

EMERALD (QLD)

SURVEY #1 2017



xtra insights

EMERALD - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL TUESDAY 16TH MAY AT 10AM AEST

Station Listened to Most (%), Monday to Sunday

	10+	10-17	18-39	25-39	40-54	55-64	65+
HIT94.7 EMERALD	38.3	65.5	58.3	54.4	25.6	3.8	0.0
4HI	15.0	8.0	11.2	12.4	14.7	26.3	25.8
ABC TROPICAL NORTH	2.5	0.0	1.3	1.8	2.6	3.7	9.3
ABC CAPRICORNIA	25.0	9.2	9.9	11.8	29.5	51.2	61.2
ABC RADIO NATIONAL	1.3	0.0	0.4	0.6	1.3	5.0	1.8
ABC NEWS RADIO	0.5	0.0	0.0	0.0	1.9	0.0	0.0
ABC CLASSIC FM	0.0	0.0	0.0	0.0	0.0	0.0	0.0

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.

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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
HIT94.7 EMERALD	37.7	30.6	40.2	44.1	17.7	35.9
4HI	14.2	19.3	15.2	14.9	9.4	12.5
ABC TROPICAL NORTH	2.5	1.8	1.5	2.5	3.1	3.4
ABC CAPRICORNIA	28.2	27.9	23.0	17.9	36.5	28.2
ABC RADIO NATIONAL	1.2	1.2	1.2	0.8	4.2	1.4
ABC NEWS RADIO	0.4	0.9	0.7	0.8	1.0	0.2
ABC CLASSIC FM	0.0	0.0	0.0	0.0	0.0	0.0

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+
HIT94.7 EMERALD	231	53	123	89	48	7	0
4HI	122	7	34	28	38	27	15
ABC TROPICAL NORTH	23	0	5	5	10	4	4
ABC CAPRICORNIA	172	11	32	29	54	43	33
ABC RADIO NATIONAL	14	0	3	2	3	6	2
ABC NEWS RADIO	4	0	0	0	3	2	0
ABC CLASSIC FM	2	0	1	1	0	1	0

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: 526]

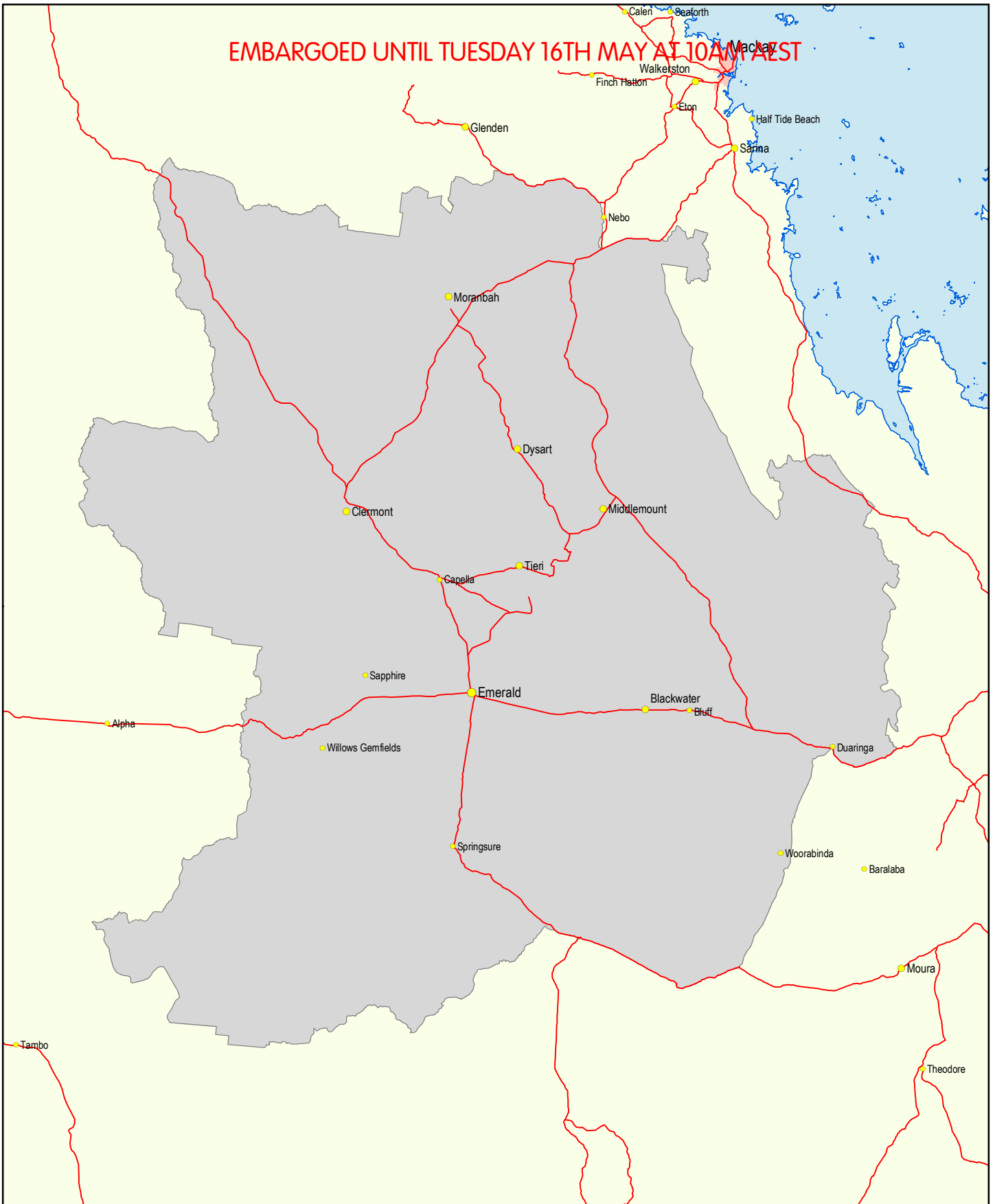
	Breakfast	Morning	Afternoon	Drive	Evening	Weekend
	Mon-Fri 5.30am-9.00am	Mon-Fri 9.00am-12.00pm	Mon-Fri 12.00pm-4.00pm	Mon-Fri 4.00pm-7.00pm	Mon-Fri 7.00pm-12.00mn	Sat-Sun 5.30am-12.00mn
HIT94.7 EMERALD	191	102	162	168	18	147
4HI	94	73	75	76	18	75
ABC TROPICAL NORTH	18	11	11	14	4	17
ABC CAPRICORNIA	152	96	103	87	36	126
ABC RADIO NATIONAL	7	5	8	6	5	8
ABC NEWS RADIO	4	4	4	4	1	3
ABC CLASSIC FM	1	0	2	0	0	1

Cumulative Audience (00's)


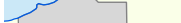


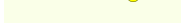
The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening. For example, Station A has 25,000 unique listeners between 5.30am-12.00mn Monday to Sunday.

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Legend

-  Coastline; State Borders
-  Licence Area
-  Principal Roads; Cities (Medium & Large)
-  Secondary Roads; Towns, Cities (Small)
-  Minor Roads; Localities

EMERALD RA1

Area ID: 450

Determined: 19 September 2002 (2001 Census)

