

ROMA (QLD)

SURVEY #1 2024



xtra insights

EMBARGOED UNTIL TUESDAY 12 MARCH 2024 AT 11AM AEDT

Station Listened to Most (%), Monday to Sunday

	10+		
	This	Last	+/-
HIT95.1 MARANOA	32.8	23.9	8.9
4ZR AM	17.5	21.6	-4.1
ABC SOUTHERN QUEENSLAND	22.4	28.0	-5.6
ABC RN (RADIO NATIONAL)	1.6	1.0	0.6
ABC CLASSIC	0.0	0.5	-0.5
ABC WESTERN QUEENSLAND	2.1	1.5	0.6

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.

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	+/-
HIT95.1 MARANOA	35.5	24.0	11.5	23.8	17.8	6.0	32.5	21.9	10.6	35.2	24.2	11.0	-	-	-	26.9	15.2	11.7
4ZR AM	13.6	21.3	-7.7	28.3	32.5	-4.2	18.5	26.3	-7.8	18.1	26.8	-8.7	-	-	-	8.9	22.2	-13.3
ABC SOUTHERN QUEENSLAND	25.7	29.5	-3.8	17.6	18.5	-0.9	19.6	20.7	-1.1	13.6	21.1	-7.5	-	-	-	32.3	32.8	-0.5
ABC RN (RADIO NATIONAL)	1.7	1.1	0.6	2.1	0.0	2.1	2.5	1.4	1.1	2.1	0.8	1.3	-	-	-	3.1	1.5	1.6
ABC CLASSIC	0.0	0.0	0.0	0.7	0.8	-0.1	0.0	0.7	-0.7	0.0	0.8	-0.8	-	-	-	0.0	0.8	-0.8
ABC WESTERN QUEENSLAND	1.8	1.6	0.2	2.8	1.5	1.3	2.1	0.7	1.4	1.6	0.0	1.6	-	-	-	1.5	1.5	0.0

Please note: *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+		
	This	Last	+/-
HIT95.1 MARANOA	60	47	13
4ZR AM	48	52	-4
ABC SOUTHERN QUEENSLAND	54	56	-2
ABC RN (RADIO NATIONAL)	4	4	0
ABC CLASSIC	1	1	0
ABC WESTERN QUEENSLAND	3	5	-2

Cumulative Audience (00's)

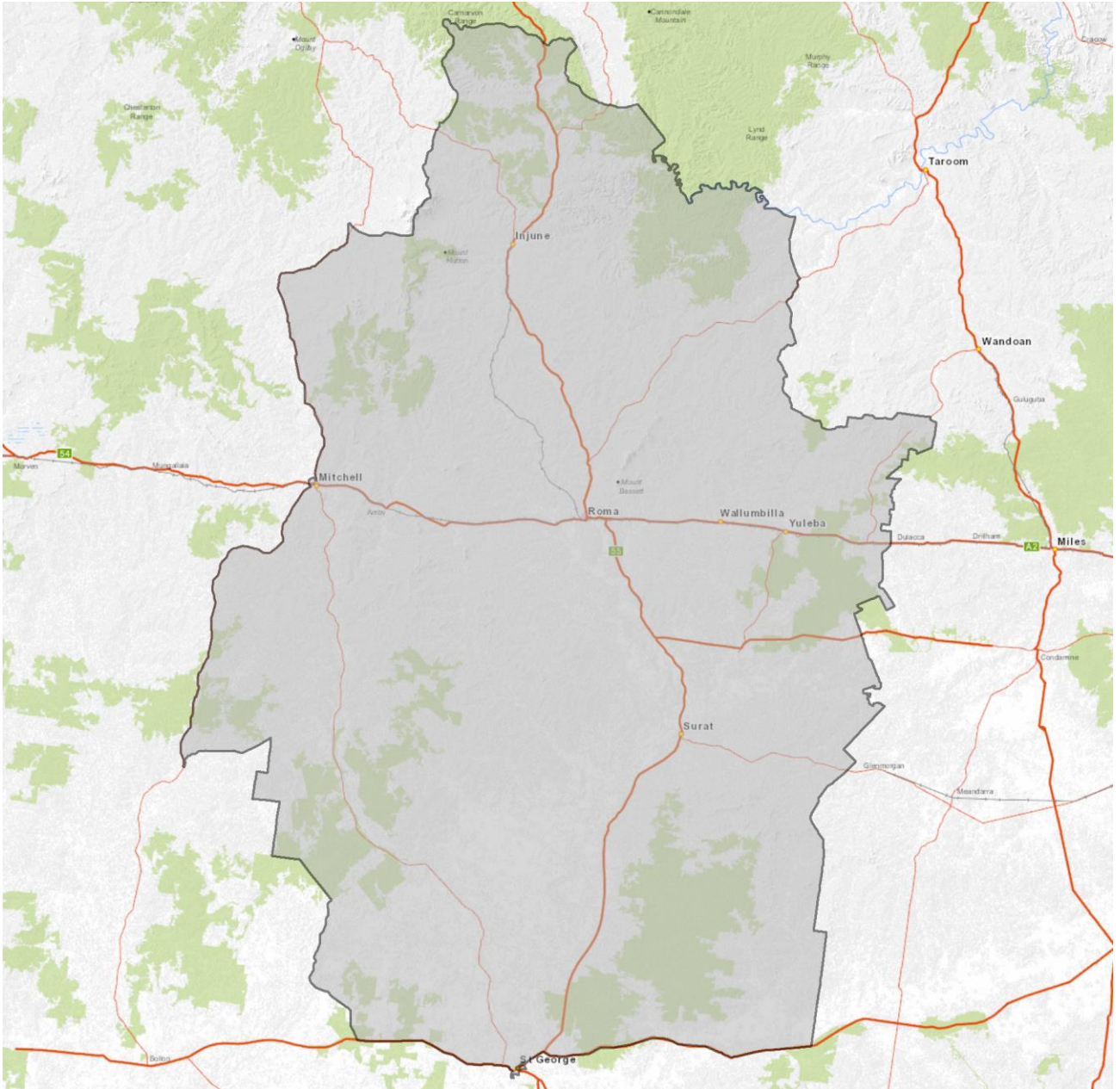
The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening. For example, Station A has 25,000 unique listeners between 5.30am-12.00mn Monday to Sunday.

Cumulative Audience (00's) by Session, P10+ [Potential: 147]

	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	+/-
HIT95.1 MARANOA	49	33	16	28	20	8	44	26	18	34	24	10	-	-	-	28	16	12
4ZR AM	25	33	-8	29	33	-4	25	31	-6	18	27	-9	-	-	-	14	22	-8
ABC SOUTHERN QUEENSLAND	43	44	-1	22	21	1	28	26	2	15	24	-9	-	-	-	34	36	-2
ABC RN (RADIO NATIONAL)	2	1	1	2	2	0	3	1	2	2	1	1	-	-	-	3	3	0
ABC CLASSIC	0	0	0	1	1	0	0	1	-1	0	1	-1	-	-	-	0	1	-1
ABC WESTERN QUEENSLAND	2	3	-1	3	2	1	2	1	1	1	1	0	-	-	-	1	2	-1

Please note: *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: 12 February 2024 – 2 March 2024
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