

IPSWICH (QLD)

SURVEY #1 2021



# IPSWICH - XTRA INSIGHTS - SURVEY 1: 2021



EMBARGOED UNTIL TUESDAY 8TH JUNE 2021 AT 11AM AEST

## 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	+/-
RIVER 94.9	<b>29.6</b>	26.4	3.2	<b>24.6</b>	27.2	-2.6	<b>28.0</b>	19.7	8.3	<b>22.7</b>	23.9	-1.2	<b>39.2</b>	35.1	4.1	<b>44.1</b>	31.8	12.3	<b>19.2</b>	17.5	1.7
B105	<b>14.7</b>	14.3	0.4	<b>25.4</b>	27.0	-1.6	<b>16.9</b>	31.1	-14.2	<b>24.6</b>	23.3	1.3	<b>10.8</b>	4.4	6.4	<b>3.0</b>	1.0	2.0	<b>2.6</b>	0.0	2.6
TRIPLE M BRISBANE	<b>6.3</b>	7.0	-0.7	<b>3.5</b>	7.5	-4.0	<b>9.9</b>	5.0	4.9	<b>8.2</b>	9.8	-1.6	<b>7.0</b>	12.7	-5.7	<b>6.0</b>	1.0	5.0	<b>1.8</b>	0.0	1.8
NOVA 106.9	<b>8.6</b>	5.6	3.0	<b>21.2</b>	7.4	13.8	<b>13.3</b>	9.1	4.2	<b>11.2</b>	8.8	2.4	<b>5.4</b>	5.0	0.4	<b>0.0</b>	1.0	-1.0	<b>0.9</b>	0.8	0.1
97.3FM	<b>7.5</b>	9.6	-2.1	<b>9.9</b>	9.4	0.5	<b>8.9</b>	7.1	1.8	<b>5.9</b>	10.4	-4.5	<b>11.3</b>	15.0	-3.7	<b>6.0</b>	10.1	-4.1	<b>1.7</b>	2.5	-0.8
4KQ 693	<b>3.9</b>	5.9	-2.0	<b>0.9</b>	0.0	0.9	<b>1.3</b>	1.0	0.3	<b>0.5</b>	0.5	0.0	<b>3.2</b>	5.5	-2.3	<b>7.0</b>	16.0	-9.0	<b>13.1</b>	15.8	-2.7
4BC	<b>4.5</b>	4.0	0.5	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	1.0	-1.0	<b>4.3</b>	3.3	1.0	<b>5.0</b>	6.1	-1.1	<b>20.2</b>	15.0	5.2
4BH 882	<b>0.6</b>	0.6	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.5</b>	0.6	-0.1	<b>1.0</b>	0.0	1.0	<b>2.6</b>	3.3	-0.7
ABC RADIO BRISBANE	<b>5.0</b>	6.2	-1.2	<b>0.9</b>	0.0	0.9	<b>1.1</b>	0.0	1.1	<b>1.0</b>	1.0	0.0	<b>3.7</b>	4.4	-0.7	<b>8.0</b>	16.0	-8.0	<b>18.4</b>	20.0	-1.6
ABC RN (RADIO NATIONAL)	<b>1.0</b>	0.7	0.3	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>1.0</b>	0.0	1.0	<b>0.5</b>	0.0	0.5	<b>2.0</b>	1.0	1.0	<b>2.7</b>	4.2	-1.5
ABC NEWSRADIO	<b>0.3</b>	0.1	0.2	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.5</b>	0.0	0.5	<b>0.0</b>	0.5	-0.5	<b>0.0</b>	0.0	0.0	<b>0.9</b>	0.0	0.9
triple j	<b>5.3</b>	5.6	-0.3	<b>4.6</b>	4.7	-0.1	<b>10.4</b>	14.1	-3.7	<b>10.3</b>	9.3	1.0	<b>2.7</b>	2.8	-0.1	<b>2.0</b>	2.0	0.0	<b>0.0</b>	0.8	-0.8
ABC CLASSIC	<b>0.7</b>	1.1	-0.4	<b>0.9</b>	2.8	-1.9	<b>0.0</b>	1.0	-1.0	<b>1.0</b>	0.0	1.0	<b>0.0</b>	1.1	-1.1	<b>1.0</b>	0.0	1.0	<b>1.8</b>	2.5	-0.7

**Please note:** Last Ipswich Survey conducted October 2017.

B105 on air from 27 July 2020. Previously known as Hit105.

4BH 882 on air from 2 February 2020. Previously known as Talking Lifestyle 882.

ABC NewsRadio on air from 26 July 2020. Previously known as ABC News.

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### 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: 10th May 2021 - 29th May 2021

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# IPSWICH - XTRA INSIGHTS - SURVEY 1: 2021



EMBARGOED UNTIL TUESDAY 8TH JUNE 2021 AT 11AM AEST

## 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	+/-
RIVER 94.9	<b>29.1</b>	25.0	4.1	<b>34.6</b>	31.6	3.0	<b>34.1</b>	31.2	2.9	<b>29.5</b>	26.5	3.0	<b>25.8</b>	25.3	0.5	<b>28.5</b>	24.2	4.3
B105	<b>15.3</b>	15.4	-0.1	<b>11.0</b>	9.7	1.3	<b>12.4</b>	14.1	-1.7	<b>16.6</b>	16.2	0.4	<b>18.5</b>	14.6	3.9	<b>13.7</b>	13.3	0.4
TRIPLE M BRISBANE	<b>7.1</b>	7.5	-0.4	<b>7.2</b>	6.8	0.4	<b>8.0</b>	7.5	0.5	<b>6.6</b>	6.7	-0.1	<b>6.3</b>	1.9	4.4	<b>7.4</b>	6.1	1.3
NOVA 106.9	<b>8.3</b>	5.6	2.7	<b>4.8</b>	3.1	1.7	<b>8.7</b>	4.1	4.6	<b>9.3</b>	5.9	3.4	<b>10.8</b>	3.9	6.9	<b>9.5</b>	5.7	3.8
97.3FM	<b>7.5</b>	9.3	-1.8	<b>8.7</b>	8.7	0.0	<b>7.0</b>	8.5	-1.5	<b>7.3</b>	8.7	-1.4	<b>4.2</b>	6.8	-2.6	<b>6.9</b>	10.4	-3.5
4KQ 693	<b>3.7</b>	6.1	-2.4	<b>5.6</b>	7.5	-1.9	<b>4.0</b>	5.7	-1.7	<b>2.8</b>	5.0	-2.2	<b>1.6</b>	6.8	-5.2	<b>4.4</b>	6.5	-2.1
4BC	<b>4.6</b>	3.9	0.7	<b>5.8</b>	5.2	0.6	<b>3.3</b>	3.7	-0.4	<b>2.3</b>	3.0	-0.7	<b>3.8</b>	8.7	-4.9	<b>2.5</b>	3.9	-1.4
4BH 882	<b>0.7</b>	0.4	0.3	<b>1.0</b>	1.2	-0.2	<b>1.0</b>	0.2	0.8	<b>0.4</b>	0.4	0.0	<b>0.0</b>	0.0	0.0	<b>0.7</b>	1.0	-0.3
ABC RADIO BRISBANE	<b>6.0</b>	7.0	-1.0	<b>4.7</b>	7.5	-2.8	<b>3.8</b>	5.7	-1.9	<b>3.8</b>	5.7	-1.9	<b>5.5</b>	11.6	-6.1	<b>4.9</b>	6.9	-2.0
ABC RN (RADIO NATIONAL)	<b>1.0</b>	0.6	0.4	<b>0.4</b>	0.9	-0.5	<b>0.5</b>	0.4	0.1	<b>0.7</b>	0.6	0.1	<b>1.7</b>	1.9	-0.2	<b>0.9</b>	0.8	0.1
ABC NEWSRADIO	<b>0.3</b>	0.1	0.2	<b>0.0</b>	0.2	-0.2	<b>0.0</b>	0.2	-0.2	<b>0.0</b>	0.2	-0.2	<b>2.2</b>	0.0	2.2	<b>0.4</b>	0.2	0.2
triple j	<b>5.6</b>	5.7	-0.1	<b>5.2</b>	4.7	0.5	<b>5.8</b>	5.5	0.3	<b>7.1</b>	7.1	0.0	<b>6.5</b>	4.9	1.6	<b>5.3</b>	5.5	-0.2
ABC CLASSIC	<b>0.6</b>	1.1	-0.5	<b>0.6</b>	1.4	-0.8	<b>0.7</b>	0.8	-0.1	<b>0.9</b>	0.8	0.1	<b>1.6</b>	1.9	-0.3	<b>0.9</b>	1.3	-0.4

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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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# IPSWICH - XTRA INSIGHTS - SURVEY 1: 2021



EMBARGOED UNTIL TUESDAY 8TH JUNE 2021 AT 11AM AEST

## 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	+/-
RIVER 94.9	<b>1212</b>	733	479	<b>144</b>	86	58	<b>154</b>	74	80	<b>246</b>	173	73	<b>363</b>	210	153	<b>202</b>	115	87	<b>103</b>	75	28
B105	<b>716</b>	421	295	<b>143</b>	90	53	<b>115</b>	116	-1	<b>295</b>	154	141	<b>130</b>	48	82	<b>23</b>	13	10	<b>10</b>	0	10
TRIPLE M BRISBANE	<b>392</b>	242	150	<b>48</b>	38	10	<b>50</b>	15	35	<b>123</b>	78	45	<b>117</b>	96	21	<b>34</b>	15	19	<b>20</b>	0	20
NOVA 106.9	<b>542</b>	217	325	<b>127</b>	30	97	<b>109</b>	58	51	<b>189</b>	89	100	<b>107</b>	30	77	<b>7</b>	5	2	<b>3</b>	5	-2
97.3FM	<b>452</b>	343	109	<b>88</b>	50	38	<b>59</b>	35	24	<b>122</b>	99	23	<b>120</b>	106	14	<b>40</b>	45	-5	<b>23</b>	8	15
4KQ 693	<b>168</b>	171	-3	<b>3</b>	2	1	<b>4</b>	8	-4	<b>10</b>	13	-3	<b>27</b>	28	-1	<b>44</b>	58	-14	<b>80</b>	63	17
4BC	<b>140</b>	101	39	<b>3</b>	0	3	<b>0</b>	0	0	<b>3</b>	5	-2	<b>33</b>	23	10	<b>20</b>	20	0	<b>80</b>	53	27
4BH 882	<b>47</b>	30	17	<b>0</b>	0	0	<b>0</b>	0	0	<b>0</b>	0	0	<b>3</b>	3	0	<b>10</b>	8	2	<b>33</b>	20	13
ABC RADIO BRISBANE	<b>217</b>	191	26	<b>10</b>	2	8	<b>3</b>	3	0	<b>13</b>	8	5	<b>46</b>	38	8	<b>57</b>	48	9	<b>87</b>	93	-6
ABC RN (RADIO NATIONAL)	<b>57</b>	33	24	<b>0</b>	0	0	<b>0</b>	0	0	<b>6</b>	0	6	<b>13</b>	8	5	<b>20</b>	8	12	<b>17</b>	18	-1
ABC NEWSRADIO	<b>34</b>	13	21	<b>3</b>	0	3	<b>0</b>	0	0	<b>3</b>	3	0	<b>3</b>	2	1	<b>17</b>	5	12	<b>7</b>	3	4
triple j	<b>283</b>	156	127	<b>36</b>	17	19	<b>67</b>	45	22	<b>117</b>	61	56	<b>47</b>	25	22	<b>13</b>	5	8	<b>3</b>	3	0
ABC CLASSIC	<b>56</b>	40	16	<b>6</b>	10	-4	<b>3</b>	5	-2	<b>20</b>	0	20	<b>3</b>	10	-7	<b>7</b>	3	4	<b>17</b>	13	4

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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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# IPSWICH - XTRA INSIGHTS - SURVEY 1: 2021



EMBARGOED UNTIL TUESDAY 8TH JUNE 2021 AT 11AM AEST

Cumulative Audience (00's) by Session, P10+ [Potential: 2673]

	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	+/-
RIVER 94.9	<b>868</b>	529	339	<b>682</b>	432	250	<b>815</b>	517	298	<b>643</b>	430	213	<b>197</b>	83	114	<b>669</b>	481	188
B105	<b>470</b>	350	120	<b>253</b>	151	102	<b>359</b>	255	104	<b>422</b>	268	154	<b>134</b>	51	83	<b>392</b>	285	107
TRIPLE M BRISBANE	<b>226</b>	207	19	<b>163</b>	106	57	<b>240</b>	154	86	<b>163</b>	139	24	<b>56</b>	15	41	<b>231</b>	166	65
NOVA 106.9	<b>297</b>	184	113	<b>168</b>	61	107	<b>291</b>	109	182	<b>284</b>	154	130	<b>95</b>	23	72	<b>318</b>	157	161
97.3FM	<b>277</b>	272	5	<b>191</b>	149	42	<b>247</b>	204	43	<b>218</b>	195	23	<b>61</b>	28	33	<b>275</b>	250	25
4KQ 693	<b>97</b>	143	-46	<b>121</b>	113	8	<b>108</b>	103	5	<b>60</b>	80	-20	<b>20</b>	20	0	<b>104</b>	131	-27
4BC	<b>114</b>	73	41	<b>97</b>	68	29	<b>77</b>	53	24	<b>47</b>	45	2	<b>23</b>	23	0	<b>60</b>	68	-8
4BH 882	<b>24</b>	15	9	<b>20</b>	18	2	<b>30</b>	3	27	<b>10</b>	8	2	<b>0</b>	3	-3	<b>20</b>	25	-5
ABC RADIO BRISBANE	<b>170</b>	141	29	<b>110</b>	101	9	<b>93</b>	91	2	<b>100</b>	83	17	<b>40</b>	30	10	<b>137</b>	148	-11
ABC RN (RADIO NATIONAL)	<b>30</b>	20	10	<b>20</b>	13	7	<b>14</b>	10	4	<b>20</b>	15	5	<b>13</b>	10	3	<b>27</b>	23	4
ABC NEWSRADIO	<b>17</b>	10	7	<b>7</b>	5	2	<b>10</b>	5	5	<b>7</b>	10	-3	<b>13</b>	3	10	<b>13</b>	8	5
triple j	<b>189</b>	121	68	<b>111</b>	61	50	<b>145</b>	88	57	<b>159</b>	106	53	<b>53</b>	15	38	<b>153</b>	108	45
ABC CLASSIC	<b>33</b>	28	5	<b>23</b>	20	3	<b>27</b>	20	7	<b>26</b>	20	6	<b>10</b>	5	5	<b>36</b>	35	1

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IPSWICH Survey Coverage Area based on Commercial Radio Australia's Licence Area Profile.