

TOWNSVILLE (QLD)

SURVEY #1 2022



TOWNSVILLE - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL TUESDAY 4TH OCTOBER 2022 AT 11AM [AEDT]

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	+/-
POWER100	10.8	10.0	0.8	7.2	4.4	2.8	14.0	3.8	10.2	12.0	13.1	-1.1	15.7	15.4	0.3	10.0	12.8	-2.8	2.6	4.4	-1.8
STAR 106.3	14.1	15.3	-1.2	21.1	20.3	0.8	19.2	33.6	-14.4	19.6	16.3	3.3	12.2	16.4	-4.2	7.8	4.4	3.4	3.8	1.6	2.2
HIT103.1 TOWNSVILLE	24.8	20.4	4.4	43.6	35.5	8.1	33.2	19.9	13.3	33.3	30.3	3.0	26.8	22.6	4.2	5.9	6.4	-0.5	2.6	2.2	0.4
TRIPLE M TOWNSVILLE 102.3	20.3	16.9	3.4	10.7	19.8	-9.1	12.7	8.6	4.1	11.2	10.1	1.1	23.5	15.8	7.7	40.2	34.4	5.8	26.8	18.6	8.2
ABC NORTH QUEENSLAND	5.3	6.5	-1.2	0.6	0.0	0.6	0.0	0.0	0.0	0.4	1.6	-1.2	4.0	3.3	0.7	6.5	10.8	-4.3	22.1	25.7	-3.6
ABC RN (RADIO NATIONAL)	2.6	3.5	-0.9	0.0	0.0	0.0	0.0	0.0	0.0	1.2	2.0	-0.8	1.9	5.1	-3.2	3.0	5.1	-2.1	9.5	7.6	1.9
ABC NEWSRADIO	0.5	1.0	-0.5	0.0	0.6	-0.6	0.0	0.9	-0.9	0.3	0.6	-0.3	1.0	0.7	0.3	0.6	0.6	0.0	0.5	2.7	-2.2
TRIPLE J	7.2	9.3	-2.1	6.8	7.7	-0.9	18.2	21.2	-3.0	9.8	16.3	-6.5	6.6	6.6	0.0	0.6	1.9	-1.3	0.5	0.0	0.5
ABC CLASSIC	0.8	1.5	-0.7	0.0	0.6	-0.6	0.0	0.0	0.0	1.5	0.9	0.6	0.4	1.5	-1.1	0.0	1.9	-1.9	2.6	4.4	-1.8

Please note: Last Townsville Survey conducted September 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: 5th September 2022 – 24th September 2022

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TOWNSVILLE - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL TUESDAY 4TH OCTOBER 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		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
POWER100	10.3	10.2	0.1	13.5	12.0	1.5	12.3	12.3	0.0	11.5	10.9	0.6	15.4	4.8	10.6	12.6	10.7	1.9
STAR 106.3	14.6	14.7	-0.1	12.2	14.0	-1.8	12.9	14.3	-1.4	13.2	13.7	-0.5	6.8	12.9	-6.1	12.6	13.9	-1.3
HIT103.1 TOWNSVILLE	25.9	21.0	4.9	20.2	16.0	4.2	24.8	21.0	3.8	26.7	22.0	4.7	21.8	18.0	3.8	22.2	19.7	2.5
TRIPLE M TOWNSVILLE 102.3	20.7	18.3	2.4	22.3	18.0	4.3	20.5	18.7	1.8	19.1	17.5	1.6	17.1	12.4	4.7	18.9	16.9	2.0
ABC NORTH QUEENSLAND	5.6	6.1	-0.5	4.7	6.7	-2.0	3.9	4.3	-0.4	4.2	4.1	0.1	7.8	10.5	-2.7	5.6	7.6	-2.0
ABC RN (RADIO NATIONAL)	2.5	3.3	-0.8	2.7	2.5	0.2	1.9	2.7	-0.8	2.4	3.1	-0.7	2.6	2.8	-0.2	2.3	2.3	0.0
ABC NEWSRADIO	0.5	0.8	-0.3	0.3	1.4	-1.1	0.3	0.5	-0.2	0.6	0.5	0.1	1.4	0.9	0.5	0.7	0.7	0.0
TRIPLE J	7.3	9.5	-2.2	7.1	8.6	-1.5	8.1	9.0	-0.9	9.6	12.9	-3.3	12.8	16.1	-3.3	8.7	11.1	-2.4
ABC CLASSIC	0.5	1.2	-0.7	0.7	2.3	-1.6	0.5	1.6	-1.1	0.9	1.3	-0.4	2.1	1.7	0.4	1.1	1.3	-0.2

Please note: Last Townsville Survey conducted September 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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TOWNSVILLE - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL TUESDAY 4TH OCTOBER 2022 AT 11AM [AEDT]

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	+/-
POWER100	452	431	21	41	39	2	70	59	11	143	120	23	136	129	7	46	57	-11	17	27	-10
STAR 106.3	576	602	-26	90	92	-2	114	154	-40	190	172	18	118	138	-20	43	32	11	21	14	7
HIT103.1 TOWNSVILLE	840	719	121	160	130	30	149	119	30	280	246	34	195	175	20	36	35	1	21	14	7
TRIPLE M TOWNSVILLE 102.3	740	622	118	53	77	-24	74	55	19	135	107	28	180	152	28	158	135	23	140	96	44
ABC NORTH QUEENSLAND	199	240	-41	6	12	-6	4	3	1	13	16	-3	40	48	-8	37	53	-16	99	108	-9
ABC RN (RADIO NATIONAL)	93	120	-27	0	5	-5	0	0	0	13	17	-4	24	32	-8	16	30	-14	40	35	5
ABC NEWSRADIO	36	38	-2	0	3	-3	0	6	-6	6	5	1	12	7	5	5	7	-2	13	11	2
TRIPLE J	315	315	0	32	33	-1	88	78	10	117	126	-9	66	60	6	11	12	-1	2	5	-3
ABC CLASSIC	44	51	-7	2	2	0	2	7	-5	13	6	7	8	7	1	7	7	0	14	21	-7

Please note: Last Townsville Survey conducted September 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: 2147]

	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	+/-
POWER100	280	290	-10	231	195	36	276	243	33	239	186	53	86	27	59	268	255	13
STAR 106.3	374	400	-26	212	244	-32	281	300	-19	283	277	6	59	67	-8	292	317	-25
HIT103.1 TOWNSVILLE	610	509	101	345	274	71	490	395	95	484	385	99	129	97	32	479	420	59
TRIPLE M TOWNSVILLE 102.3	509	437	72	369	269	100	424	333	91	339	278	61	108	63	45	399	362	37
ABC NORTH QUEENSLAND	128	152	-24	74	97	-23	79	81	-2	72	70	2	43	46	-3	125	152	-27
ABC RN (RADIO NATIONAL)	59	81	-22	47	44	3	37	47	-10	42	58	-16	16	12	4	56	53	3
ABC NEWSRADIO	22	26	-4	8	18	-10	8	11	-3	13	12	1	8	5	3	16	16	0
TRIPLE J	188	219	-31	124	127	-3	166	155	11	173	199	-26	75	71	4	193	211	-18
ABC CLASSIC	21	24	-3	14	28	-14	14	26	-12	17	22	-5	12	9	3	26	28	-2

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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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TOWNSVILLE Survey Coverage Area based on Commercial Radio Australia’s Licence Area Profile.