

ATHERTON (QLD)

SURVEY #1 2022



ATHERTON - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL TUESDAY 22ND NOVEMBER 2022 AT 11AM AEDT

Station Listened to Most (%), Monday to Sunday

| | 10+ | 10-17 | 18-39 | 25-39 | 40-54 | 55-64 | 65+ |
|--------------------------|------|-------|-------|-------|-------|-------|------|
| HIT 97.9 TABLELANDS | 19.9 | 49.4 | 34.5 | 32.5 | 20.1 | 3.8 | 0.7 |
| 4AM | 12.8 | 2.7 | 1.6 | 0.9 | 7.2 | 24.8 | 26.5 |
| ABC FAR NORTH QUEENSLAND | 14.3 | 10.0 | 2.2 | 3.2 | 13.7 | 17.8 | 27.2 |
| ABC RN (RADIO NATIONAL) | 4.0 | 1.5 | 0.6 | 0.9 | 2.9 | 7.8 | 7.2 |
| ABC NEWSRADIO | 0.7 | 0.0 | 0.0 | 0.0 | 0.0 | 2.4 | 1.4 |
| TRIPLE J | 8.0 | 5.8 | 10.2 | 9.0 | 10.8 | 5.4 | 5.8 |
| ABC CLASSIC | 0.8 | 0.0 | 0.0 | 0.0 | 0.7 | 0.7 | 2.1 |

*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: 17th October 2022 – 12th November 2022

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EMBARGOED UNTIL TUESDAY 22ND NOVEMBER 2022 AT 11AM AEDT

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 |
|--------------------------|------------------------------------|-----------------------------------|-------------------------------------|--------------------------------|-----------------------------------|-----------------------------------|
| HIT 97.9 TABLELANDS | 19.9 | 15.2 | 18.0 | 21.2 | 17.3 | 17.5 |
| 4AM | 10.9 | 15.2 | 10.8 | 9.5 | 8.8 | 11.4 |
| ABC FAR NORTH QUEENSLAND | 15.3 | 13.9 | 11.0 | 11.8 | 21.0 | 16.9 |
| ABC RN (RADIO NATIONAL) | 4.6 | 3.4 | 3.3 | 4.1 | 4.3 | 3.7 |
| ABC NEWSRADIO | 1.1 | 1.2 | 0.8 | 0.7 | 1.6 | 1.0 |
| TRIPLE J | 8.4 | 7.4 | 8.7 | 8.3 | 10.8 | 6.5 |
| ABC CLASSIC | 0.8 | 1.2 | 0.9 | 0.9 | 0.7 | 0.7 |

*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+ |
|--------------------------|-----|-------|-------|-------|-------|-------|-----|
| HIT 97.9 TABLELANDS | 132 | 31 | 53 | 37 | 35 | 8 | 5 |
| 4AM | 84 | 2 | 6 | 5 | 12 | 26 | 38 |
| ABC FAR NORTH QUEENSLAND | 111 | 6 | 5 | 5 | 25 | 29 | 46 |
| ABC RN (RADIO NATIONAL) | 32 | 2 | 5 | 3 | 4 | 7 | 13 |
| ABC NEWSRADIO | 12 | 0 | 3 | 1 | 2 | 2 | 4 |
| TRIPLE J | 58 | 7 | 19 | 14 | 18 | 7 | 8 |
| ABC CLASSIC | 11 | 0 | 1 | 0 | 2 | 1 | 7 |

*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.

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EMBARGOED UNTIL TUESDAY 22ND NOVEMBER 2022 AT 11AM AEDT

Cumulative Audience (00's) by Session, P10+ [Potential: 461]

| | 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 |
| HIT 97.9 TABLELANDS | 89 | 56 | 71 | 72 | 21 | 72 |
| 4AM | 54 | 54 | 41 | 30 | 11 | 48 |
| ABC FAR NORTH QUEENSLAND | 77 | 56 | 46 | 42 | 23 | 65 |
| ABC RN (RADIO NATIONAL) | 23 | 13 | 15 | 14 | 4 | 18 |
| ABC NEWSRADIO | 7 | 4 | 5 | 2 | 2 | 4 |
| TRIPLE J | 40 | 27 | 32 | 32 | 12 | 32 |
| ABC CLASSIC | 5 | 5 | 5 | 3 | 1 | 4 |

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

Cumulative Audience (00's)

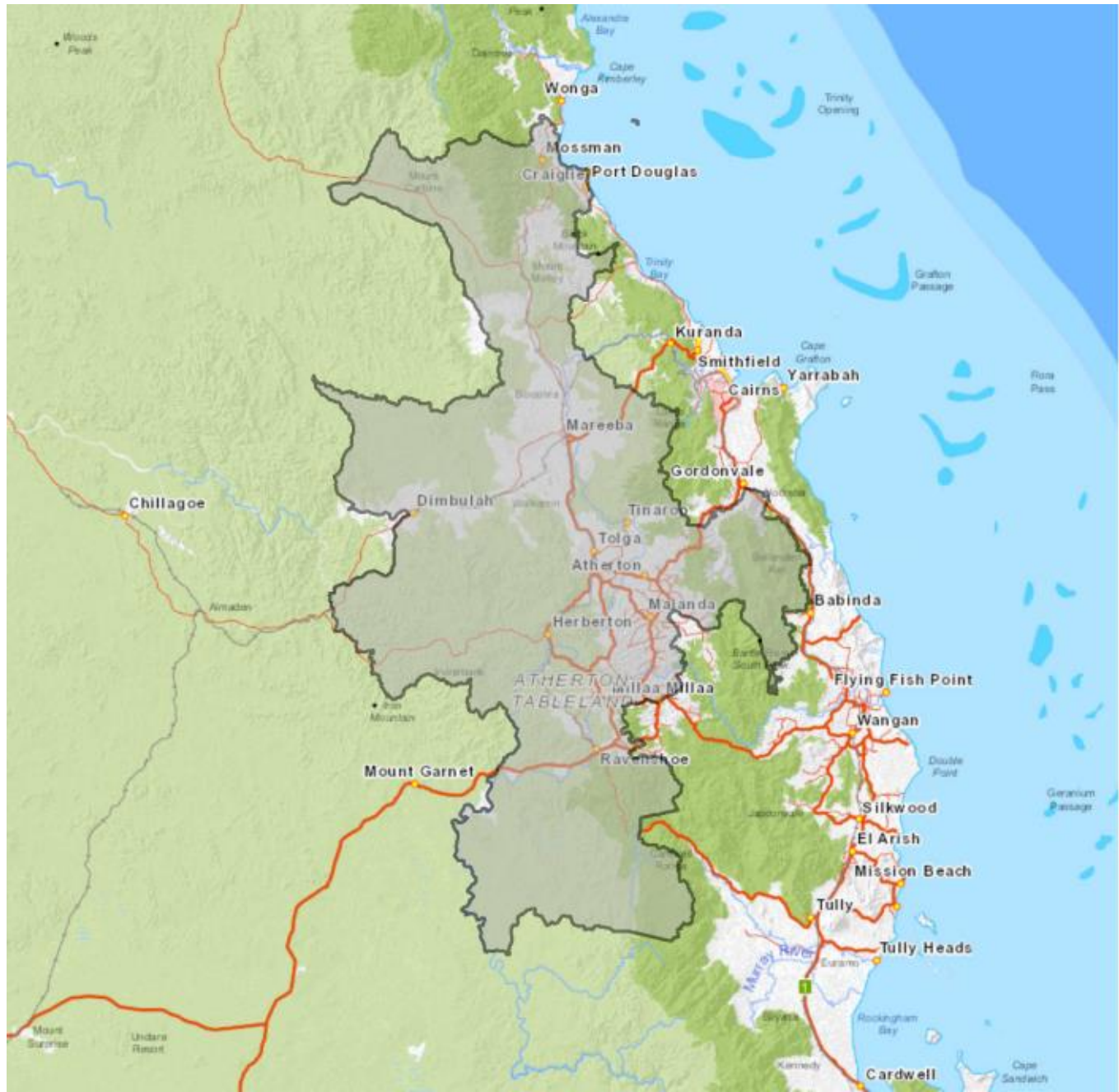
The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening.

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

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