

# CAIRNS (QLD)

SURVEY #1 2023



# CAIRNS - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL WEDNESDAY 8<sup>TH</sup> NOVEMBER 2023 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	<b>17.4</b>	19.2	-1.8	<b>26.5</b>	35.8	-9.3	<b>27.7</b>	26.5	1.2	<b>30.2</b>	26.5	3.7	<b>16.3</b>	16.4	-0.1	<b>6.8</b>	8.9	-2.1	<b>0.5</b>	3.1	-2.6
99.5 TRIPLE M CAIRNS	<b>14.8</b>	13.8	1.0	<b>11.3</b>	7.2	4.1	<b>21.0</b>	10.5	10.5	<b>10.0</b>	13.9	-3.9	<b>21.1</b>	19.4	1.7	<b>19.2</b>	14.9	4.3	<b>8.5</b>	10.6	-2.1
STAR 102.7	<b>27.0</b>	26.6	0.4	<b>40.4</b>	36.6	3.8	<b>30.2</b>	37.1	-6.9	<b>29.9</b>	29.5	0.4	<b>27.4</b>	27.1	0.3	<b>30.3</b>	23.0	7.3	<b>9.2</b>	8.9	0.3
4CA	<b>5.4</b>	5.2	0.2	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>2.5</b>	3.0	-0.5	<b>6.6</b>	8.0	-1.4	<b>21.2</b>	22.8	-1.6
ABC FAR NORTH QUEENSLAND	<b>9.0</b>	10.4	-1.4	<b>3.3</b>	3.9	-0.6	<b>2.5</b>	1.9	0.6	<b>2.8</b>	2.7	0.1	<b>8.5</b>	11.8	-3.3	<b>10.1</b>	15.5	-5.4	<b>23.8</b>	26.9	-3.1
ABC RN (RADIO NATIONAL)	<b>4.6</b>	4.0	0.6	<b>0.7</b>	2.4	-1.7	<b>0.0</b>	0.0	0.0	<b>4.1</b>	2.3	1.8	<b>2.2</b>	3.4	-1.2	<b>7.2</b>	7.5	-0.3	<b>11.0</b>	8.6	2.4
ABC NEWSRADIO	<b>1.0</b>	0.7	0.3	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>1.0</b>	0.6	0.4	<b>1.9</b>	0.5	1.4	<b>1.0</b>	1.8	-0.8	<b>1.2</b>	0.8	0.4
TRIPLE J	<b>8.8</b>	10.7	-1.9	<b>7.3</b>	6.9	0.4	<b>14.6</b>	19.3	-4.7	<b>13.0</b>	18.0	-5.0	<b>11.9</b>	9.3	2.6	<b>5.1</b>	8.0	-2.9	<b>0.9</b>	1.3	-0.4
ABC CLASSIC	<b>2.7</b>	1.4	1.3	<b>2.0</b>	0.6	1.4	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.4	-0.4	<b>0.9</b>	0.8	0.1	<b>1.4</b>	2.4	-1.0	<b>11.2</b>	4.6	6.6

**Please note:** Last Cairns Survey conducted November 2022.

\*A minimum sample of n=50 is required within a sub cell to be able to produce a result.

### 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: 9<sup>th</sup> October 2023 – 28<sup>th</sup> October 2023

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# CAIRNS - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL WEDNESDAY 8<sup>TH</sup> NOVEMBER 2023 AT 11AM AEDT

## 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>17.0</b>	18.2	-1.2	<b>15.1</b>	16.6	-1.5	<b>17.9</b>	22.7	-4.8	<b>18.1</b>	21.9	-3.8	<b>17.3</b>	18.5	-1.2	<b>17.1</b>	18.1	-1.0
99.5 TRIPLE M CAIRNS	<b>14.5</b>	12.8	1.7	<b>16.4</b>	16.3	0.1	<b>16.9</b>	17.2	-0.3	<b>15.7</b>	16.5	-0.8	<b>10.3</b>	14.2	-3.9	<b>14.5</b>	13.8	0.7
STAR 102.7	<b>28.8</b>	28.1	0.7	<b>22.4</b>	22.2	0.2	<b>26.3</b>	21.2	5.1	<b>28.1</b>	25.1	3.0	<b>19.7</b>	17.3	2.4	<b>25.0</b>	26.0	-1.0
4CA	<b>4.2</b>	5.0	-0.8	<b>8.3</b>	8.8	-0.5	<b>3.6</b>	4.0	-0.4	<b>2.4</b>	2.7	-0.3	<b>2.8</b>	2.3	0.5	<b>4.1</b>	4.2	-0.1
ABC FAR NORTH QUEENSLAND	<b>10.7</b>	10.6	0.1	<b>9.8</b>	9.3	0.5	<b>9.1</b>	8.2	0.9	<b>7.5</b>	7.4	0.1	<b>14.9</b>	14.8	0.1	<b>10.8</b>	10.8	0.0
ABC RN (RADIO NATIONAL)	<b>4.2</b>	4.9	-0.7	<b>3.4</b>	3.2	0.2	<b>3.3</b>	3.0	0.3	<b>3.2</b>	4.9	-1.7	<b>3.9</b>	5.5	-1.6	<b>3.6</b>	4.2	-0.6
ABC NEWSRADIO	<b>1.2</b>	0.9	0.3	<b>1.0</b>	0.9	0.1	<b>0.9</b>	0.9	0.0	<b>0.7</b>	1.0	-0.3	<b>2.3</b>	0.4	1.9	<b>1.5</b>	0.7	0.8
TRIPLE J	<b>8.6</b>	10.7	-2.1	<b>10.3</b>	10.5	-0.2	<b>9.8</b>	11.5	-1.7	<b>11.7</b>	11.9	-0.2	<b>14.8</b>	15.0	-0.2	<b>9.7</b>	12.6	-2.9
ABC CLASSIC	<b>2.1</b>	1.4	0.7	<b>3.1</b>	2.2	0.9	<b>2.4</b>	2.2	0.2	<b>2.6</b>	1.4	1.2	<b>2.7</b>	1.7	1.0	<b>3.2</b>	1.5	1.7

**Please note:** Last Cairns Survey conducted November 2022.

\*A minimum sample of n=50 is required within a sub cell to be able to produce a result

### 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: 9<sup>th</sup> October 2023 – 28<sup>th</sup> October 2023

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# CAIRNS - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL WEDNESDAY 8<sup>TH</sup> NOVEMBER 2023 AT 11AM AEDT

## 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	525	556	-31	97	109	-12	68	79	-11	176	178	-2	133	123	10	39	50	-11	12	16	-4
99.5 TRIPLE M CAIRNS	448	447	1	46	50	-4	47	36	11	90	90	0	146	165	-19	75	66	9	44	40	4
STAR 102.7	695	722	-27	112	113	-1	67	87	-20	185	195	-10	183	207	-24	104	82	22	44	39	5
4CA	133	147	-14	3	6	-3	0	0	0	4	3	1	16	18	-2	28	32	-4	82	89	-7
ABC FAR NORTH QUEENSLAND	266	293	-27	12	18	-6	5	3	2	23	26	-3	66	87	-21	56	66	-10	104	94	10
ABC RN (RADIO NATIONAL)	106	115	-9	3	11	-8	0	0	0	15	14	1	18	28	-10	24	31	-7	46	30	16
ABC NEWSRADIO	49	51	-2	3	3	0	0	0	0	13	10	3	12	18	-6	8	15	-7	13	5	8
TRIPLE J	249	313	-64	23	36	-13	23	53	-30	80	114	-34	79	67	12	29	34	-5	14	8	6
ABC CLASSIC	67	51	16	4	1	3	2	3	-1	0	4	-4	11	11	0	8	14	-6	41	17	24

**Please note:** Last Cairns Survey conducted November 2022.

\*A minimum sample of n=50 is required within a sub cell to be able to produce a result

### 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: 1649]

	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>359</b>	382	-23	<b>205</b>	200	5	<b>274</b>	327	-53	<b>277</b>	316	-39	<b>73</b>	77	-4	<b>279</b>	325	-46
99.5 TRIPLE M CAIRNS	<b>303</b>	280	23	<b>218</b>	194	24	<b>248</b>	240	8	<b>219</b>	251	-32	<b>43</b>	55	-12	<b>240</b>	242	-2
STAR 102.7	<b>512</b>	572	-60	<b>284</b>	277	7	<b>360</b>	357	3	<b>382</b>	368	14	<b>86</b>	89	-3	<b>374</b>	441	-67
4CA	<b>83</b>	93	-10	<b>89</b>	95	-6	<b>51</b>	52	-1	<b>30</b>	43	-13	<b>12</b>	10	2	<b>58</b>	70	-12
ABC FAR NORTH QUEENSLAND	<b>201</b>	215	-14	<b>115</b>	106	9	<b>113</b>	117	-4	<b>104</b>	100	4	<b>59</b>	61	-2	<b>159</b>	165	-6
ABC RN (RADIO NATIONAL)	<b>76</b>	92	-16	<b>39</b>	43	-4	<b>43</b>	42	1	<b>41</b>	59	-18	<b>13</b>	20	-7	<b>55</b>	64	-9
ABC NEWSRADIO	<b>30</b>	27	3	<b>17</b>	14	3	<b>17</b>	19	-2	<b>17</b>	18	-1	<b>9</b>	4	5	<b>18</b>	19	-1
TRIPLE J	<b>157</b>	207	-50	<b>122</b>	118	4	<b>130</b>	165	-35	<b>150</b>	159	-9	<b>53</b>	56	-3	<b>134</b>	203	-69
ABC CLASSIC	<b>35</b>	30	5	<b>32</b>	24	8	<b>31</b>	32	-1	<b>35</b>	20	15	<b>11</b>	9	2	<b>40</b>	28	12

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## Cumulative Audience (00's)

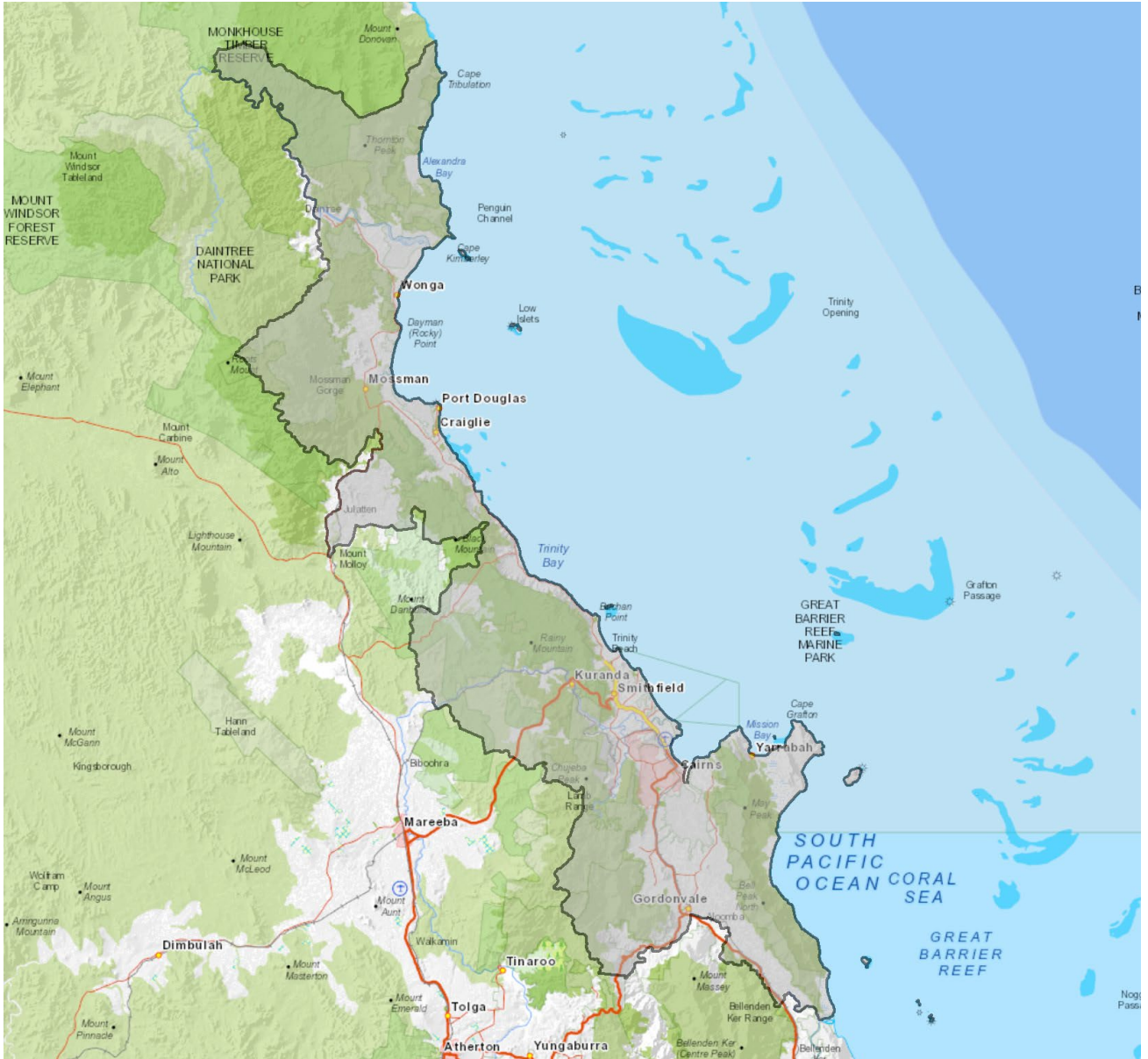
The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening.

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

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