

# TOWNSVILLE (QLD)

SURVEY #1 2022



# TOWNSVILLE - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL TUESDAY 4<sup>TH</sup> OCTOBER 2022 AT 11AM [AEDT]

## 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	+/-
POWER100	<b>10.8</b>	10.0	0.8	<b>7.2</b>	4.4	2.8	<b>14.0</b>	3.8	10.2	<b>12.0</b>	13.1	-1.1	<b>15.7</b>	15.4	0.3	<b>10.0</b>	12.8	-2.8	<b>2.6</b>	4.4	-1.8
STAR 106.3	<b>14.1</b>	15.3	-1.2	<b>21.1</b>	20.3	0.8	<b>19.2</b>	33.6	-14.4	<b>19.6</b>	16.3	3.3	<b>12.2</b>	16.4	-4.2	<b>7.8</b>	4.4	3.4	<b>3.8</b>	1.6	2.2
HIT103.1 TOWNSVILLE	<b>24.8</b>	20.4	4.4	<b>43.6</b>	35.5	8.1	<b>33.2</b>	19.9	13.3	<b>33.3</b>	30.3	3.0	<b>26.8</b>	22.6	4.2	<b>5.9</b>	6.4	-0.5	<b>2.6</b>	2.2	0.4
TRIPLE M TOWNSVILLE 102.3	<b>20.3</b>	16.9	3.4	<b>10.7</b>	19.8	-9.1	<b>12.7</b>	8.6	4.1	<b>11.2</b>	10.1	1.1	<b>23.5</b>	15.8	7.7	<b>40.2</b>	34.4	5.8	<b>26.8</b>	18.6	8.2
ABC NORTH QUEENSLAND	<b>5.3</b>	6.5	-1.2	<b>0.6</b>	0.0	0.6	<b>0.0</b>	0.0	0.0	<b>0.4</b>	1.6	-1.2	<b>4.0</b>	3.3	0.7	<b>6.5</b>	10.8	-4.3	<b>22.1</b>	25.7	-3.6
ABC RN (RADIO NATIONAL)	<b>2.6</b>	3.5	-0.9	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>1.2</b>	2.0	-0.8	<b>1.9</b>	5.1	-3.2	<b>3.0</b>	5.1	-2.1	<b>9.5</b>	7.6	1.9
ABC NEWSRADIO	<b>0.5</b>	1.0	-0.5	<b>0.0</b>	0.6	-0.6	<b>0.0</b>	0.9	-0.9	<b>0.3</b>	0.6	-0.3	<b>1.0</b>	0.7	0.3	<b>0.6</b>	0.6	0.0	<b>0.5</b>	2.7	-2.2
TRIPLE J	<b>7.2</b>	9.3	-2.1	<b>6.8</b>	7.7	-0.9	<b>18.2</b>	21.2	-3.0	<b>9.8</b>	16.3	-6.5	<b>6.6</b>	6.6	0.0	<b>0.6</b>	1.9	-1.3	<b>0.5</b>	0.0	0.5
ABC CLASSIC	<b>0.8</b>	1.5	-0.7	<b>0.0</b>	0.6	-0.6	<b>0.0</b>	0.0	0.0	<b>1.5</b>	0.9	0.6	<b>0.4</b>	1.5	-1.1	<b>0.0</b>	1.9	-1.9	<b>2.6</b>	4.4	-1.8

**Please note:** Last Townsville Survey conducted September 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: 5<sup>th</sup> September 2022 – 24<sup>th</sup> September 2022

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# TOWNSVILLE - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL TUESDAY 4<sup>TH</sup> OCTOBER 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		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
POWER100	<b>10.3</b>	10.2	0.1	<b>13.5</b>	12.0	1.5	<b>12.3</b>	12.3	0.0	<b>11.5</b>	10.9	0.6	<b>15.4</b>	4.8	10.6	<b>12.6</b>	10.7	1.9
STAR 106.3	<b>14.6</b>	14.7	-0.1	<b>12.2</b>	14.0	-1.8	<b>12.9</b>	14.3	-1.4	<b>13.2</b>	13.7	-0.5	<b>6.8</b>	12.9	-6.1	<b>12.6</b>	13.9	-1.3
HIT103.1 TOWNSVILLE	<b>25.9</b>	21.0	4.9	<b>20.2</b>	16.0	4.2	<b>24.8</b>	21.0	3.8	<b>26.7</b>	22.0	4.7	<b>21.8</b>	18.0	3.8	<b>22.2</b>	19.7	2.5
TRIPLE M TOWNSVILLE 102.3	<b>20.7</b>	18.3	2.4	<b>22.3</b>	18.0	4.3	<b>20.5</b>	18.7	1.8	<b>19.1</b>	17.5	1.6	<b>17.1</b>	12.4	4.7	<b>18.9</b>	16.9	2.0
ABC NORTH QUEENSLAND	<b>5.6</b>	6.1	-0.5	<b>4.7</b>	6.7	-2.0	<b>3.9</b>	4.3	-0.4	<b>4.2</b>	4.1	0.1	<b>7.8</b>	10.5	-2.7	<b>5.6</b>	7.6	-2.0
ABC RN (RADIO NATIONAL)	<b>2.5</b>	3.3	-0.8	<b>2.7</b>	2.5	0.2	<b>1.9</b>	2.7	-0.8	<b>2.4</b>	3.1	-0.7	<b>2.6</b>	2.8	-0.2	<b>2.3</b>	2.3	0.0
ABC NEWSRADIO	<b>0.5</b>	0.8	-0.3	<b>0.3</b>	1.4	-1.1	<b>0.3</b>	0.5	-0.2	<b>0.6</b>	0.5	0.1	<b>1.4</b>	0.9	0.5	<b>0.7</b>	0.7	0.0
TRIPLE J	<b>7.3</b>	9.5	-2.2	<b>7.1</b>	8.6	-1.5	<b>8.1</b>	9.0	-0.9	<b>9.6</b>	12.9	-3.3	<b>12.8</b>	16.1	-3.3	<b>8.7</b>	11.1	-2.4
ABC CLASSIC	<b>0.5</b>	1.2	-0.7	<b>0.7</b>	2.3	-1.6	<b>0.5</b>	1.6	-1.1	<b>0.9</b>	1.3	-0.4	<b>2.1</b>	1.7	0.4	<b>1.1</b>	1.3	-0.2

**Please note:** Last Townsville Survey conducted September 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: 5<sup>th</sup> September 2022 – 24<sup>th</sup> September 2022

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EMBARGOED UNTIL TUESDAY 4<sup>TH</sup> OCTOBER 2022 AT 11AM [AEDT]

## 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	+/-
POWER100	452	431	21	41	39	2	70	59	11	143	120	23	136	129	7	46	57	-11	17	27	-10
STAR 106.3	576	602	-26	90	92	-2	114	154	-40	190	172	18	118	138	-20	43	32	11	21	14	7
HIT103.1 TOWNSVILLE	840	719	121	160	130	30	149	119	30	280	246	34	195	175	20	36	35	1	21	14	7
TRIPLE M TOWNSVILLE 102.3	740	622	118	53	77	-24	74	55	19	135	107	28	180	152	28	158	135	23	140	96	44
ABC NORTH QUEENSLAND	199	240	-41	6	12	-6	4	3	1	13	16	-3	40	48	-8	37	53	-16	99	108	-9
ABC RN (RADIO NATIONAL)	93	120	-27	0	5	-5	0	0	0	13	17	-4	24	32	-8	16	30	-14	40	35	5
ABC NEWSRADIO	36	38	-2	0	3	-3	0	6	-6	6	5	1	12	7	5	5	7	-2	13	11	2
TRIPLE J	315	315	0	32	33	-1	88	78	10	117	126	-9	66	60	6	11	12	-1	2	5	-3
ABC CLASSIC	44	51	-7	2	2	0	2	7	-5	13	6	7	8	7	1	7	7	0	14	21	-7

**Please note:** Last Townsville Survey conducted September 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.

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Cumulative Audience (00's) by Session, P10+ [Potential: 2147]

	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	+/-
POWER100	<b>280</b>	290	-10	<b>231</b>	195	36	<b>276</b>	243	33	<b>239</b>	186	53	<b>86</b>	27	59	<b>268</b>	255	13
STAR 106.3	<b>374</b>	400	-26	<b>212</b>	244	-32	<b>281</b>	300	-19	<b>283</b>	277	6	<b>59</b>	67	-8	<b>292</b>	317	-25
HIT103.1 TOWNSVILLE	<b>610</b>	509	101	<b>345</b>	274	71	<b>490</b>	395	95	<b>484</b>	385	99	<b>129</b>	97	32	<b>479</b>	420	59
TRIPLE M TOWNSVILLE 102.3	<b>509</b>	437	72	<b>369</b>	269	100	<b>424</b>	333	91	<b>339</b>	278	61	<b>108</b>	63	45	<b>399</b>	362	37
ABC NORTH QUEENSLAND	<b>128</b>	152	-24	<b>74</b>	97	-23	<b>79</b>	81	-2	<b>72</b>	70	2	<b>43</b>	46	-3	<b>125</b>	152	-27
ABC RN (RADIO NATIONAL)	<b>59</b>	81	-22	<b>47</b>	44	3	<b>37</b>	47	-10	<b>42</b>	58	-16	<b>16</b>	12	4	<b>56</b>	53	3
ABC NEWSRADIO	<b>22</b>	26	-4	<b>8</b>	18	-10	<b>8</b>	11	-3	<b>13</b>	12	1	<b>8</b>	5	3	<b>16</b>	16	0
TRIPLE J	<b>188</b>	219	-31	<b>124</b>	127	-3	<b>166</b>	155	11	<b>173</b>	199	-26	<b>75</b>	71	4	<b>193</b>	211	-18
ABC CLASSIC	<b>21</b>	24	-3	<b>14</b>	28	-14	<b>14</b>	26	-12	<b>17</b>	22	-5	<b>12</b>	9	3	<b>26</b>	28	-2

**Please note:** Last Townsville Survey conducted September 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.

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