

KINGAROY (QLD)

SURVEY #1 2026



xtra insights

KINGAROY - XTRA INSIGHTS - SURVEY 1: 2026



EMBARGOED UNTIL TUESDAY 26TH MAY 2026 AT 11AM AEST

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	+/-
hit89.1 SOUTH BURNETT	27.3	23.9	3.4	41.4	37.6	3.8	46.2	47.0	-0.8	44.0	43.7	0.3	29.7	21.8	7.9	15.7	10.8	4.9	7.1	3.7	3.4
4SB	19.2	8.8	10.4	30.7	2.2	28.5	16.7	2.9	13.8	18.4	4.2	14.2	16.1	7.7	8.4	14.6	9.8	4.8	21.3	18.0	3.3
ABC SOUTHERN QUEENSLAND	13.7	12.7	1.0	5.3	6.3	-1.0	7.1	3.9	3.2	7.3	5.6	1.7	8.5	8.6	-0.1	17.7	7.1	10.6	25.8	31.1	-5.3
ABC WIDE BAY	3.3	5.4	-2.1	2.7	5.6	-2.9	3.2	1.3	1.9	3.7	1.9	1.8	3.4	7.0	-3.6	4.2	9.8	-5.6	3.2	5.6	-2.4
ABC RADIO NATIONAL	2.5	3.2	-0.7	0.0	2.2	-2.2	1.3	1.6	-0.3	1.8	2.3	-0.5	1.7	3.2	-1.5	5.2	3.6	1.6	3.9	5.0	-1.1
triple j	4.3	6.7	-2.4	5.3	7.0	-1.7	9.0	15.7	-6.7	10.1	19.7	-9.6	2.5	4.6	-2.1	4.2	4.4	-0.2	0.6	0.6	0.0
ABC CLASSIC	1.0	0.8	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.8	1.0	1.8	-0.8	2.6	1.9	0.7

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.

Survey Period: 20th April 2026 - 17th May 2026

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EMBARGOED UNTIL TUESDAY 26TH MAY 2026 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	+/-
hit89.1 SOUTH BURNETT	24.7	23.8	0.9	26.9	22.6	4.3	30.6	28.0	2.6	30.0	27.7	2.3	20.3	29.9	-9.6	25.9	21.7	4.2
4SB	20.5	7.5	13.0	14.5	14.8	-0.3	20.1	9.9	10.2	12.7	7.7	5.0	16.6	5.3	11.3	16.5	8.0	8.5
ABC SOUTHERN QUEENSLAND	13.7	13.2	0.5	15.0	10.0	5.0	10.1	8.5	1.6	10.9	6.9	4.0	10.5	16.7	-6.2	14.9	15.7	-0.8
ABC WIDE BAY	3.2	7.0	-3.8	3.5	2.9	0.6	2.9	3.6	-0.7	3.8	4.1	-0.3	1.5	4.7	-3.2	2.3	6.1	-3.8
ABC RADIO NATIONAL	2.6	4.1	-1.5	2.8	1.3	1.5	2.2	2.4	-0.2	3.3	1.8	1.5	4.5	3.9	0.6	2.8	3.0	-0.2
triple j	4.0	6.9	-2.9	4.5	5.7	-1.2	4.5	6.7	-2.2	5.9	8.7	-2.8	9.0	5.5	3.5	5.0	6.2	-1.2
ABC CLASSIC	1.2	0.2	1.0	1.3	1.2	0.1	1.3	1.3	0.0	1.5	0.9	0.6	3.8	0.8	3.0	1.2	1.5	-0.3

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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EMBARGOED UNTIL TUESDAY 26TH MAY 2026 AT 11AM AEST

Cumulative Audience (00's) by Demographic, Mon-Sun 5.30am-12midnight , P10+ [Potential: 741]

	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	+/-
hit89.1 SOUTH BURNETT	234	223	11	40	43	-3	92	104	-12	63	66	-3	52	48	4	31	17	14	20	11	9
4SB	166	122	44	30	5	25	32	11	21	25	7	18	26	24	2	22	23	-1	56	60	-4
ABC SOUTHERN QUEENSLAND	129	124	5	6	7	-1	16	15	1	12	15	-3	16	23	-7	25	12	13	66	69	-3
ABC WIDE BAY	38	55	-17	4	5	-1	6	6	0	5	6	-1	11	12	-1	6	16	-10	11	17	-6
ABC RADIO NATIONAL	36	37	-1	0	4	-4	2	4	-2	2	4	-2	4	8	-4	11	9	2	19	12	7
triple j	68	70	-2	9	9	0	25	35	-10	21	31	-10	15	14	1	11	9	2	9	3	6
ABC CLASSIC	15	11	4	0	0	0	1	2	-1	1	2	-1	5	0	5	2	2	0	6	7	-1

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 26TH MAY 2026 AT 11AM AEST

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	+/-
hit89.1 SOUTH BURNETT	178	171	7	155	103	52	185	150	35	144	115	29	40	42	-2	160	127	33
4SB	146	65	81	88	74	14	126	56	70	68	35	33	41	9	32	109	56	53
ABC SOUTHERN QUEENSLAND	111	89	22	103	48	55	82	43	39	70	27	43	35	23	12	110	91	19
ABC WIDE BAY	31	46	-15	25	22	3	25	20	5	22	16	6	6	7	-1	26	37	-11
ABC RADIO NATIONAL	33	28	5	28	8	20	26	14	12	27	9	18	17	5	12	31	21	10
triple j	47	43	4	47	27	20	49	40	9	46	38	8	30	8	22	59	42	17
ABC CLASSIC	12	2	10	11	5	6	12	6	6	11	4	7	9	2	7	12	8	4

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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