

CAIRNS (QLD)

SURVEY #1 2025



xtra insights

CAIRNS - XTRA INSIGHTS - SURVEY 1: 2025



EMBARGOED UNTIL TUESDAY 2ND DECEMBER 2025 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	19.3	16.7	2.6	31.7	21.3	10.4	33.3	30.0	3.3	30.7	26.7	4.0	15.7	15.7	0.0	11.0	7.7	3.3	1.1	3.6	-2.5
99.5 TRIPLE M CAIRNS	19.6	16.3	3.3	13.5	14.8	-1.3	23.0	12.0	11.0	26.7	12.8	13.9	19.5	22.2	-2.7	21.2	21.4	-0.2	12.2	12.1	0.1
STAR 102.7	26.6	26.1	0.5	31.8	40.8	-9.0	33.3	29.4	3.9	24.5	26.8	-2.3	31.8	28.6	3.2	24.0	26.0	-2.0	17.8	10.5	7.3
4CA	5.2	3.9	1.3	3.2	0.0	3.2	0.0	0.0	0.0	2.7	0.4	2.3	2.5	1.8	0.7	6.2	3.6	2.6	15.0	15.9	-0.9
ABC FAR NORTH QUEENSLAND	6.7	9.1	-2.4	3.2	4.7	-1.5	0.0	1.3	-1.3	1.3	2.8	-1.5	5.9	7.5	-1.6	11.0	10.7	0.3	16.7	24.3	-7.6
ABC RADIO NATIONAL	2.7	3.8	-1.1	0.0	3.0	-3.0	0.0	0.0	0.0	0.4	0.8	-0.4	0.8	2.7	-1.9	5.5	8.2	-2.7	8.9	8.0	0.9
ABC NEWSRADIO	1.7	1.7	0.0	0.0	0.7	-0.7	0.0	0.0	0.0	0.0	1.3	-1.3	1.3	2.5	-1.2	1.4	3.6	-2.2	6.7	0.9	5.8
triple j	6.5	10.4	-3.9	11.1	9.6	1.5	4.6	11.8	-7.2	5.8	19.8	-14.0	10.6	10.4	0.2	4.1	6.6	-2.5	1.7	1.8	-0.1
ABC CLASSIC	1.0	2.0	-1.0	0.0	0.0	0.0	1.2	5.2	-4.0	0.4	1.8	-1.4	1.3	0.9	0.4	0.7	2.0	-1.3	2.2	3.2	-1.0

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.

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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	19.8	16.6	3.2	16.8	14.5	2.3	20.1	16.4	3.7	20.3	19.2	1.1	25.2	21.4	3.8	19.0	14.9	4.1
99.5 TRIPLE M CAIRNS	18.5	15.2	3.3	22.0	18.4	3.6	22.2	17.2	5.0	18.7	17.8	0.9	16.4	11.2	5.2	20.3	15.0	5.3
STAR 102.7	27.4	28.4	-1.0	27.1	24.5	2.6	28.7	27.7	1.0	28.5	25.2	3.3	18.7	23.5	-4.8	24.4	25.7	-1.3
4CA	5.2	3.4	1.8	5.5	6.9	-1.4	4.4	2.7	1.7	4.9	1.5	3.4	4.2	2.0	2.2	5.7	3.4	2.3
ABC FAR NORTH QUEENSLAND	7.1	10.3	-3.2	6.4	8.5	-2.1	4.8	7.6	-2.8	5.4	6.9	-1.5	8.9	9.8	-0.9	6.6	10.1	-3.5
ABC RADIO NATIONAL	3.0	4.3	-1.3	3.2	3.1	0.1	2.0	3.4	-1.4	3.3	4.8	-1.5	2.3	4.0	-1.7	3.0	4.4	-1.4
ABC NEWSRADIO	2.0	2.2	-0.2	2.0	1.2	0.8	1.2	1.4	-0.2	1.4	1.4	0.0	3.7	2.7	1.0	2.3	1.9	0.4
triple j	6.7	9.6	-2.9	4.1	9.9	-5.8	5.7	10.6	-4.9	6.7	11.6	-4.9	7.0	10.6	-3.6	6.7	10.5	-3.8
ABC CLASSIC	1.1	1.7	-0.6	1.2	2.7	-1.5	1.1	2.0	-0.9	0.8	3.1	-2.3	1.9	2.9	-1.0	1.4	3.3	-1.9

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 , P10+ [Potential: 1749]

	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	605	568	37	103	76	27	82	82	0	178	200	-22	146	142	4	63	48	15	33	21	12
99.5 TRIPLE M CAIRNS	672	590	82	89	68	21	68	64	4	171	138	33	161	171	-10	103	88	15	79	61	18
STAR 102.7	742	771	-29	120	112	8	77	87	-10	161	210	-49	207	210	-3	93	94	-1	84	58	26
4CA	154	142	12	17	2	15	5	9	-4	19	17	2	16	20	-4	32	21	11	65	73	-8
ABC FAR NORTH QUEENSLAND	273	288	-15	30	17	13	9	12	-3	19	40	-21	63	52	11	56	53	3	96	114	-18
ABC RADIO NATIONAL	109	128	-19	7	6	1	2	10	-8	5	19	-14	25	20	5	25	34	-9	46	39	7
ABC NEWSRADIO	93	82	11	3	6	-3	3	17	-14	7	19	-12	25	19	6	14	12	2	40	10	30
triple j	278	353	-75	37	41	-4	26	54	-28	78	134	-56	82	79	3	30	30	0	25	15	10
ABC CLASSIC	67	104	-37	2	2	0	5	28	-23	12	25	-13	21	14	7	9	10	-1	18	24	-6

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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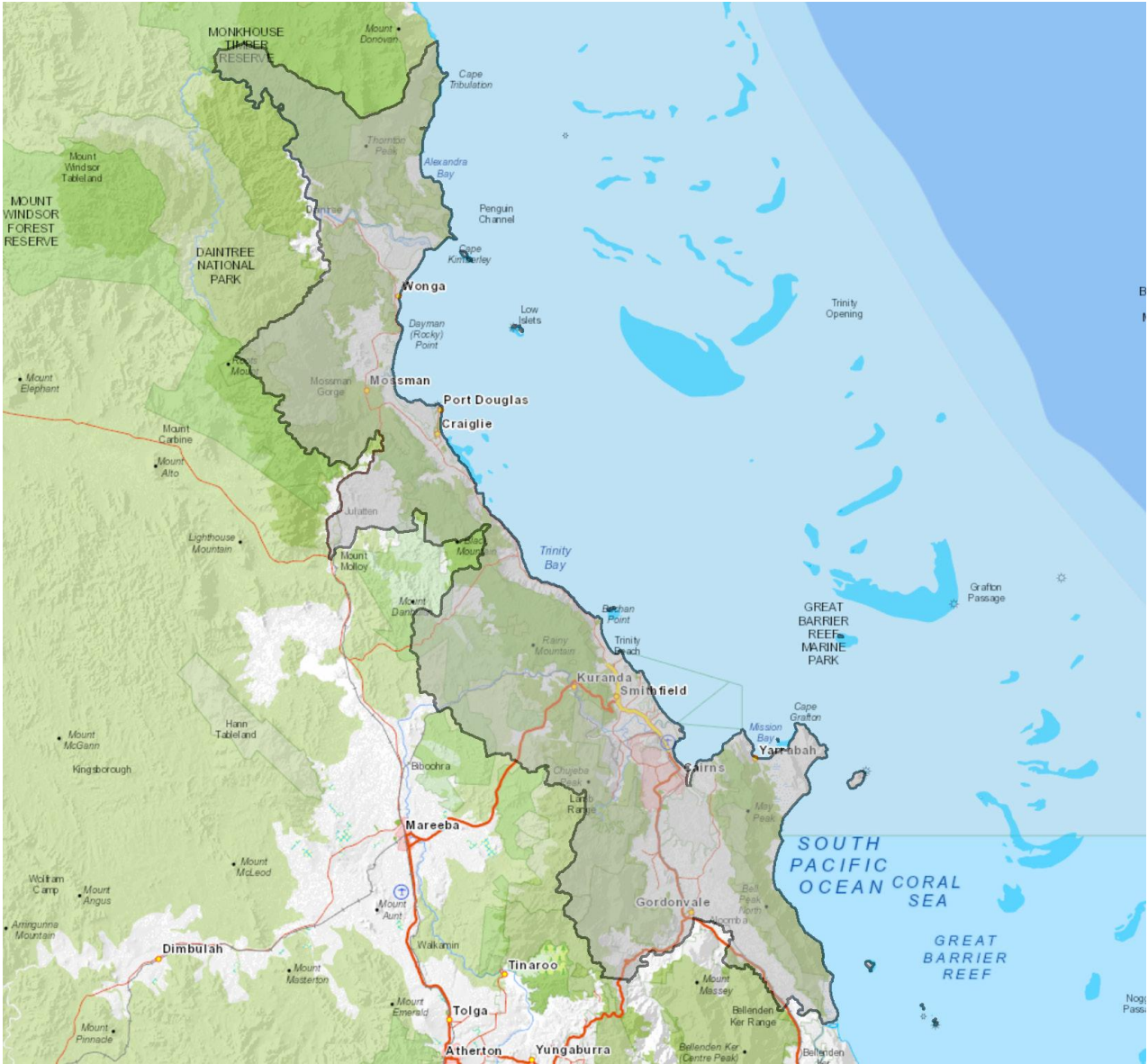
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Cumulative Audience (00's) by Session

	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	456	374	82	264	244	20	350	316	34	350	326	24	129	143	-14	369	284	85
99.5 TRIPLE M CAIRNS	493	382	111	327	275	52	408	322	86	334	314	20	108	105	3	429	287	142
STAR 102.7	610	584	26	364	367	-3	471	472	-1	469	416	53	101	177	-76	463	411	52
4CA	112	73	39	74	96	-22	72	50	22	77	28	49	19	14	5	109	60	49
ABC FAR NORTH QUEENSLAND	200	203	-3	126	121	5	133	129	4	126	106	20	54	57	-3	180	162	18
ABC RADIO NATIONAL	86	76	10	54	53	1	53	52	1	63	70	-7	23	31	-8	70	87	-17
ABC NEWSRADIO	47	43	4	49	26	23	44	35	9	39	27	12	25	24	1	53	42	11
triple j	206	200	6	105	156	-51	138	181	-43	154	176	-22	70	80	-10	180	185	-5
ABC CLASSIC	33	42	-9	35	47	-12	30	42	-12	33	53	-20	21	28	-7	40	64	-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.