



Curzon House

# CAIRNS - XTRA INSIGHTS - SURVEY 1: 2019



EMBARGOED UNTIL THURSDAY 29TH AUGUST 2019 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	<b>20.7</b>	22.8	-2.1	<b>30.2</b>	44.3	-14.1	<b>40.3</b>	37.7	2.6	<b>35.2</b>	35.2	0.0	<b>14.1</b>	17.1	-3.0	<b>5.3</b>	5.9	-0.6	<b>2.3</b>	0.6	1.7
99.5 TRIPLE M CAIRNS	<b>15.2</b>	15.8	-0.6	<b>10.1</b>	10.1	0.0	<b>8.8</b>	9.7	-0.9	<b>11.4</b>	13.4	-2.0	<b>24.0</b>	25.7	-1.7	<b>21.3</b>	21.3	0.0	<b>8.6</b>	5.7	2.9
STAR 102.7	<b>22.4</b>	19.7	2.7	<b>37.6</b>	31.5	6.1	<b>27.2</b>	24.6	2.6	<b>22.4</b>	21.0	1.4	<b>26.0</b>	20.7	5.3	<b>17.2</b>	16.0	1.2	<b>5.2</b>	5.8	-0.6
4CA	<b>7.2</b>	7.2	0.0	<b>0.7</b>	0.7	0.0	<b>0.9</b>	2.6	-1.7	<b>1.0</b>	0.0	1.0	<b>4.6</b>	3.6	1.0	<b>16.0</b>	15.4	0.6	<b>23.0</b>	25.9	-2.9
ABC FAR NORTH	<b>11.2</b>	12.5	-1.3	<b>1.3</b>	1.3	0.0	<b>0.9</b>	3.5	-2.6	<b>2.1</b>	2.1	0.0	<b>9.9</b>	11.2	-1.3	<b>21.9</b>	21.3	0.6	<b>33.3</b>	39.1	-5.8
ABC RN	<b>2.7</b>	3.3	-0.6	<b>0.7</b>	0.7	0.0	<b>0.0</b>	0.0	0.0	<b>1.0</b>	1.0	0.0	<b>3.0</b>	4.9	-1.9	<b>4.1</b>	5.3	-1.2	<b>6.9</b>	6.9	0.0
ABC NEWS	<b>0.8</b>	0.3	0.5	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.9	-0.9	<b>0.7</b>	0.3	0.4	<b>1.6</b>	0.0	1.6	<b>1.2</b>	0.6	0.6	<b>0.6</b>	0.6	0.0
triple j	<b>12.1</b>	12.3	-0.2	<b>11.4</b>	9.4	2.0	<b>16.7</b>	20.2	-3.5	<b>22.1</b>	22.1	0.0	<b>12.5</b>	11.5	1.0	<b>3.0</b>	6.5	-3.5	<b>1.1</b>	0.6	0.5
ABC CLASSIC	<b>1.9</b>	1.2	0.7	<b>0.7</b>	0.0	0.7	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>1.0</b>	0.7	0.3	<b>2.4</b>	3.0	-0.6	<b>8.6</b>	4.0	4.6

**Please note:** Last Cairns Survey conducted August 2018.

ABC CLASSIC on air from 21 January 2019. Previously known as ABC CLASSIC 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.

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EMBARGOED UNTIL THURSDAY 29TH AUGUST 2019 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	<b>20.5</b>	22.4	-1.9	<b>15.6</b>	17.6	-2.0	<b>20.1</b>	23.2	-3.1	<b>22.5</b>	23.6	-1.1	<b>16.9</b>	15.7	1.2	<b>18.0</b>	19.0	-1.0
99.5 TRIPLE M CAIRNS	<b>14.9</b>	15.8	-0.9	<b>17.2</b>	15.9	1.3	<b>16.5</b>	16.3	0.2	<b>16.8</b>	17.3	-0.5	<b>8.9</b>	17.1	-8.2	<b>16.6</b>	14.4	2.2
STAR 102.7	<b>23.2</b>	20.2	3.0	<b>18.9</b>	17.7	1.2	<b>23.3</b>	20.6	2.7	<b>23.2</b>	21.5	1.7	<b>18.6</b>	9.3	9.3	<b>20.8</b>	19.6	1.2
4CA	<b>6.5</b>	6.6	-0.1	<b>11.9</b>	11.1	0.8	<b>7.7</b>	6.9	0.8	<b>3.3</b>	4.1	-0.8	<b>5.7</b>	6.4	-0.7	<b>7.4</b>	6.2	1.2
ABC FAR NORTH	<b>11.7</b>	12.7	-1.0	<b>12.4</b>	13.5	-1.1	<b>9.8</b>	10.3	-0.5	<b>9.3</b>	10.3	-1.0	<b>19.4</b>	21.4	-2.0	<b>14.0</b>	16.3	-2.3
ABC RN	<b>2.4</b>	3.4	-1.0	<b>3.0</b>	3.4	-0.4	<b>2.7</b>	2.7	0.0	<b>2.6</b>	2.8	-0.2	<b>4.8</b>	6.4	-1.6	<b>2.9</b>	3.3	-0.4
ABC NEWS	<b>1.0</b>	0.2	0.8	<b>0.5</b>	0.5	0.0	<b>0.3</b>	0.3	0.0	<b>0.8</b>	0.1	0.7	<b>1.6</b>	0.7	0.9	<b>1.0</b>	0.4	0.6
triple j	<b>13.2</b>	13.0	0.2	<b>12.1</b>	12.7	-0.6	<b>12.7</b>	12.6	0.1	<b>13.7</b>	15.2	-1.5	<b>13.7</b>	13.6	0.1	<b>12.3</b>	13.1	-0.8
ABC CLASSIC	<b>1.4</b>	1.1	0.3	<b>2.8</b>	2.1	0.7	<b>1.9</b>	1.6	0.3	<b>1.5</b>	1.3	0.2	<b>2.4</b>	3.6	-1.2	<b>2.0</b>	1.7	0.3

**Please note:** Last Cairns Survey conducted August 2018.

ABC CLASSIC on air from 21 January 2019. Previously known as ABC CLASSIC 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.

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## 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	<b>534</b>	538	-4	<b>85</b>	115	-30	<b>88</b>	74	14	<b>191</b>	184	7	<b>124</b>	131	-7	<b>33</b>	31	2	<b>14</b>	3	11
99.5 TRIPLE M CAIRNS	<b>444</b>	417	27	<b>55</b>	46	9	<b>26</b>	32	-6	<b>100</b>	90	10	<b>156</b>	156	0	<b>75</b>	69	6	<b>33</b>	23	10
STAR 102.7	<b>574</b>	520	54	<b>109</b>	104	5	<b>66</b>	57	9	<b>146</b>	132	14	<b>169</b>	152	17	<b>65</b>	58	7	<b>19</b>	17	2
4CA	<b>149</b>	158	-9	<b>1</b>	1	0	<b>1</b>	4	-3	<b>8</b>	0	8	<b>25</b>	26	-1	<b>45</b>	45	0	<b>68</b>	82	-14
ABC FAR NORTH	<b>265</b>	313	-48	<b>4</b>	8	-4	<b>3</b>	9	-6	<b>14</b>	20	-6	<b>78</b>	80	-2	<b>63</b>	78	-15	<b>104</b>	117	-13
ABC RN	<b>75</b>	98	-23	<b>3</b>	4	-1	<b>0</b>	0	0	<b>4</b>	8	-4	<b>22</b>	32	-10	<b>22</b>	22	0	<b>25</b>	32	-7
ABC NEWS	<b>22</b>	22	0	<b>0</b>	0	0	<b>0</b>	3	-3	<b>4</b>	1	3	<b>10</b>	5	5	<b>4</b>	8	-4	<b>4</b>	4	0
triple j	<b>283</b>	282	1	<b>25</b>	30	-5	<b>44</b>	40	4	<b>112</b>	120	-8	<b>82</b>	67	15	<b>16</b>	23	-7	<b>4</b>	1	3
ABC CLASSIC	<b>42</b>	51	-9	<b>1</b>	0	1	<b>0</b>	1	-1	<b>1</b>	0	1	<b>5</b>	4	1	<b>7</b>	16	-9	<b>27</b>	30	-3

**Please note:** Last Cairns Survey conducted August 2018.

ABC CLASSIC on air from 21 January 2019. Previously known as ABC CLASSIC 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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Cumulative Audience (00's) by Session, P10+ [Potential: 1640]

	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	<b>452</b>	464	-12	<b>201</b>	212	-11	<b>273</b>	338	-65	<b>398</b>	381	17	<b>48</b>	40	8	<b>312</b>	322	-10
99.5 TRIPLE M CAIRNS	<b>361</b>	344	17	<b>211</b>	190	21	<b>254</b>	259	-5	<b>324</b>	290	34	<b>38</b>	46	-8	<b>278</b>	262	16
STAR 102.7	<b>499</b>	465	34	<b>224</b>	218	6	<b>316</b>	344	-28	<b>418</b>	372	46	<b>53</b>	34	19	<b>345</b>	356	-11
4CA	<b>108</b>	115	-7	<b>111</b>	115	-4	<b>81</b>	86	-5	<b>51</b>	59	-8	<b>15</b>	16	-1	<b>96</b>	92	4
ABC FAR NORTH	<b>211</b>	249	-38	<b>138</b>	162	-24	<b>123</b>	162	-39	<b>146</b>	161	-15	<b>37</b>	54	-17	<b>193</b>	245	-52
ABC RN	<b>52</b>	80	-28	<b>33</b>	51	-18	<b>36</b>	49	-13	<b>46</b>	54	-8	<b>11</b>	26	-15	<b>53</b>	70	-17
ABC NEWS	<b>21</b>	16	5	<b>8</b>	9	-1	<b>5</b>	9	-4	<b>11</b>	11	0	<b>4</b>	7	-3	<b>18</b>	14	4
triple j	<b>247</b>	248	-1	<b>124</b>	137	-13	<b>145</b>	173	-28	<b>228</b>	213	15	<b>26</b>	40	-14	<b>176</b>	193	-17
ABC CLASSIC	<b>27</b>	39	-12	<b>31</b>	38	-7	<b>27</b>	34	-7	<b>25</b>	32	-7	<b>4</b>	16	-12	<b>31</b>	45	-14

**Please note:** Last Cairns Survey conducted August 2018.

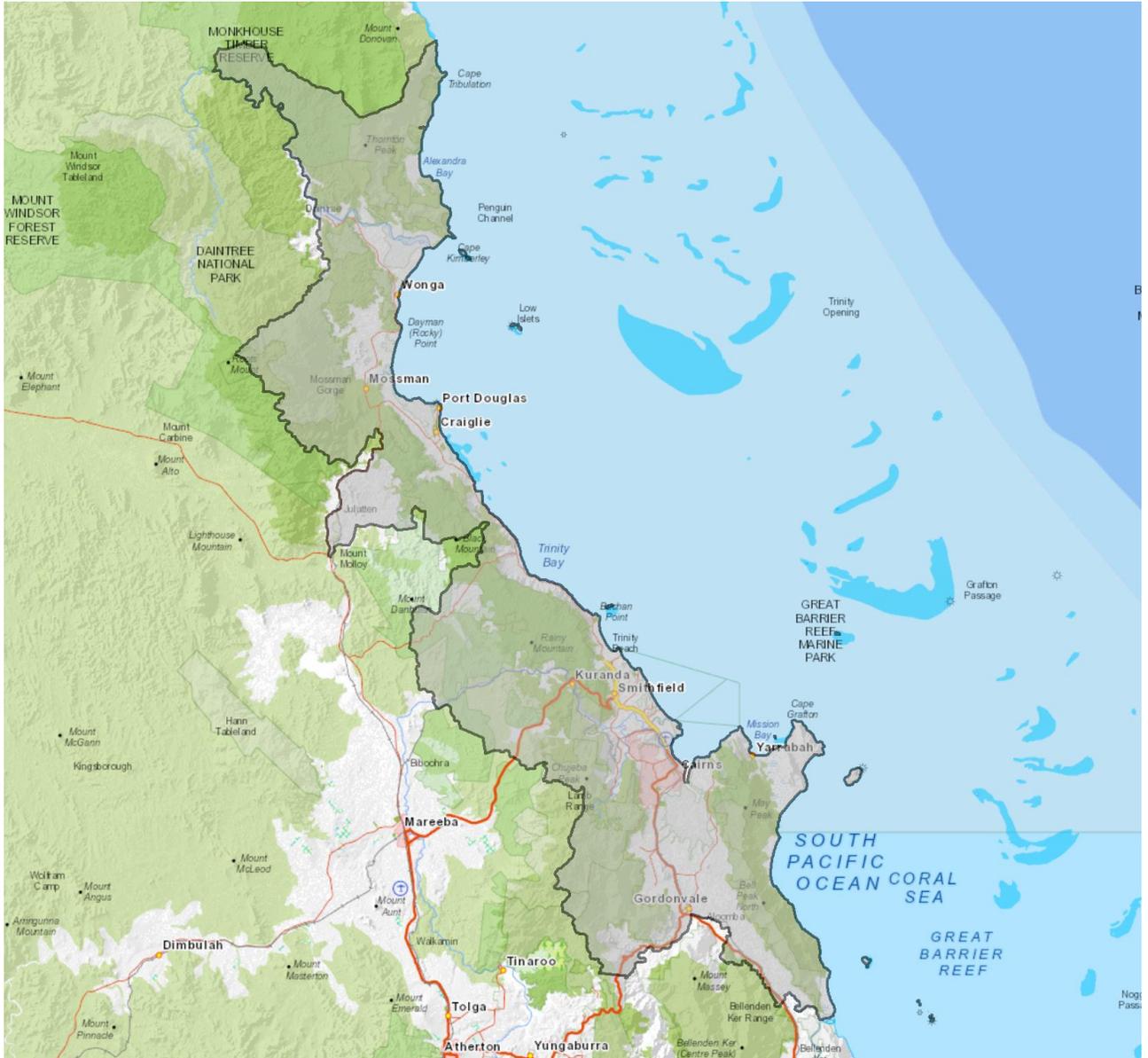
ABC CLASSIC on air from 21 January 2019. Previously known as ABC CLASSIC FM.

## 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 Survey Coverage Area based on Commercial Radio Australia's Licence Area Profile.