

CAIRNS (QLD)

SURVEY #1 2024



xtra insights

CAIRNS - XTRA INSIGHTS - SURVEY 1: 2024



EMBARGOED UNTIL TUESDAY 26TH NOVEMBER 2024 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	16.7	17.4	-0.7	21.3	26.5	-5.2	30.0	27.7	2.3	26.7	30.2	-3.5	15.7	16.3	-0.6	7.7	6.8	0.9	3.6	0.5	3.1
99.5 TRIPLE M CAIRNS	16.3	14.8	1.5	14.8	11.3	3.5	12.0	21.0	-9.0	12.8	10.0	2.8	22.2	21.1	1.1	21.4	19.2	2.2	12.1	8.5	3.6
STAR 102.7	26.1	27.0	-0.9	40.8	40.4	0.4	29.4	30.2	-0.8	26.8	29.9	-3.1	28.6	27.4	1.2	26.0	30.3	-4.3	10.5	9.2	1.3
4CA	3.9	5.4	-1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.4	1.8	2.5	-0.7	3.6	6.6	-3.0	15.9	21.2	-5.3
ABC FAR NORTH QUEENSLAND	9.1	9.0	0.1	4.7	3.3	1.4	1.3	2.5	-1.2	2.8	2.8	0.0	7.5	8.5	-1.0	10.7	10.1	0.6	24.3	23.8	0.5
ABC RN (RADIO NATIONAL)	3.8	4.6	-0.8	3.0	0.7	2.3	0.0	0.0	0.0	0.8	4.1	-3.3	2.7	2.2	0.5	8.2	7.2	1.0	8.0	11.0	-3.0
ABC NEWSRADIO	1.7	1.0	0.7	0.7	0.0	0.7	0.0	0.0	0.0	1.3	1.0	0.3	2.5	1.9	0.6	3.6	1.0	2.6	0.9	1.2	-0.3
triple j	10.4	8.8	1.6	9.6	7.3	2.3	11.8	14.6	-2.8	19.8	13.0	6.8	10.4	11.9	-1.5	6.6	5.1	1.5	1.8	0.9	0.9
ABC CLASSIC	2.0	2.7	-0.7	0.0	2.0	-2.0	5.2	0.0	5.2	1.8	0.0	1.8	0.9	0.9	0.0	2.0	1.4	0.6	3.2	11.2	-8.0

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	16.6	17.0	-0.4	14.5	15.1	-0.6	16.4	17.9	-1.5	19.2	18.1	1.1	21.4	17.3	4.1	14.9	17.1	-2.2
99.5 TRIPLE M CAIRNS	15.2	14.5	0.7	18.4	16.4	2.0	17.2	16.9	0.3	17.8	15.7	2.1	11.2	10.3	0.9	15.0	14.5	0.5
STAR 102.7	28.4	28.8	-0.4	24.5	22.4	2.1	27.7	26.3	1.4	25.2	28.1	-2.9	23.5	19.7	3.8	25.7	25.0	0.7
4CA	3.4	4.2	-0.8	6.9	8.3	-1.4	2.7	3.6	-0.9	1.5	2.4	-0.9	2.0	2.8	-0.8	3.4	4.1	-0.7
ABC FAR NORTH QUEENSLAND	10.3	10.7	-0.4	8.5	9.8	-1.3	7.6	9.1	-1.5	6.9	7.5	-0.6	9.8	14.9	-5.1	10.1	10.8	-0.7
ABC RN (RADIO NATIONAL)	4.3	4.2	0.1	3.1	3.4	-0.3	3.4	3.3	0.1	4.8	3.2	1.6	4.0	3.9	0.1	4.4	3.6	0.8
ABC NEWSRADIO	2.2	1.2	1.0	1.2	1.0	0.2	1.4	0.9	0.5	1.4	0.7	0.7	2.7	2.3	0.4	1.9	1.5	0.4
triple j	9.6	8.6	1.0	9.9	10.3	-0.4	10.6	9.8	0.8	11.6	11.7	-0.1	10.6	14.8	-4.2	10.5	9.7	0.8
ABC CLASSIC	1.7	2.1	-0.4	2.7	3.1	-0.4	2.0	2.4	-0.4	3.1	2.6	0.5	2.9	2.7	0.2	3.3	3.2	0.1

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	568	525	43	76	97	-21	82	68	14	200	176	24	142	133	9	48	39	9	21	12	9
99.5 TRIPLE M CAIRNS	590	448	142	68	46	22	64	47	17	138	90	48	171	146	25	88	75	13	61	44	17
STAR 102.7	771	695	76	112	112	0	87	67	20	210	185	25	210	183	27	94	104	-10	58	44	14
4CA	142	133	9	2	3	-1	9	0	9	17	4	13	20	16	4	21	28	-7	73	82	-9
ABC FAR NORTH QUEENSLAND	288	266	22	17	12	5	12	5	7	40	23	17	52	66	-14	53	56	-3	114	104	10
ABC RN (RADIO NATIONAL)	128	106	22	6	3	3	10	0	10	19	15	4	20	18	2	34	24	10	39	46	-7
ABC NEWSRADIO	82	49	33	6	3	3	17	0	17	19	13	6	19	12	7	12	8	4	10	13	-3
triple j	353	249	104	41	23	18	54	23	31	134	80	54	79	79	0	30	29	1	15	14	1
ABC CLASSIC	104	67	37	2	4	-2	28	2	26	25	0	25	14	11	3	10	8	2	24	41	-17

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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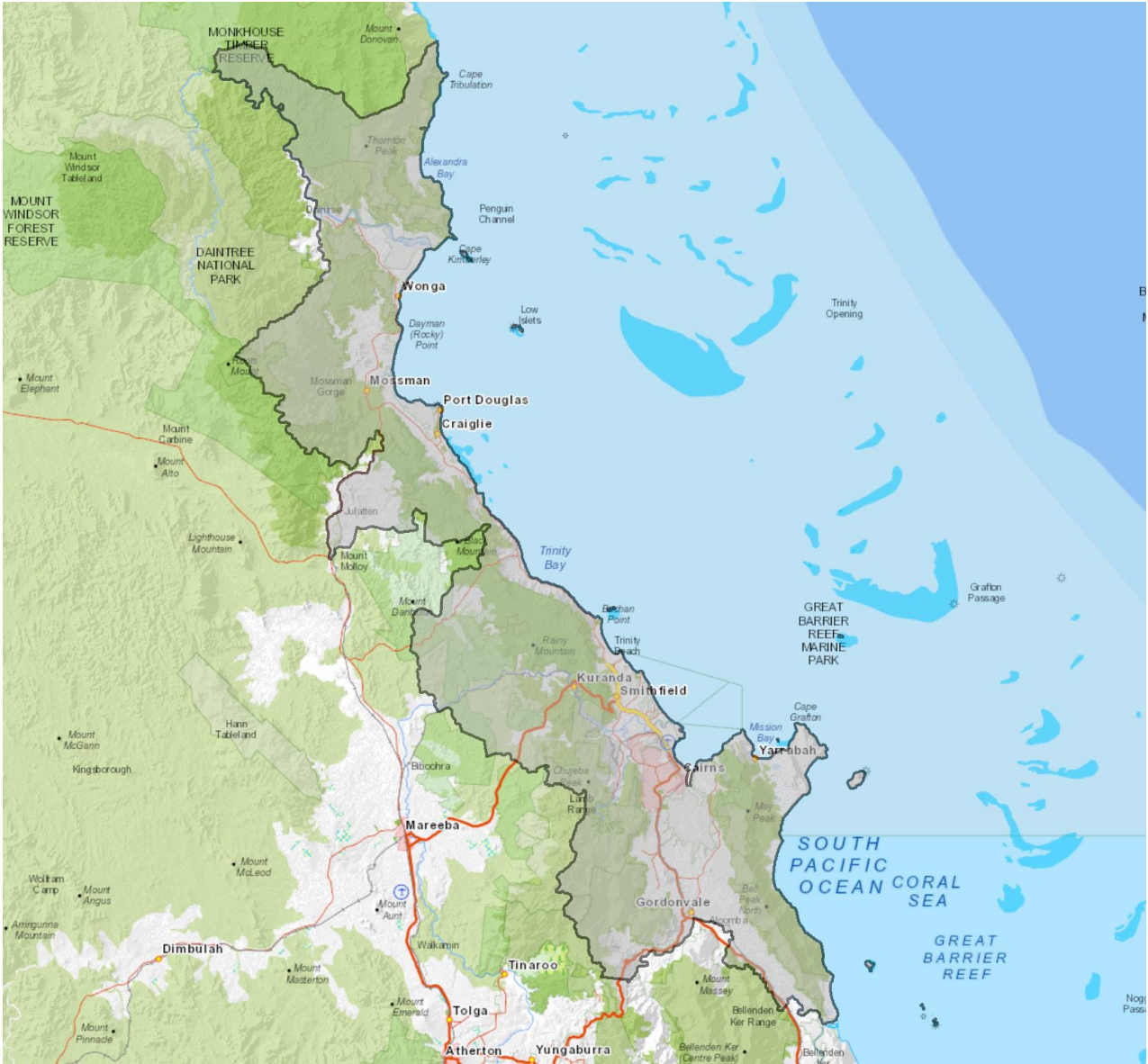
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Cumulative Audience (00's) by Session, P10+ [Potential: 1733]

	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	374	359	15	244	205	39	316	274	42	326	277	49	143	73	70	284	279	5
99.5 TRIPLE M CAIRNS	382	303	79	275	218	57	322	248	74	314	219	95	105	43	62	287	240	47
STAR 102.7	584	512	72	367	284	83	472	360	112	416	382	34	177	86	91	411	374	37
4CA	73	83	-10	96	89	7	50	51	-1	28	30	-2	14	12	2	60	58	2
ABC FAR NORTH QUEENSLAND	203	201	2	121	115	6	129	113	16	106	104	2	57	59	-2	162	159	3
ABC RN (RADIO NATIONAL)	76	76	0	53	39	14	52	43	9	70	41	29	31	13	18	87	55	32
ABC NEWSRADIO	43	30	13	26	17	9	35	17	18	27	17	10	24	9	15	42	18	24
triple j	200	157	43	156	122	34	181	130	51	176	150	26	80	53	27	185	134	51
ABC CLASSIC	42	35	7	47	32	15	42	31	11	53	35	18	28	11	17	64	40	24

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.



CAIRNS Survey Coverage Area based on Commercial Radio & Audio's Licence Area Profile.