

CAIRNS (QLD)

SURVEY #1 2021



CAIRNS - XTRA INSIGHTS - SURVEY 1: 2021



EMBARGOED UNTIL TUESDAY 23RD NOVEMBER 2021 AT 11AM AEDT

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	15.9	20.7	-4.8	16.8	30.2	-13.4	31.6	40.3	-8.7	27.6	35.2	-7.6	12.5	14.1	-1.6	4.1	5.3	-1.2	2.9	2.3	0.6
99.5 TRIPLE M CAIRNS	15.3	15.2	0.1	14.1	10.1	4.0	9.7	8.8	0.9	15.5	11.4	4.1	23.4	24.0	-0.6	15.4	21.3	-5.9	5.7	8.6	-2.9
STAR 102.7	28.2	22.4	5.8	44.3	37.6	6.7	32.5	27.2	5.3	25.9	22.4	3.5	33.5	26.0	7.5	21.9	17.2	4.7	12.1	5.2	6.9
4CA	6.1	7.2	-1.1	0.0	0.7	-0.7	0.9	0.9	0.0	1.4	1.0	0.4	1.3	4.6	-3.3	11.2	16.0	-4.8	25.9	23.0	2.9
ABC FAR NORTH QUEENSLAND	10.8	11.2	-0.4	4.7	1.3	3.4	1.8	0.9	0.9	4.1	2.1	2.0	8.9	9.9	-1.0	17.2	21.9	-4.7	29.9	33.3	-3.4
ABC RN (RADIO NATIONAL)	3.1	2.7	0.4	3.4	0.7	2.7	0.0	0.0	0.0	1.0	1.0	0.0	2.3	3.0	-0.7	5.9	4.1	1.8	6.9	6.9	0.0
ABC NEWSRADIO	1.6	0.8	0.8	1.3	0.0	1.3	0.0	0.0	0.0	0.7	0.7	0.0	1.6	1.6	0.0	2.4	1.2	1.2	3.4	0.6	2.8
triple j	11.4	12.1	-0.7	8.1	11.4	-3.3	21.1	16.7	4.4	20.0	22.1	-2.1	9.9	12.5	-2.6	7.7	3.0	4.7	0.0	1.1	-1.1
ABC CLASSIC	1.5	1.9	-0.4	0.0	0.7	-0.7	0.0	0.0	0.0	0.3	0.0	0.3	1.3	1.0	0.3	1.2	2.4	-1.2	6.3	8.6	-2.3

Please note: Last Cairns Survey conducted August 2019. ABC NewsRadio on air from 26 July 2020. Previously known as ABC NEWS.

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 Mon-Fri 5.30am-9.00am			Morning Mon-Fri 9.00am-12.00pm			Afternoon Mon-Fri 12.00pm-4.00pm			Drive Mon-Fri 4.00pm-7.00pm			Evening Mon-Fri 7.00pm-12.00mn			Weekend Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT 103.5 CAIRNS	16.6	20.5	-3.9	15.2	15.6	-0.4	19.5	20.1	-0.6	19.9	22.5	-2.6	14.3	16.9	-2.6	14.2	18.0	-3.8
99.5 TRIPLE M CAIRNS	15.3	14.9	0.4	15.2	17.2	-2.0	16.1	16.5	-0.4	16.3	16.8	-0.5	12.9	8.9	4.0	15.9	16.6	-0.7
STAR 102.7	29.4	23.2	6.2	24.0	18.9	5.1	27.7	23.3	4.4	26.3	23.2	3.1	20.9	18.6	2.3	27.0	20.8	6.2
4CA	5.4	6.5	-1.1	8.6	11.9	-3.3	4.9	7.7	-2.8	3.7	3.3	0.4	1.4	5.7	-4.3	4.8	7.4	-2.6
ABC FAR NORTH QUEENSLAND	11.9	11.7	0.2	11.3	12.4	-1.1	8.3	9.8	-1.5	9.2	9.3	-0.1	18.1	19.4	-1.3	11.8	14.0	-2.2
ABC RN (RADIO NATIONAL)	3.2	2.4	0.8	3.0	3.0	0.0	3.1	2.7	0.4	2.5	2.6	-0.1	5.2	4.8	0.4	2.6	2.9	-0.3
ABC NEWSRADIO	1.8	1.0	0.8	1.0	0.5	0.5	0.8	0.3	0.5	1.4	0.8	0.6	1.0	1.6	-0.6	1.3	1.0	0.3
triple j	9.6	13.2	-3.6	12.3	12.1	0.2	12.9	12.7	0.2	13.8	13.7	0.1	16.2	13.7	2.5	12.8	12.3	0.5
ABC CLASSIC	1.7	1.4	0.3	1.9	2.8	-0.9	1.4	1.9	-0.5	2.0	1.5	0.5	3.3	2.4	0.9	1.8	2.0	-0.2

Please note: Last Cairns Survey conducted August 2019. ABC NewsRadio on air from 26 July 2020. Previously known as ABC NEWS.

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	509	534	-25	70	85	-15	89	88	1	190	191	-1	117	124	-7	27	33	-6	17	14	3
99.5 TRIPLE M CAIRNS	477	444	33	56	55	1	38	26	12	105	100	5	176	156	20	73	75	-2	28	33	-5
STAR 102.7	734	574	160	128	109	19	89	66	23	183	146	37	209	169	40	86	65	21	39	19	20
4CA	166	149	17	3	1	2	1	1	0	8	8	0	15	25	-10	51	45	6	87	68	19
ABC FAR NORTH QUEENSLAND	294	265	29	21	4	17	3	3	0	34	14	20	75	78	-3	65	63	2	97	104	-7
ABC RN (RADIO NATIONAL)	111	75	36	8	3	5	1	0	1	11	4	7	32	22	10	31	22	9	27	25	2
ABC NEWSRADIO	55	22	33	6	0	6	0	0	0	6	4	2	14	10	4	13	4	9	17	4	13
triple j	314	283	31	39	25	14	51	44	7	121	112	9	72	82	-10	25	16	9	6	4	2
ABC CLASSIC	58	42	16	3	1	2	1	0	1	4	1	3	13	5	8	11	7	4	25	27	-2

Please note: Last Cairns Survey conducted August 2019. ABC NewsRadio on air from 26 July 2020. Previously known as ABC NEWS.

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: 1687]

	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	342	452	-110	215	201	14	301	273	28	283	398	-115	63	48	15	245	312	-67
99.5 TRIPLE M CAIRNS	319	361	-42	198	211	-13	229	254	-25	211	324	-113	59	38	21	234	278	-44
STAR 102.7	577	499	78	302	224	78	404	316	88	343	418	-75	87	53	34	406	345	61
4CA	100	108	-8	100	111	-11	62	81	-19	41	51	-10	8	15	-7	75	96	-21
ABC FAR NORTH QUEENSLAND	207	211	-4	121	138	-17	107	123	-16	127	146	-19	59	37	22	183	193	-10
ABC RN (RADIO NATIONAL)	63	52	11	35	33	2	45	36	9	41	46	-5	24	11	13	45	53	-8
ABC NEWSRADIO	38	21	17	15	8	7	17	5	12	23	11	12	6	4	2	24	18	6
triple j	194	247	-53	148	124	24	176	145	31	172	228	-56	58	26	32	180	176	4
ABC CLASSIC	35	27	8	27	31	-4	20	27	-7	27	25	2	11	4	7	30	31	-1

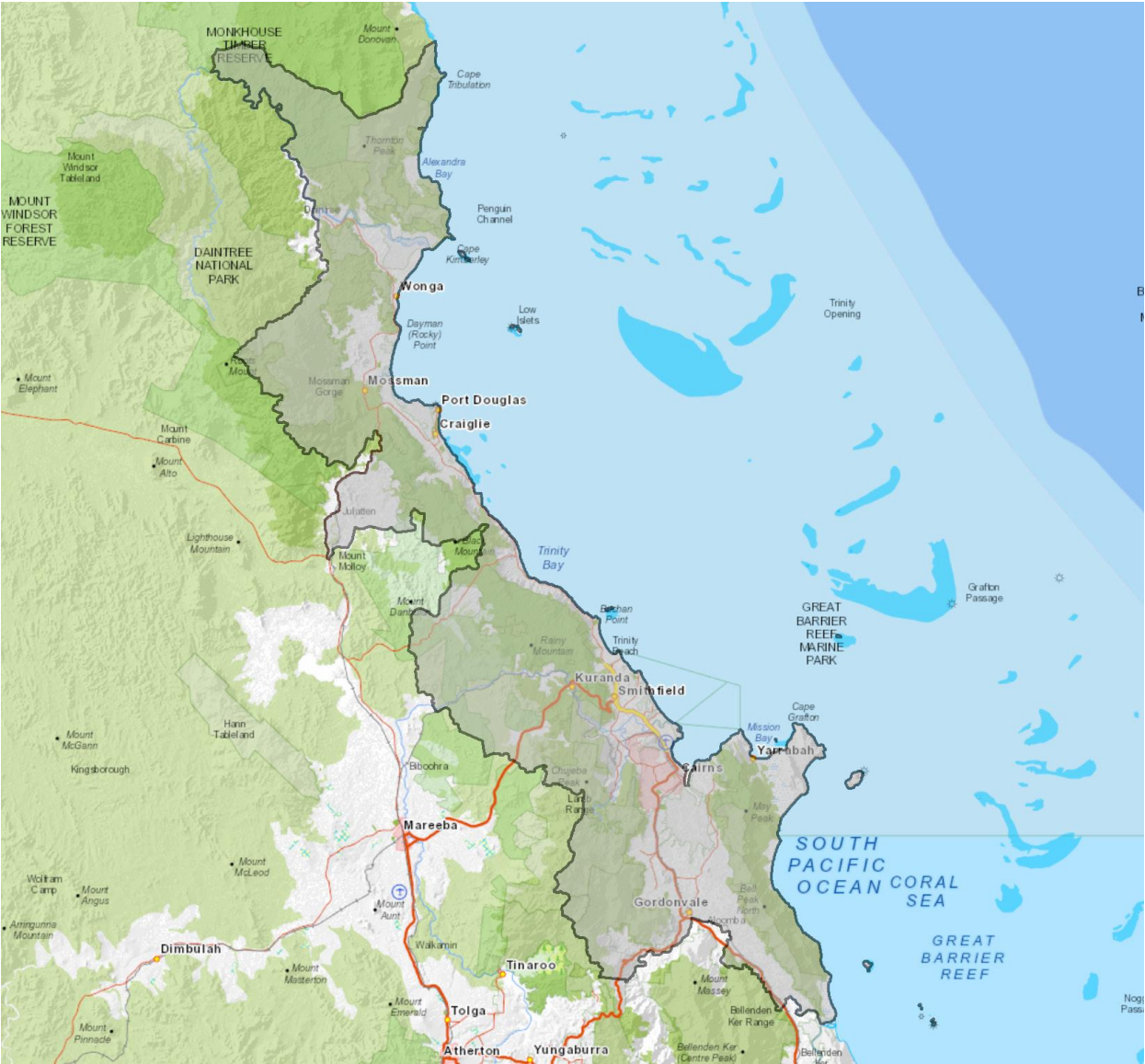
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For example, Station A has 25,000 unique listeners between 5.30am-12.00mn Monday to Sunday.

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