

IPSWICH (QLD)

SURVEY #1 2024



IPSWICH - XTRA INSIGHTS - SURVEY 1: 2024



EMBARGOED UNTIL TUESDAY 14TH MAY 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	+/-
RIVER 94.9	33.6	29.6	4.0	33.7	24.6	9.1	41.6	28.0	13.6	28.0	22.7	5.3	34.2	39.2	-5.0	42.8	44.1	-1.3	29.4	19.2	10.2
B105	13.4	14.7	-1.3	17.1	25.4	-8.3	11.9	16.9	-5.0	20.5	24.6	-4.1	17.2	10.8	6.4	2.4	3.0	-0.6	2.9	2.6	0.3
TRIPLE M BRISBANE	10.1	6.3	3.8	13.0	3.5	9.5	4.6	9.9	-5.3	10.1	8.2	1.9	12.2	7.0	5.2	16.4	6.0	10.4	2.9	1.8	1.1
NOVA 106.9	7.3	8.6	-1.3	8.6	21.2	-12.6	19.1	13.3	5.8	9.2	11.2	-2.0	6.7	5.4	1.3	1.6	0.0	1.6	0.8	0.9	-0.1
KIIS 97.3	9.2	7.5	1.7	11.2	9.9	1.3	14.8	8.9	5.9	11.0	5.9	5.1	6.9	11.3	-4.4	8.1	6.0	2.1	4.6	1.7	2.9
SENQ 693	0.3		0.3	0.0		0.0	0.0		0.0	0.0		0.0	0.0		0.0	0.8		0.8	1.4		1.4
4BH	2.0	0.6	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.8	0.0	0.5	-0.5	0.8	1.0	-0.2	10.8	2.6	8.2
4BC 882	3.1	4.5	-1.4	0.8	0.0	0.8	0.0	0.0	0.0	0.8	0.0	0.8	2.1	4.3	-2.2	8.1	5.0	3.1	8.4	20.2	-11.8
ABC RADIO BRISBANE	4.1	5.0	-0.9	1.7	0.9	0.8	0.0	1.1	-1.1	1.7	1.0	0.7	2.2	3.7	-1.5	6.5	8.0	-1.5	13.6	18.4	-4.8
ABC RN (RADIO NATIONAL)	0.5	1.0	-0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	-1.0	0.0	0.5	-0.5	0.0	2.0	-2.0	3.0	2.7	0.3
ABC NEWSRADIO	0.4	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.5	0.3	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.9	0.4
triple j	4.4	5.3	-0.9	2.6	4.6	-2.0	5.6	10.4	-4.8	7.3	10.3	-3.0	6.4	2.7	3.7	1.7	2.0	-0.3	0.0	0.0	0.0
ABC CLASSIC	1.2	0.7	0.5	0.0	0.9	-0.9	0.0	0.0	0.0	0.4	1.0	-0.6	1.1	0.0	1.1	0.8	1.0	-0.2	5.0	1.8	3.2

Please note: Last Ipswich Survey conducted June 2021.

4BC 882 on air from 8 October 2021. Previously known as 4BH 882.

KIIS 97.3 on air from 24 January 2022. Previously known as 97.3FM.

SENQ 693 on air from July 1 2022. Previously known as 4KQ 693.

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: 8th April 2024 - 4th May 2024

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IPSWICH - XTRA INSIGHTS - SURVEY 1: 2024



EMBARGOED UNTIL TUESDAY 14TH MAY 2024 AT 11AM AEST

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	+/-
RIVER 94.9	33.0	29.1	3.9	33.1	34.6	-1.5	34.3	34.1	0.2	36.0	29.5	6.5	33.1	25.8	7.3	32.4	28.5	3.9
B105	14.5	15.3	-0.8	12.6	11.0	1.6	12.9	12.4	0.5	12.8	16.6	-3.8	12.1	18.5	-6.4	12.9	13.7	-0.8
TRIPLE M BRISBANE	9.3	7.1	2.2	9.7	7.2	2.5	11.9	8.0	3.9	9.6	6.6	3.0	10.4	6.3	4.1	11.5	7.4	4.1
NOVA 106.9	8.3	8.3	0.0	6.9	4.8	2.1	6.9	8.7	-1.8	9.0	9.3	-0.3	6.9	10.8	-3.9	6.5	9.5	-3.0
KIIS 97.3	10.0	7.5	2.5	8.6	8.7	-0.1	8.2	7.0	1.2	7.5	7.3	0.2	7.0	4.2	2.8	7.8	6.9	0.9
SENQ 693	0.3		0.3	0.7		0.7	0.5		0.5	0.2		0.2	0.0		0.0	0.1		0.1
4BH	2.3	0.7	1.6	3.3	1.0	2.3	2.6	1.0	1.6	2.0	0.4	1.6	1.5	0.0	1.5	2.6	0.7	1.9
4BC 882	3.0	4.6	-1.6	4.3	5.8	-1.5	2.8	3.3	-0.5	2.0	2.3	-0.3	4.4	3.8	0.6	3.1	2.5	0.6
ABC RADIO BRISBANE	4.8	6.0	-1.2	3.9	4.7	-0.8	3.5	3.8	-0.3	2.5	3.8	-1.3	5.1	5.5	-0.4	4.2	4.9	-0.7
ABC RN (RADIO NATIONAL)	0.1	1.0	-0.9	0.6	0.4	0.2	0.5	0.5	0.0	0.3	0.7	-0.4	0.4	1.7	-1.3	0.5	0.9	-0.4
ABC NEWSRADIO	0.4	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	2.2	-0.9	0.0	0.4	-0.4
triple j	3.4	5.6	-2.2	4.6	5.2	-0.6	4.6	5.8	-1.2	5.3	7.1	-1.8	5.3	6.5	-1.2	4.2	5.3	-1.1
ABC CLASSIC	1.4	0.6	0.8	1.3	0.6	0.7	1.5	0.7	0.8	1.1	0.9	0.2	1.5	1.6	-0.1	1.5	0.9	0.6

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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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EMBARGOED UNTIL TUESDAY 14TH MAY 2024 AT 11AM AEST

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	+/-
RIVER 94.9	1414	1212	202	178	144	34	151	154	-3	310	246	64	337	363	-26	238	202	36	200	103	97
B105	745	716	29	108	143	-35	82	115	-33	299	295	4	196	130	66	34	23	11	27	10	17
TRIPLE M BRISBANE	644	392	252	98	48	50	28	50	-22	162	123	39	222	117	105	93	34	59	42	20	22
NOVA 106.9	548	542	6	84	127	-43	64	109	-45	226	189	37	123	107	16	31	7	24	20	3	17
KIIS 97.3	506	452	54	77	88	-11	67	59	8	168	122	46	107	120	-13	54	40	14	33	23	10
SENQ 693	23		23	0		0	0		0	0		0	4		4	10		10	9		9
4BH	104	47	57	0	0	0	0	0	0	12	0	12	6	3	3	18	10	8	68	33	35
4BC 882	140	140	0	3	3	0	0	0	0	15	3	12	17	33	-16	42	20	22	63	80	-17
ABC RADIO BRISBANE	212	217	-5	14	10	4	6	3	3	31	13	18	28	46	-18	30	57	-27	103	87	16
ABC RN (RADIO NATIONAL)	22	57	-35	0	0	0	0	0	0	0	6	-6	0	13	-13	3	20	-17	19	17	2
ABC NEWSRADIO	40	34	6	0	3	-3	7	0	7	9	3	6	3	3	0	12	17	-5	9	7	2
triple j	310	283	27	24	36	-12	52	67	-15	130	117	13	88	47	41	12	13	-1	3	3	0
ABC CLASSIC	61	56	5	0	6	-6	7	3	4	12	20	-8	7	3	4	9	7	2	25	17	8

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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: 2908]

	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	+/-
RIVER 94.9	1051	868	183	734	682	52	867	815	52	782	643	139	275	197	78	848	669	179
B105	531	470	61	366	253	113	407	359	48	340	422	-82	112	134	-22	376	392	-16
TRIPLE M BRISBANE	369	226	143	275	163	112	352	240	112	260	163	97	92	56	36	363	231	132
NOVA 106.9	351	297	54	242	168	74	284	291	-7	316	284	32	87	95	-8	256	318	-62
KIIS 97.3	333	277	56	232	191	41	246	247	-1	222	218	4	83	61	22	231	275	-44
SENQ 693	10		10	16		16	13		13	7		7	7		7	10		10
4BH	63	24	39	70	20	50	58	30	28	44	10	34	10	0	10	67	20	47
4BC 882	81	114	-33	87	97	-10	69	77	-8	46	47	-1	33	23	10	75	60	15
ABC RADIO BRISBANE	144	170	-26	97	110	-13	94	93	1	76	100	-24	48	40	8	131	137	-6
ABC RN (RADIO NATIONAL)	3	30	-27	10	20	-10	16	14	2	12	20	-8	9	13	-4	16	27	-11
ABC NEWSRADIO	19	17	2	6	7	-1	13	10	3	3	7	-4	9	13	-4	3	13	-10
triple j	142	189	-47	135	111	24	125	145	-20	142	159	-17	43	53	-10	142	153	-11
ABC CLASSIC	39	33	6	23	23	0	37	27	10	26	26	0	10	10	0	31	36	-5

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