

TOWNSVILLE (QLD)

SURVEY #1 2026



TOWNSVILLE - XTRA INSIGHTS - SURVEY 1: 2026



EMBARGOED UNTIL THURSDAY 1ST OCTOBER 2026 AT 11AM AEST

Station Listened to Most (%), Monday to Sunday , 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	+/-
POWER100	15.1	14.2	0.9	11.8	7.5	4.3	20.6	16.5	4.1	20.0	17.6	2.4	14.2	15.7	-1.5	16.2	20.6	-4.4	7.9	6.1	1.8
STAR 106.3	15.4	14.3	1.1	16.7	18.5	-1.8	18.2	19.7	-1.5	19.5	20.7	-1.2	20.9	12.4	8.5	10.2	10.2	0.0	5.1	4.9	0.2
HIT103.1 TOWNSVILLE	19.5	22.6	-3.1	24.1	41.3	-17.2	23.0	25.3	-2.3	24.8	29.8	-5.0	20.9	19.9	1.0	16.8	15.7	1.1	7.9	7.1	0.8
TRIPLE M TOWNSVILLE 102.3	18.0	19.3	-1.3	21.0	15.1	5.9	12.0	13.0	-1.0	14.0	12.7	1.3	21.7	23.0	-1.3	25.7	28.6	-2.9	14.7	23.5	-8.8
ABC NORTH QUEENSLAND	5.0	3.8	1.2	0.0	0.0	0.0	1.4	0.0	1.4	1.1	1.8	-0.7	3.5	4.1	-0.6	6.0	6.4	-0.4	16.6	9.1	7.5
ABC RADIO NATIONAL	2.5	2.4	0.1	0.0	1.7	-1.7	0.7	0.0	0.7	0.0	1.1	-1.1	2.4	2.3	0.1	3.6	2.5	1.1	7.8	5.9	1.9
ABC NEWSRADIO	1.5	1.0	0.5	0.0	0.0	0.0	1.4	0.7	0.7	2.1	0.4	1.7	0.8	1.8	-1.0	1.2	0.6	0.6	2.7	2.2	0.5
triple j	4.3	2.5	1.8	7.3	0.9	6.4	6.9	4.4	2.5	5.0	4.4	0.6	3.5	2.3	1.2	3.0	0.7	2.3	1.4	1.7	-0.3
ABC CLASSIC	0.6	1.1	-0.5	0.0	0.0	0.0	0.0	2.5	-2.5	0.0	0.7	-0.7	0.8	0.5	0.3	0.0	0.0	0.0	2.3	2.8	-0.5

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.

Survey Period: 24th August 2026 - 20th September 2026

Copyright (c) Commercial Radio & Audio Ltd. All Rights. This data may not be used for, or in association with, any commercial purposes.

TOWNSVILLE - XTRA INSIGHTS - SURVEY 1: 2026



EMBARGOED UNTIL THURSDAY 1ST OCTOBER 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	+/-
POWER100	16.5	13.8	2.7	16.6	16.5	0.1	17.3	17.0	0.3	13.5	15.5	-2.0	13.7	10.7	3.0	12.9	15.5	-2.6
STAR 106.3	15.3	13.9	1.4	15.9	13.7	2.2	17.1	14.9	2.2	17.0	14.5	2.5	11.9	13.1	-1.2	15.0	13.9	1.1
HIT103.1 TOWNSVILLE	21.1	23.8	-2.7	19.6	21.3	-1.7	19.9	22.0	-2.1	22.8	23.2	-0.4	22.6	24.6	-2.0	18.8	19.8	-1.0
TRIPLE M TOWNSVILLE 102.3	18.0	19.3	-1.3	16.9	18.8	-1.9	18.1	18.7	-0.6	16.7	18.5	-1.8	11.4	14.6	-3.2	18.2	20.1	-1.9
ABC NORTH QUEENSLAND	5.1	3.9	1.2	4.8	4.3	0.5	3.1	2.2	0.9	2.5	3.4	-0.9	7.6	7.1	0.5	6.0	5.2	0.8
ABC RADIO NATIONAL	2.5	2.5	0.0	2.5	1.5	1.0	1.8	1.2	0.6	3.0	2.3	0.7	3.8	2.7	1.1	2.8	1.9	0.9
ABC NEWSRADIO	2.0	1.1	0.9	2.0	1.0	1.0	1.9	0.9	1.0	1.9	1.0	0.9	2.8	1.0	1.8	1.9	1.0	0.9
triple j	3.8	2.6	1.2	4.0	1.4	2.6	2.6	2.0	0.6	5.3	2.9	2.4	7.6	3.3	4.3	4.4	2.7	1.7
ABC CLASSIC	0.7	0.9	-0.2	0.7	1.5	-0.8	0.5	1.5	-1.0	1.0	1.9	-0.9	2.9	4.6	-1.7	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.

TOWNSVILLE - XTRA INSIGHTS - SURVEY 1: 2026



EMBARGOED UNTIL THURSDAY 1ST OCTOBER 2026 AT 11AM AEST

Cumulative Audience (00's) by Demographic, Mon-Sun 5.30am-12midnight , P10+ [Potential: 2224]

	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	+/-
POWER100	589	576	13	57	73	-16	96	79	17	169	157	12	133	146	-13	81	83	-2	52	39	13
STAR 106.3	664	554	110	74	82	-8	87	86	1	194	169	25	179	115	64	72	52	20	57	50	7
HIT103.1 TOWNSVILLE	724	762	-38	86	140	-54	100	109	-9	213	237	-24	185	141	44	87	84	3	54	52	2
TRIPLE M TOWNSVILLE 102.3	691	774	-83	65	93	-28	86	71	15	145	130	15	164	196	-32	111	138	-27	120	146	-26
ABC NORTH QUEENSLAND	198	226	-28	0	16	-16	9	9	0	35	41	-6	35	37	-2	35	44	-9	83	81	2
ABC RADIO NATIONAL	140	106	34	0	16	-16	12	2	10	19	19	0	26	18	8	22	15	7	61	36	25
ABC NEWSRADIO	114	77	37	2	2	0	12	10	2	26	22	4	11	15	-4	15	9	6	48	19	29
triple j	186	188	-2	25	27	-2	30	28	2	52	68	-16	52	41	11	13	12	1	15	13	2
ABC CLASSIC	70	61	9	2	2	0	9	13	-4	22	17	5	9	4	5	4	5	-1	24	19	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.

Survey Period: 24th August 2026 - 20th September 2026

Copyright (c) Commercial Radio & Audio Ltd. All Rights. This data may not be used for, or in association with, any commercial purposes.

TOWNSVILLE - XTRA INSIGHTS - SURVEY 1: 2026



EMBARGOED UNTIL THURSDAY 1ST OCTOBER 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	+/-
POWER100	456	398	58	326	299	27	390	368	22	302	323	-21	103	73	30	329	339	-10
STAR 106.3	487	385	102	352	244	108	422	322	100	368	293	75	106	79	27	412	289	123
HIT103.1 TOWNSVILLE	582	620	-38	397	397	0	440	493	-53	464	450	14	141	130	11	455	415	40
TRIPLE M TOWNSVILLE 102.3	504	531	-27	360	369	-9	409	426	-17	376	376	0	108	81	27	433	475	-42
ABC NORTH QUEENSLAND	128	132	-4	101	88	13	83	90	-7	63	92	-29	51	43	8	126	119	7
ABC RADIO NATIONAL	79	80	-1	59	41	18	55	41	14	75	53	22	31	22	9	87	42	45
ABC NEWSRADIO	77	48	29	57	32	25	59	40	19	55	30	25	26	17	9	75	32	43
triple j	126	107	19	90	57	33	77	83	-6	107	92	15	42	28	14	106	75	31
ABC CLASSIC	31	30	1	26	32	-6	17	34	-17	35	33	2	24	26	-2	41	27	14

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 - XTRA INSIGHTS - SURVEY 1: 2026



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