CAIRNS (QLD)

SURVEY #1 2026



xtra insights

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CAIRNS - XTRA INSIGHTS - SURVEY 1: 2026

EMBARGOED UNTIL TUESDAY 10TH NOVEMBER 2026 AT 11AM AEDT

Station Listened to Most (%), Monday to Sunday , 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	**17.6**	19.3	-1.7	**24.0**	31.7	-7.7	**26.1**	33.3	-7.2	**27.8**	30.7	-2.9	**18.8**	15.7	3.1	**6.1**	11.0	-4.9	**3.9**	1.1	2.8
99.5 TRIPLE M CAIRNS	**18.7**	19.6	-0.9	**17.3**	13.5	3.8	**16.1**	23.0	-6.9	**23.8**	26.7	-2.9	**18.5**	19.5	-1.0	**18.3**	21.2	-2.9	**15.4**	12.2	3.2
STAR 102.7	**28.3**	26.6	1.7	**36.4**	31.8	4.6	**37.4**	33.3	4.1	**26.9**	24.5	2.4	**30.8**	31.8	-1.0	**31.3**	24.0	7.3	**14.3**	17.8	-3.5
4CA	**3.5**	5.2	-1.7	**0.0**	3.2	-3.2	**1.1**	0.0	1.1	**1.3**	2.7	-1.4	**1.3**	2.5	-1.2	**4.1**	6.2	-2.1	**12.1**	15.0	-2.9
ABC FAR NORTH QUEENSLAND	**8.3**	6.7	1.6	**2.5**	3.2	-0.7	**2.3**	0.0	2.3	**2.2**	1.3	0.9	**5.9**	5.9	0.0	**17.7**	11.0	6.7	**18.2**	16.7	1.5
ABC RADIO NATIONAL	**5.0**	2.7	2.3	**3.3**	0.0	3.3	**0.0**	0.0	0.0	**1.3**	0.4	0.9	**3.4**	0.8	2.6	**6.8**	5.5	1.3	**13.7**	8.9	4.8
ABC NEWSRADIO	**0.7**	1.7	-1.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.9**	0.0	0.9	**1.3**	1.3	0.0	**1.4**	1.4	0.0	**0.0**	6.7	-6.7
triple j	**6.9**	6.5	0.4	**9.1**	11.1	-2.0	**9.1**	4.6	4.5	**6.3**	5.8	0.5	**10.0**	10.6	-0.6	**4.1**	4.1	0.0	**3.3**	1.7	1.6
ABC CLASSIC	**1.5**	1.0	0.5	**2.4**	0.0	2.4	**2.2**	1.2	1.0	**1.3**	0.4	0.9	**1.2**	1.3	-0.1	**1.4**	0.7	0.7	**1.1**	2.2	-1.1

Please note, the percentage balance of Station Listened to Most not reported in this table is the total amount of all Other listening and represents multiple stations.
This includes local narrowcasters, community, and out of market radio listening either via App, online streaming, DAB+ or AM/FM transmitter.

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: 6th October 2026 - 1st November 2026

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EMBARGOED UNTIL TUESDAY 10TH NOVEMBER 2026 AT 11AM AEDT

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	**17.6**	19.8	-2.2	**16.7**	16.8	-0.1	**19.0**	20.1	-1.1	**20.6**	20.3	0.3	**20.7**	25.2	-4.5	**15.9**	19.0	-3.1
99.5 TRIPLE M CAIRNS	**18.7**	18.5	0.2	**18.5**	22.0	-3.5	**19.7**	22.2	-2.5	**18.1**	18.7	-0.6	**23.7**	16.4	7.3	**15.9**	20.3	-4.4
STAR 102.7	**28.5**	27.4	1.1	**24.5**	27.1	-2.6	**27.7**	28.7	-1.0	**25.8**	28.5	-2.7	**13.3**	18.7	-5.4	**25.8**	24.4	1.4
4CA	**3.2**	5.2	-2.0	**5.0**	5.5	-0.5	**3.5**	4.4	-0.9	**2.4**	4.9	-2.5	**4.2**	4.2	0.0	**4.2**	5.7	-1.5
ABC FAR NORTH QUEENSLAND	**9.4**	7.1	2.3	**10.0**	6.4	3.6	**7.0**	4.8	2.2	**7.8**	5.4	2.4	**9.0**	8.9	0.1	**10.3**	6.6	3.7
ABC RADIO NATIONAL	**4.8**	3.0	1.8	**4.1**	3.2	0.9	**3.0**	2.0	1.0	**3.8**	3.3	0.5	**3.6**	2.3	1.3	**5.0**	3.0	2.0
ABC NEWSRADIO	**1.0**	2.0	-1.0	**0.6**	2.0	-1.4	**0.6**	1.2	-0.6	**1.2**	1.4	-0.2	**1.2**	3.7	-2.5	**1.3**	2.3	-1.0
triple j	**7.0**	6.7	0.3	**6.2**	4.1	2.1	**7.2**	5.7	1.5	**7.5**	6.7	0.8	**6.7**	7.0	-0.3	**8.2**	6.7	1.5
ABC CLASSIC	**1.5**	1.1	0.4	**1.7**	1.2	0.5	**1.4**	1.1	0.3	**2.3**	0.8	1.5	**3.0**	1.9	1.1	**2.0**	1.4	0.6

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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EMBARGOED UNTIL TUESDAY 10TH NOVEMBER 2026 AT 11AM AEDT

Cumulative Audience (00's) by Demographic, Mon-Sun 5.30am-12midnight , P10+ [Potential: 1790]

	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	**592**	605	-13	**89**	103	-14	**78**	82	-4	**184**	178	6	**156**	146	10	**66**	63	3	**20**	33	-13
99.5 TRIPLE M CAIRNS	**607**	672	-65	**63**	89	-26	**66**	68	-2	**152**	171	-19	**155**	161	-6	**85**	103	-18	**87**	79	8
STAR 102.7	**785**	742	43	**117**	120	-3	**95**	77	18	**187**	161	26	**193**	207	-14	**112**	93	19	**80**	84	-4
4CA	**107**	154	-47	**4**	17	-13	**5**	5	0	**9**	19	-10	**14**	16	-2	**18**	32	-14	**57**	65	-8
ABC FAR NORTH QUEENSLAND	**242**	273	-31	**9**	30	-21	**11**	9	2	**22**	19	3	**44**	63	-19	**62**	56	6	**94**	96	-2
ABC RADIO NATIONAL	**146**	109	37	**13**	7	6	**3**	2	1	**18**	5	13	**20**	25	-5	**28**	25	3	**64**	46	18
ABC NEWSRADIO	**68**	93	-25	**2**	3	-1	**5**	3	2	**14**	7	7	**14**	25	-11	**11**	14	-3	**21**	40	-19
triple j	**243**	278	-35	**30**	37	-7	**32**	26	6	**58**	78	-20	**76**	82	-6	**27**	30	-3	**21**	25	-4
ABC CLASSIC	**69**	67	2	**7**	2	5	**7**	5	2	**16**	12	4	**14**	21	-7	**7**	9	-2	**18**	18	0

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

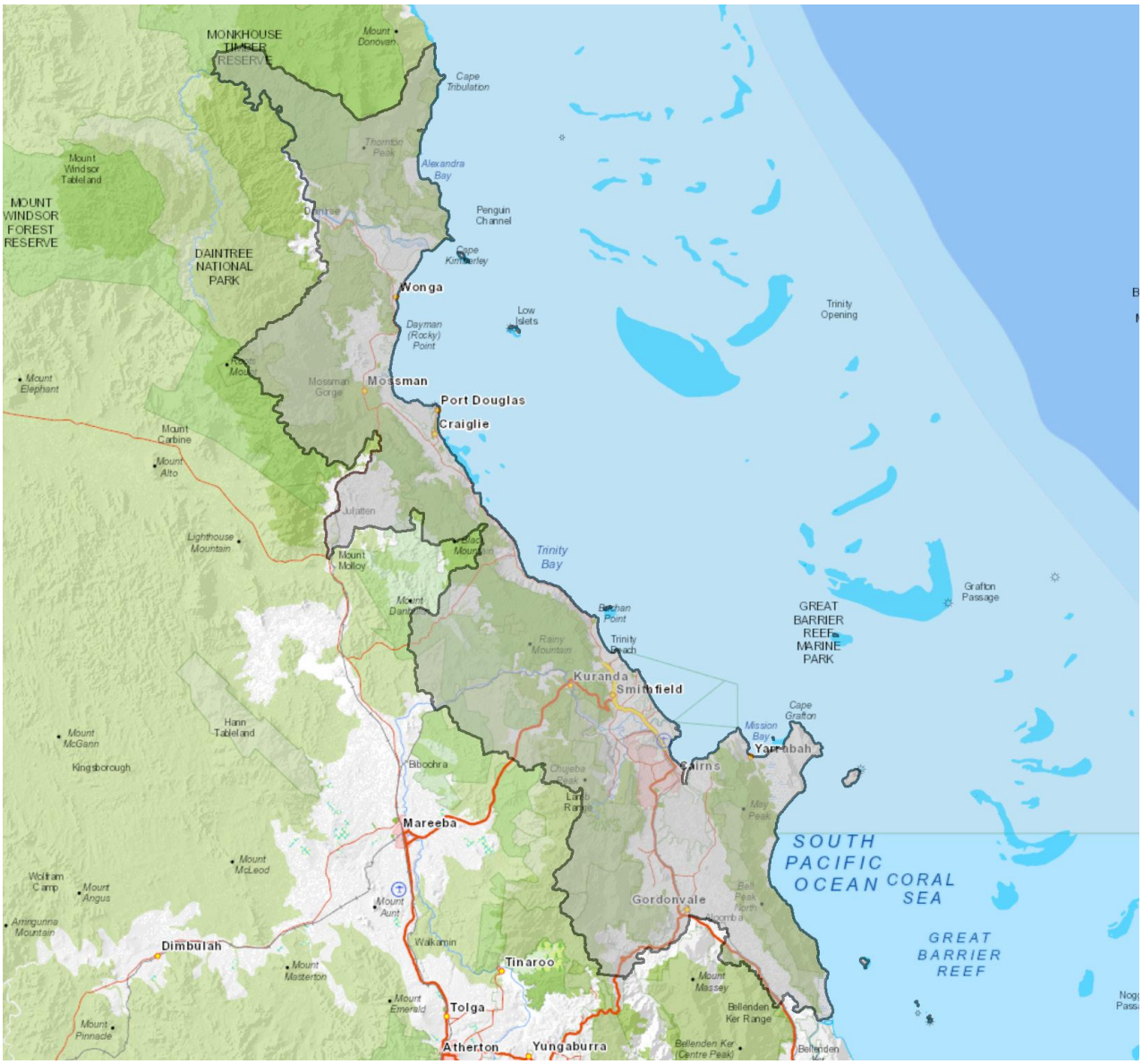
	Breakfast Mon-Fri 5.30am-9.00am			Morning Mon-Fri 9.00am-12.00pm			Afternoon Mon-Fri 12.00pm-4.00pm			Drive Mon-Fri 4.00pm-7.00pm			Evening Mon-Fri 7.00pm-12.00mn			Weekend Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT 103.5 CAIRNS	**436**	456	-20	**254**	264	-10	**343**	350	-7	**345**	350	-5	**100**	129	-29	**326**	369	-43
99.5 TRIPLE M CAIRNS	**403**	493	-90	**279**	327	-48	**333**	408	-75	**299**	334	-35	**95**	108	-13	**320**	429	-109
STAR 102.7	**595**	610	-15	**336**	364	-28	**447**	471	-24	**399**	469	-70	**82**	101	-19	**465**	463	2
4CA	**73**	112	-39	**75**	74	1	**57**	72	-15	**46**	77	-31	**20**	19	1	**82**	109	-27
ABC FAR NORTH QUEENSLAND	**190**	200	-10	**128**	126	2	**118**	133	-15	**121**	126	-5	**39**	54	-15	**169**	180	-11
ABC RADIO NATIONAL	**100**	86	14	**60**	54	6	**50**	53	-3	**62**	63	-1	**18**	23	-5	**93**	70	23
ABC NEWSRADIO	**32**	47	-15	**32**	49	-17	**25**	44	-19	**32**	39	-7	**11**	25	-14	**54**	53	1
triple j	**168**	206	-38	**95**	105	-10	**127**	138	-11	**130**	154	-24	**31**	70	-39	**141**	180	-39
ABC CLASSIC	**48**	33	15	**30**	35	-5	**34**	30	4	**41**	33	8	**12**	21	-9	**43**	40	3

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 & Audio's Licence Area Profile.

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