

GYMPIE (QLD)

SURVEY #1 2022



EMBARGOED UNTIL TUESDAY 20TH SEPTEMBER 2022 AT 11AM AEST

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	+/-
ZINC 96.1	24.5	24.1	0.4	27.1	25.3	1.8	28.3	27.4	0.9	23.2	26.1	-2.9	24.3	29.8	-5.5	33.4	27.6	5.8	13.2	12.1	1.1
4GY	4.1	4.4	-0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	2.8	-2.1	6.8	6.9	-0.1	11.9	10.7	1.2
ABC SUNSHINE COAST	9.8	9.9	-0.1	3.2	4.3	-1.1	5.0	1.4	3.6	6.0	1.0	5.0	8.1	6.2	1.9	7.8	19.5	-11.7	21.0	17.8	3.2
ABC RN (RADIO NATIONAL)	5.8	3.8	2.0	9.2	2.8	6.4	0.0	0.0	0.0	0.0	0.0	0.0	4.7	3.5	1.2	4.9	5.9	-1.0	11.8	7.1	4.7
ABC NEWSRADIO	1.6	1.5	0.1	1.3	0.0	1.3	1.2	0.0	1.2	1.7	0.0	1.7	2.0	2.1	-0.1	1.0	2.9	-1.9	2.0	2.1	-0.1
TRIPLE J	10.5	11.6	-1.1	12.1	9.7	2.4	20.2	25.9	-5.7	25.5	27.9	-2.4	15.0	13.8	1.2	2.0	4.8	-2.8	1.4	0.7	0.7
ABC CLASSIC	1.5	2.2	-0.7	1.4	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.7	0.0	2.0	2.9	-0.9	3.5	6.4	-2.9

*Please note: Last Gympie Survey conducted August 2019.**ABC NEWSRADIO on air from 26th July 2020. Previously known as ABC NEWS.***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: 22nd August 2022 – 10th September 2022

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EMBARGOED UNTIL TUESDAY 20TH SEPTEMBER 2022 AT 11AM AEST

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	+/-
ZINC 96.1	24.4	24.8	-0.4	23.8	27.3	-3.5	25.9	26.0	-0.1	19.4	25.6	-6.2	9.8	25.7	-15.9	21.1	22.4	-1.3
4GY	3.3	4.0	-0.7	4.5	6.6	-2.1	2.0	3.7	-1.7	2.6	3.4	-0.8	6.9	9.7	-2.8	3.9	5.4	-1.5
ABC SUNSHINE COAST	10.1	11.1	-1.0	9.9	8.7	1.2	7.7	8.4	-0.7	8.8	7.5	1.3	11.8	11.4	0.4	10.2	10.2	0.0
ABC RN (RADIO NATIONAL)	6.1	3.8	2.3	5.0	4.8	0.2	6.4	3.2	3.2	3.8	3.9	-0.1	4.8	6.5	-1.7	5.6	4.9	0.7
ABC NEWSRADIO	1.3	1.2	0.1	1.7	0.9	0.8	1.2	0.8	0.4	1.1	0.3	0.8	1.0	3.2	-2.2	1.2	1.7	-0.5
TRIPLE J	10.3	12.5	-2.2	8.8	9.6	-0.8	12.7	9.9	2.8	14.3	14.1	0.2	17.3	0.0	17.3	12.5	11.6	0.9
ABC CLASSIC	1.2	2.2	-1.0	0.6	3.3	-2.7	1.5	2.9	-1.4	0.3	2.5	-2.2	1.0	6.4	-5.4	1.3	2.7	-1.4

Please note: Last Gympie Survey conducted August 2019.

ABC NEWSRADIO on air from 26th July 2020. Previously known as ABC NEWS.

*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.

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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	+/-
ZINC 96.1	506	404	102	58	53	5	122	96	26	78	66	12	119	116	3	116	88	28	90	51	39
4GY	72	80	-8	0	2	-2	2	0	2	2	0	2	2	11	-9	23	20	3	44	47	-3
ABC SUNSHINE COAST	229	204	25	15	11	4	31	9	22	23	2	21	39	40	-1	44	59	-15	100	85	15
ABC RN (RADIO NATIONAL)	119	66	53	18	4	14	4	0	4	4	0	4	30	13	17	16	20	-4	51	29	22
ABC NEWSRADIO	40	33	7	2	0	2	6	0	6	6	0	6	9	9	0	5	9	-4	18	16	2
TRIPLE J	234	211	23	31	24	7	105	109	-4	84	79	5	72	60	12	19	13	6	7	4	3
ABC CLASSIC	47	38	9	5	0	5	0	0	0	0	0	0	2	4	-2	9	7	2	30	27	3

Please note: Last Gympie Survey conducted August 2019.

ABC NEWSRADIO on air from 26th July 2020. Previously known as ABC NEWS.

*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.

GYMPIE - XTRA INSIGHTS - SURVEY 1: 2022

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Cumulative Audience (00's) by Session, P10+ [Potential: 1406]

	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	+/-
ZINC 96.1	358	337	21	242	226	16	275	263	12	191	249	-58	33	38	-5	234	256	-22
4GY	47	56	-9	37	60	-23	21	42	-21	23	33	-10	16	18	-2	37	60	-23
ABC SUNSHINE COAST	155	171	-16	99	106	-7	89	98	-9	82	88	-6	28	24	4	123	135	-12
ABC RN (RADIO NATIONAL)	75	58	17	55	44	11	66	38	28	37	38	-1	11	9	2	69	53	16
ABC NEWSRADIO	22	20	2	16	13	3	15	11	4	15	11	4	2	7	-5	18	24	-6
TRIPLE J	163	184	-21	100	86	14	151	110	41	136	149	-13	47	7	40	154	149	5
ABC CLASSIC	21	27	-6	16	29	-13	19	29	-10	7	22	-15	2	11	-9	21	31	-10

Please note: Last Gympie Survey conducted August 2019.

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Cumulative Audience (00's)

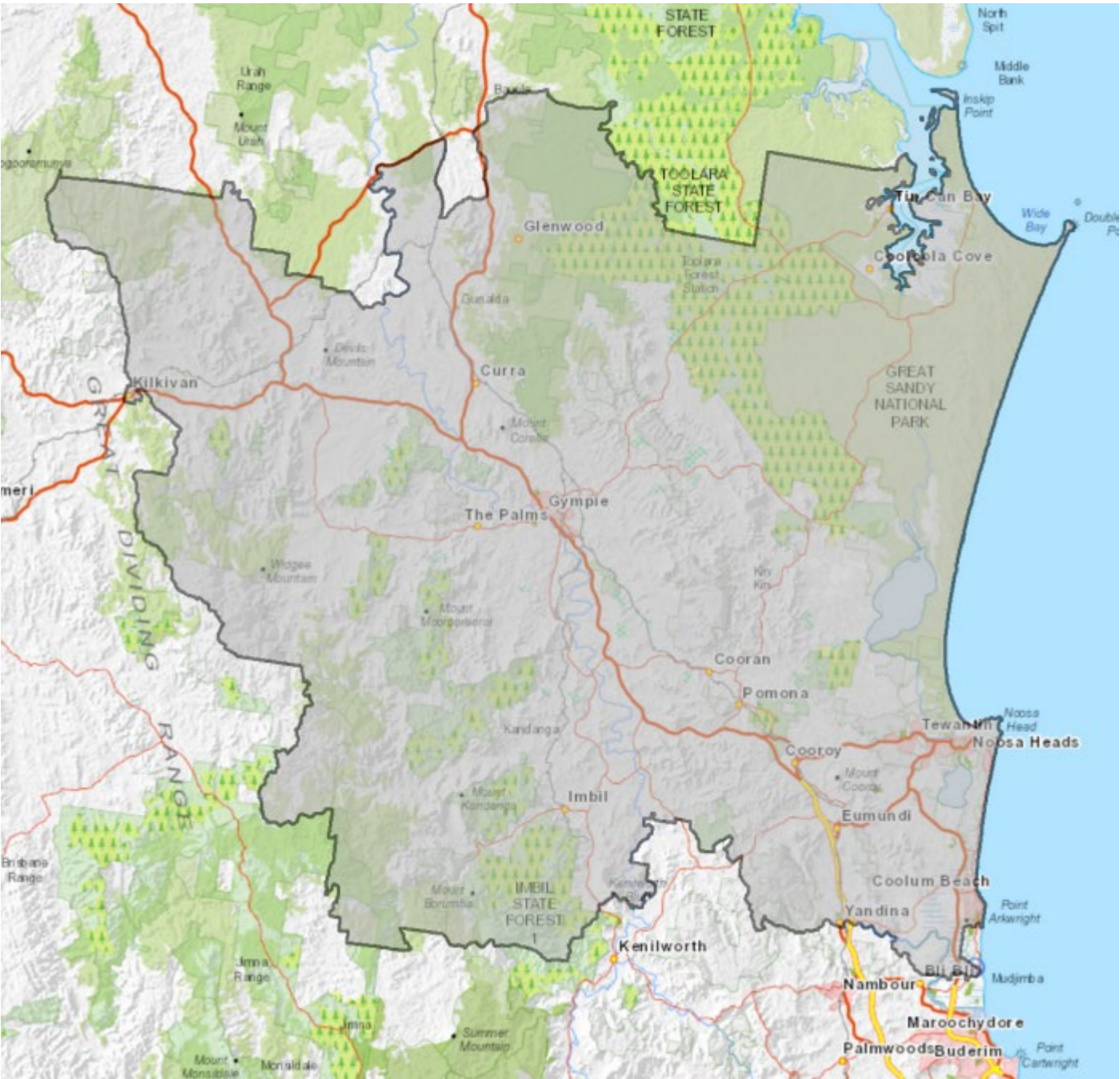
The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening.

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

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