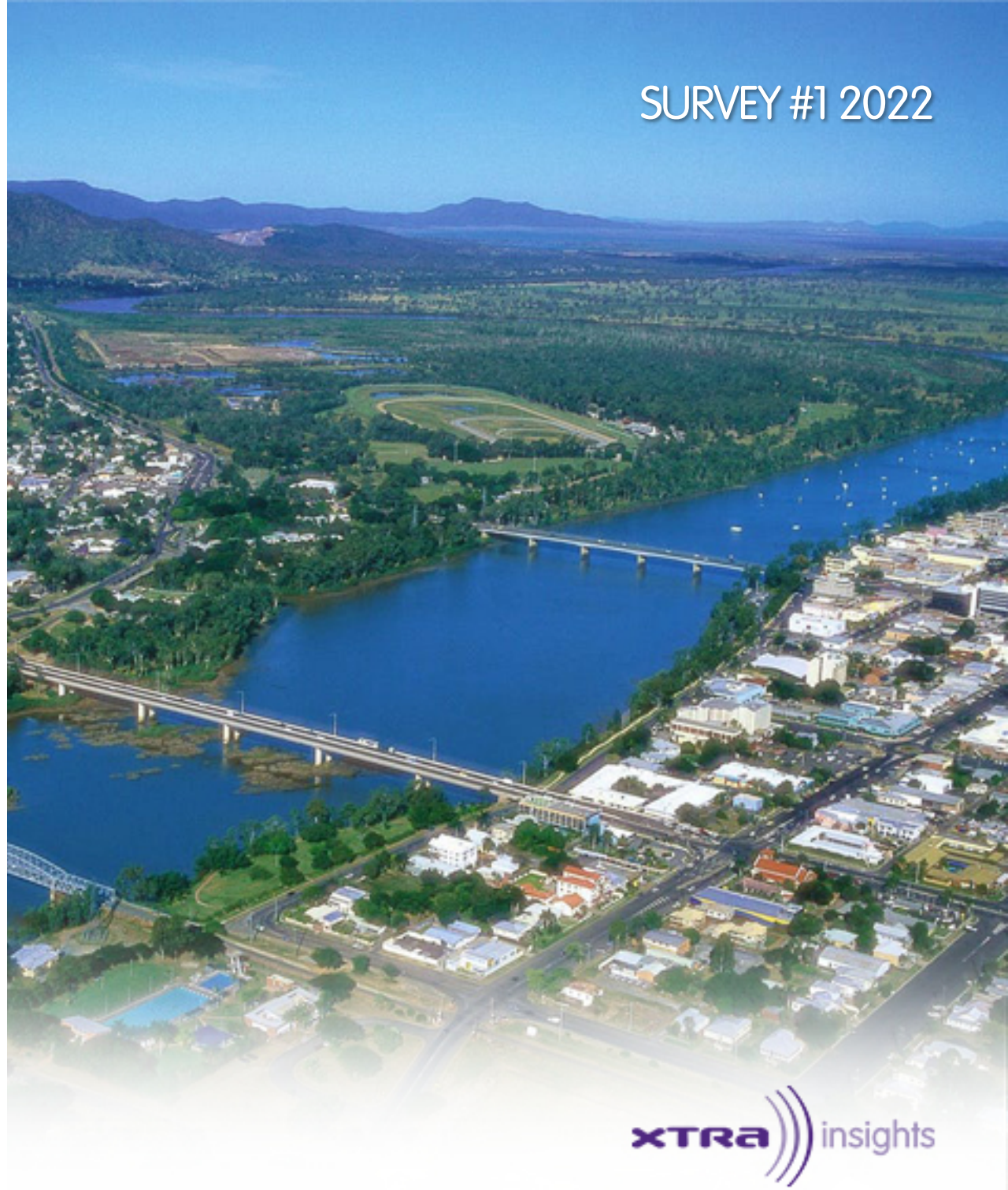


# CENTRAL QUEENSLAND (QLD)



SURVEY #1 2022



**xtra** insights



# CENTRAL QUEENSLAND - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL TUESDAY 30<sup>TH</sup> AUGUST 2022 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	+/-
TRIPLE M CENTRAL QUEENSLAND	20.8	22.4	-1.6	21.6	24.6	-3.0	17.0	17.8	-0.8	23.8	23.8	0.0	27.2	31.2	-4.0	20.9	23.8	-2.9	8.3	7.1	1.2
HIT CENTRAL QUEENSLAND	33.3	28.3	5.0	59.2	44.8	14.4	56.5	53.5	3.0	45.2	45.1	0.1	30.4	21.3	9.1	13.0	8.4	4.6	1.9	1.7	0.2
4CC	6.9	5.6	1.3	1.9	3.5	-1.6	2.2	1.9	0.3	3.3	2.2	1.1	6.5	7.7	-1.2	18.3	12.6	5.7	10.2	5.4	4.8
4RO	4.3	6.9	-2.6	0.0	1.0	-1.0	0.0	0.0	0.0	0.5	1.1	-0.6	3.0	5.5	-2.5	7.3	15.9	-8.6	15.7	19.1	-3.4
ABC CAPRICORNIA	9.1	11.9	-2.8	1.9	2.5	-0.6	1.3	0.6	0.7	0.7	1.4	-0.7	5.7	9.0	-3.3	15.9	20.6	-4.7	31.8	39.4	-7.6
ABC RN (RADIO NATIONAL)	3.1	1.6	1.5	0.4	0.0	0.4	0.0	0.0	0.0	0.6	1.1	-0.5	2.8	2.2	0.6	7.4	1.4	6.0	7.6	4.2	3.4
ABC NEWSRADIO	1.2	0.5	0.7	0.0	0.5	-0.5	0.0	0.0	0.0	1.7	0.0	1.7	1.4	0.8	0.6	1.0	0.9	0.1	1.9	0.8	1.1
TRIPLE J	8.6	8.7	-0.1	5.7	8.5	-2.8	14.0	16.6	-2.6	15.8	16.2	-0.4	9.1	7.1	2.0	4.0	2.3	1.7	0.0	0.4	-0.4
ABC CLASSIC	1.0	0.7	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	1.1	-0.6	0.9	0.9	0.0	4.8	2.1	2.7
ABC WIDE BAY	0.3	0.4	-0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.9	-0.4	1.3	1.7	-0.4

Please note: Last Central Queensland Survey conducted July 2019.

\*A minimum sample of n=50 is required within a sub cell to be able to produce a result.

### 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: 1<sup>st</sup> August 2022 – 20<sup>th</sup> August 2022

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# CENTRAL QUEENSLAND - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL TUESDAY 30<sup>TH</sup> AUGUST 2022 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	+/-
TRIPLE M CENTRAL QUEENSLAND	19.3	22.3	-3.0	21.2	21.7	-0.5	22.3	22.2	0.1	21.8	24.9	-3.1	18.3	21.1	-2.8	19.2	21.0	-1.8
HIT CENTRAL QUEENSLAND	34.2	28.1	6.1	31.0	24.9	6.1	36.2	30.3	5.9	36.0	29.8	6.2	31.8	20.3	11.5	32.6	25.2	7.4
4CC	6.8	5.5	1.3	7.7	6.9	0.8	6.7	6.5	0.2	6.4	5.5	0.9	6.1	6.6	-0.5	6.8	5.6	1.2
4RO	4.2	6.1	-1.9	6.0	9.1	-3.1	3.6	6.6	-3.0	3.2	4.5	-1.3	2.9	5.7	-2.8	3.5	6.7	-3.2
ABC CAPRICORNIA	10.0	13.0	-3.0	8.5	13.6	-5.1	6.9	9.9	-3.0	5.1	8.6	-3.5	10.9	17.6	-6.7	9.6	15.9	-6.3
ABC RN (RADIO NATIONAL)	3.0	1.6	1.4	2.0	1.6	0.4	2.5	1.7	0.8	3.0	2.0	1.0	2.8	4.9	-2.1	2.4	2.2	0.2
ABC NEWSRADIO	1.2	0.7	0.5	0.7	0.1	0.6	0.7	0.3	0.4	0.6	0.5	0.1	1.5	0.4	1.1	1.2	0.4	0.8
TRIPLE J	8.4	9.0	-0.6	9.3	7.4	1.9	9.0	7.9	1.1	10.7	9.8	0.9	10.5	7.0	3.5	9.5	7.8	1.7
ABC CLASSIC	0.8	0.6	0.2	1.5	1.3	0.2	0.8	0.8	0.0	1.1	0.4	0.7	1.8	0.9	0.9	1.1	0.9	0.2
ABC WIDE BAY	0.3	0.4	-0.1	0.1	0.5	-0.4	0.2	0.4	-0.2	0.1	0.1	0.0	0.3	1.8	-1.5	0.4	0.5	-0.1

**Please note:** Last Central Queensland Survey conducted July 2019.

\*A minimum sample of n=50 is required within a sub cell to be able to produce a result.

### 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.

Survey Period: 1<sup>st</sup> August 2022 – 20<sup>th</sup> August 2022

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# CENTRAL QUEENSLAND - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL TUESDAY 30<sup>TH</sup> AUGUST 2022 AT 11AM AEST

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	+/-
TRIPLE M CENTRAL QUEENSLAND	660	599	61	103	102	1	64	55	9	171	153	18	197	187	10	87	72	15	38	29	9
HIT CENTRAL QUEENSLAND	796	635	161	159	121	38	126	114	12	257	238	19	195	130	65	49	28	21	11	5	6
4CC	181	141	40	10	9	1	6	4	2	21	12	9	41	44	-3	60	49	11	43	23	20
4RO	136	164	-28	5	2	3	0	2	-2	3	8	-5	22	37	-15	39	50	-11	68	64	4
ABC CAPRICORNIA	250	296	-46	12	8	4	8	1	7	13	11	2	36	55	-19	61	77	-16	120	144	-24
ABC RN (RADIO NATIONAL)	87	60	27	2	3	-1	0	0	0	9	5	4	20	17	3	25	14	11	32	21	11
ABC NEWSRADIO	47	23	24	2	1	1	0	0	0	9	2	7	11	9	2	8	5	3	17	6	11
TRIPLE J	238	217	21	21	26	-5	35	42	-7	98	86	12	67	45	22	16	15	1	2	3	-1
ABC CLASSIC	33	29	4	0	1	-1	0	0	0	1	1	0	7	9	-2	4	8	-4	21	10	11
ABC WIDE BAY	7	8	-1	0	0	0	0	0	0	0	0	0	0	1	-1	4	2	2	4	5	-1

**Please note:** Last Central Queensland Survey conducted July 2019.  
\*A minimum sample of n=50 is required within a sub cell to be able to produce a result.

**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.

# CENTRAL QUEENSLAND - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL TUESDAY 30<sup>TH</sup> AUGUST 2022 AT 11AM AEST

Cumulative Audience (00's) by Session, P10+ [Potential: 1788]

	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	+/-
TRIPLE M CENTRAL QUEENSLAND	418	498	-80	291	299	-8	387	367	20	325	418	-93	90	77	13	349	400	-51
HIT CENTRAL QUEENSLAND	611	539	72	380	311	69	533	417	116	462	450	12	143	77	66	503	416	87
4CC	120	115	5	96	93	3	98	99	-1	80	87	-7	28	21	7	97	100	-3
4RO	83	124	-41	79	108	-29	57	90	-33	41	73	-32	13	21	-8	61	116	-55
ABC CAPRICORNIA	184	238	-54	113	159	-46	100	136	-36	69	132	-63	54	57	-3	156	254	-98
ABC RN (RADIO NATIONAL)	59	44	15	25	23	2	35	29	6	38	38	0	12	19	-7	48	48	0
ABC NEWSRADIO	28	21	7	11	6	5	16	9	7	17	12	5	6	3	3	21	15	6
TRIPLE J	161	182	-21	119	103	16	143	125	18	130	148	-18	46	29	17	142	137	5
ABC CLASSIC	18	20	-2	19	17	2	13	17	-4	17	11	6	7	5	2	21	24	-3
ABC WIDE BAY	5	7	-2	1	5	-4	3	5	-2	1	2	-1	1	6	-5	6	8	-2

**Please note:** Last Central Queensland Survey conducted July 2019.  
\*A minimum sample of n=50 is required within a sub cell to be able to produce a result.

**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.

# CENTRAL QUEENSLAND- XTRA INSIGHTS - SURVEY 1: 2022

EMBARGOED UNTIL TUESDAY 30TH AUGUST 2022 AT 11AM AEST



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