

CENTRAL QUEENSLAND (QLD)



SURVEY #1 2026



xtra insights

CENTRAL QUEENSLAND - XTRA INSIGHTS - SURVEY 1: 2026



EMBARGOED UNTIL THURSDAY JUNE 25 2026 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	+/-
TRIPLE M CENTRAL QUEENSLAND	29.0	20.8	8.2	30.5	21.6	8.9	35.5	17.0	18.5	31.1	23.8	7.3	34.1	27.2	6.9	28.6	20.9	7.7	16.8	8.3	8.5
HIT CENTRAL QUEENSLAND	28.4	33.3	-4.9	38.4	59.2	-20.8	41.7	56.5	-14.8	42.6	45.2	-2.6	28.4	30.4	-2.0	18.2	13.0	5.2	6.6	1.9	4.7
4CC	8.7	6.9	1.8	10.9	1.9	9.0	5.0	2.2	2.8	6.6	3.3	3.3	6.4	6.5	-0.1	9.4	18.3	-8.9	13.4	10.2	3.2
4RO	4.3	4.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	-0.5	1.9	3.0	-1.1	4.7	7.3	-2.6	17.0	15.7	1.3
ABC CAPRICORNIA	8.1	9.1	-1.0	5.9	1.9	4.0	4.2	1.3	2.9	3.4	0.7	2.7	6.7	5.7	1.0	10.2	15.9	-5.7	16.7	31.8	-15.1
ABC RADIO NATIONAL	1.9	3.1	-1.2	0.5	0.4	0.1	0.0	0.0	0.0	0.3	0.6	-0.3	0.6	2.8	-2.2	4.1	7.4	-3.3	5.4	7.6	-2.2
ABC NEWSRADIO	1.2	1.2	0.0	0.0	0.0	0.0	1.0	0.0	1.0	0.0	1.7	-1.7	1.3	1.4	-0.1	2.1	1.0	1.1	2.8	1.9	0.9
triple j	5.7	8.6	-2.9	6.3	5.7	0.6	8.5	14.0	-5.5	7.8	15.8	-8.0	6.9	9.1	-2.2	3.5	4.0	-0.5	1.8	0.0	1.8
ABC CLASSIC	0.9	1.0	-0.1	0.0	0.0	0.0	1.0	0.0	1.0	1.0	0.0	1.0	0.7	0.5	0.2	0.4	0.9	-0.5	2.1	4.8	-2.7
ABC WIDE BAY	0.9	0.3	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.9	1.0	0.0	1.0	2.1	0.5	1.6	1.0	1.3	-0.3

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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EMBARGOED UNTIL THURSDAY JUNE 25 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	+/-
TRIPLE M CENTRAL QUEENSLAND	27.6	19.3	8.3	29.7	21.2	8.5	29.7	22.3	7.4	28.0	21.8	6.2	22.0	18.3	3.7	27.2	19.2	8.0
HIT CENTRAL QUEENSLAND	28.3	34.2	-5.9	25.5	31.0	-5.5	28.6	36.2	-7.6	28.8	36.0	-7.2	22.0	31.8	-9.8	26.0	32.6	-6.6
4CC	8.6	6.8	1.8	9.5	7.7	1.8	9.7	6.7	3.0	7.3	6.4	0.9	6.4	6.1	0.3	7.7	6.8	0.9
4RO	5.0	4.2	0.8	6.4	6.0	0.4	4.8	3.6	1.2	5.1	3.2	1.9	7.2	2.9	4.3	5.1	3.5	1.6
ABC CAPRICORNIA	8.9	10.0	-1.1	7.4	8.5	-1.1	7.4	6.9	0.5	7.3	5.1	2.2	6.8	10.9	-4.1	8.5	9.6	-1.1
ABC RADIO NATIONAL	2.0	3.0	-1.0	1.7	2.0	-0.3	1.4	2.5	-1.1	2.4	3.0	-0.6	2.7	2.8	-0.1	2.1	2.4	-0.3
ABC NEWSRADIO	1.2	1.2	0.0	1.1	0.7	0.4	0.8	0.7	0.1	1.0	0.6	0.4	1.5	1.5	0.0	1.4	1.2	0.2
triple j	6.2	8.4	-2.2	5.8	9.3	-3.5	5.3	9.0	-3.7	7.0	10.7	-3.7	13.5	10.5	3.0	7.4	9.5	-2.1
ABC CLASSIC	0.5	0.8	-0.3	0.9	1.5	-0.6	0.8	0.8	0.0	0.8	1.1	-0.3	1.3	1.8	-0.5	1.0	1.1	-0.1
ABC WIDE BAY	0.6	0.3	0.3	0.9	0.1	0.8	0.5	0.2	0.3	0.4	0.1	0.3	1.3	0.3	1.0	0.9	0.4	0.5

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: 1870]

	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	+/-
TRIPLE M CENTRAL QUEENSLAND	850	660	190	106	103	3	94	64	30	199	171	28	218	197	21	129	87	42	105	38	67
HIT CENTRAL QUEENSLAND	744	796	-52	122	159	-37	102	126	-24	210	257	-47	196	195	1	84	49	35	30	11	19
4CC	258	181	77	29	10	19	9	6	3	41	21	20	53	41	12	49	60	-11	78	43	35
4RO	175	136	39	3	5	-2	3	0	3	10	3	7	37	22	15	38	39	-1	84	68	16
ABC CAPRICORNIA	247	250	-3	15	12	3	13	8	5	28	13	15	53	36	17	45	61	-16	92	120	-28
ABC RADIO NATIONAL	94	87	7	4	2	2	4	0	4	9	9	0	13	20	-7	24	25	-1	39	32	7
ABC NEWSRADIO	68	47	21	3	2	1	3	0	3	12	9	3	12	11	1	18	8	10	19	17	2
triple j	247	238	9	30	21	9	29	35	-6	73	98	-25	76	67	9	25	16	9	15	2	13
ABC CLASSIC	43	33	10	0	0	0	6	0	6	13	1	12	7	7	0	5	4	1	12	21	-9
ABC WIDE BAY	28	7	21	0	0	0	0	0	0	4	0	4	5	0	5	10	4	6	9	4	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.

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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	+/-
TRIPLE M CENTRAL QUEENSLAND	662	418	244	500	291	209	598	387	211	538	325	213	182	90	92	524	349	175
HIT CENTRAL QUEENSLAND	597	611	-14	399	380	19	529	533	-4	478	462	16	168	143	25	451	503	-52
4CC	198	120	78	167	96	71	185	98	87	142	80	62	56	28	28	155	97	58
4RO	137	83	54	125	79	46	111	57	54	107	41	66	61	13	48	119	61	58
ABC CAPRICORNIA	178	184	-6	130	113	17	154	100	54	131	69	62	57	54	3	166	156	10
ABC RADIO NATIONAL	71	59	12	50	25	25	54	35	19	67	38	29	33	12	21	61	48	13
ABC NEWSRADIO	49	28	21	32	11	21	27	16	11	39	17	22	22	6	16	39	21	18
triple j	190	161	29	124	119	5	135	143	-8	143	130	13	102	46	56	165	142	23
ABC CLASSIC	12	18	-6	14	19	-5	17	13	4	20	17	3	14	7	7	25	21	4
ABC WIDE BAY	15	5	10	15	1	14	14	3	11	9	1	8	9	1	8	18	6	12

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