

# SUNSHINE COAST - XTRA RESEARCH - SURVEY 1: 2015



Station Listened to Most (%)

	10+	10-17	18-24	25-39	40-54	55+
MIX FM	19.2	16.7	11.7	16.0	32.9	14.5
SEA FM	15.2	37.7	30.9	22.3	14.6	0.8
HOT 91	8.5	21.9	11.7	12.2	9.2	1.1
ABC SUNSHINE COAST	8.2	0.0	0.0	2.1	7.5	16.4
ABC RADIO NATIONAL	2.5	0.0	0.0	1.1	0.8	5.7
ABC NEWS RADIO	0.4	0.0	0.0	0.5	0.8	0.3
JJJ	10.9	12.3	29.8	24.0	7.1	1.4
ABC CLASSIC FM	1.5	0.0	0.0	0.5	1.3	3.0
612 ABC BRISBANE	8.2	0.9	1.1	2.1	5.0	17.5
HIT105	0.5	0.0	1.1	0.5	0.8	0.3
4MMM	1.7	0.9	2.1	4.3	1.7	0.6
NOVA 106.9	2.5	5.3	4.3	4.3	2.5	0.3
97.3 FM	1.0	0.9	1.1	1.6	1.7	0.3
4KQ	2.3	0.0	0.0	0.0	0.8	5.7
4BC	1.9	0.0	0.0	0.5	0.0	4.9
MAGIC 882	0.5	0.0	0.0	0.0	0.0	1.4

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Session Listened to Most (%)

	Breakfast	Morning	Afternoon	Drive	Evening	Weekend
MIX FM	20.0	17.7	20.5	20.3	5.5	17.9
SEA FM	14.4	10.8	15.8	14.3	12.4	13.7
HOT 91	8.4	6.7	9.6	8.2	8.3	9.5
ABC SUNSHINE COAST	8.7	8.6	5.4	6.1	11.8	9.7
ABC RADIO NATIONAL	3.1	2.4	2.0	2.9	4.2	2.9
ABC NEWS RADIO	0.6	0.6	0.6	0.2	0.0	0.3
JJJ	10.3	10.4	10.2	16.6	13.7	12.4
ABC CLASSIC FM	1.3	2.4	1.6	2.0	2.1	1.9
612 ABC BRISBANE	8.9	9.7	6.2	5.1	13.2	8.0
HIT105	0.5	0.7	0.6	0.8	0.0	0.4
4MMM	1.7	2.0	2.3	1.8	2.1	1.7
NOVA 106.9	2.9	1.5	2.3	3.5	2.1	2.3
97.3 FM	1.1	2.0	1.7	1.2	1.4	0.6
4KQ	2.2	2.2	2.2	1.4	2.1	2.2
4BC	2.2	3.1	1.6	0.6	2.1	1.3
MAGIC 882	0.4	0.4	0.3	0.2	0.7	0.4

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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+
MIX FM	926	114	78	174	333	228
SEA FM	781	171	153	204	222	33
HOT 91	632	132	87	171	192	51
ABC SUNSHINE COAST	364	3	6	27	75	252
ABC RADIO NATIONAL	111	0	0	6	18	87
ABC NEWS RADIO	39	3	0	6	12	18
JJJ	460	51	120	186	72	33
ABC CLASSIC FM	81	0	0	3	24	54
612 ABC BRISBANE	246	3	3	12	36	192
HIT105	63	0	24	18	12	9
4MMM	93	3	6	51	21	12
NOVA 106.9	138	30	27	42	30	9
97.3 FM	60	3	9	18	15	15
4KQ	105	0	0	0	9	96
4BC	93	0	3	3	3	84
MAGIC 882	39	0	0	0	6	33

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Cumulative Audience (00's) by Session, P10+ [Potential: 3004]

	Breakfast	Morning	Afternoon	Drive	Evening	Weekend
MIX FM	623	371	528	317	36	491
SEA FM	506	275	446	234	72	461
HOT 91	384	182	306	141	51	329
ABC SUNSHINE COAST	243	153	123	96	54	234
ABC RADIO NATIONAL	93	48	45	48	21	69
ABC NEWS RADIO	21	15	18	3	0	15
JJJ	314	206	233	260	66	311
ABC CLASSIC FM	42	42	36	36	15	54
612 ABC BRISBANE	264	175	156	90	63	201
HIT105	30	15	18	21	3	36
4MMM	57	42	60	33	12	51
NOVA 106.9	99	33	66	66	9	75
97.3 FM	36	42	42	24	6	15
4KQ	69	45	48	21	9	60
4BC	63	57	36	12	9	36
MAGIC 882	15	21	18	15	9	18