

# KINGAROY (QLD)

SURVEY #1 2023



**xtra** ))) insights

# KINGAROY - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL TUESDAY 18<sup>TH</sup> APRIL 2023 AS 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	+/-
HIT89.1 SOUTH BURNETT	<b>23.9</b>	26.1	-2.2	<b>37.6</b>	53.2	-15.6	<b>47.0</b>	41.2	5.8	<b>43.7</b>	39.3	4.4	<b>21.8</b>	24.8	-3.0	<b>10.8</b>	12.0	-1.2	<b>3.7</b>	3.6	0.1
4SB	<b>8.8</b>	9.5	-0.7	<b>2.2</b>	1.6	0.6	<b>2.9</b>	5.6	-2.7	<b>4.2</b>	5.4	-1.2	<b>7.7</b>	9.8	-2.1	<b>9.8</b>	13.1	-3.3	<b>18.0</b>	16.1	1.9
ABC SOUTHERN QUEENSLAND	<b>12.7</b>	13.5	-0.8	<b>6.3</b>	3.2	3.1	<b>3.9</b>	5.5	-1.6	<b>5.6</b>	8.0	-2.4	<b>8.6</b>	8.3	0.3	<b>7.1</b>	18.4	-11.3	<b>31.1</b>	30.7	0.4
ABC WIDE BAY	<b>5.4</b>	4.0	1.4	<b>5.6</b>	0.0	5.6	<b>1.3</b>	1.2	0.1	<b>1.9</b>	0.9	1.0	<b>7.0</b>	3.8	3.2	<b>9.8</b>	10.9	-1.1	<b>5.6</b>	5.1	0.5
ABC RN (RADIO NATIONAL)	<b>3.2</b>	2.5	0.7	<b>2.2</b>	0.0	2.2	<b>1.6</b>	0.6	1.0	<b>2.3</b>	0.9	1.4	<b>3.2</b>	2.3	0.9	<b>3.6</b>	3.3	0.3	<b>5.0</b>	5.9	-0.9
TRIPLE J	<b>6.7</b>	6.7	0.0	<b>7.0</b>	3.3	3.7	<b>15.7</b>	15.1	0.6	<b>19.7</b>	14.3	5.4	<b>4.6</b>	9.0	-4.4	<b>4.4</b>	1.1	3.3	<b>0.6</b>	0.0	0.6
ABC CLASSIC	<b>0.8</b>	1.0	-0.2	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.8	-0.8	<b>1.8</b>	2.2	-0.4	<b>1.9</b>	2.2	-0.3

**Please note:** Last Kingaroy Survey conducted March 2021.

\*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: 20<sup>th</sup> March 2023 – 8<sup>th</sup> April 2023

Copyright (c) Commercial Radio Australia Ltd. All Rights. This data may not be used for, or in association with, any commercial purposes.

# KINGAROY - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL TUESDAY 18<sup>TH</sup> APRIL 2023 AS 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	+/-
HIT89.1 SOUTH BURNETT	<b>23.8</b>	27.2	-3.4	<b>22.6</b>	24.6	-2.0	<b>28.0</b>	29.8	-1.8	<b>27.7</b>	33.4	-5.7	<b>29.9</b>	32.0	-2.1	<b>21.7</b>	22.1	-0.4
4SB	<b>7.5</b>	10.6	-3.1	<b>14.8</b>	12.0	2.8	<b>9.9</b>	8.0	1.9	<b>7.7</b>	10.8	-3.1	<b>5.3</b>	7.8	-2.5	<b>8.0</b>	9.7	-1.7
ABC SOUTHERN QUEENSLAND	<b>13.2</b>	14.4	-1.2	<b>10.0</b>	10.3	-0.3	<b>8.5</b>	10.2	-1.7	<b>6.9</b>	8.6	-1.7	<b>16.7</b>	13.6	3.1	<b>15.7</b>	15.8	-0.1
ABC WIDE BAY	<b>7.0</b>	4.7	2.3	<b>2.9</b>	2.1	0.8	<b>3.6</b>	3.8	-0.2	<b>4.1</b>	3.5	0.6	<b>4.7</b>	0.9	3.8	<b>6.1</b>	4.1	2.0
ABC RN (RADIO NATIONAL)	<b>4.1</b>	2.7	1.4	<b>1.3</b>	2.6	-1.3	<b>2.4</b>	1.9	0.5	<b>1.8</b>	1.3	0.5	<b>3.9</b>	3.7	0.2	<b>3.0</b>	2.3	0.7
TRIPLE J	<b>6.9</b>	6.1	0.8	<b>5.7</b>	6.6	-0.9	<b>6.7</b>	6.6	0.1	<b>8.7</b>	9.9	-1.2	<b>5.5</b>	10.8	-5.3	<b>6.2</b>	8.3	-2.1
ABC CLASSIC	<b>0.2</b>	1.4	-1.2	<b>1.2</b>	1.0	0.2	<b>1.3</b>	1.2	0.1	<b>0.9</b>	1.3	-0.4	<b>0.8</b>	3.7	-2.9	<b>1.5</b>	1.9	-0.4

**Please note:** Last Kingaroy Survey conducted March 2021.

\*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: 20<sup>th</sup> March 2023 – 8<sup>th</sup> April 2023

Copyright (c) Commercial Radio Australia Ltd. All Rights. This data may not be used for, or in association with, any commercial purposes.

# KINGAROY - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL TUESDAY 18<sup>TH</sup> APRIL 2023 AS AT 11AM AEST

## 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	+/-
HIT89.1 SOUTH BURNETT	223	263	-40	43	56	-13	104	112	-8	66	77	-11	48	62	-14	17	24	-7	11	11	0
4SB	122	128	-6	5	4	1	11	21	-10	7	15	-8	24	27	-3	23	34	-11	60	41	19
ABC SOUTHERN QUEENSLAND	124	132	-8	7	3	4	15	15	0	15	13	2	23	17	6	12	29	-17	69	68	1
ABC WIDE BAY	55	50	5	5	6	-1	6	5	1	6	2	4	12	13	-1	16	15	1	17	11	6
ABC RN (RADIO NATIONAL)	37	40	-3	4	0	4	4	1	3	4	1	3	8	13	-5	9	5	4	12	21	-9
TRIPLE J	70	78	-8	9	10	-1	35	39	-4	31	26	5	14	20	-6	9	8	1	3	0	3
ABC CLASSIC	11	19	-8	0	0	0	2	3	-1	2	1	1	0	2	-2	2	5	-3	7	9	-2

**Please note:** Last Kingaroy Survey conducted March 2021.

\*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.

Survey Period: 20<sup>th</sup> March 2023 – 8<sup>th</sup> April 2023

Copyright (c) Commercial Radio Australia Ltd. All Rights. This data may not be used for, or in association with, any commercial purposes.

# KINGAROY - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL TUESDAY 18<sup>TH</sup> APRIL 2023 AS AT 11AM AEST

Cumulative Audience (00's) by Session, P10+ [Potential: 699]

	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	+/-
HIT89.1 SOUTH BURNETT	<b>171</b>	201	-30	<b>103</b>	133	-30	<b>150</b>	180	-30	<b>115</b>	135	-20	<b>42</b>	46	-4	<b>127</b>	134	-7
4SB	<b>65</b>	83	-18	<b>74</b>	67	7	<b>56</b>	53	3	<b>35</b>	46	-11	<b>9</b>	12	-3	<b>56</b>	63	-7
ABC SOUTHERN QUEENSLAND	<b>89</b>	104	-15	<b>48</b>	62	-14	<b>43</b>	54	-11	<b>27</b>	32	-5	<b>23</b>	19	4	<b>91</b>	93	-2
ABC WIDE BAY	<b>46</b>	39	7	<b>22</b>	12	10	<b>20</b>	23	-3	<b>16</b>	14	2	<b>7</b>	1	6	<b>37</b>	31	6
ABC RN (RADIO NATIONAL)	<b>28</b>	21	7	<b>8</b>	17	-9	<b>14</b>	13	1	<b>9</b>	10	-1	<b>5</b>	6	-1	<b>21</b>	19	2
TRIPLE J	<b>43</b>	48	-5	<b>27</b>	40	-13	<b>40</b>	44	-4	<b>38</b>	44	-6	<b>8</b>	15	-7	<b>42</b>	45	-3
ABC CLASSIC	<b>2</b>	12	-10	<b>5</b>	6	-1	<b>6</b>	8	-2	<b>4</b>	6	-2	<b>2</b>	5	-3	<b>8</b>	11	-3

*Please note: Last Kingaroy Survey conducted March 2021.*

\*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.

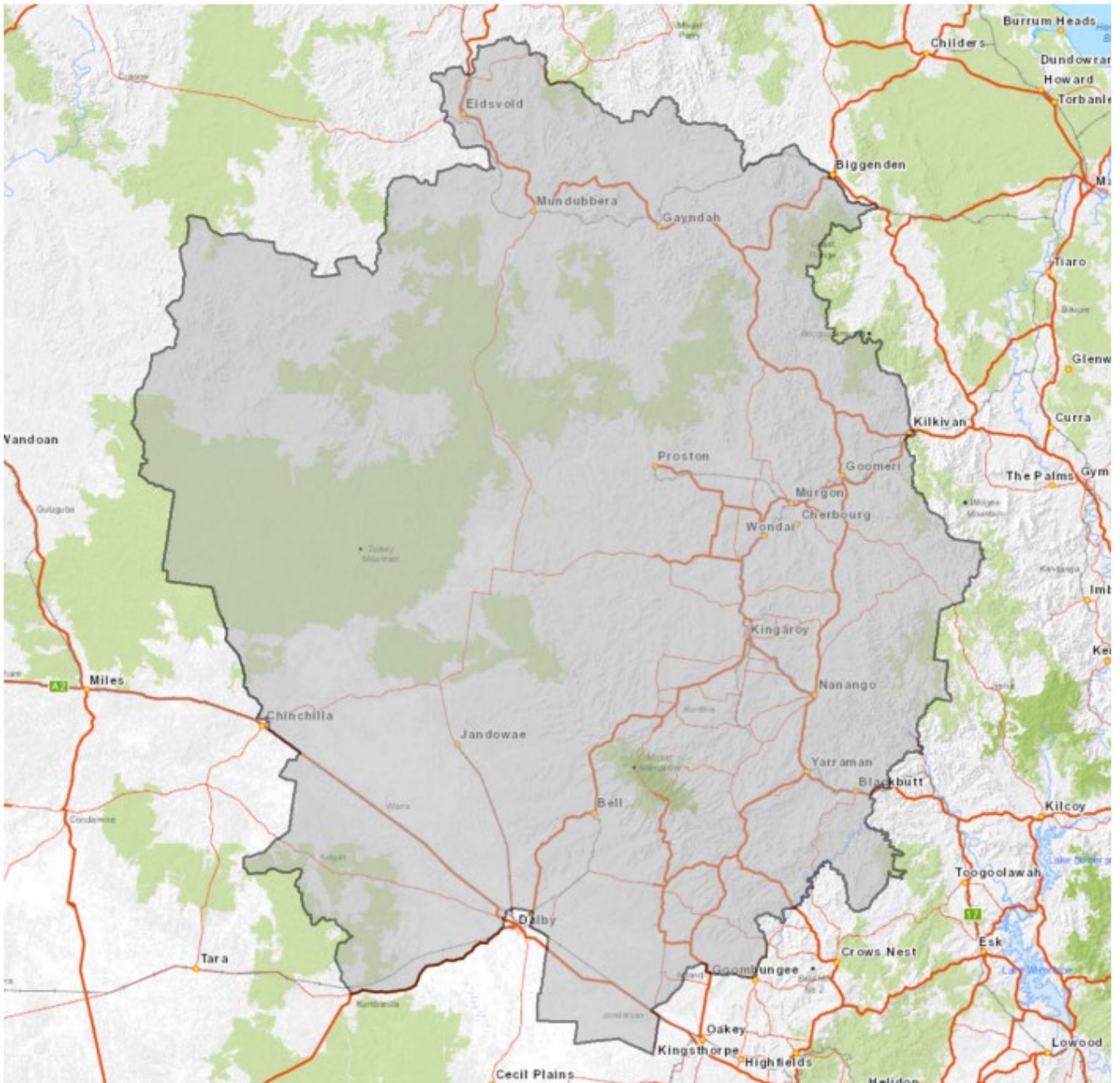
For example, Station A has 25,000 unique listeners between 5.30am-12.00mn Monday to Sunday.

Survey Period: 20<sup>th</sup> March 2023 – 8<sup>th</sup> April 2023

Copyright (c) Commercial Radio Australia Ltd. All Rights. This data may not be used for, or in association with, any commercial purposes.



EMBARGOED UNTIL TUESDAY 18<sup>TH</sup> APRIL 2023 AS AT 11AM AEST



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