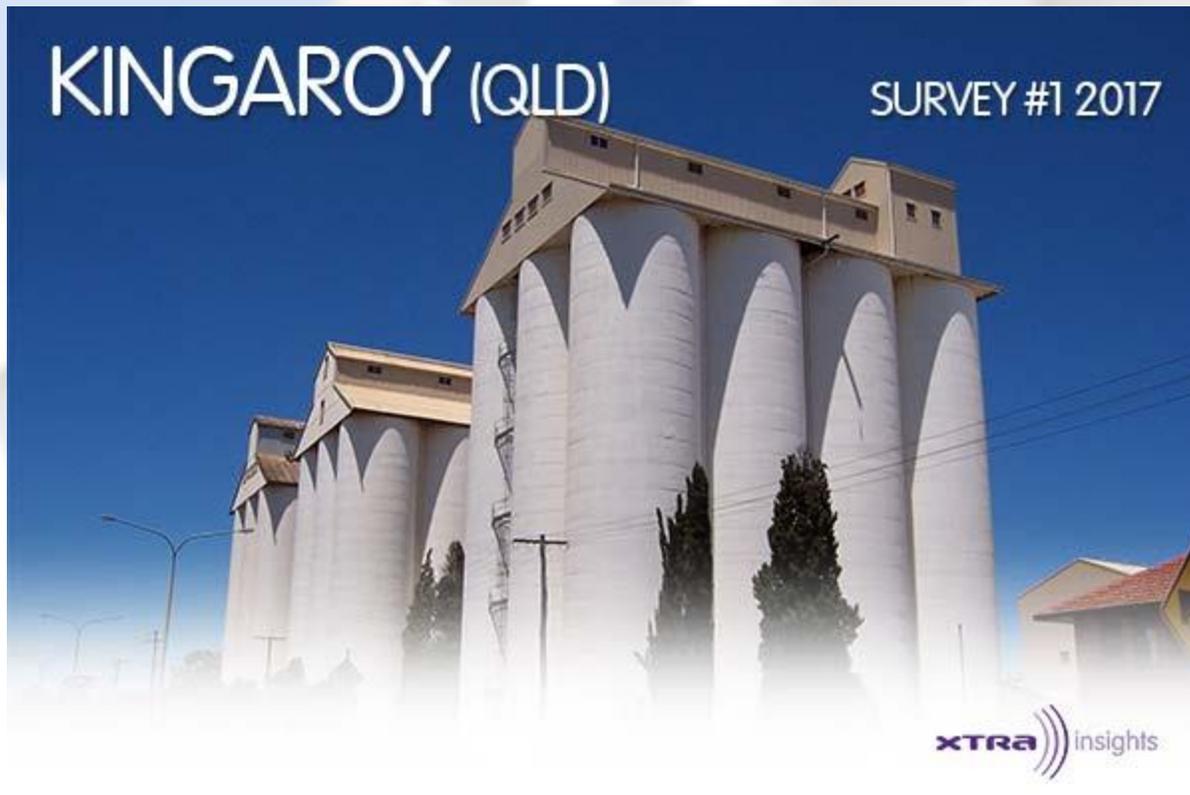


KINGAROY (QLD)

SURVEY #1 2017



xtra insights

# KINGAROY - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL WEDNESDAY 26TH APRIL 2017 AT 10AM AEST

## Station Listened to Most (%), Monday to Sunday

	10+	10-17	18-39	25-39	40-54	55-64	65+
HIT SOUTH BURNETT	23.0	42.3	41.7	42.2	19.8	7.9	2.2
4SB	7.8	2.6	1.2	1.8	5.6	13.5	17.2
ABC SOUTHERN QLD	16.3	7.7	6.0	8.3	13.5	22.5	32.4
ABC WIDE BAY	7.0	3.8	3.6	2.8	7.9	9.0	10.8
ABC RADIO NATIONAL	3.8	1.3	0.6	0.9	2.4	5.6	9.4
ABC NEWS RADIO	0.5	0.0	0.6	0.0	0.8	1.1	0.0
TRIPLE J	5.0	6.4	10.7	11.9	4.0	1.1	0.7
ABC CLASSIC FM	2.0	0.0	0.6	0.9	3.2	1.1	4.3

### 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.

# KINGAROY - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL WEDNESDAY 26TH APRIL 2017 AT 10AM AEST

## 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
HIT SOUTH BURNETT	24.1	18.4	23.7	30.5	14.9	22.5
4SB	6.5	10.0	8.7	7.8	8.1	9.9
ABC SOUTHERN QLD	20.5	14.6	13.7	9.8	21.6	21.5
ABC WIDE BAY	7.1	7.5	6.3	4.3	9.4	7.0
ABC RADIO NATIONAL	3.6	3.7	2.4	2.0	6.8	2.9
ABC NEWS RADIO	0.2	0.9	0.3	0.3	0.0	0.2
TRIPLE J	4.2	5.7	6.1	6.0	10.8	5.3
ABC CLASSIC FM	1.4	2.6	2.1	2.0	0.0	1.9

### 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.

# KINGAROY - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL WEDNESDAY 26TH APRIL 2017 AT 10AM AEST

Cumulative Audience (00's) by Demographic, Mon-Sun 5.30am-12midnight

	10+	10-17	18-39	25-39	40-54	55-64	65+
HIT SOUTH BURNETT	142	30	77	51	24	8	3
4SB	73	3	11	8	17	16	25
ABC SOUTHERN QLD	111	7	14	12	23	23	45
ABC WIDE BAY	43	3	5	3	14	8	14
ABC RADIO NATIONAL	30	2	2	2	7	7	13
ABC NEWS RADIO	3	0	1	0	1	1	0
TRIPLE J	33	5	19	14	6	2	1
ABC CLASSIC FM	16	0	1	1	5	3	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.

# KINGAROY - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL WEDNESDAY 26TH APRIL 2017 AT 10AM AEST

Cumulative Audience (00's) by Session, P10+ [Potential: 508]

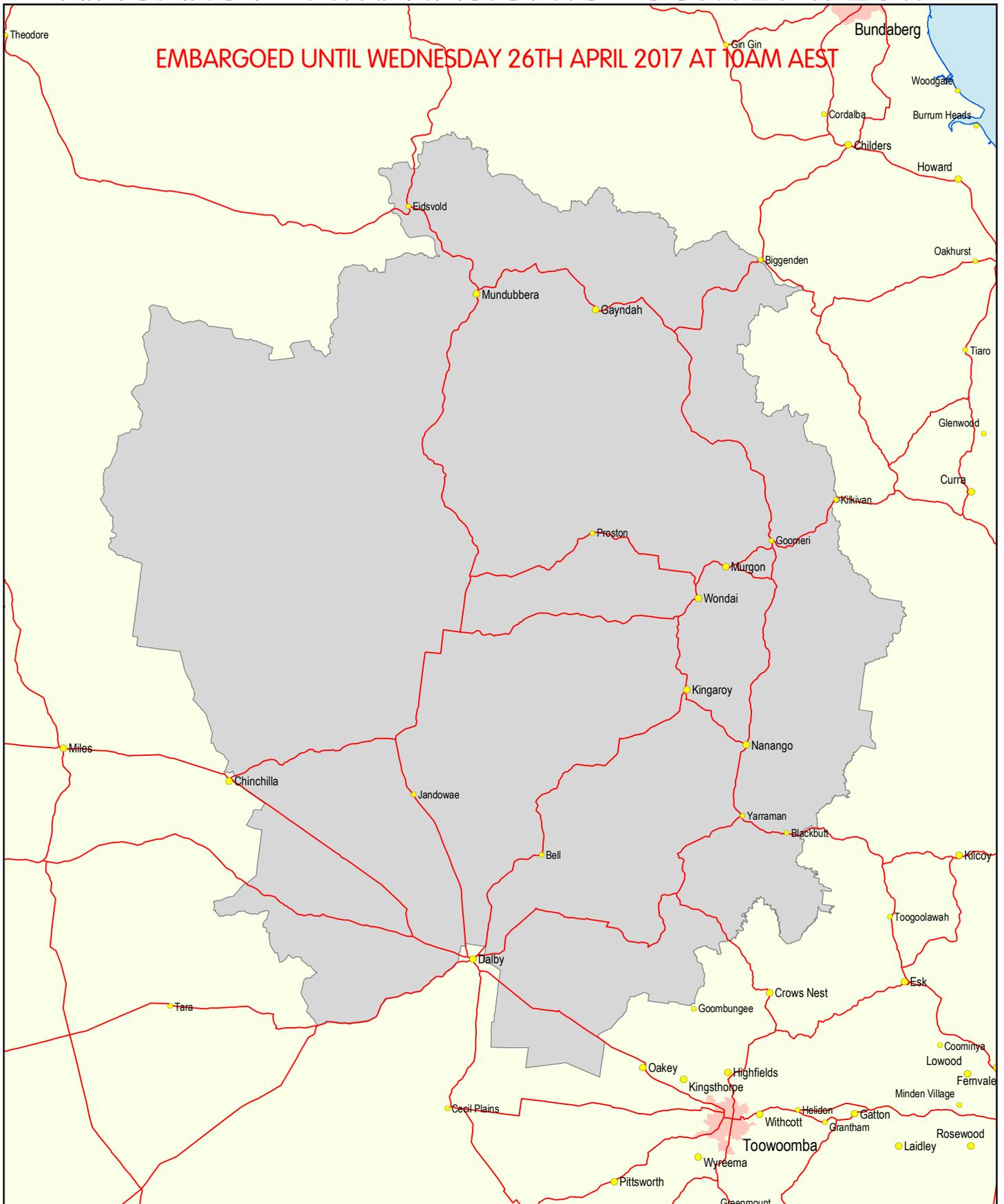
	Breakfast Mon-Fri 5.30am-9.00am	Morning Mon-Fri 9.00am-12.00pm	Afternoon Mon-Fri 12.00pm-4.00pm	Drive Mon-Fri 4.00pm-7.00pm	Evening Mon-Fri 7.00pm-12.00mn	Weekend Sat-Sun 5.30am-12.00mn
HIT SOUTH BURNETT	114	64	89	102	10	92
4SB	50	44	41	35	7	49
ABC SOUTHERN QLD	97	55	54	40	16	89
ABC WIDE BAY	33	25	24	14	6	27
ABC RADIO NATIONAL	19	15	12	8	6	15
ABC NEWS RADIO	1	3	1	1	0	1
TRIPLE J	21	19	20	23	7	23
ABC CLASSIC FM	11	9	9	10	1	11

## 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.

# KINGAROY - XTRA INSIGHTS - SURVEY 1: 2017

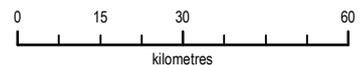
EMBARGOED UNTIL WEDNESDAY 26TH APRIL 2017 AT 10AM AEST



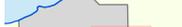
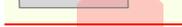
## KINGAROY RA1

Area ID: 457

Determined: 11 March 2011 (2006 Census)



### Legend

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

