

CAIRNS (QLD)

SURVEY #1 2019



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	20.7	22.8	-2.1	30.2	44.3	-14.1	40.3	37.7	2.6	35.2	35.2	0.0	14.1	17.1	-3.0	5.3	5.9	-0.6	2.3	0.6	1.7
99.5 TRIPLE M CAIRNS	15.2	15.8	-0.6	10.1	10.1	0.0	8.8	9.7	-0.9	11.4	13.4	-2.0	24.0	25.7	-1.7	21.3	21.3	0.0	8.6	5.7	2.9
STAR 102.7	22.4	19.7	2.7	37.6	31.5	6.1	27.2	24.6	2.6	22.4	21.0	1.4	26.0	20.7	5.3	17.2	16.0	1.2	5.2	5.8	-0.6
4CA	7.2	7.2	0.0	0.7	0.7	0.0	0.9	2.6	-1.7	1.0	0.0	1.0	4.6	3.6	1.0	16.0	15.4	0.6	23.0	25.9	-2.9
ABC FAR NORTH	11.2	12.5	-1.3	1.3	1.3	0.0	0.9	3.5	-2.6	2.1	2.1	0.0	9.9	11.2	-1.3	21.9	21.3	0.6	33.3	39.1	-5.8
ABC RN	2.7	3.3	-0.6	0.7	0.7	0.0	0.0	0.0	0.0	1.0	1.0	0.0	3.0	4.9	-1.9	4.1	5.3	-1.2	6.9	6.9	0.0
ABC NEWS	0.8	0.3	0.5	0.0	0.0	0.0	0.0	0.9	-0.9	0.7	0.3	0.4	1.6	0.0	1.6	1.2	0.6	0.6	0.6	0.6	0.0
triple j	12.1	12.3	-0.2	11.4	9.4	2.0	16.7	20.2	-3.5	22.1	22.1	0.0	12.5	11.5	1.0	3.0	6.5	-3.5	1.1	0.6	0.5
ABC CLASSIC	1.9	1.2	0.7	0.7	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.7	0.3	2.4	3.0	-0.6	8.6	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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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	20.5	22.4	-1.9	15.6	17.6	-2.0	20.1	23.2	-3.1	22.5	23.6	-1.1	16.9	15.7	1.2	18.0	19.0	-1.0
99.5 TRIPLE M CAIRNS	14.9	15.8	-0.9	17.2	15.9	1.3	16.5	16.3	0.2	16.8	17.3	-0.5	8.9	17.1	-8.2	16.6	14.4	2.2
STAR 102.7	23.2	20.2	3.0	18.9	17.7	1.2	23.3	20.6	2.7	23.2	21.5	1.7	18.6	9.3	9.3	20.8	19.6	1.2
4CA	6.5	6.6	-0.1	11.9	11.1	0.8	7.7	6.9	0.8	3.3	4.1	-0.8	5.7	6.4	-0.7	7.4	6.2	1.2
ABC FAR NORTH	11.7	12.7	-1.0	12.4	13.5	-1.1	9.8	10.3	-0.5	9.3	10.3	-1.0	19.4	21.4	-2.0	14.0	16.3	-2.3
ABC RN	2.4	3.4	-1.0	3.0	3.4	-0.4	2.7	2.7	0.0	2.6	2.8	-0.2	4.8	6.4	-1.6	2.9	3.3	-0.4
ABC NEWS	1.0	0.2	0.8	0.5	0.5	0.0	0.3	0.3	0.0	0.8	0.1	0.7	1.6	0.7	0.9	1.0	0.4	0.6
triple j	13.2	13.0	0.2	12.1	12.7	-0.6	12.7	12.6	0.1	13.7	15.2	-1.5	13.7	13.6	0.1	12.3	13.1	-0.8
ABC CLASSIC	1.4	1.1	0.3	2.8	2.1	0.7	1.9	1.6	0.3	1.5	1.3	0.2	2.4	3.6	-1.2	2.0	1.7	0.3

Please note: Last Cairns Survey conducted August 2018.
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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	534	538	-4	85	115	-30	88	74	14	191	184	7	124	131	-7	33	31	2	14	3	11
99.5 TRIPLE M CAIRNS	444	417	27	55	46	9	26	32	-6	100	90	10	156	156	0	75	69	6	33	23	10
STAR 102.7	574	520	54	109	104	5	66	57	9	146	132	14	169	152	17	65	58	7	19	17	2
4CA	149	158	-9	1	1	0	1	4	-3	8	0	8	25	26	-1	45	45	0	68	82	-14
ABC FAR NORTH	265	313	-48	4	8	-4	3	9	-6	14	20	-6	78	80	-2	63	78	-15	104	117	-13
ABC RN	75	98	-23	3	4	-1	0	0	0	4	8	-4	22	32	-10	22	22	0	25	32	-7
ABC NEWS	22	22	0	0	0	0	0	3	-3	4	1	3	10	5	5	4	8	-4	4	4	0
triple j	283	282	1	25	30	-5	44	40	4	112	120	-8	82	67	15	16	23	-7	4	1	3
ABC CLASSIC	42	51	-9	1	0	1	0	1	-1	1	0	1	5	4	1	7	16	-9	27	30	-3

Please note: Last Cairns Survey conducted August 2018.

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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]

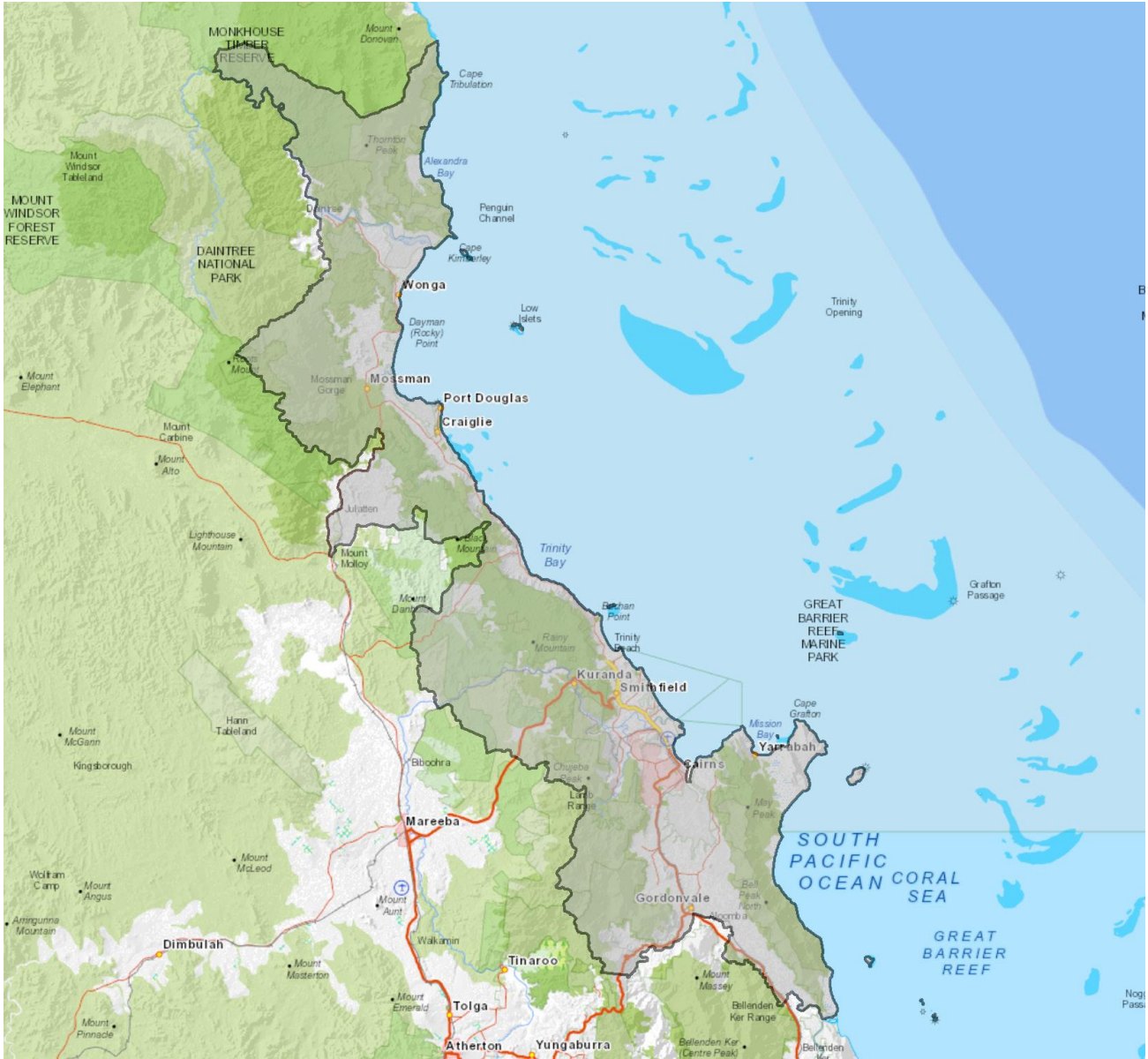
	Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5.30am-9.00am			Mon-Fri 9.00am-12.00pm			Mon-Fri 12.00pm-4.00pm			Mon-Fri 4.00pm-7.00pm			Mon-Fri 7.00pm-12.00mn			Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT 103.5 CAIRNS	452	464	-12	201	212	-11	273	338	-65	398	381	17	48	40	8	312	322	-10
99.5 TRIPLE M CAIRNS	361	344	17	211	190	21	254	259	-5	324	290	34	38	46	-8	278	262	16
STAR 102.7	499	465	34	224	218	6	316	344	-28	418	372	46	53	34	19	345	356	-11
4CA	108	115	-7	111	115	-4	81	86	-5	51	59	-8	15	16	-1	96	92	4
ABC FAR NORTH	211	249	-38	138	162	-24	123	162	-39	146	161	-15	37	54	-17	193	245	-52
ABC RN	52	80	-28	33	51	-18	36	49	-13	46	54	-8	11	26	-15	53	70	-17
ABC NEWS	21	16	5	8	9	-1	5	9	-4	11	11	0	4	7	-3	18	14	4
triple j	247	248	-1	124	137	-13	145	173	-28	228	213	15	26	40	-14	176	193	-17
ABC CLASSIC	27	39	-12	31	38	-7	27	34	-7	25	32	-7	4	16	-12	31	45	-14

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Cumulative Audience (00's)

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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.