

CAIRNS (QLD)

SURVEY #1 2018



Curzon
House

CAIRNS - XTRA INSIGHTS - SURVEY 1: 2018



EMBARGOED UNTIL THURSDAY 30TH AUGUST 2018 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	+/-
HIT 103.5 CAIRNS	22.8	22.2	0.6	44.3	44.4	-0.1	37.7	38.7	-1.0	35.2	32.9	2.3	17.1	14.2	2.9	5.9	9.3	-3.4	0.6	1.2	-0.6
TRIPLE M CAIRNS	15.8	16.9	-1.1	10.1	19.9	-9.8	9.7	10.9	-1.2	13.4	13.8	-0.4	25.7	25.2	0.5	21.3	19.8	1.5	5.7	6.4	-0.7
STAR 102.7	19.7	14.4	5.3	31.5	16.6	14.9	24.6	14.3	10.3	21.0	15.5	5.5	20.7	20.2	0.5	16.0	10.5	5.5	5.8	4.6	1.2
4CA	7.2	8.2	-1.0	0.7	0.7	0.0	2.6	0.0	2.6	0.0	0.7	-0.7	3.6	4.3	-0.7	15.4	18.6	-3.2	25.9	28.9	-3.0
ABC FAR NORTH	12.5	14.1	-1.6	1.3	1.3	0.0	3.5	0.8	2.7	2.1	6.0	-3.9	11.2	12.3	-1.1	21.3	24.4	-3.1	39.1	40.5	-1.4
ABC RN	3.3	3.8	-0.5	0.7	0.0	0.7	0.0	2.5	-2.5	1.0	1.4	-0.4	4.9	4.6	0.3	5.3	7.0	-1.7	6.9	7.5	-0.6
ABC NEWS	0.3	0.5	-0.2	0.0	0.0	0.0	0.9	0.0	0.9	0.3	0.4	-0.1	0.0	1.0	-1.0	0.6	1.2	-0.6	0.6	0.0	0.6
TRIPLE J	12.3	13.2	-0.9	9.4	13.2	-3.8	20.2	26.1	-5.9	22.1	23.7	-1.6	11.5	11.3	0.2	6.5	3.5	3.0	0.6	0.0	0.6
ABC CLASSIC FM	1.2	1.2	0.0	0.0	0.0	0.0	0.0	1.7	-1.7	0.0	1.1	-1.1	0.7	1.0	-0.3	3.0	0.6	2.4	4.0	3.5	0.5

Please note: Last Cairns Survey conducted June 2017. ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

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.

EMBARGOED UNTIL THURSDAY 30TH AUGUST 2018 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	+/-
HIT 103.5 CAIRNS	22.4	22.7	-0.3	17.6	18.5	-0.9	23.2	24.1	-0.9	23.6	26.3	-2.7	15.7	18.4	-2.7	19.0	22.0	-3.0
TRIPLE M CAIRNS	15.8	15.6	0.2	15.9	16.8	-0.9	16.3	18.4	-2.1	17.3	17.2	0.1	17.1	12.1	5.0	14.4	15.8	-1.4
STAR 102.7	20.2	15.1	5.1	17.7	15.5	2.2	20.6	16.2	4.4	21.5	14.6	6.9	9.3	12.8	-3.5	19.6	12.3	7.3
4CA	6.6	6.2	0.4	11.1	13.8	-2.7	6.9	7.4	-0.5	4.1	4.4	-0.3	6.4	7.1	-0.7	6.2	6.5	-0.3
ABC FAR NORTH	12.7	15.7	-3.0	13.5	13.5	0.0	10.3	10.8	-0.5	10.3	11.2	-0.9	21.4	21.3	0.1	16.3	15.5	0.8
ABC RN	3.4	4.0	-0.6	3.4	3.1	0.3	2.7	2.4	0.3	2.8	3.1	-0.3	6.4	8.5	-2.1	3.3	5.2	-1.9
ABC NEWS	0.2	0.5	-0.3	0.5	0.0	0.5	0.3	0.5	-0.2	0.1	0.5	-0.4	0.7	0.7	0.0	0.4	0.5	-0.1
TRIPLE J	13.0	14.4	-1.4	12.7	11.1	1.6	12.6	12.3	0.3	15.2	16.4	-1.2	13.6	12.0	1.6	13.1	14.6	-1.5
ABC CLASSIC FM	1.1	1.4	-0.3	2.1	0.9	1.2	1.6	1.1	0.5	1.3	1.0	0.3	3.6	1.4	2.2	1.7	1.3	0.4

Please note: Last Cairns Survey conducted June 2017. ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

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 THURSDAY 30TH AUGUST 2018 AT 11AM 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	538	551	-13	115	117	-2	74	85	-11	184	180	4	131	125	6	31	38	-7	3	5	-2
TRIPLE M CAIRNS	417	426	-9	46	66	-20	32	34	-2	90	91	-1	156	154	2	69	59	10	23	23	0
STAR 102.7	520	448	72	104	68	36	57	55	2	132	111	21	152	148	4	58	49	9	17	16	1
4CA	158	194	-36	1	4	-3	4	3	1	0	5	-5	26	31	-5	45	53	-8	82	97	-15
ABC FAR NORTH	313	323	-10	8	8	0	9	3	6	20	33	-13	80	74	6	78	90	-12	117	116	1
ABC RN	98	106	-8	4	1	3	0	5	-5	8	7	1	32	29	3	22	37	-15	32	27	5
ABC NEWS	22	31	-9	0	1	-1	3	0	3	1	5	-4	5	11	-6	8	10	-2	4	4	0
TRIPLE J	282	316	-34	30	36	-6	40	58	-18	120	115	5	67	88	-21	23	18	5	1	1	0
ABC CLASSIC FM	51	42	9	0	0	0	1	3	-2	0	10	-10	4	8	-4	16	7	9	30	15	15

Please note: Last Cairns Survey conducted June 2017. ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

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, P10+ [Potential: 1617]

	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	464	471	-7	212	227	-15	338	347	-9	381	425	-44	40	52	-12	322	373	-51
TRIPLE M CAIRNS	344	353	-9	190	216	-26	259	267	-8	290	320	-30	46	34	12	262	283	-21
STAR 102.7	465	380	85	218	220	-2	344	276	68	372	331	41	34	44	-10	356	294	62
4CA	115	121	-6	115	140	-25	86	102	-16	59	69	-10	16	18	-2	92	110	-18
ABC FAR NORTH	249	273	-24	162	142	20	162	139	23	161	165	-4	54	53	1	245	241	4
ABC RN	80	80	0	51	35	16	49	39	10	54	59	-5	26	19	7	70	84	-14
ABC NEWS	16	23	-7	9	14	-5	9	14	-5	11	20	-9	7	3	4	14	25	-11
TRIPLE J	248	265	-17	137	136	1	173	166	7	213	246	-33	40	29	11	193	220	-27
ABC CLASSIC FM	39	31	8	38	16	22	34	18	16	32	25	7	16	7	9	45	30	15

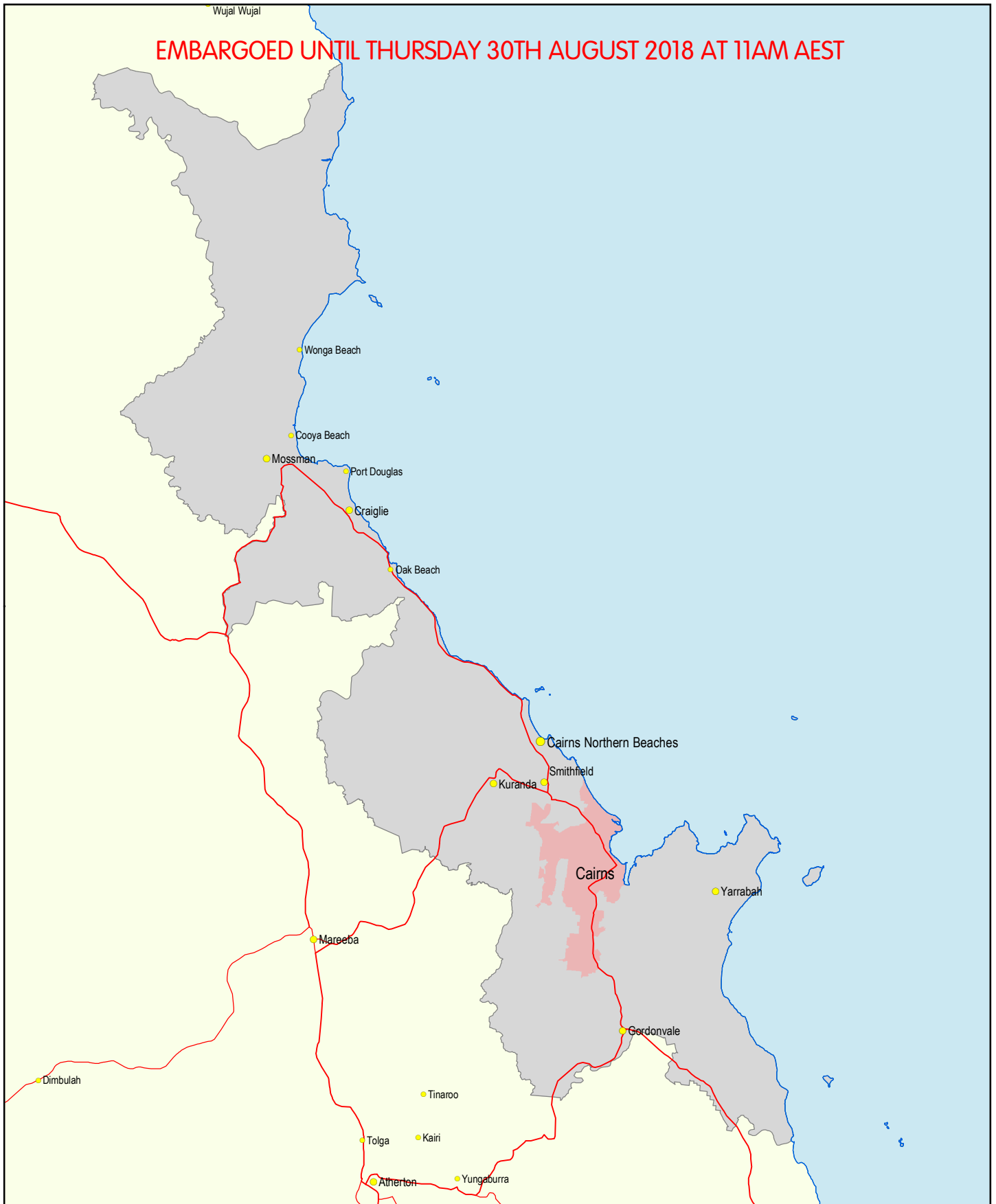
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Cumulative Audience (00’s)

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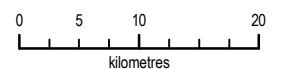
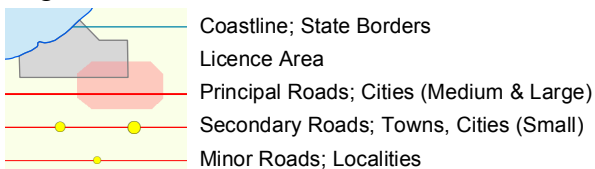


CAIRNS RA1

Area ID: 507

Determined: 11 March 2011 (2006 Census)

Legend



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Survey Period: 30th July 2018 - 18th August 2018

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