	1.6	1.5	0.1	2.6	2.1	0.5	2.9	1.6	1.3	2.7	2.0	0.7	1.0	1.7	-0.7	1.4	1.4	0.0
4WK	3.4	4.3	-0.9	5.2	6.3	-1.1	2.8	4.7	-1.9	2.2	3.7	-1.5	6.2	8.3	-2.1	3.0	4.6	-1.6
ABC SOUTHERN QUEENSLAND	15.1	15.5	-0.4	11.6	14.8	-3.2	9.2	11.6	-2.4	7.1	10.3	-3.2	17.7	21.6	-3.9	15.2	17.0	-1.8
ABC RN	2.6	3.3	-0.7	2.1	2.1	0.0	1.8	2.1	-0.3	2.4	3.0	-0.6	4.3	5.6	-1.3	2.5	3.5	-1.0
ABC NEWSRADIO	0.9	0.7	0.2	0.9	0.5	0.4	1.0	0.8	0.2	0.6	0.3	0.3	0.9	0.0	0.9	0.8	0.5	0.3
triple j	7.3	7.3	0.0	7.7	4.6	3.1	7.4	6.0	1.4	8.2	8.3	-0.1	6.1	8.3	-2.2	6.1	7.1	-1.0
ABC CLASSIC	1.3	1.1	0.2	1.7	1.8	-0.1	1.9	1.9	0.0	1.7	0.9	0.8	2.4	3.3	-0.9	1.7	1.4	0.3

Please note: Last Toowoomba Survey conducted September 2018. 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	+/-
HIT100.7 DARLING DOWNS	871	699	172	178	155	23	141	147	-6	302	242	60	184	130	54	60	24	36	7	2	5
TRIPLE M 864 DARLING DOWNS	244	343	-99	25	29	-4	7	12	-5	35	42	-7	67	95	-28	46	80	-34	65	85	-20
4AK	73	64	9	5	5	0	7	10	-3	13	8	5	21	17	4	12	15	-3	14	8	6
4WK	159	156	3	4	7	-3	2	2	0	15	20	-5	25	32	-7	44	26	18	70	69	1
ABC SOUTHERN QUEENSLAND	402	414	-12	18	10	8	8	10	-2	28	26	2	69	93	-24	65	87	-22	215	188	27
ABC RN	86	108	-22	5	3	2	2	0	2	6	5	1	21	35	-14	21	20	1	30	44	-14
ABC NEWSRADIO	34	27	7	0	0	0	0	0	0	10	2	8	3	7	-4	11	5	6	10	14	-4
triple j	220	189	31	21	24	-3	60	40	20	72	85	-13	42	31	11	14	10	4	11	0	11
ABC CLASSIC	44	49	-5	2	0	2	2	0	2	10	2	8	5	5	0	5	3	2	19	39	-20

Please note: Last Toowoomba Survey conducted September 2018. ABC NewsRadio on air from 26 July 2020. Previously known as ABC NEWS.

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: 2098]

	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	+/-
HIT100.7 DARLING DOWNS	671	620	51	372	302	70	530	465	65	501	510	-9	114	73	41	487	473	14
TRIPLE M 864 DARLING DOWNS	136	263	-127	94	214	-120	89	188	-99	61	168	-107	21	39	-18	110	210	-100
4AK	41	47	-6	45	34	11	44	34	10	37	39	-2	5	9	-4	26	41	-15
4WK	84	102	-18	70	87	-17	47	84	-37	31	66	-35	24	29	-5	54	95	-41
ABC SOUTHERN QUEENSLAND	317	336	-19	149	226	-77	142	200	-58	99	185	-86	70	78	-8	267	325	-58
ABC RN	61	85	-24	30	52	-22	29	56	-27	35	66	-31	21	25	-4	51	83	-32
ABC NEWSRADIO	22	22	0	14	14	0	17	15	2	7	8	-1	5	5	0	12	19	-7
triple j	164	171	-7	110	74	36	127	112	15	112	151	-39	31	34	-3	122	139	-17
ABC CLASSIC	27	37	-10	23	32	-9	30	39	-9	25	27	-2	11	14	-3	34	43	-9

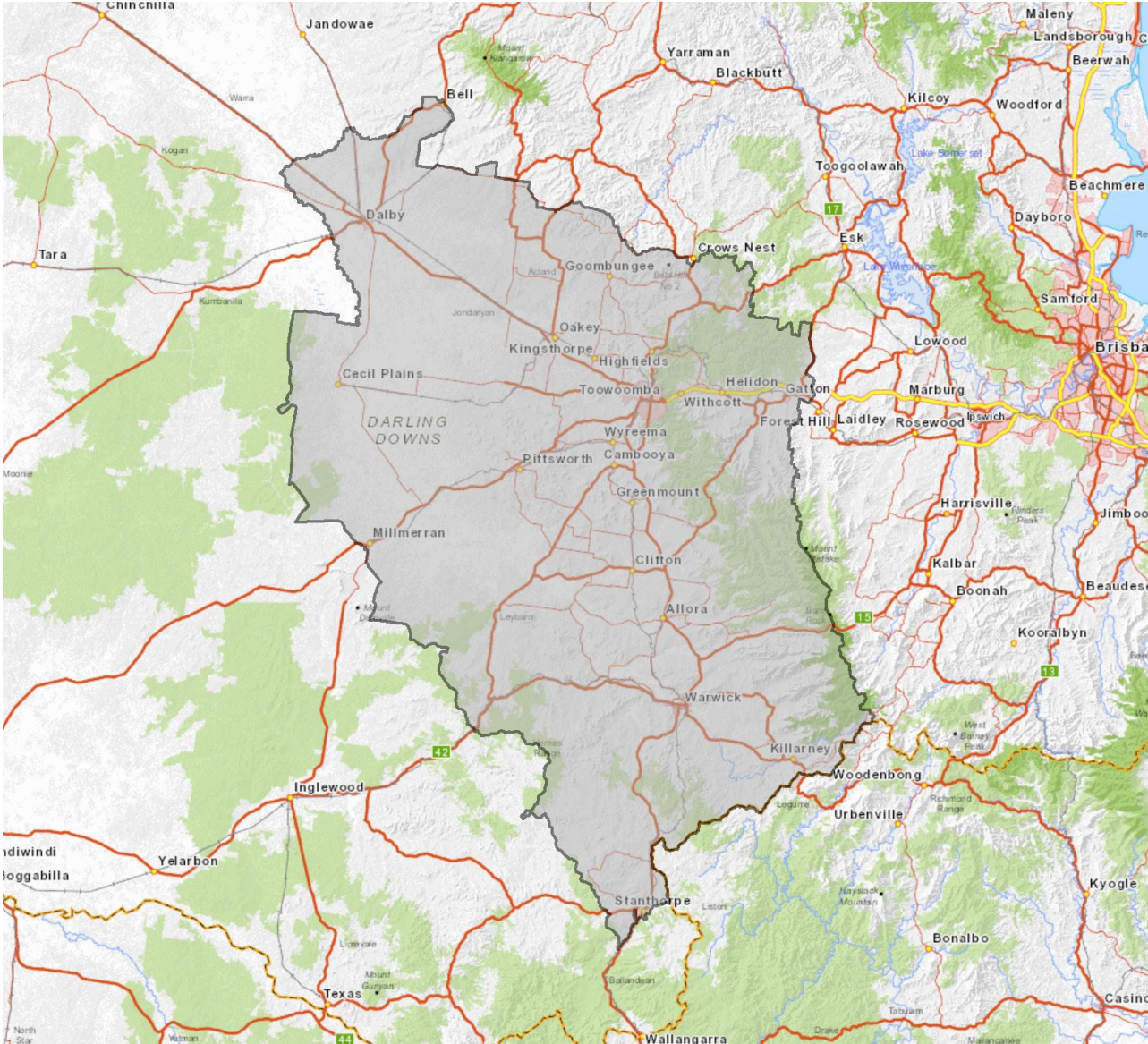
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Cumulative Audience (00's)

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