

ATHERTON (QLD)

SURVEY #1 2025



EMBARGOED UNTIL TUESDAY 9TH DECEMBER 2025 AT 11AM AEDT

Station Listened to Most (%), Monday to Sunday

	10+			10-17			18-39			25-39			40-54			55-64			65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT 97.9 TABLELANDS	21.1	19.9	1.2	40.1	49.4	-9.3	42.5	34.5	8.0	42.4	32.5	9.9	21.0	20.1	0.9	5.0	3.8	1.2	3.2	0.7	2.5
4AM	13.2	12.8	0.4	0.0	2.7	-2.7	9.6	1.6	8.0	13.2	0.9	12.3	7.3	7.2	0.1	19.0	24.8	-5.8	23.4	26.5	-3.1
ABC FAR NORTH	15.0	14.3	0.7	2.7	10.0	-7.3	5.5	2.2	3.3	4.7	3.2	1.5	7.3	13.7	-6.4	21.0	17.8	3.2	31.6	27.2	4.4
ABC RADIO NATIONAL	3.2	4.0	-0.8	0.0	1.5	-1.5	1.4	0.6	0.8	1.9	0.9	1.0	4.0	2.9	1.1	4.0	7.8	-3.8	5.1	7.2	-2.1
ABC NEWSRADIO	2.2	0.7	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	0.0	4.0	3.0	2.4	0.6	3.2	1.4	1.8
triple j	6.7	5.1	1.6	13.9	3.9	10.0	14.4	14.2	0.2	14.2	13.9	0.3	4.8	2.9	1.9	0.0	2.3	-2.3	1.9	0.0	1.9
ABC CLASSIC	1.3	0.8	0.5	1.4	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.7	1.7	3.0	0.7	2.3	0.6	2.1	-1.5

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.

ATHERTON - XTRA INSIGHTS - SURVEY 1: 2025



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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	+/-
HIT 97.9 TABLELANDS	19.5	19.9	-0.4	16.0	15.2	0.8	19.0	18.0	1.0	26.1	21.2	4.9	22.8	17.3	5.5	19.0	17.5	1.5
4AM	14.1	10.9	3.2	17.9	15.2	2.7	12.7	10.8	1.9	12.0	9.5	2.5	10.0	8.8	1.2	15.0	11.4	3.6
ABC FAR NORTH	18.1	15.3	2.8	12.6	13.9	-1.3	12.7	11.0	1.7	11.1	11.8	-0.7	14.3	21.0	-6.7	13.8	16.9	-3.1
ABC RADIO NATIONAL	3.1	4.6	-1.5	3.5	3.4	0.1	3.3	3.3	0.0	3.0	4.1	-1.1	2.1	4.3	-2.2	3.5	3.7	-0.2
ABC NEWSRADIO	2.7	1.1	1.6	2.2	1.2	1.0	3.0	0.8	2.2	1.6	0.7	0.9	0.7	1.6	-0.9	1.6	1.0	0.6
triple j	7.1	5.5	1.6	3.5	4.8	-1.3	5.0	7.5	-2.5	6.3	7.1	-0.8	11.5	6.9	4.6	7.5	7.3	0.2
ABC CLASSIC	1.2	0.8	0.4	1.6	1.2	0.4	1.1	0.9	0.2	2.2	0.9	1.3	5.7	0.7	5.0	0.7	0.7	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: 480]

	10+			10-17			18-39			25-39			40-54			55-64			65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT 97.9 TABLELANDS	156	132	24	30	31	-1	69	53	16	50	37	13	34	35	-1	10	8	2	13	5	8
4AM	89	84	5	0	2	-2	17	6	11	16	5	11	11	12	-1	22	26	-4	39	38	1
ABC FAR NORTH	122	111	11	5	6	-1	18	5	13	14	5	9	18	25	-7	30	29	1	50	46	4
ABC RADIO NATIONAL	30	32	-2	0	2	-2	2	5	-3	2	3	-1	6	4	2	9	7	2	13	13	0
ABC NEWSRADIO	21	12	9	2	0	2	0	3	-3	0	1	-1	7	2	5	5	2	3	7	4	3
triple j	68	48	20	15	4	11	35	27	8	22	22	0	12	11	1	2	4	-2	4	2	2
ABC CLASSIC	17	11	6	4	0	4	0	1	-1	0	0	0	5	2	3	6	1	5	2	7	-5

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.

ATHERTON - XTRA INSIGHTS - SURVEY 1: 2025



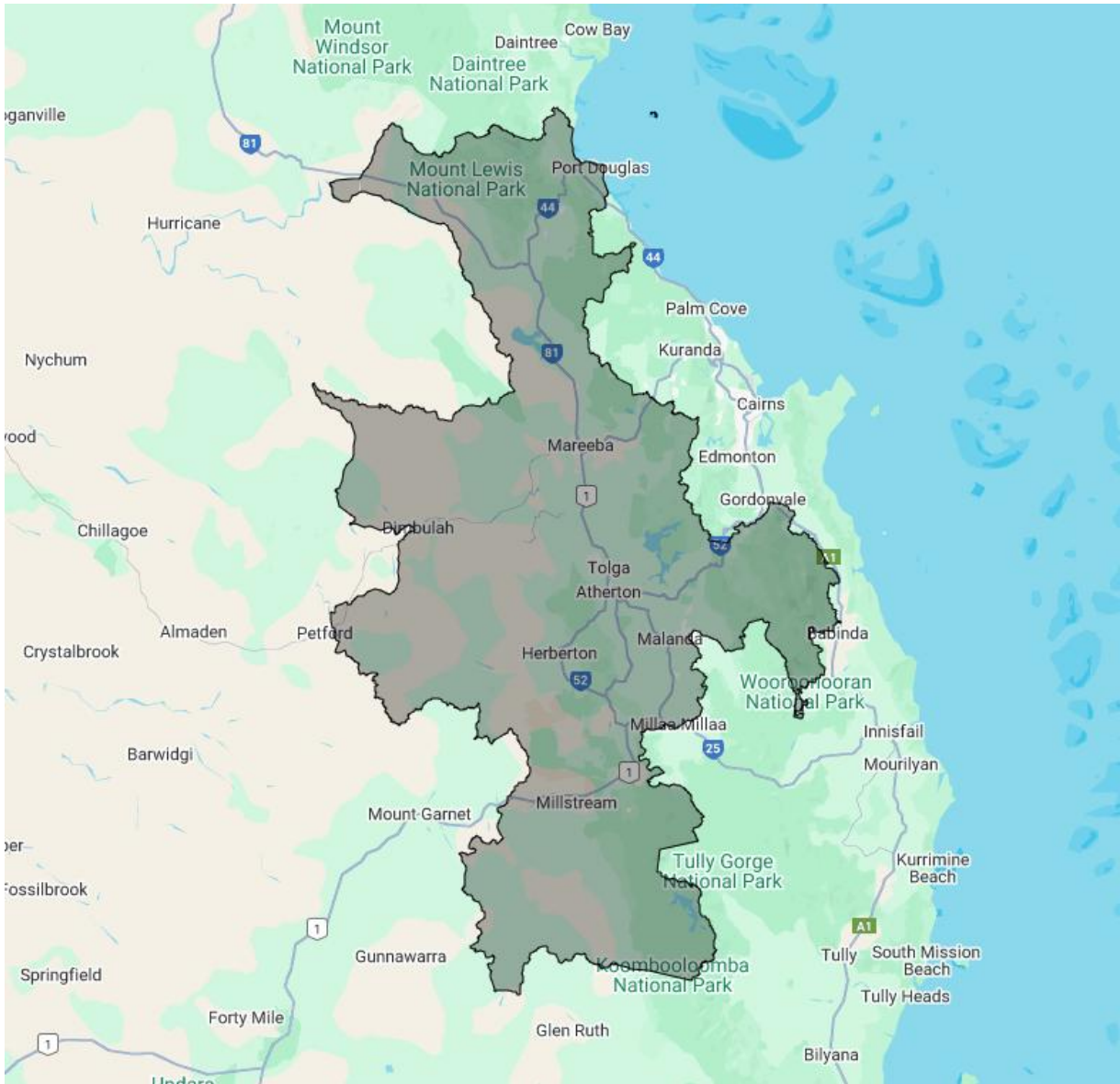
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Cumulative Audience (00's) by Session

	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	+/-
HIT 97.9 TABLELANDS	112	89	23	67	56	11	81	71	10	99	72	27	31	21	10	96	72	24
4AM	69	54	15	57	54	3	51	41	10	48	30	18	18	11	7	67	48	19
ABC FAR NORTH	98	77	21	50	56	-6	56	46	10	50	42	8	23	23	0	70	65	5
ABC RADIO NATIONAL	24	23	1	15	13	2	18	15	3	18	14	4	4	4	0	21	18	3
ABC NEWSRADIO	19	7	12	10	4	6	16	5	11	10	2	8	2	2	0	10	4	6
triple j	48	31	17	18	18	0	29	31	-2	43	25	18	22	9	13	50	35	15
ABC CLASSIC	9	5	4	7	5	2	6	5	1	11	3	8	7	1	6	10	4	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.



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