

KINGAROY (QLD)

SURVEY #1 2023



xtra))) insights

KINGAROY - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL TUESDAY 18TH APRIL 2023 AS 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	+/-
HIT89.1 SOUTH BURNETT	23.9	26.1	-2.2	37.6	53.2	-15.6	47.0	41.2	5.8	43.7	39.3	4.4	21.8	24.8	-3.0	10.8	12.0	-1.2	3.7	3.6	0.1
4SB	8.8	9.5	-0.7	2.2	1.6	0.6	2.9	5.6	-2.7	4.2	5.4	-1.2	7.7	9.8	-2.1	9.8	13.1	-3.3	18.0	16.1	1.9
ABC SOUTHERN QUEENSLAND	12.7	13.5	-0.8	6.3	3.2	3.1	3.9	5.5	-1.6	5.6	8.0	-2.4	8.6	8.3	0.3	7.1	18.4	-11.3	31.1	30.7	0.4
ABC WIDE BAY	5.4	4.0	1.4	5.6	0.0	5.6	1.3	1.2	0.1	1.9	0.9	1.0	7.0	3.8	3.2	9.8	10.9	-1.1	5.6	5.1	0.5
ABC RN (RADIO NATIONAL)	3.2	2.5	0.7	2.2	0.0	2.2	1.6	0.6	1.0	2.3	0.9	1.4	3.2	2.3	0.9	3.6	3.3	0.3	5.0	5.9	-0.9
TRIPLE J	6.7	6.7	0.0	7.0	3.3	3.7	15.7	15.1	0.6	19.7	14.3	5.4	4.6	9.0	-4.4	4.4	1.1	3.3	0.6	0.0	0.6
ABC CLASSIC	0.8	1.0	-0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	-0.8	1.8	2.2	-0.4	1.9	2.2	-0.3

Please note: Last Kingaroy Survey conducted March 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.

Survey Period: 20th March 2023 – 8th April 2023

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EMBARGOED UNTIL TUESDAY 18TH APRIL 2023 AS AT 11AM AEST

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	+/-
HIT89.1 SOUTH BURNETT	23.8	27.2	-3.4	22.6	24.6	-2.0	28.0	29.8	-1.8	27.7	33.4	-5.7	29.9	32.0	-2.1	21.7	22.1	-0.4
4SB	7.5	10.6	-3.1	14.8	12.0	2.8	9.9	8.0	1.9	7.7	10.8	-3.1	5.3	7.8	-2.5	8.0	9.7	-1.7
ABC SOUTHERN QUEENSLAND	13.2	14.4	-1.2	10.0	10.3	-0.3	8.5	10.2	-1.7	6.9	8.6	-1.7	16.7	13.6	3.1	15.7	15.8	-0.1
ABC WIDE BAY	7.0	4.7	2.3	2.9	2.1	0.8	3.6	3.8	-0.2	4.1	3.5	0.6	4.7	0.9	3.8	6.1	4.1	2.0
ABC RN (RADIO NATIONAL)	4.1	2.7	1.4	1.3	2.6	-1.3	2.4	1.9	0.5	1.8	1.3	0.5	3.9	3.7	0.2	3.0	2.3	0.7
TRIPLE J	6.9	6.1	0.8	5.7	6.6	-0.9	6.7	6.6	0.1	8.7	9.9	-1.2	5.5	10.8	-5.3	6.2	8.3	-2.1
ABC CLASSIC	0.2	1.4	-1.2	1.2	1.0	0.2	1.3	1.2	0.1	0.9	1.3	-0.4	0.8	3.7	-2.9	1.5	1.9	-0.4

Please note: Last Kingaroy Survey conducted March 2021.

*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.

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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	+/-
HIT89.1 SOUTH BURNETT	223	263	-40	43	56	-13	104	112	-8	66	77	-11	48	62	-14	17	24	-7	11	11	0
4SB	122	128	-6	5	4	1	11	21	-10	7	15	-8	24	27	-3	23	34	-11	60	41	19
ABC SOUTHERN QUEENSLAND	124	132	-8	7	3	4	15	15	0	15	13	2	23	17	6	12	29	-17	69	68	1
ABC WIDE BAY	55	50	5	5	6	-1	6	5	1	6	2	4	12	13	-1	16	15	1	17	11	6
ABC RN (RADIO NATIONAL)	37	40	-3	4	0	4	4	1	3	4	1	3	8	13	-5	9	5	4	12	21	-9
TRIPLE J	70	78	-8	9	10	-1	35	39	-4	31	26	5	14	20	-6	9	8	1	3	0	3
ABC CLASSIC	11	19	-8	0	0	0	2	3	-1	2	1	1	0	2	-2	2	5	-3	7	9	-2

Please note: Last Kingaroy Survey conducted March 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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Cumulative Audience (00's) by Session, P10+ [Potential: 699]

	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	+/-
HIT89.1 SOUTH BURNETT	171	201	-30	103	133	-30	150	180	-30	115	135	-20	42	46	-4	127	134	-7
4SB	65	83	-18	74	67	7	56	53	3	35	46	-11	9	12	-3	56	63	-7
ABC SOUTHERN QUEENSLAND	89	104	-15	48	62	-14	43	54	-11	27	32	-5	23	19	4	91	93	-2
ABC WIDE BAY	46	39	7	22	12	10	20	23	-3	16	14	2	7	1	6	37	31	6
ABC RN (RADIO NATIONAL)	28	21	7	8	17	-9	14	13	1	9	10	-1	5	6	-1	21	19	2
TRIPLE J	43	48	-5	27	40	-13	40	44	-4	38	44	-6	8	15	-7	42	45	-3
ABC CLASSIC	2	12	-10	5	6	-1	6	8	-2	4	6	-2	2	5	-3	8	11	-3

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Cumulative Audience (00's)

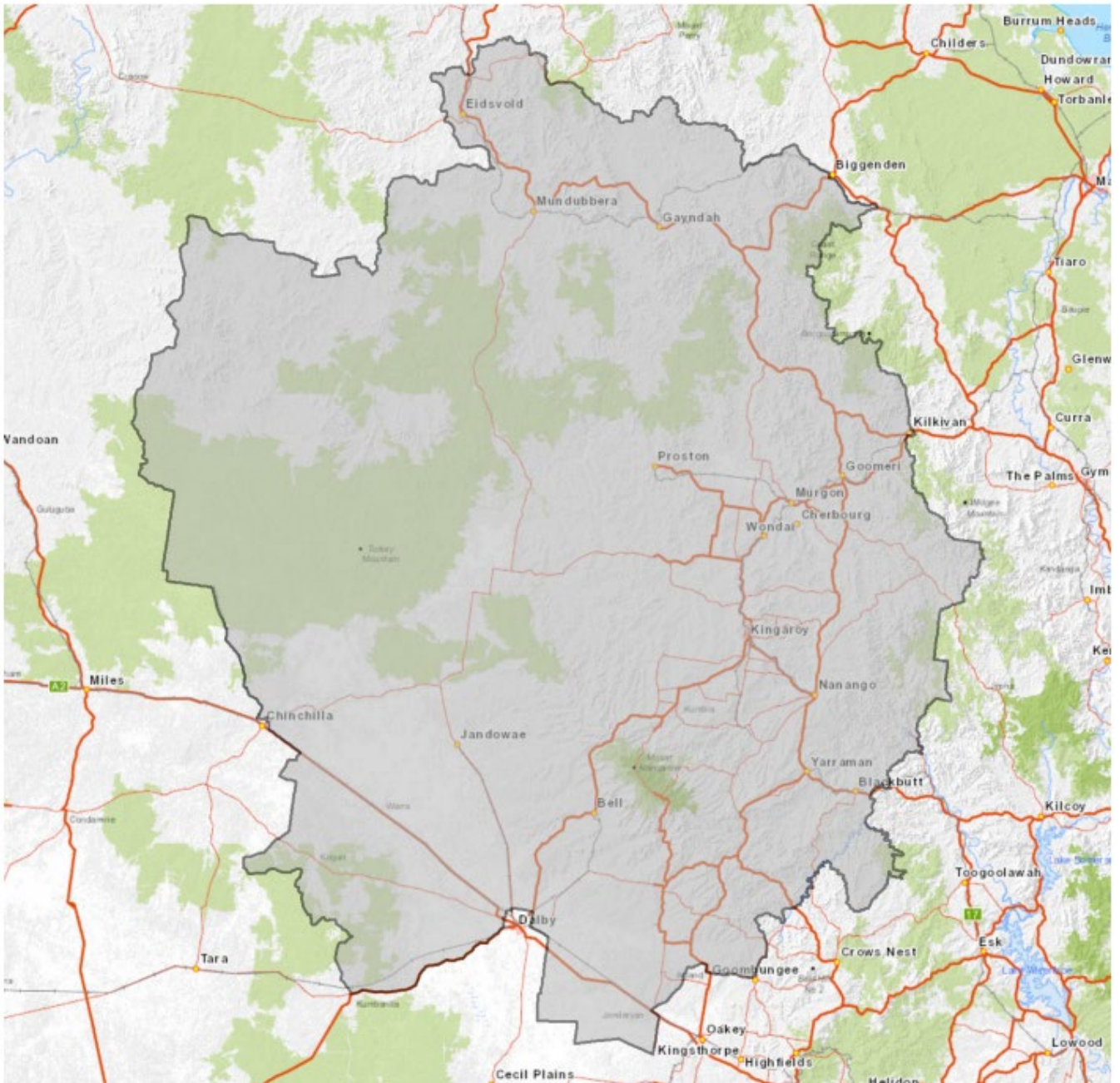
The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening.

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

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