

TOWNSVILLE (QLD)

SURVEY #1 2023



TOWNSVILLE - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL TUESDAY 26TH SEPTEMBER 2023 AT 11AM

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	11.2	10.8	0.4	11.0	7.2	3.8	19.3	14.0	5.3	13.9	12.0	1.9	13.1	15.7	-2.6	7.9	10.0	-2.1	3.2	2.6	0.6
STAR 106.3	14.7	14.1	0.6	23.9	21.1	2.8	25.9	19.2	6.7	19.7	19.6	0.1	14.8	12.2	2.6	6.3	7.8	-1.5	1.8	3.8	-2.0
HIT103.1 TOWNSVILLE	18.6	24.8	-6.2	31.3	43.6	-12.3	27.3	33.2	-5.9	24.6	33.3	-8.7	21.2	26.8	-5.6	8.7	5.9	2.8	1.8	2.6	-0.8
TRIPLE M TOWNSVILLE 102.3	20.2	20.3	-0.1	12.6	10.7	1.9	11.9	12.7	-0.8	13.4	11.2	2.2	23.3	23.5	-0.2	37.1	40.2	-3.1	22.8	26.8	-4.0
ABC NORTH QUEENSLAND	6.2	5.3	0.9	2.9	0.6	2.3	0.0	0.0	0.0	0.4	0.4	0.0	3.9	4.0	-0.1	7.7	6.5	1.2	21.0	22.1	-1.1
ABC RN (RADIO NATIONAL)	3.4	2.6	0.8	1.4	0.0	1.4	0.0	0.0	0.0	1.9	1.2	0.7	2.5	1.9	0.6	4.8	3.0	1.8	8.8	9.5	-0.7
ABC NEWSRADIO	0.7	0.5	0.2	1.2	0.0	1.2	0.0	0.0	0.0	0.0	0.3	-0.3	0.0	1.0	-1.0	0.0	0.6	-0.6	3.1	0.5	2.6
TRIPLE J	7.0	7.2	-0.2	5.5	6.8	-1.3	6.4	18.2	-11.8	15.5	9.8	5.7	7.6	6.6	1.0	2.4	0.6	1.8	0.5	0.5	0.0
ABC CLASSIC	1.5	0.8	0.7	1.5	0.0	1.5	0.0	0.0	0.0	2.2	1.5	0.7	1.1	0.4	0.7	0.0	0.0	0.0	3.1	2.6	0.5

Please note: Last Townsville Survey conducted October 2022.

*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: 28th August 2023 – 16th September 2023

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TOWNSVILLE - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL TUESDAY 26TH SEPTEMBER 2023 AT 11AM

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	11.6	10.3	1.3	13.2	13.5	-0.3	13.6	12.3	1.3	13.0	11.5	1.5	11.6	15.4	-3.8	11.7	12.6	-0.9
STAR 106.3	16.1	14.6	1.5	11.4	12.2	-0.8	13.8	12.9	0.9	15.5	13.2	2.3	12.2	6.8	5.4	14.4	12.6	1.8
HIT103.1 TOWNSVILLE	19.1	25.9	-6.8	15.8	20.2	-4.4	19.4	24.8	-5.4	18.7	26.7	-8.0	17.6	21.8	-4.2	16.7	22.2	-5.5
TRIPLE M TOWNSVILLE 102.3	20.3	20.7	-0.4	23.1	22.3	0.8	20.2	20.5	-0.3	18.5	19.1	-0.6	14.0	17.1	-3.1	17.9	18.9	-1.0
ABC NORTH QUEENSLAND	7.2	5.6	1.6	5.0	4.7	0.3	4.6	3.9	0.7	4.6	4.2	0.4	8.0	7.8	0.2	7.3	5.6	1.7
ABC RN (RADIO NATIONAL)	3.1	2.5	0.6	3.4	2.7	0.7	2.9	1.9	1.0	3.9	2.4	1.5	3.2	2.6	0.6	2.9	2.3	0.6
ABC NEWSRADIO	0.6	0.5	0.1	0.3	0.3	0.0	0.1	0.3	-0.2	0.0	0.6	-0.6	0.4	1.4	-1.0	0.4	0.7	-0.3
TRIPLE J	7.0	7.3	-0.3	7.5	7.1	0.4	7.1	8.1	-1.0	8.1	9.6	-1.5	12.2	12.8	-0.6	8.2	8.7	-0.5
ABC CLASSIC	1.1	0.5	0.6	1.3	0.7	0.6	1.3	0.5	0.8	1.8	0.9	0.9	2.5	2.1	0.4	1.3	1.1	0.2

Please note: Last Townsville Survey conducted October 2022.

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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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TOWNSVILLE - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL TUESDAY 26TH SEPTEMBER 2023 AT 11AM

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	451	452	-1	49	41	8	70	70	0	132	143	-11	129	136	-7	45	46	-1	27	17	10
STAR 106.3	536	576	-40	91	90	1	92	114	-22	189	190	-1	111	118	-7	35	43	-8	17	21	-4
HIT103.1 TOWNSVILLE	670	840	-170	115	160	-45	107	149	-42	224	280	-56	164	195	-31	47	36	11	12	21	-9
TRIPLE M TOWNSVILLE 102.3	695	740	-45	67	53	14	49	74	-25	134	135	-1	175	180	-5	140	158	-18	128	140	-12
ABC NORTH QUEENSLAND	215	199	16	9	6	3	0	4	-4	13	13	0	37	40	-3	47	37	10	108	99	9
ABC RN (RADIO NATIONAL)	107	93	14	6	0	6	0	0	0	15	13	2	21	24	-3	21	16	5	45	40	5
ABC NEWSRADIO	32	36	-4	6	0	6	0	0	0	2	6	-4	3	12	-9	2	5	-3	20	13	7
TRIPLE J	244	315	-71	26	32	-6	21	88	-67	112	117	-5	64	66	-2	17	11	6	5	2	3
ABC CLASSIC	57	44	13	4	2	2	0	2	-2	20	13	7	8	8	0	4	7	-3	22	14	8

Please note: Last Townsville Survey conducted October 2022.

*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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EMBARGOED UNTIL TUESDAY 26TH SEPTEMBER 2023 AT 11AM

Cumulative Audience (00's) by Session, P10+ [Potential: 2079]

	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	+/-
POWER100	297	280	17	200	231	-31	254	276	-22	219	239	-20	61	86	-25	234	268	-34
STAR 106.3	386	374	12	183	212	-29	268	281	-13	294	283	11	64	59	5	302	292	10
HIT103.1 TOWNSVILLE	462	610	-148	253	345	-92	371	490	-119	332	484	-152	92	129	-37	338	479	-141
TRIPLE M TOWNSVILLE 102.3	475	509	-34	324	369	-45	362	424	-62	313	339	-26	74	108	-34	363	399	-36
ABC NORTH QUEENSLAND	148	128	20	75	74	1	76	79	-3	73	72	1	38	43	-5	151	125	26
ABC RN (RADIO NATIONAL)	72	59	13	53	47	6	47	37	10	63	42	21	15	16	-1	53	56	-3
ABC NEWSRADIO	18	22	-4	10	8	2	8	8	0	8	13	-5	3	8	-5	20	16	4
TRIPLE J	146	188	-42	110	124	-14	131	166	-35	139	173	-34	55	75	-20	159	193	-34
ABC CLASSIC	26	21	5	20	14	6	27	14	13	29	17	12	12	12	0	29	26	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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TOWNSVILLE Survey Coverage Area based on Commercial Radio Australia’s Licence Area Profile.