

CAIRNS (QLD)

SURVEY #1 2017



CAIRNS - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL WEDNESDAY 14TH JUNE AT 10AM 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	+/-
HIT 103.5 CAIRNS	22.2	27.1	-4.9	44.4	52.0	-7.6	38.7	51.3	-12.6	32.9	35.7	-2.8	14.2	21.3	-7.1	9.3	9.4	-0.1	1.2	1.2	0.0
TRIPLE M CAIRNS	16.9	14.8	2.1	19.9	18.4	1.5	10.9	10.1	0.8	13.8	16.1	-2.3	25.2	19.6	5.6	19.8	15.9	3.9	6.4	3.0	3.4
STAR 102.7	14.4	16.6	-2.2	16.6	17.1	-0.5	14.3	16.8	-2.5	15.5	18.5	-3.0	20.2	23.5	-3.3	10.5	12.9	-2.4	4.6	3.6	1.0
4CA	8.2	7.8	0.4	0.7	0.7	0.0	0.0	0.8	-0.8	0.7	1.0	-0.3	4.3	4.6	-0.3	18.6	17.6	1.0	28.9	26.3	2.6
ABC FAR NORTH	14.1	14.3	-0.2	1.3	1.3	0.0	0.8	0.8	0.0	6.0	4.5	1.5	12.3	13.4	-1.1	24.4	20.0	4.4	40.5	48.5	-8.0
ABC RN (RADIO NATIONAL)	3.8	3.0	0.8	0.0	0.7	-0.7	2.5	0.0	2.5	1.4	0.7	0.7	4.6	3.3	1.3	7.0	5.3	1.7	7.5	8.4	-0.9
ABC NEWS RADIO	0.5	0.9	-0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.3	0.1	1.0	0.7	0.3	1.2	3.0	-1.8	0.0	1.8	-1.8
triple j	13.2	10.5	2.7	13.2	7.9	5.3	26.1	20.2	5.9	23.7	19.2	4.5	11.3	8.2	3.1	3.5	5.9	-2.4	0.0	0.0	0.0
ABC CLASSIC FM	1.2	1.2	0.0	0.0	0.0	0.0	1.7	0.0	1.7	1.1	0.3	0.8	1.0	1.0	0.0	0.6	4.1	-3.5	3.5	2.4	1.1

Please note: Last Cairns Survey conducted May 2016. HIT 103.5 CAIRNS & TRIPLE M CAIRNS on air from 15 Dec 2016. Previously known as HOT FM & SEA FM.

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: 15th May 2017 – 3rd June 2017

CAIRNS - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL WEDNESDAY 14TH JUNE AT 10AM 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	+/-
HIT 103.5 CAIRNS	22.7	27.1	-4.4	18.5	18.2	0.3	24.1	25.7	-1.6	26.3	30.7	-4.4	18.4	19.5	-1.1	22.0	25.0	-3.0
TRIPLE M CAIRNS	15.6	14.5	1.1	16.8	14.5	2.3	18.4	16.2	2.2	17.2	14.5	2.7	12.1	11.6	0.5	15.8	14.6	1.2
STAR 102.7	15.1	17.3	-2.2	15.5	18.2	-2.7	16.2	19.2	-3.0	14.6	16.8	-2.2	12.8	8.9	3.9	12.3	15.7	-3.4
4CA	6.2	5.8	0.4	13.8	14.2	-0.4	7.4	7.3	0.1	4.4	4.6	-0.2	7.1	9.5	-2.4	6.5	7.1	-0.6
ABC FAR NORTH	15.7	14.8	0.9	13.5	14.4	-0.9	10.8	12.1	-1.3	11.2	11.1	0.1	21.3	26.3	-5.0	15.5	15.0	0.5
ABC RN (RADIO NATIONAL)	4.0	3.2	0.8	3.1	3.8	-0.7	2.4	3.1	-0.7	3.1	2.6	0.5	8.5	3.7	4.8	5.2	3.8	1.4
ABC NEWS RADIO	0.5	1.1	-0.6	0.0	1.0	-1.0	0.5	0.6	-0.1	0.5	0.5	0.0	0.7	2.6	-1.9	0.5	1.0	-0.5
triple j	14.4	11.2	3.2	11.1	9.6	1.5	12.3	11.1	1.2	16.4	13.5	2.9	12.0	10.5	1.5	14.6	12.1	2.5
ABC CLASSIC FM	1.4	1.2	0.2	0.9	1.7	-0.8	1.1	1.2	-0.1	1.0	1.5	-0.5	1.4	1.6	-0.2	1.3	1.3	0.0

Please note: Last Cairns Survey conducted May 2016. HIT 103.5 CAIRNS & TRIPLE M CAIRNS on air from 15 Dec 2016. Previously known as HOT FM & SEA FM.

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.

Survey Period: 15th May 2017 – 3rd June 2017

CAIRNS - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL WEDNESDAY 14TH JUNE AT 10AM AEST

Cumulative Audience (00's) by Demographic, 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	+/-
HIT 103.5 CAIRNS	551	614	-63.0	117	127	-10.0	85	99	-14.0	180	191	-11.0	125	150	-25.0	38	36	2.0	5	11	-6.0
TRIPLE M CAIRNS	426	360	66.0	66	49	17.0	34	26	8.0	91	96	-5.0	154	120	34.0	59	54	5.0	23	15	8.0
STAR 102.7	448	449	-1.0	68	61	7.0	55	49	6.0	111	117	-6.0	148	156	-8.0	49	46	3.0	16	20	-4.0
4CA	194	172	22.0	4	4	0.0	3	1	2.0	5	9	-4.0	31	24	7.0	53	54	-1.0	97	79	18.0
ABC FAR NORTH	323	305	18.0	8	12	-4.0	3	4	-1.0	33	29	4.0	74	73	1.0	90	65	25.0	116	121	-5.0
ABC RN (RADIO NATIONAL)	106	93	13.0	1	3	-2.0	5	1	4.0	7	5	2.0	29	24	5.0	37	23	14.0	27	37	-10.0
ABC NEWS RADIO	31	27	4.0	1	0	1.0	0	0	0.0	5	5	0.0	11	7	4.0	10	9	1.0	4	5	-1.0
triple j	316	249	67.0	36	19	17.0	58	48	10.0	115	96	19.0	88	62	26.0	18	23	-5.0	1	1	0.0
ABC CLASSIC FM	42	33	9.0	0	0	0.0	3	0	3.0	10	1	9.0	8	7	1.0	7	11	-4.0	15	15	0.0

Please note: Last Cairns Survey conducted May 2016. HIT 103.5 CAIRNS & TRIPLE M CAIRNS on air from 15 Dec 2016. Previously known as HOT FM & SEA FM.

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: 15th May 2017 – 3rd June 2017

CAIRNS - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL WEDNESDAY 14TH JUNE AT 10AM AEST

Cumulative Audience (00's) by Session, P10+ [Potential: 1634]

	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 103.5 CAIRNS	471	487	-16.0	227	192	35.0	347	291	56.0	425	428	-3.0	52	65	-13.0	373	368	5.0
TRIPLE M CAIRNS	353	266	87.0	216	158	58.0	267	189	78.0	320	209	111.0	34	40	-6.0	283	237	46.0
STAR 102.7	380	358	22.0	220	210	10.0	276	242	34.0	331	266	65.0	44	37	7.0	294	272	22.0
4CA	121	100	21.0	140	126	14.0	102	78	24.0	69	59	10.0	18	27	-9.0	110	90	20.0
ABC FAR NORTH	273	249	24.0	142	137	5.0	139	129	10.0	165	150	15.0	53	73	-20.0	241	212	29.0
ABC RN (RADIO NATIONAL)	80	67	13.0	35	49	-14.0	39	43	-4.0	59	45	14.0	19	25	-6.0	84	63	21.0
ABC NEWS RADIO	23	19	4.0	14	9	5.0	14	5	9.0	20	9	11.0	3	9	-6.0	25	20	5.0
triple j	265	201	64.0	136	98	38.0	166	121	45.0	246	194	52.0	29	33	-4.0	220	168	52.0
ABC CLASSIC FM	31	23	8.0	16	16	0.0	18	12	6.0	25	17	8.0	7	7	0.0	30	21	9.0

Please note: Last Cairns Survey conducted May 2016. HIT 103.5 CAIRNS & TRIPLE M CAIRNS on air from 15 Dec 2016. Previously known as HOT FM & SEA FM.

Cumulative Audience (00's)

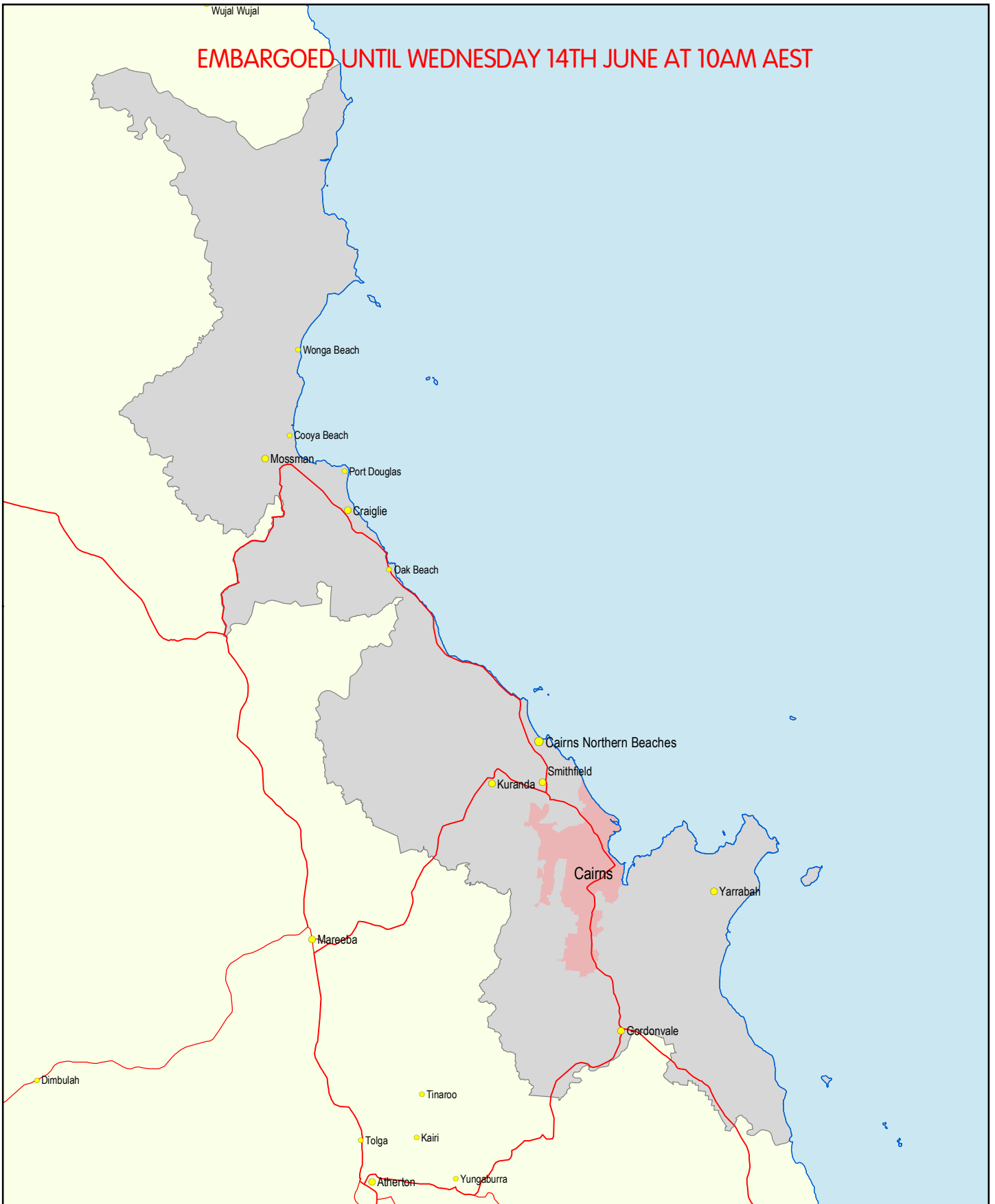
The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening.

For example, Station A has 25,000 unique listeners between 5.30am-12.00mn Monday to Sunday.

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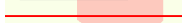
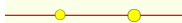
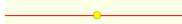


CAIRNS RA1

Area ID: 507

Determined: 11 March 2011 (2006 Census)

Legend

-  Coastline; State Borders
-  Licence Area
-  Principal Roads; Cities (Medium & Large)
-  Secondary Roads; Towns, Cities (Small)
-  Minor Roads; Localities

