

# EMERALD (QLD)

SURVEY #1 2023



# EMERALD - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL TUESDAY 9<sup>TH</sup> MAY 2023 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*	+/-
HIT94.7 EMERALD	42.8	39.6	3.2	62.7	66.2	-3.5	56.3	51.8	4.5	55.0	49.7	5.3	38.2	33.6	4.6	16.8	5.6	11.2	8.8	-	-
4HI	14.2	12.8	1.4	5.2	4.1	1.1	10.9	9.9	1.0	11.2	11.5	-0.3	13.8	11.6	2.2	33.5	28.1	5.4	14.2	-	-
ABC CAPRICORNIA	15.6	15.9	-0.3	4.2	5.4	-1.2	5.6	4.3	1.3	5.9	4.7	1.2	12.8	18.7	-5.9	33.0	38.0	-5.0	54.8	-	-
ABC RN (RADIO NATIONAL)	2.5	2.3	0.2	4.1	1.3	2.8	1.2	0.8	0.4	1.7	1.0	0.7	4.9	3.9	1.0	0.0	4.2	-4.2	3.1	-	-
ABC NEWSRADIO	0.1	0.5	-0.4	0.0	0.0	0.0	0.0	0.8	-0.8	0.0	1.0	-1.0	0.0	0.6	-0.6	0.0	0.0	0.0	1.4	-	-
ABC CLASSIC	0.6	0.3	0.3	0.0	0.0	0.0	0.6	0.4	0.2	0.8	0.5	0.3	0.0	0.0	0.0	2.3	1.4	0.9	0.0	-	-

**Please note:** Last Emerald Survey conducted August 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.

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## 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	+/-
HIT94.7 EMERALD	43.1	40.0	3.1	38.7	36.9	1.8	42.2	40.4	1.8	42.9	44.7	-1.8	31.3	28.5	2.8	37.5	37.2	0.3
4HI	12.7	12.6	0.1	16.2	16.4	-0.2	14.1	13.1	1.0	12.6	10.5	2.1	9.0	12.5	-3.5	10.1	11.1	-1.0
ABC CAPRICORNIA	15.8	16.7	-0.9	15.6	13.2	2.4	15.3	14.7	0.6	13.8	10.8	3.0	19.3	18.2	1.1	18.2	17.4	0.8
ABC RN (RADIO NATIONAL)	3.2	1.8	1.4	1.0	1.5	-0.5	1.3	1.2	0.1	3.9	2.4	1.5	4.3	1.7	2.6	2.6	1.8	0.8
ABC NEWSRADIO	0.3	0.6	-0.3	0.2	0.7	-0.5	0.2	0.7	-0.5	0.2	0.5	-0.3	0.0	0.8	-0.8	0.2	0.5	-0.3
ABC CLASSIC	0.9	0.2	0.7	0.5	0.2	0.3	0.2	0.2	0.0	0.4	0.5	-0.1	0.0	0.8	-0.8	0.8	0.5	0.3

**Please note:** Last Emerald Survey conducted August 2021.  
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### 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			18-39			25-39			40-54			55-64			65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last*	+/-
HIT94.7 EMERALD	237	207	30	37	38	-1	123	113	10	92	84	8	57	50	7	16	7	9	4	-	-
4HI	105	99	6	8	5	3	29	32	-3	24	29	-5	26	30	-4	30	21	9	12	-	-
ABC CAPRICORNIA	116	110	6	8	9	-1	27	25	2	23	20	3	24	32	-8	27	26	1	29	-	-
ABC RN (RADIO NATIONAL)	21	13	8	3	1	2	5	3	2	5	2	3	8	5	3	2	3	-1	2	-	-
ABC NEWSRADIO	4	5	-1	1	1	0	0	1	-1	0	1	-1	2	1	1	0	1	-1	1	-	-
ABC CLASSIC	5	4	1	0	0	0	2	1	1	1	1	0	1	1	0	1	1	0	1	-	-

**Please note:** Last Emerald Survey conducted August 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: 10<sup>th</sup> April 2023 – 29<sup>th</sup> April 2023

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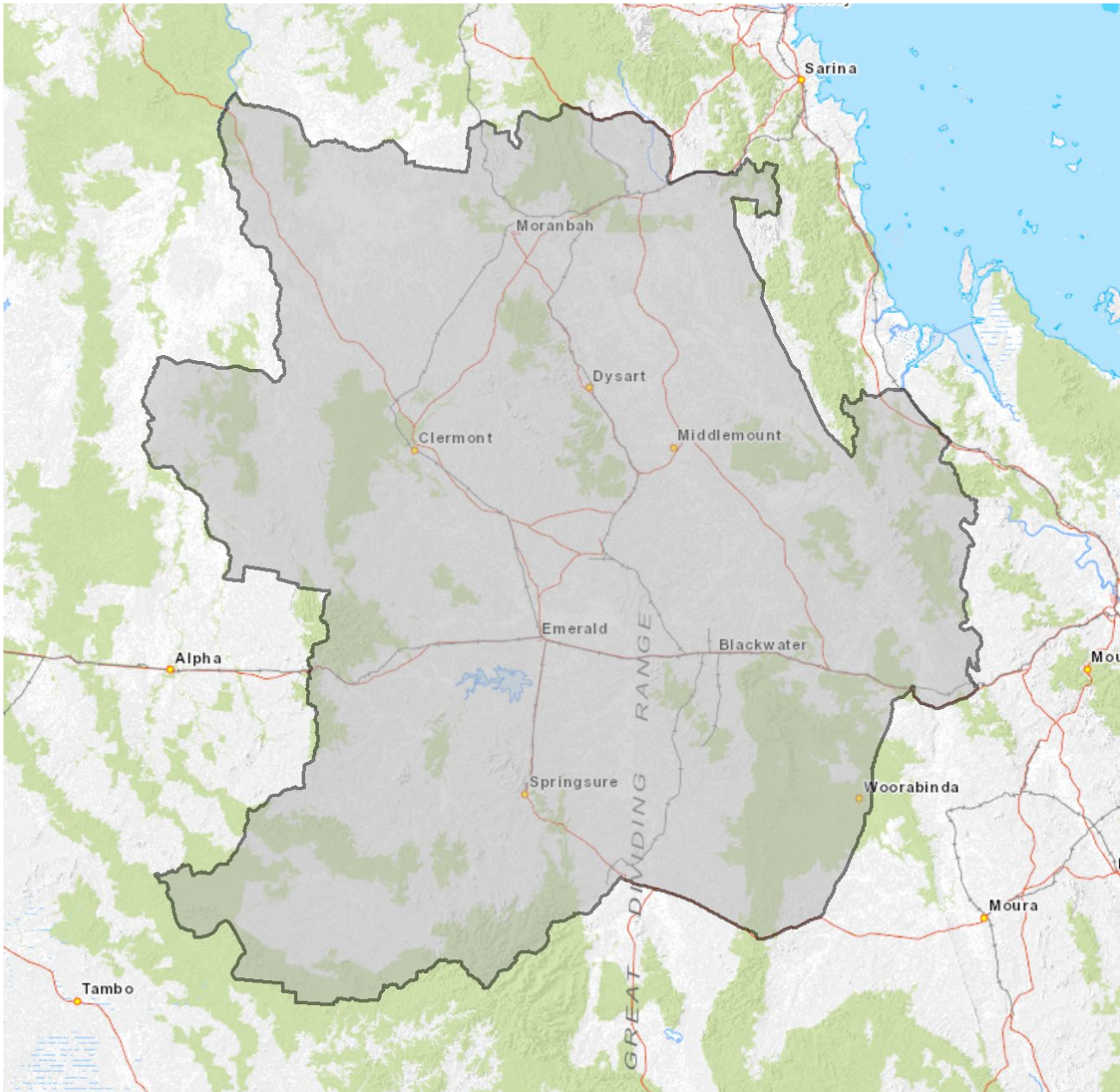
Cumulative Audience (00's) by Session, P10+ [Potential: 429]

	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	+/-
HIT94.7 EMERALD	177	157	20	126	113	13	145	136	9	138	123	15	38	28	10	123	117	6
4HI	62	62	0	68	58	10	65	56	9	50	37	13	15	13	2	45	49	-4
ABC CAPRICORNIA	73	69	4	57	49	8	57	55	2	50	36	14	24	17	7	73	60	13
ABC RN (RADIO NATIONAL)	13	8	5	5	4	1	7	4	3	13	6	7	5	1	4	8	7	1
ABC NEWSRADIO	3	3	0	1	3	-2	1	2	-1	2	1	1	0	1	-1	1	1	0
ABC CLASSIC	3	2	1	2	1	1	1	1	0	1	2	-1	1	2	-1	4	2	2

**Please note:** Last Emerald Survey conducted August 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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EMERALD Survey Coverage Area based on Commercial Radio Australia’s Licence Area Profile.