

# TOOWOOMBA (QLD)

SURVEY #1 2024



# TOOWOOMBA - XTRA INSIGHTS - SURVEY 1: 2024



EMBARGOED UNTIL TUESDAY 6<sup>TH</sup> AUGUST 2024, 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	+/-
HIT100.7 DARLING DOWNS	25.8	30.4	-4.6	40.8	56.2	-15.4	47.1	44.6	2.5	44.0	52.4	-8.4	25.2	25.0	0.2	10.1	14.3	-4.2	2.1	1.2	0.9
TRIPLE M DARLING DOWNS 864	7.0	5.4	1.6	4.1	6.5	-2.4	6.9	1.8	5.1	4.1	2.7	1.4	6.8	5.4	1.4	10.1	7.8	2.3	9.8	7.8	2.0
4AK	0.7	2.0	-1.3	0.0	2.0	-2.0	0.0	1.9	-1.9	0.3	1.9	-1.6	1.1	2.3	-1.2	1.7	3.0	-1.3	0.7	1.2	-0.5
4WK	2.6	3.9	-1.3	0.0	0.6	-0.6	0.0	0.8	-0.8	0.0	1.2	-1.2	1.1	3.5	-2.4	0.8	6.0	-5.2	9.7	9.5	0.2
ABC SOUTHERN QUEENSLAND	9.5	13.2	-3.7	0.8	2.7	-1.9	0.0	2.8	-2.8	2.1	3.8	-1.7	4.1	7.7	-3.6	14.3	14.4	-0.1	26.6	40.2	-13.6
ABC RN (RADIO NATIONAL)	2.5	2.7	-0.2	1.2	0.0	1.2	1.0	0.0	1.0	0.9	1.1	-0.2	2.0	2.7	-0.7	5.6	6.0	-0.4	3.9	5.0	-1.1
ABC NEWSRADIO	1.2	1.0	0.2	0.7	0.0	0.7	2.1	0.0	2.1	1.0	1.5	-0.5	0.7	0.8	-0.1	2.1	1.2	0.9	0.9	1.6	-0.7
triple j	6.6	6.6	0.0	14.1	4.6	9.5	12.4	19.1	-6.7	11.7	12.3	-0.6	4.9	4.2	0.7	1.3	1.8	-0.5	0.0	1.2	-1.2
ABC CLASSIC	1.2	1.0	0.2	0.0	0.0	0.0	0.0	1.1	-1.1	1.4	0.4	1.0	0.7	0.4	0.3	0.6	1.8	-1.2	2.9	2.5	0.4

### 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: 1st July 2024 - 27th July 2024

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## 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	+/-
HIT100.7 DARLING DOWNS	26.7	31.7	-5.0	26.1	26.2	-0.1	27.9	33.6	-5.7	31.5	37.6	-6.1	30.4	28.5	1.9	23.5	28.8	-5.3
TRIPLE M DARLING DOWNS 864	7.0	5.3	1.7	8.6	5.5	3.1	7.2	4.6	2.6	5.9	3.5	2.4	6.0	3.3	2.7	6.3	4.8	1.5
4AK	0.6	1.6	-1.0	0.7	2.6	-1.9	1.0	2.9	-1.9	0.4	2.7	-2.3	0.3	1.0	-0.7	1.3	1.4	-0.1
4WK	2.5	3.4	-0.9	3.5	5.2	-1.7	2.4	2.8	-0.4	2.3	2.2	0.1	4.8	6.2	-1.4	3.2	3.0	0.2
ABC SOUTHERN QUEENSLAND	11.3	15.1	-3.8	6.7	11.6	-4.9	7.6	9.2	-1.6	7.0	7.1	-0.1	13.0	17.7	-4.7	12.0	15.2	-3.2
ABC RN (RADIO NATIONAL)	2.7	2.6	0.1	2.9	2.1	0.8	2.0	1.8	0.2	2.9	2.4	0.5	3.2	4.3	-1.1	2.9	2.5	0.4
ABC NEWSRADIO	1.3	0.9	0.4	1.4	0.9	0.5	0.8	1.0	-0.2	0.8	0.6	0.2	1.9	0.9	1.0	1.3	0.8	0.5
triple j	6.4	7.3	-0.9	5.3	7.7	-2.4	6.5	7.4	-0.9	8.4	8.2	0.2	8.1	6.1	2.0	6.5	6.1	0.4
ABC CLASSIC	1.1	1.3	-0.2	1.5	1.7	-0.2	1.4	1.9	-0.5	1.8	1.7	0.1	1.5	2.4	-0.9	1.8	1.7	0.1

### 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			18-24			25-39			40-54			55-64			65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT100.7 DARLING DOWNS	905	871	34	149	178	-29	145	141	4	317	302	15	204	184	20	60	60	0	30	7	23
TRIPLE M DARLING DOWNS 864	411	244	167	33	25	8	56	7	49	76	35	41	70	67	3	71	46	25	105	65	40
4AK	78	73	5	14	5	9	4	7	-3	18	13	5	19	21	-2	13	12	1	10	14	-4
4WK	144	159	-15	5	4	1	15	2	13	9	15	-6	13	25	-12	11	44	-33	92	70	22
ABC SOUTHERN QUEENSLAND	397	402	-5	25	18	7	8	8	0	39	28	11	45	69	-24	74	65	9	206	215	-9
ABC RN (RADIO NATIONAL)	114	86	28	18	5	13	16	2	14	14	6	8	15	21	-6	23	21	2	28	30	-2
ABC NEWSRADIO	100	34	66	10	0	10	14	0	14	23	10	13	16	3	13	14	11	3	24	10	14
triple j	333	220	113	62	21	41	82	60	22	108	72	36	56	42	14	15	14	1	10	11	-1
ABC CLASSIC	88	44	44	7	2	5	16	2	14	23	10	13	7	5	2	7	5	2	28	19	9

### 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: 2269]

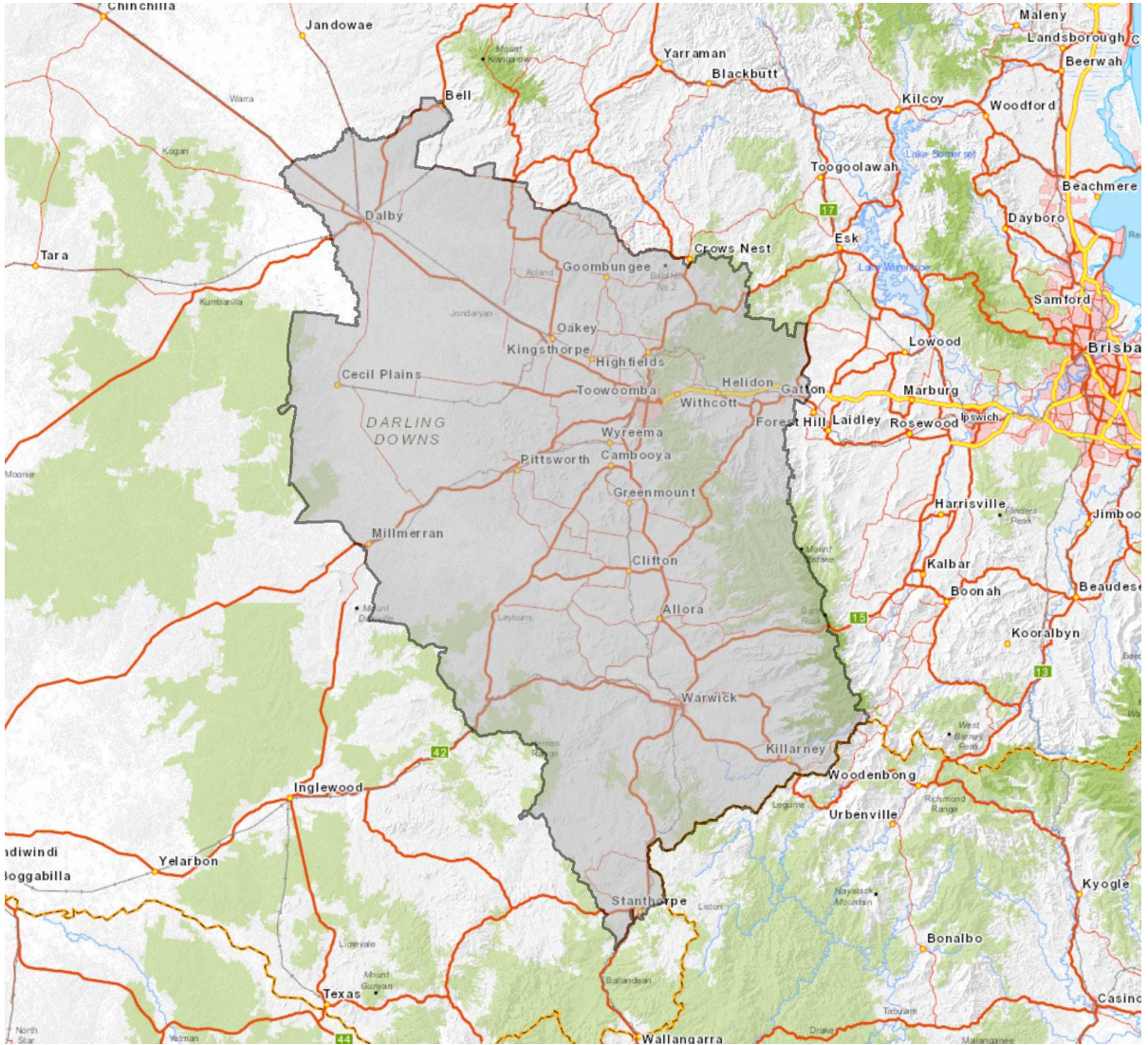
	Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5.30am-9.00am			Mon-Fri 9.00am-12.00pm			Mon-Fri 12.00pm-4.00pm			Mon-Fri 4.00pm-7.00pm			Mon-Fri 7.00pm-12.00mn			Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT100.7 DARLING DOWNS	664	671	-7	498	372	126	520	530	-10	513	501	12	207	114	93	474	487	-13
TRIPLE M DARLING DOWNS 864	216	136	80	182	94	88	161	89	72	133	61	72	63	21	42	176	110	66
4AK	30	41	-11	22	45	-23	34	44	-10	13	37	-24	13	5	8	34	26	8
4WK	71	84	-13	65	70	-5	48	47	1	38	31	7	32	24	8	55	54	1
ABC SOUTHERN QUEENSLAND	276	317	-41	141	149	-8	156	142	14	116	99	17	90	70	20	251	267	-16
ABC RN (RADIO NATIONAL)	70	61	9	56	30	26	48	29	19	54	35	19	24	21	3	54	51	3
ABC NEWSRADIO	46	22	24	43	14	29	27	17	10	37	7	30	31	5	26	40	12	28
triple j	212	164	48	134	110	24	147	127	20	176	112	64	64	31	33	155	122	33
ABC CLASSIC	32	27	5	36	23	13	39	30	9	48	25	23	15	11	4	48	34	14

## 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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TOOWOOMBA Survey Coverage Area based on Commercial Radio & Audio's Licence Area Profile.