

TOWNSVILLE (QLD)

SURVEY #1 2024



TOWNSVILLE - XTRA INSIGHTS - SURVEY 1: 2024



EMBARGOED UNTIL TUESDAY 29TH OCTOBER 2024 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	14.2	11.2	3.0	17.0	11.0	6.0	16.9	19.3	-2.4	16.7	13.9	2.8	15.9	13.1	2.8	15.7	7.9	7.8	4.0	3.2	0.8
STAR 106.3	12.3	14.7	-2.4	15.0	23.9	-8.9	21.4	25.9	-4.5	13.6	19.7	-6.1	14.5	14.8	-0.3	9.1	6.3	2.8	2.8	1.8	1.0
HIT103.1 TOWNSVILLE	19.5	18.6	0.9	27.8	31.3	-3.5	25.3	27.3	-2.0	29.8	24.6	5.2	18.3	21.2	-2.9	9.9	8.7	1.2	5.2	1.8	3.4
TRIPLE M TOWNSVILLE 102.3	21.4	20.2	1.2	20.0	12.6	7.4	13.5	11.9	1.6	16.8	13.4	3.4	23.1	23.3	-0.2	33.0	37.1	-4.1	22.4	22.8	-0.4
ABC NORTH QUEENSLAND	5.8	6.2	-0.4	1.5	2.9	-1.4	1.0	0.0	1.0	1.3	0.4	0.9	2.8	3.9	-1.1	8.1	7.7	0.4	19.4	21.0	-1.6
ABC RN (RADIO NATIONAL)	1.4	3.4	-2.0	0.0	1.4	-1.4	0.8	0.0	0.8	0.4	1.9	-1.5	1.6	2.5	-0.9	1.2	4.8	-3.6	4.2	8.8	-4.6
ABC NEWSRADIO	0.8	0.7	0.1	0.0	1.2	-1.2	0.5	0.0	0.5	1.3	0.0	1.3	0.0	0.0	0.0	0.4	0.0	0.4	2.2	3.1	-0.9
triple j	6.5	7.0	-0.5	7.0	5.5	1.5	9.9	6.4	3.5	12.5	15.5	-3.0	5.9	7.6	-1.7	1.5	2.4	-0.9	0.8	0.5	0.3
ABC CLASSIC	1.1	1.5	-0.4	1.2	1.5	-0.3	1.4	0.0	1.4	0.3	2.2	-1.9	1.1	1.1	0.0	1.0	0.0	1.0	1.7	3.1	-1.4

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.

TOWNSVILLE - XTRA INSIGHTS - SURVEY 1: 2024



EMBARGOED UNTIL TUESDAY 29TH OCTOBER 2024 AT 11AM AEDT

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	+/-
POWER100	13.2	11.6	1.6	15.7	13.2	2.5	17.5	13.6	3.9	13.5	13.0	0.5	15.5	11.6	3.9	12.6	11.7	0.9
STAR 106.3	12.0	16.1	-4.1	10.4	11.4	-1.0	12.4	13.8	-1.4	14.1	15.5	-1.4	11.9	12.2	-0.3	10.7	14.4	-3.7
HIT103.1 TOWNSVILLE	20.1	19.1	1.0	17.4	15.8	1.6	20.2	19.4	0.8	19.7	18.7	1.0	20.4	17.6	2.8	19.3	16.7	2.6
TRIPLE M TOWNSVILLE 102.3	22.2	20.3	1.9	22.4	23.1	-0.7	20.7	20.2	0.5	21.4	18.5	2.9	16.7	14.0	2.7	21.4	17.9	3.5
ABC NORTH QUEENSLAND	7.0	7.2	-0.2	6.4	5.0	1.4	4.8	4.6	0.2	4.9	4.6	0.3	5.2	8.0	-2.8	6.3	7.3	-1.0
ABC RN (RADIO NATIONAL)	2.1	3.1	-1.0	0.8	3.4	-2.6	1.0	2.9	-1.9	1.7	3.9	-2.2	2.2	3.2	-1.0	1.8	2.9	-1.1
ABC NEWSRADIO	0.9	0.6	0.3	0.7	0.3	0.4	0.3	0.1	0.2	0.7	0.0	0.7	0.6	0.4	0.2	0.7	0.4	0.3
triple j	6.1	7.0	-0.9	7.2	7.5	-0.3	7.0	7.1	-0.1	8.2	8.1	0.1	10.3	12.2	-1.9	8.1	8.2	-0.1
ABC CLASSIC	1.1	1.1	0.0	1.0	1.3	-0.3	1.2	1.3	-0.1	0.9	1.8	-0.9	1.2	2.5	-1.3	1.1	1.3	-0.2

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.

TOWNSVILLE - XTRA INSIGHTS - SURVEY 1: 2024



EMBARGOED UNTIL TUESDAY 29TH OCTOBER 2024 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	573	451	122	68	49	19	81	70	11	169	132	37	144	129	15	87	45	42	24	27	-3
STAR 106.3	585	536	49	69	91	-22	121	92	29	200	189	11	126	111	15	53	35	18	16	17	-1
HIT103.1 TOWNSVILLE	754	670	84	106	115	-9	120	107	13	252	224	28	170	164	6	68	47	21	38	12	26
TRIPLE M TOWNSVILLE 102.3	875	695	180	90	67	23	98	49	49	195	134	61	201	175	26	142	140	2	149	128	21
ABC NORTH QUEENSLAND	240	215	25	10	9	1	10	0	10	29	13	16	37	37	0	46	47	-1	108	108	0
ABC RN (RADIO NATIONAL)	88	107	-19	3	6	-3	2	0	2	12	15	-3	17	21	-4	17	21	-4	37	45	-8
ABC NEWSRADIO	80	32	48	0	6	-6	11	0	11	23	2	21	7	3	4	12	2	10	27	20	7
triple j	282	244	38	31	26	5	55	21	34	122	112	10	56	64	-8	10	17	-7	8	5	3
ABC CLASSIC	68	57	11	6	4	2	10	0	10	22	20	2	9	8	1	7	4	3	13	22	-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.

TOWNSVILLE - XTRA INSIGHTS - SURVEY 1: 2024



EMBARGOED UNTIL TUESDAY 29TH OCTOBER 2024 AT 11AM AEDT

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	346	297	49	298	200	98	374	254	120	270	219	51	140	61	79	310	234	76
STAR 106.3	357	386	-29	266	183	83	309	268	41	280	294	-14	115	64	51	267	302	-35
HIT103.1 TOWNSVILLE	503	462	41	383	253	130	469	371	98	388	332	56	161	92	69	419	338	81
TRIPLE M TOWNSVILLE 102.3	577	475	102	429	324	105	454	362	92	415	313	102	149	74	75	479	363	116
ABC NORTH QUEENSLAND	166	148	18	111	75	36	96	76	20	99	73	26	42	38	4	129	151	-22
ABC RN (RADIO NATIONAL)	51	72	-21	19	53	-34	20	47	-27	32	63	-31	16	15	1	46	53	-7
ABC NEWSRADIO	34	18	16	16	10	6	16	8	8	19	8	11	12	3	9	27	20	7
triple j	150	146	4	133	110	23	138	131	7	146	139	7	77	55	22	158	159	-1
ABC CLASSIC	37	26	11	22	20	2	28	27	1	23	29	-6	12	12	0	29	29	0

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.



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