

TOWNSVILLE (QLD)

SURVEY #1 2025



TOWNSVILLE - XTRA INSIGHTS - SURVEY 1: 2025



EMBARGOED UNTIL TUESDAY 7TH OCTOBER 2025 AT 11AM 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	+/-
POWER 100	14.2	14.2	0.0	7.5	17.0	-9.5	16.5	16.9	-0.4	17.6	16.7	0.9	15.7	15.9	-0.2	20.6	15.7	4.9	6.1	4.0	2.1
STAR 106.3	14.3	12.3	2.0	18.5	15.0	3.5	19.7	21.4	-1.7	20.7	13.6	7.1	12.4	14.5	-2.1	10.2	9.1	1.1	4.9	2.8	2.1
HIT 103.1 TOWNSVILLE	22.6	19.5	3.1	41.3	27.8	13.5	25.3	25.3	0.0	29.8	29.8	0.0	19.9	18.3	1.6	15.7	9.9	5.8	7.1	5.2	1.9
TRIPLE M TOWNSVILLE 102.3	19.3	21.4	-2.1	15.1	20.0	-4.9	13.0	13.5	-0.5	12.7	16.8	-4.1	23.0	23.1	-0.1	28.6	33.0	-4.4	23.5	22.4	1.1
ABC NORTH QUEENSLAND	3.8	5.8	-2.0	0.0	1.5	-1.5	0.0	1.0	-1.0	1.8	1.3	0.5	4.1	2.8	1.3	6.4	8.1	-1.7	9.1	19.4	-10.3
ABC RADIO NATIONAL	2.4	1.4	1.0	1.7	0.0	1.7	0.0	0.8	-0.8	1.1	0.4	0.7	2.3	1.6	0.7	2.5	1.2	1.3	5.9	4.2	1.7
ABC NEWSRADIO	1.0	0.8	0.2	0.0	0.0	0.0	0.7	0.5	0.2	0.4	1.3	-0.9	1.8	0.0	1.8	0.6	0.4	0.2	2.2	2.2	0.0
triple J	2.5	6.5	-4.0	0.9	7.0	-6.1	4.4	9.9	-5.5	4.4	12.5	-8.1	2.3	5.9	-3.6	0.7	1.5	-0.8	1.7	0.8	0.9
ABC CLASSIC	1.1	1.1	0.0	0.0	1.2	-1.2	2.5	1.4	1.1	0.7	0.3	0.4	0.5	1.1	-0.6	0.0	1.0	-1.0	2.8	1.7	1.1

Please note, the percentage balance of Station Listened to Most not reported in this table is the total amount of all Other listening and represents multiple stations. This includes local narrowcasters, community, and out of market radio listening either via App, online streaming, DAB+ or AM/FM transmitter.

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		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
POWER 100	13.8	13.2	0.6	16.5	15.7	0.8	17.0	17.5	-0.5	15.5	13.5	2.0	10.7	15.5	-4.8	15.5	12.6	2.9
STAR 106.3	13.9	12.0	1.9	13.7	10.4	3.3	14.9	12.4	2.5	14.5	14.1	0.4	13.1	11.9	1.2	13.9	10.7	3.2
HIT 103.1 TOWNSVILLE	23.8	20.1	3.7	21.3	17.4	3.9	22.0	20.2	1.8	23.2	19.7	3.5	24.6	20.4	4.2	19.8	19.3	0.5
TRIPLE M TOWNSVILLE 102.3	19.3	22.2	-2.9	18.8	22.4	-3.6	18.7	20.7	-2.0	18.5	21.4	-2.9	14.6	16.7	-2.1	20.1	21.4	-1.3
ABC NORTH QUEENSLAND	3.9	7.0	-3.1	4.3	6.4	-2.1	2.2	4.8	-2.6	3.4	4.9	-1.5	7.1	5.2	1.9	5.2	6.3	-1.1
ABC RADIO NATIONAL	2.5	2.1	0.4	1.5	0.8	0.7	1.2	1.0	0.2	2.3	1.7	0.6	2.7	2.2	0.5	1.9	1.8	0.1
ABC NEWSRADIO	1.1	0.9	0.2	1.0	0.7	0.3	0.9	0.3	0.6	1.0	0.7	0.3	1.0	0.6	0.4	1.0	0.7	0.3
triple J	2.6	6.1	-3.5	1.4	7.2	-5.8	2.0	7.0	-5.0	2.9	8.2	-5.3	3.3	10.3	-7.0	2.7	8.1	-5.4
ABC CLASSIC	0.9	1.1	-0.2	1.5	1.0	0.5	1.5	1.2	0.3	1.9	0.9	1.0	4.6	1.2	3.4	1.1	1.1	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, P10+ [Potential: 2155]

	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	+/-
POWER 100	576	573	3	73	68	5	79	81	-2	157	169	-12	146	144	2	83	87	-4	39	24	15
STAR 106.3	554	585	-31	82	69	13	86	121	-35	169	200	-31	115	126	-11	52	53	-1	50	16	34
HIT 103.1 TOWNSVILLE	762	754	8	140	106	34	109	120	-11	237	252	-15	141	170	-29	84	68	16	52	38	14
TRIPLE M TOWNSVILLE 102.3	774	875	-101	93	90	3	71	98	-27	130	195	-65	196	201	-5	138	142	-4	146	149	-3
ABC NORTH QUEENSLAND	226	240	-14	16	10	6	9	10	-1	41	29	12	37	37	0	44	46	-2	81	108	-27
ABC RADIO NATIONAL	106	88	18	16	3	13	2	2	0	19	12	7	18	17	1	15	17	-2	36	37	-1
ABC NEWSRADIO	77	80	-3	2	0	2	10	11	-1	22	23	-1	15	7	8	9	12	-3	19	27	-8
triple J	188	282	-94	27	31	-4	28	55	-27	68	122	-54	41	56	-15	12	10	2	13	8	5
ABC CLASSIC	61	68	-7	2	6	-4	13	10	3	17	22	-5	4	9	-5	5	7	-2	19	13	6

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.

Survey Period: 1st September 2025 - 27th September 2025

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EMBARGOED UNTIL TUESDAY 7TH OCTOBER 2025 AT 11AM AEDT

Cumulative Audience (00's) by Session

	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	+/-
POWER 100	398	346	52	299	298	1	368	374	-6	323	270	53	73	140	-67	339	310	29
STAR 106.3	385	357	28	244	266	-22	322	309	13	293	280	13	79	115	-36	289	267	22
HIT 103.1 TOWNSVILLE	620	503	117	397	383	14	493	469	24	450	388	62	130	161	-31	415	419	-4
TRIPLE M TOWNSVILLE 102.3	531	577	-46	369	429	-60	426	454	-28	376	415	-39	81	149	-68	475	479	-4
ABC NORTH QUEENSLAND	132	166	-34	88	111	-23	90	96	-6	92	99	-7	43	42	1	119	129	-10
ABC RADIO NATIONAL	80	51	29	41	19	22	41	20	21	53	32	21	22	16	6	42	46	-4
ABC NEWSRADIO	48	34	14	32	16	16	40	16	24	30	19	11	17	12	5	32	27	5
triple J	107	150	-43	57	133	-76	83	138	-55	92	146	-54	28	77	-49	75	158	-83
ABC CLASSIC	30	37	-7	32	22	10	34	28	6	33	23	10	26	12	14	27	29	-2

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 Survey Coverage Area based on Commercial Radio & Audio’s Licence Area Profile.