

# ATHERTON (QLD)

SURVEY #1 2022



EMBARGOED UNTIL TUESDAY 22<sup>ND</sup> 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.

# ATHERTON - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL TUESDAY 22<sup>ND</sup> 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.

Survey Period: 17<sup>th</sup> October 2022 – 12<sup>th</sup> November 2022

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

# ATHERTON - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL TUESDAY 22ND NOVEMBER 2022 AT 11AM AEDT

## 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.

Survey Period: 17<sup>th</sup> October 2022 – 12<sup>th</sup> November 2022

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

# ATHERTON - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL TUESDAY 22<sup>ND</sup> NOVEMBER 2022 AT 11AM AEDT

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

	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	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.

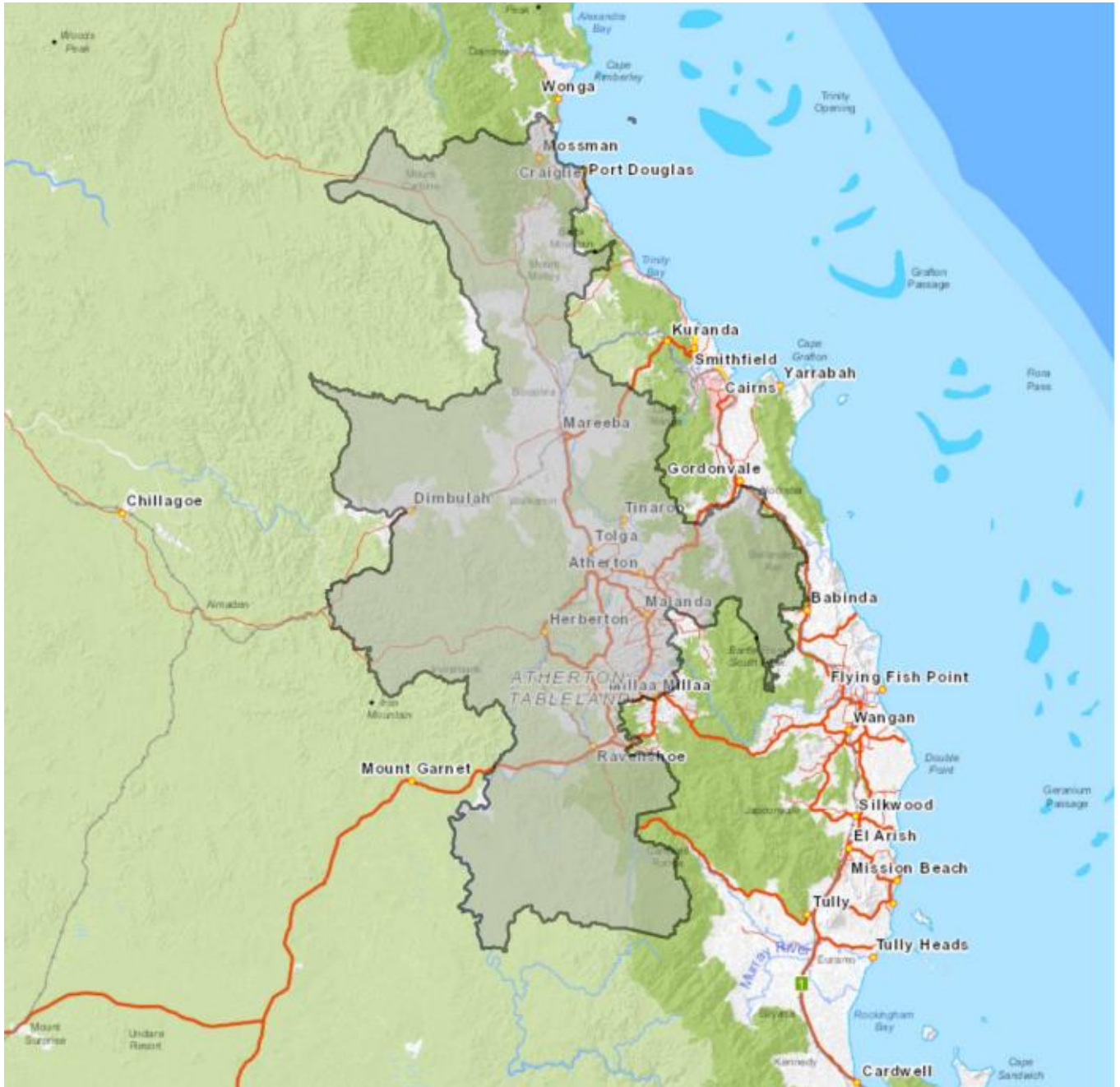
For example, Station A has 25,000 unique listeners between 5.30am-12.00mn Monday to Sunday.

Survey Period: 17<sup>th</sup> October 2022 – 12<sup>th</sup> November 2022

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 22<sup>ND</sup> NOVEMBER 2022 AT 11AM AEDT



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