

# TOWNSVILLE - XTRA INSIGHTS - SURVEY 1: 2016



EMBARGOED UNTIL TUESDAY 29TH NOVEMBER 2016 AT 10AM 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 | +/-  |
| HOT FM         | <b>21.1</b> | 19.5 | 1.6  | <b>41.0</b> | 35.2 | 5.8  | <b>38.0</b> | 40.8 | -2.8 | <b>30.1</b> | 29.3 | 0.8  | <b>16.4</b> | 11.7 | 4.7  | <b>1.8</b>  | 1.9  | -0.1 | <b>1.2</b>  | 0.6  | 0.6  |
| POWER100       | <b>8.6</b>  | 7.2  | 1.4  | <b>7.7</b>  | 6.9  | 0.8  | <b>3.1</b>  | 6.6  | -3.5 | <b>7.7</b>  | 7.4  | 0.3  | <b>17.1</b> | 9.9  | 7.2  | <b>8.1</b>  | 9.6  | -1.5 | <b>1.7</b>  | 0.6  | 1.1  |
| STAR 106.3     | <b>8.7</b>  | 13.3 | -4.6 | <b>16.0</b> | 22.1 | -6.1 | <b>17.1</b> | 19.2 | -2.1 | <b>11.9</b> | 18.1 | -6.2 | <b>6.4</b>  | 12.8 | -6.4 | <b>1.9</b>  | 4.6  | -2.7 | <b>0.6</b>  | 1.2  | -0.6 |
| 4TO            | <b>21.7</b> | 21.2 | 0.5  | <b>12.5</b> | 16.6 | -4.1 | <b>10.9</b> | 6.7  | 4.2  | <b>18.6</b> | 13.6 | 5.0  | <b>28.9</b> | 32.3 | -3.4 | <b>32.3</b> | 31.5 | 0.8  | <b>21.7</b> | 23.0 | -1.3 |
| ABC NORTH QLD  | <b>8.9</b>  | 10.3 | -1.4 | <b>0.0</b>  | 0.7  | -0.7 | <b>0.8</b>  | 0.8  | 0.0  | <b>1.9</b>  | 3.6  | -1.7 | <b>6.1</b>  | 7.8  | -1.7 | <b>18.0</b> | 19.1 | -1.1 | <b>30.9</b> | 34.2 | -3.3 |
| ABC RN         | <b>3.2</b>  | 3.2  | 0.0  | <b>1.4</b>  | 0.0  | 1.4  | <b>0.8</b>  | 0.0  | 0.8  | <b>1.3</b>  | 1.0  | 0.3  | <b>3.6</b>  | 3.2  | 0.4  | <b>5.6</b>  | 7.1  | -1.5 | <b>6.9</b>  | 8.8  | -1.9 |
| ABC NEWS RADIO | <b>0.8</b>  | 0.6  | 0.2  | <b>0.0</b>  | 0.7  | -0.7 | <b>0.0</b>  | 0.0  | 0.0  | <b>1.0</b>  | 0.3  | 0.7  | <b>1.1</b>  | 1.1  | 0.0  | <b>1.3</b>  | 0.6  | 0.7  | <b>1.1</b>  | 0.6  | 0.5  |
| TRIPLE J       | <b>8.3</b>  | 8.8  | -0.5 | <b>9.0</b>  | 7.6  | 1.4  | <b>17.8</b> | 20.0 | -2.2 | <b>14.8</b> | 16.2 | -1.4 | <b>5.4</b>  | 5.3  | 0.1  | <b>1.3</b>  | 1.9  | -0.6 | <b>0.0</b>  | 0.0  | 0.0  |
| ABC CLASSIC FM | <b>1.5</b>  | 1.3  | 0.2  | <b>0.7</b>  | 1.4  | -0.7 | <b>0.0</b>  | 0.0  | 0.0  | <b>0.6</b>  | 0.3  | 0.3  | <b>0.7</b>  | 1.1  | -0.4 | <b>2.5</b>  | 0.6  | 1.9  | <b>5.1</b>  | 4.7  | 0.4  |

*Please note: Last Townsville Survey conducted Oct/Nov 2015. Star 106.3 on air from 9 May 2016. Previously known as 106.3. Power100 on air from 6 Sept 2016. Previously known as Zinc 100.7.*

### 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: 31st October 2016 - 19th November 2016

# TOWNSVILLE - XTRA INSIGHTS - SURVEY 1: 2016



EMBARGOED UNTIL TUESDAY 29TH NOVEMBER 2016 AT 10AM AEDT

## 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 | +/-  |
| HOT FM         | <b>22.0</b>           | 19.8 | 2.2  | <b>14.2</b>            | 15.6 | -1.4 | <b>18.0</b>            | 22.0 | -4.0 | <b>26.9</b>           | 22.8 | 4.1  | <b>17.0</b>            | 17.3 | -0.3 | <b>20.6</b>            | 18.3 | 2.3  |
| POWER100       | <b>8.0</b>            | 8.0  | 0.0  | <b>10.2</b>            | 8.6  | 1.6  | <b>9.1</b>             | 8.0  | 1.1  | <b>10.1</b>           | 8.1  | 2.0  | <b>4.7</b>             | 7.3  | -2.6 | <b>7.8</b>             | 7.3  | 0.5  |
| STAR 106.3     | <b>7.9</b>            | 13.5 | -5.6 | <b>7.0</b>             | 8.4  | -1.4 | <b>9.4</b>             | 12.7 | -3.3 | <b>8.6</b>            | 14.7 | -6.1 | <b>10.5</b>            | 6.3  | 4.2  | <b>8.8</b>             | 12.6 | -3.8 |
| 4TO            | <b>21.1</b>           | 20.5 | 0.6  | <b>24.1</b>            | 23.3 | 0.8  | <b>22.2</b>            | 22.0 | 0.2  | <b>19.2</b>           | 16.3 | 2.9  | <b>12.8</b>            | 15.7 | -2.9 | <b>19.8</b>            | 19.1 | 0.7  |
| ABC NORTH QLD  | <b>10.1</b>           | 11.1 | -1.0 | <b>9.9</b>             | 10.3 | -0.4 | <b>8.2</b>             | 7.8  | 0.4  | <b>6.5</b>            | 7.9  | -1.4 | <b>17.0</b>            | 22.5 | -5.5 | <b>9.9</b>             | 11.2 | -1.3 |
| ABC RN         | <b>3.6</b>            | 3.6  | 0.0  | <b>3.2</b>             | 4.5  | -1.3 | <b>2.8</b>             | 2.0  | 0.8  | <b>2.6</b>            | 2.3  | 0.3  | <b>5.2</b>             | 5.3  | -0.1 | <b>3.5</b>             | 3.4  | 0.1  |
| ABC NEWS RADIO | <b>0.8</b>            | 0.7  | 0.1  | <b>0.9</b>             | 0.7  | 0.2  | <b>0.5</b>             | 0.5  | 0.0  | <b>1.1</b>            | 0.3  | 0.8  | <b>1.2</b>             | 0.5  | 0.7  | <b>1.1</b>             | 0.6  | 0.5  |
| TRIPLE J       | <b>8.7</b>            | 8.6  | 0.1  | <b>7.3</b>             | 9.5  | -2.2 | <b>8.6</b>             | 9.3  | -0.7 | <b>10.0</b>           | 13.4 | -3.4 | <b>5.8</b>             | 15.7 | -9.9 | <b>9.4</b>             | 10.8 | -1.4 |
| ABC CLASSIC FM | <b>1.3</b>            | 1.4  | -0.1 | <b>1.7</b>             | 1.5  | 0.2  | <b>2.0</b>             | 0.8  | 1.2  | <b>0.9</b>            | 1.5  | -0.6 | <b>3.5</b>             | 1.0  | 2.5  | <b>1.7</b>             | 1.5  | 0.2  |

**Please note:** Last Townsville Survey conducted Oct/Nov 2015. Star 106.3 on air from 9 May 2016. Previously known as 106.3. Power100 on air from 6 Sept 2016. Previously known as Zinc 100.7.

### 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.

# TOWNSVILLE - XTRA INSIGHTS - SURVEY 1: 2016



EMBARGOED UNTIL TUESDAY 29TH NOVEMBER 2016 AT 10AM 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 | +/-   |
| HOT FM         | <b>673</b> | 657  | 16.0  | <b>137</b> | 125  | 12.0 | <b>129</b> | 148  | -19.0 | <b>249</b> | 244  | 5.0   | <b>132</b> | 121  | 11.0  | <b>14</b>  | 18   | -4.0 | <b>11</b>  | 2    | 9.0   |
| POWER100       | <b>323</b> | 281  | 42.0  | <b>40</b>  | 27   | 13.0 | <b>20</b>  | 30   | -10.0 | <b>86</b>  | 75   | 11.0  | <b>125</b> | 110  | 15.0  | <b>44</b>  | 36   | 8.0  | <b>9</b>   | 4    | 5.0   |
| STAR 106.3     | <b>415</b> | 486  | -71.0 | <b>93</b>  | 80   | 13.0 | <b>67</b>  | 98   | -31.0 | <b>160</b> | 171  | -11.0 | <b>78</b>  | 110  | -32.0 | <b>13</b>  | 22   | -9.0 | <b>4</b>   | 5    | -1.0  |
| 4TO            | <b>706</b> | 703  | 3.0   | <b>66</b>  | 71   | -5.0 | <b>42</b>  | 52   | -10.0 | <b>145</b> | 143  | 2.0   | <b>211</b> | 239  | -28.0 | <b>142</b> | 100  | 42.0 | <b>100</b> | 98   | 2.0   |
| ABC NORTH QLD  | <b>323</b> | 307  | 16.0  | <b>4</b>   | 9    | -5.0 | <b>2</b>   | 4    | -2.0  | <b>29</b>  | 38   | -9.0  | <b>67</b>  | 68   | -1.0  | <b>89</b>  | 67   | 22.0 | <b>133</b> | 121  | 12.0  |
| ABC RN         | <b>111</b> | 123  | -12.0 | <b>5</b>   | 2    | 3.0  | <b>2</b>   | 0    | 2.0   | <b>15</b>  | 11   | 4.0   | <b>34</b>  | 25   | 9.0   | <b>31</b>  | 34   | -3.0 | <b>24</b>  | 51   | -27.0 |
| ABC NEWS RADIO | <b>27</b>  | 23   | 4.0   | <b>0</b>   | 2    | -2.0 | <b>2</b>   | 0    | 2.0   | <b>5</b>   | 4    | 1.0   | <b>5</b>   | 9    | -4.0  | <b>7</b>   | 5    | 2.0  | <b>7</b>   | 4    | 3.0   |
| TRIPLE J       | <b>258</b> | 278  | -20.0 | <b>29</b>  | 25   | 4.0  | <b>55</b>  | 68   | -13.0 | <b>124</b> | 134  | -10.0 | <b>42</b>  | 36   | 6.0   | <b>9</b>   | 11   | -2.0 | <b>0</b>   | 5    | -5.0  |
| ABC CLASSIC FM | <b>53</b>  | 50   | 3.0   | <b>4</b>   | 4    | 0.0  | <b>0</b>   | 0    | 0.0   | <b>11</b>  | 7    | 4.0   | <b>7</b>   | 11   | -4.0  | <b>13</b>  | 5    | 8.0  | <b>18</b>  | 23   | -5.0  |

*Please note: Last Townsville Survey conducted Oct/Nov 2015. Star 106.3 on air from 9 May 2016. Previously known as 106.3. Power100 on air from 6 Sept 2016. Previously known as Zinc 100.7.*

## 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.

# TOWNSVILLE - XTRA INSIGHTS - SURVEY 1: 2016



EMBARGOED UNTIL TUESDAY 29TH NOVEMBER 2016 AT 10AM AEDT

Cumulative Audience (00's) by Session, P10+ [Potential: 2182]

|                | 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 | +/-  |
| HOT FM         | <b>571</b>            | 486  | 85.0  | <b>238</b>             | 233  | 5.0   | <b>364</b>             | 395  | -31.0 | <b>553</b>            | 381  | 172.0 | <b>73</b>              | 68   | 5.0   | <b>481</b>             | 404  | 77.0 |
| POWER100       | <b>249</b>            | 217  | 32.0  | <b>169</b>             | 146  | 23.0  | <b>211</b>             | 162  | 49.0  | <b>234</b>            | 146  | 88.0  | <b>31</b>              | 30   | 1.0   | <b>231</b>             | 178  | 53.0 |
| STAR 106.3     | <b>340</b>            | 365  | -25.0 | <b>138</b>             | 160  | -22.0 | <b>253</b>             | 264  | -11.0 | <b>311</b>            | 265  | 46.0  | <b>60</b>              | 46   | 14.0  | <b>313</b>             | 290  | 23.0 |
| 4TO            | <b>552</b>            | 524  | 28.0  | <b>359</b>             | 323  | 36.0  | <b>410</b>             | 389  | 21.0  | <b>418</b>            | 298  | 120.0 | <b>51</b>              | 73   | -22.0 | <b>476</b>             | 419  | 57.0 |
| ABC NORTH QLD  | <b>260</b>            | 248  | 12.0  | <b>158</b>             | 143  | 15.0  | <b>147</b>             | 125  | 22.0  | <b>145</b>            | 114  | 31.0  | <b>62</b>              | 84   | -22.0 | <b>245</b>             | 207  | 38.0 |
| ABC RN         | <b>93</b>             | 82   | 11.0  | <b>56</b>              | 62   | -6.0  | <b>54</b>              | 39   | 15.0  | <b>62</b>             | 34   | 28.0  | <b>25</b>              | 27   | -2.0  | <b>87</b>              | 71   | 16.0 |
| ABC NEWS RADIO | <b>24</b>             | 14   | 10.0  | <b>18</b>              | 11   | 7.0   | <b>15</b>              | 13   | 2.0   | <b>22</b>             | 4    | 18.0  | <b>4</b>               | 4    | 0.0   | <b>24</b>              | 16   | 8.0  |
| TRIPLE J       | <b>228</b>            | 206  | 22.0  | <b>107</b>             | 128  | -21.0 | <b>146</b>             | 155  | -9.0  | <b>204</b>            | 181  | 23.0  | <b>20</b>              | 60   | -40.0 | <b>207</b>             | 185  | 22.0 |
| ABC CLASSIC FM | <b>33</b>             | 37   | -4.0  | <b>27</b>              | 23   | 4.0   | <b>35</b>              | 21   | 14.0  | <b>25</b>             | 23   | 2.0   | <b>13</b>              | 7    | 6.0   | <b>42</b>              | 36   | 6.0  |

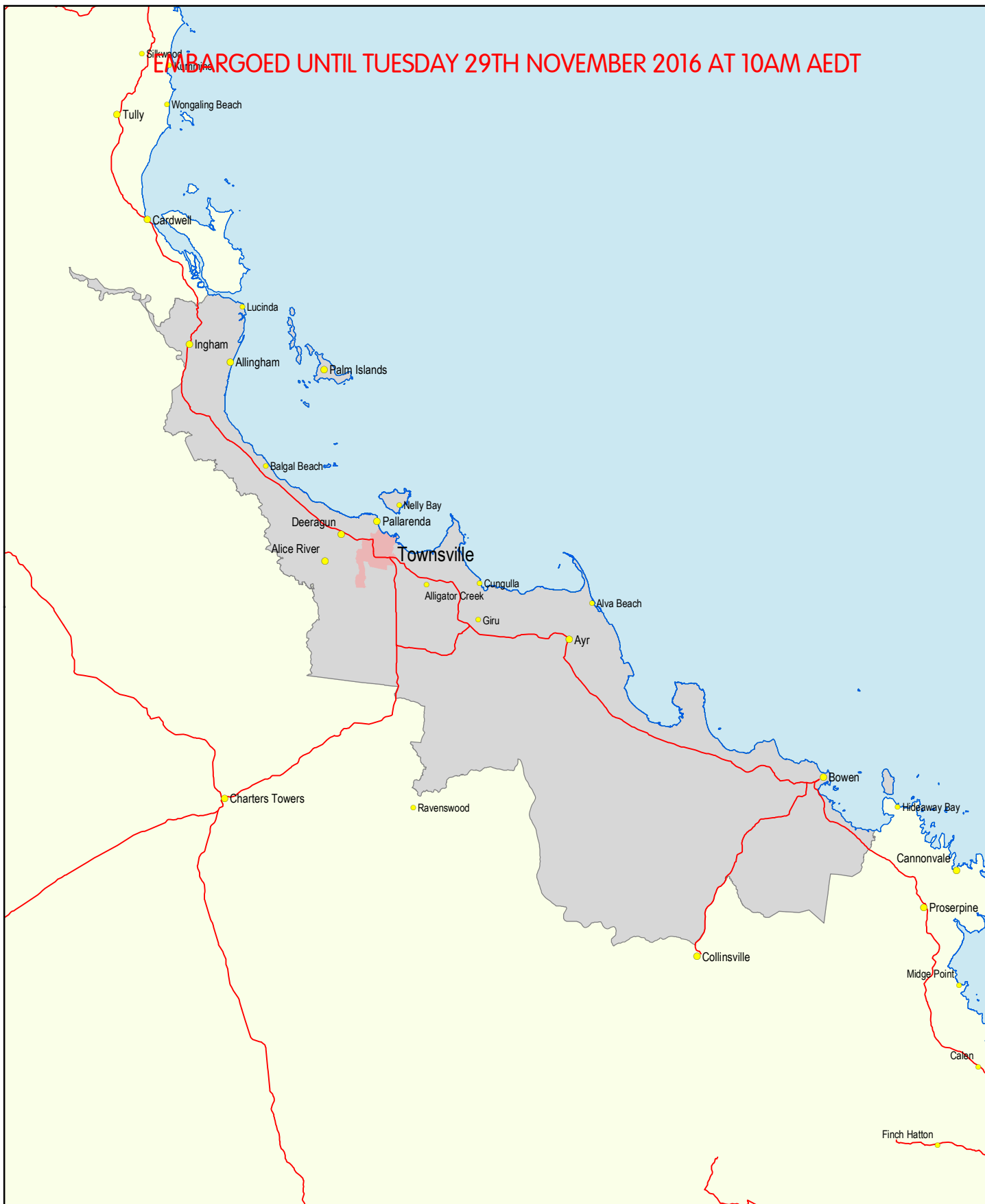
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## Cumulative Audience (00's)


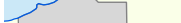


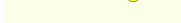
The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening. For example, Station A has 25,000 unique listeners between 5.30am-12.00mn Monday to Sunday.

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EMBARGOED UNTIL TUESDAY 29TH NOVEMBER 2016 AT 10AM AEDT



## Legend

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

## TOWNSVILLE RA1

Area ID: 545

Determined: 21 November 2008 (2001 Census)

