

CAIRNS (QLD)

SURVEY #1 2022



CAIRNS - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL TUESDAY 15TH NOVEMBER 2022 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	19.2	15.9	3.3	35.8	16.8	19.0	26.5	31.6	-5.1	26.5	27.6	-1.1	16.4	12.5	3.9	8.9	4.1	4.8	3.1	2.9	0.2
99.5 TRIPLE M CAIRNS	13.8	15.3	-1.5	7.2	14.1	-6.9	10.5	9.7	0.8	13.9	15.5	-1.6	19.4	23.4	-4.0	14.9	15.4	-0.5	10.6	5.7	4.9
STAR 102.7	26.6	28.2	-1.6	36.6	44.3	-7.7	37.1	32.5	4.6	29.5	25.9	3.6	27.1	33.5	-6.4	23.0	21.9	1.1	8.9	12.1	-3.2
4CA	5.2	6.1	-0.9	0.0	0.0	0.0	0.0	0.9	-0.9	0.0	1.4	-1.4	3.0	1.3	1.7	8.0	11.2	-3.2	22.8	25.9	-3.1
ABC FAR NORTH QUEENSLAND	10.4	10.8	-0.4	3.9	4.7	-0.8	1.9	1.8	0.1	2.7	4.1	-1.4	11.8	8.9	2.9	15.5	17.2	-1.7	26.9	29.9	-3.0
ABC RN (RADIO NATIONAL)	4.0	3.1	0.9	2.4	3.4	-1.0	0.0	0.0	0.0	2.3	1.0	1.3	3.4	2.3	1.1	7.5	5.9	1.6	8.6	6.9	1.7
ABC NEWSRADIO	0.7	1.6	-0.9	0.0	1.3	-1.3	0.0	0.0	0.0	0.6	0.7	-0.1	0.5	1.6	-1.1	1.8	2.4	-0.6	0.8	3.4	-2.6
TRIPLE J	10.7	11.4	-0.7	6.9	8.1	-1.2	19.3	21.1	-1.8	18.0	20.0	-2.0	9.3	9.9	-0.6	8.0	7.7	0.3	1.3	0.0	1.3
ABC CLASSIC	1.4	1.5	-0.1	0.6	0.0	0.6	0.0	0.0	0.0	0.4	0.3	0.1	0.8	1.3	-0.5	2.4	1.2	1.2	4.6	6.3	-1.7

Please note: Last Cairns Survey conducted November 2021.

*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: 17th October 2022 – 8th November 2022

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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	18.2	16.6	1.6	16.6	15.2	1.4	22.7	19.5	3.2	21.9	19.9	2.0	18.5	14.3	4.2	18.1	14.2	3.9
99.5 TRIPLE M CAIRNS	12.8	15.3	-2.5	16.3	15.2	1.1	17.2	16.1	1.1	16.5	16.3	0.2	14.2	12.9	1.3	13.8	15.9	-2.1
STAR 102.7	28.1	29.4	-1.3	22.2	24.0	-1.8	21.2	27.7	-6.5	25.1	26.3	-1.2	17.3	20.9	-3.6	26.0	27.0	-1.0
4CA	5.0	5.4	-0.4	8.8	8.6	0.2	4.0	4.9	-0.9	2.7	3.7	-1.0	2.3	1.4	0.9	4.2	4.8	-0.6
ABC FAR NORTH QUEENSLAND	10.6	11.9	-1.3	9.3	11.3	-2.0	8.2	8.3	-0.1	7.4	9.2	-1.8	14.8	18.1	-3.3	10.8	11.8	-1.0
ABC RN (RADIO NATIONAL)	4.9	3.2	1.7	3.2	3.0	0.2	3.0	3.1	-0.1	4.9	2.5	2.4	5.5	5.2	0.3	4.2	2.6	1.6
ABC NEWSRADIO	0.9	1.8	-0.9	0.9	1.0	-0.1	0.9	0.8	0.1	1.0	1.4	-0.4	0.4	1.0	-0.6	0.7	1.3	-0.6
TRIPLE J	10.7	9.6	1.1	10.5	12.3	-1.8	11.5	12.9	-1.4	11.9	13.8	-1.9	15.0	16.2	-1.2	12.6	12.8	-0.2
ABC CLASSIC	1.4	1.7	-0.3	2.2	1.9	0.3	2.2	1.4	0.8	1.4	2.0	-0.6	1.7	3.3	-1.6	1.5	1.8	-0.3

Please note: Last Cairns Survey conducted November 2021.

*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.

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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	556	509	47	109	70	39	79	89	-10	178	190	-12	123	117	6	50	27	23	16	17	-1
99.5 TRIPLE M CAIRNS	447	477	-30	50	56	-6	36	38	-2	90	105	-15	165	176	-11	66	73	-7	40	28	12
STAR 102.7	722	734	-12	113	128	-15	87	89	-2	195	183	12	207	209	-2	82	86	-4	39	39	0
4CA	147	166	-19	6	3	3	0	1	-1	3	8	-5	18	15	3	32	51	-19	89	87	2
ABC FAR NORTH QUEENSLAND	293	294	-1	18	21	-3	3	3	0	26	34	-8	87	75	12	66	65	1	94	97	-3
ABC RN (RADIO NATIONAL)	115	111	4	11	8	3	0	1	-1	14	11	3	28	32	-4	31	31	0	30	27	3
ABC NEWSRADIO	51	55	-4	3	6	-3	0	0	0	10	6	4	18	14	4	15	13	2	5	17	-12
TRIPLE J	313	314	-1	36	39	-3	53	51	2	114	121	-7	67	72	-5	34	25	9	8	6	2
ABC CLASSIC	51	58	-7	1	3	-2	3	1	2	4	4	0	11	13	-2	14	11	3	17	25	-8

Please note: Last Cairns Survey conducted November 2021.

*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: 1711]

	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	382	342	40	200	215	-15	327	301	26	316	283	33	77	63	14	325	245	80
99.5 TRIPLE M CAIRNS	280	319	-39	194	198	-4	240	229	11	251	211	40	55	59	-4	242	234	8
STAR 102.7	572	577	-5	277	302	-25	357	404	-47	368	343	25	89	87	2	441	406	35
4CA	93	100	-7	95	100	-5	52	62	-10	43	41	2	10	8	2	70	75	-5
ABC FAR NORTH QUEENSLAND	215	207	8	106	121	-15	117	107	10	100	127	-27	61	59	2	165	183	-18
ABC RN (RADIO NATIONAL)	92	63	29	43	35	8	42	45	-3	59	41	18	20	24	-4	64	45	19
ABC NEWSRADIO	27	38	-11	14	15	-1	19	17	2	18	23	-5	4	6	-2	19	24	-5
TRIPLE J	207	194	13	118	148	-30	165	176	-11	159	172	-13	56	58	-2	203	180	23
ABC CLASSIC	30	35	-5	24	27	-3	32	20	12	20	27	-7	9	11	-2	28	30	-2

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Cumulative Audience (00's)

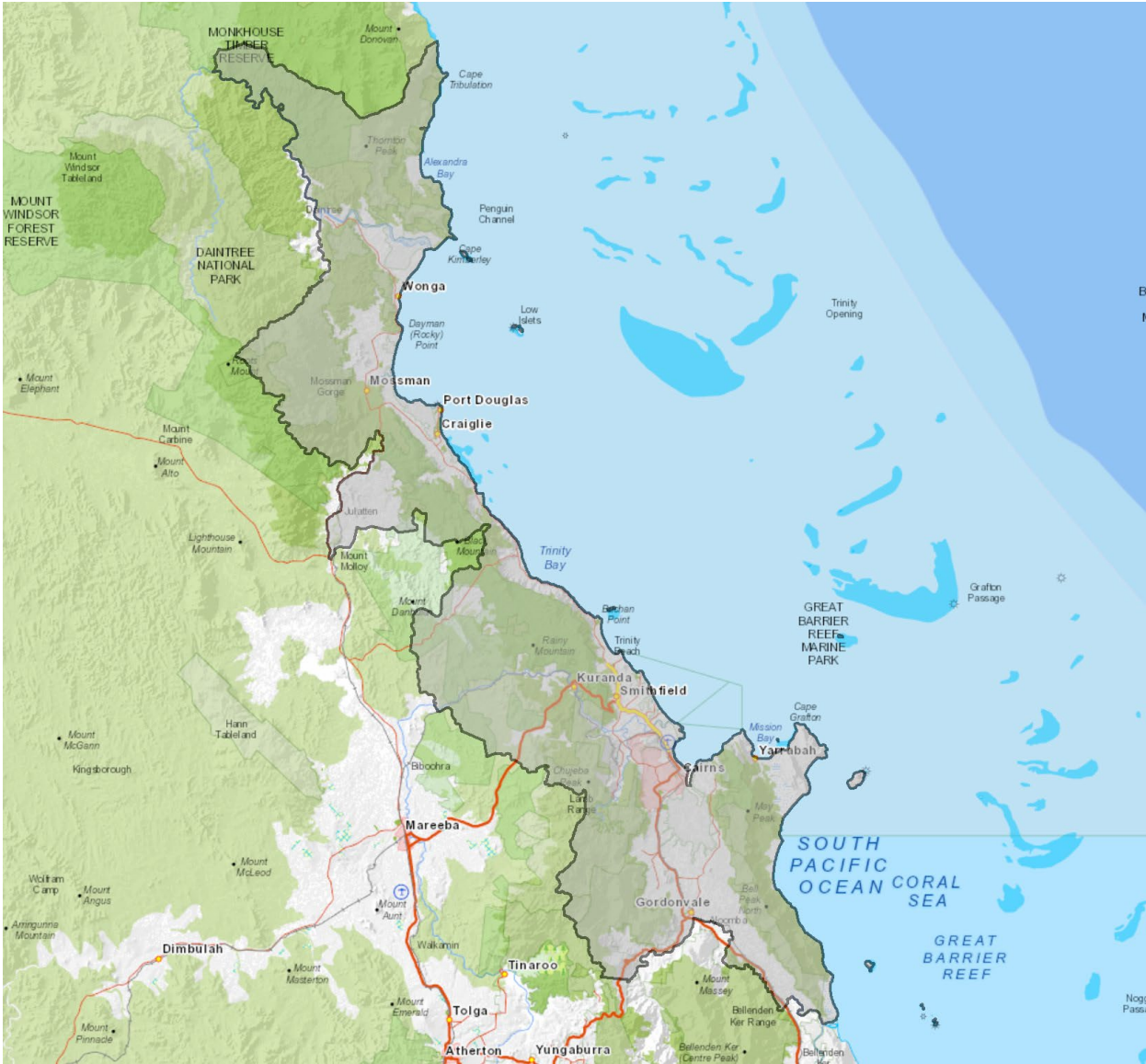
The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening.

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.