

SUNSHINE COAST (QLD)

SURVEY #1 2017



SUNSHINE COAST - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL TUESDAY 15TH AUGUST AT 10AM AEST

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 | +/- |
| HOT91 | 9.9 | 8.5 | 1.4 | 19.2 | 21.9 | -2.7 | 18.8 | 11.7 | 7.1 | 13.5 | 12.2 | 1.3 | 12.3 | 9.2 | 3.1 | 2.7 | - | - | 0.7 | - | - |
| SEA FM | 13.1 | 15.2 | -2.1 | 23.0 | 37.7 | -14.7 | 25.1 | 30.9 | -5.8 | 24.9 | 22.3 | 2.6 | 12.0 | 14.6 | -2.6 | 3.9 | - | - | 0.4 | - | - |
| MIX FM | 17.5 | 19.1 | -1.6 | 20.8 | 16.7 | 4.1 | 14.2 | 11.7 | 2.5 | 14.0 | 16.0 | -2.0 | 26.2 | 32.9 | -6.7 | 22.8 | - | - | 7.8 | - | - |
| ABC RADIO SUNSHINE COAST | 9.0 | 8.2 | 0.8 | 2.2 | 0.0 | 2.2 | 0.9 | 0.0 | 0.9 | 2.6 | 2.1 | 0.5 | 5.1 | 7.5 | -2.4 | 15.6 | - | - | 20.8 | - | - |
| ABC RN (RADIO NATIONAL) | 2.5 | 2.5 | 0.0 | 1.5 | 0.0 | 1.5 | 0.0 | 0.0 | 0.0 | 0.9 | 1.1 | -0.2 | 2.2 | 0.8 | 1.4 | 3.9 | - | - | 4.8 | - | - |
| ABC NEWS | 0.7 | 0.4 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 | 0.5 | -0.1 | 0.7 | 0.8 | -0.1 | 0.0 | - | - | 1.9 | - | - |
| triple j | 11.1 | 10.8 | 0.3 | 11.9 | 12.3 | -0.4 | 21.4 | 29.7 | -8.3 | 26.7 | 23.9 | 2.8 | 9.1 | 7.1 | 2.0 | 3.3 | - | - | 0.4 | - | - |
| ABC CLASSIC FM | 2.1 | 1.5 | 0.6 | 1.5 | 0.0 | 1.5 | 0.0 | 0.0 | 0.0 | 0.4 | 0.5 | -0.1 | 1.1 | 1.2 | -0.1 | 2.2 | - | - | 5.6 | - | - |
| ABC RADIO BRISBANE | 5.1 | 8.2 | -3.1 | 0.0 | 0.9 | -0.9 | 0.0 | 1.1 | -1.1 | 0.9 | 2.1 | -1.2 | 1.5 | 5.0 | -3.5 | 5.6 | - | - | 16.7 | - | - |
| HIT105 | 0.7 | 0.5 | 0.2 | 1.5 | 0.0 | 1.5 | 1.8 | 1.1 | 0.7 | 0.9 | 0.5 | 0.4 | 0.4 | 0.8 | -0.4 | 0.6 | - | - | 0.0 | - | - |
| TRIPLE M | 2.2 | 1.7 | 0.5 | 2.2 | 0.9 | 1.3 | 0.9 | 2.1 | -1.2 | 2.2 | 4.3 | -2.1 | 4.3 | 1.7 | 2.6 | 2.2 | - | - | 0.4 | - | - |
| NOVA 106.9 | 1.7 | 2.5 | -0.8 | 5.2 | 5.3 | -0.1 | 2.7 | 4.3 | -1.6 | 1.7 | 4.3 | -2.6 | 2.2 | 2.5 | -0.3 | 0.5 | - | - | 0.0 | - | - |
| 97.3 FM | 0.2 | 1.0 | -0.8 | 0.0 | 0.9 | -0.9 | 0.0 | 1.1 | -1.1 | 0.4 | 1.6 | -1.2 | 0.0 | 1.7 | -1.7 | 0.5 | - | - | 0.0 | - | - |
| 4KQ | 1.2 | 2.3 | -1.1 | 0.7 | 0.0 | 0.7 | 0.9 | 0.0 | 0.9 | 0.4 | 0.0 | 0.4 | 0.4 | 0.8 | -0.4 | 1.1 | - | - | 3.0 | - | - |
| 4BC | 1.6 | 1.9 | -0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.5 | -0.5 | 1.1 | 0.0 | 1.1 | 3.3 | - | - | 3.7 | - | - |
| TALKING LIFESTYLE | 0.1 | 0.5 | -0.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | - | - | 0.4 | - | - |

Please note: Last Sunshine Coast Survey conducted June 2015. TALKING LIFESTYLE on air from 27 Feb 2017. Previously known as MAGIC 882. ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

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 July 2017 – 5th August 2017

SUNSHINE COAST - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL TUESDAY 15TH AUGUST AT 10AM AEST

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 | +/- |
| HOT91 | 9.8 | 8.4 | 1.4 | 7.1 | 6.7 | 0.4 | 10.1 | 9.6 | 0.5 | 10.7 | 8.2 | 2.5 | 7.5 | 8.3 | -0.8 | 9.3 | 9.5 | -0.2 |
| SEA FM | 13.3 | 14.4 | -1.1 | 10.5 | 10.8 | -0.3 | 12.6 | 15.8 | -3.2 | 15.2 | 14.3 | 0.9 | 5.2 | 12.4 | -7.2 | 12.7 | 13.7 | -1.0 |
| MIX FM | 16.3 | 20.0 | -3.7 | 16.6 | 17.7 | -1.1 | 19.4 | 20.5 | -1.1 | 17.3 | 20.3 | -3.0 | 13.3 | 5.5 | 7.8 | 15.4 | 17.9 | -2.5 |
| ABC RADIO SUNSHINE COAST | 11.1 | 8.7 | 2.4 | 9.9 | 8.6 | 1.3 | 7.3 | 5.4 | 1.9 | 6.6 | 6.1 | 0.5 | 16.3 | 11.8 | 4.5 | 9.9 | 9.6 | 0.3 |
| ABC RN (RADIO NATIONAL) | 2.6 | 3.1 | -0.5 | 2.6 | 2.4 | 0.2 | 2.2 | 2.0 | 0.2 | 2.1 | 2.9 | -0.8 | 3.7 | 4.2 | -0.5 | 2.4 | 2.9 | -0.5 |
| ABC NEWS | 0.8 | 0.6 | 0.2 | 1.0 | 0.6 | 0.4 | 0.9 | 0.6 | 0.3 | 0.6 | 0.2 | 0.4 | 2.9 | 0.0 | 2.9 | 0.9 | 0.3 | 0.6 |
| triple j | 12.0 | 10.3 | 1.7 | 9.6 | 10.4 | -0.8 | 10.0 | 10.2 | -0.2 | 14.0 | 16.6 | -2.6 | 4.4 | 13.7 | -9.3 | 12.4 | 12.3 | 0.1 |
| ABC CLASSIC FM | 1.9 | 1.3 | 0.6 | 2.7 | 2.4 | 0.3 | 2.7 | 1.6 | 1.1 | 2.1 | 2.0 | 0.1 | 3.0 | 2.1 | 0.9 | 2.4 | 1.9 | 0.5 |
| ABC RADIO BRISBANE | 5.9 | 8.9 | -3.0 | 6.2 | 9.7 | -3.5 | 3.9 | 6.2 | -2.3 | 3.2 | 5.1 | -1.9 | 7.4 | 13.2 | -5.8 | 5.1 | 8.0 | -2.9 |
| HIT105 | 0.8 | 0.5 | 0.3 | 0.5 | 0.7 | -0.2 | 0.7 | 0.6 | 0.1 | 1.0 | 0.8 | 0.2 | 0.7 | 0.0 | 0.7 | 0.9 | 0.4 | 0.5 |
| TRIPLE M | 2.3 | 1.7 | 0.6 | 1.6 | 2.0 | -0.4 | 1.7 | 2.3 | -0.6 | 2.7 | 1.8 | 0.9 | 1.5 | 2.1 | -0.6 | 2.2 | 1.7 | 0.5 |
| NOVA 106.9 | 1.7 | 2.9 | -1.2 | 0.7 | 1.5 | -0.8 | 1.7 | 2.3 | -0.6 | 1.4 | 3.5 | -2.1 | 0.0 | 2.1 | -2.1 | 1.5 | 2.3 | -0.8 |
| 97.3 FM | 0.1 | 1.1 | -1.0 | 0.1 | 2.0 | -1.9 | 0.1 | 1.7 | -1.6 | 0.1 | 1.2 | -1.1 | 0.0 | 1.4 | -1.4 | 0.2 | 0.6 | -0.4 |
| 4KQ | 1.0 | 2.2 | -1.2 | 0.9 | 2.2 | -1.3 | 1.0 | 2.2 | -1.2 | 1.5 | 1.4 | 0.1 | 2.2 | 2.1 | 0.1 | 1.8 | 2.2 | -0.4 |
| 4BC | 1.4 | 2.2 | -0.8 | 2.6 | 3.1 | -0.5 | 1.5 | 1.6 | -0.1 | 1.0 | 0.6 | 0.4 | 3.7 | 2.1 | 1.6 | 1.1 | 1.3 | -0.2 |
| TALKING LIFESTYLE | 0.1 | 0.4 | -0.3 | 0.0 | 0.4 | -0.4 | 0.0 | 0.3 | -0.3 | 0.0 | 0.2 | -0.2 | 0.0 | 0.7 | -0.7 | 0.2 | 0.4 | -0.2 |

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Session Listened to Most (%)

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For example, 25.1% of the total radio audience said they listened most to Station A, 5.30am-9.00am Monday to Friday.

Survey Period: 17th July 2017 – 5th August 2017

SUNSHINE COAST - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL TUESDAY 15TH AUGUST AT 10AM AEST

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 | +/- |
| HOT91 | 582 | 632 | -50.0 | 136 | 132 | 4.0 | 108 | 87 | 21.0 | 150 | 171 | -21.0 | 150 | 192 | -42.0 | 34 | - | - | 5 | - | - |
| SEA FM | 712 | 781 | -69.0 | 125 | 171 | -46.0 | 129 | 153 | -24.0 | 243 | 204 | 39.0 | 171 | 222 | -51.0 | 34 | - | - | 10 | - | - |
| MIX FM | 844 | 926 | -82.0 | 115 | 114 | 1.0 | 89 | 78 | 11.0 | 160 | 174 | -14.0 | 262 | 333 | -71.0 | 143 | - | - | 75 | - | - |
| ABC RADIO SUNSHINE COAST | 470 | 364 | 106.0 | 13 | 3 | 10.0 | 5 | 6 | -1.0 | 34 | 27 | 7.0 | 88 | 75 | 13.0 | 125 | - | - | 205 | - | - |
| ABC RN (RADIO NATIONAL) | 127 | 111 | 16.0 | 8 | 0 | 8.0 | 5 | 0 | 5.0 | 8 | 6 | 2.0 | 26 | 18 | 8.0 | 26 | - | - | 55 | - | - |
| ABC NEWS | 36 | 39 | -3.0 | 0 | 3 | -3.0 | 0 | 0 | 0.0 | 3 | 6 | -3.0 | 8 | 12 | -4.0 | 10 | - | - | 16 | - | - |
| triple j | 450 | 460 | -10.0 | 55 | 51 | 4.0 | 82 | 120 | -38.0 | 186 | 186 | 0.0 | 88 | 72 | 16.0 | 36 | - | - | 3 | - | - |
| ABC CLASSIC FM | 96 | 81 | 15.0 | 5 | 0 | 5.0 | 0 | 0 | 0.0 | 8 | 3 | 5.0 | 16 | 24 | -8.0 | 13 | - | - | 55 | - | - |
| ABC RADIO BRISBANE | 210 | 246 | -36.0 | 0 | 3 | -3.0 | 0 | 3 | -3.0 | 10 | 12 | -2.0 | 26 | 36 | -10.0 | 39 | - | - | 135 | - | - |
| HIT105 | 55 | 63 | -8.0 | 10 | 0 | 10.0 | 13 | 24 | -11.0 | 18 | 18 | 0.0 | 8 | 12 | -4.0 | 3 | - | - | 3 | - | - |
| TRIPLE M | 109 | 93 | 16.0 | 10 | 3 | 7.0 | 3 | 6 | -3.0 | 26 | 51 | -25.0 | 54 | 21 | 33.0 | 13 | - | - | 3 | - | - |
| NOVA 106.9 | 114 | 138 | -24.0 | 31 | 30 | 1.0 | 18 | 27 | -9.0 | 31 | 42 | -11.0 | 26 | 30 | -4.0 | 5 | - | - | 3 | - | - |
| 97.3 FM | 16 | 60 | -44.0 | 0 | 3 | -3.0 | 0 | 9 | -9.0 | 5 | 18 | -13.0 | 8 | 15 | -7.0 | 3 | - | - | 0 | - | - |
| 4KQ | 73 | 105 | -32.0 | 3 | 0 | 3.0 | 3 | 0 | 3.0 | 5 | 0 | 5.0 | 3 | 9 | -6.0 | 18 | - | - | 42 | - | - |
| 4BC | 67 | 93 | -26.0 | 0 | 0 | 0.0 | 0 | 3 | -3.0 | 5 | 3 | 2.0 | 10 | 3 | 7.0 | 16 | - | - | 36 | - | - |
| TALKING LIFESTYLE | 13 | 39 | -26.0 | 0 | 0 | 0.0 | 0 | 0 | 0.0 | 0 | 0 | 0.0 | 3 | 6 | -3.0 | 0 | - | - | 10 | - | - |

Please note: Last Sunshine Coast Survey conducted June 2015. TALKING LIFESTYLE on air from 27 Feb 2017. Previously known as MAGIC 882. ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

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.

Survey Period: 17th July 2017 – 5th August 2017

SUNSHINE COAST - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL TUESDAY 15TH AUGUST AT 10AM AEST

Cumulative Audience (00's) by Session, P10+ [Potential: 3117]

| | 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 | +/- |
| HOT91 | 491 | 384 | 107.0 | 221 | 182 | 39.0 | 353 | 306 | 47.0 | 442 | 228 | 214.0 | 37 | 51 | -14.0 | 411 | 329 | 82.0 |
| SEA FM | 601 | 506 | 95.0 | 273 | 275 | -2.0 | 405 | 446 | -41.0 | 554 | 339 | 215.0 | 37 | 72 | -35.0 | 484 | 461 | 23.0 |
| MIX FM | 709 | 623 | 86.0 | 410 | 371 | 39.0 | 548 | 528 | 20.0 | 571 | 389 | 182.0 | 81 | 36 | 45.0 | 579 | 491 | 88.0 |
| ABC RADIO SUNSHINE COAST | 389 | 243 | 146.0 | 246 | 153 | 93.0 | 213 | 123 | 90.0 | 215 | 117 | 98.0 | 65 | 54 | 11.0 | 356 | 234 | 122.0 |
| ABC RN (RADIO NATIONAL) | 104 | 93 | 11.0 | 72 | 48 | 24.0 | 70 | 45 | 25.0 | 67 | 45 | 22.0 | 23 | 21 | 2.0 | 91 | 69 | 22.0 |
| ABC NEWS | 31 | 21 | 10.0 | 26 | 15 | 11.0 | 28 | 18 | 10.0 | 16 | 3 | 13.0 | 10 | 0 | 10.0 | 31 | 15 | 16.0 |
| triple j | 395 | 314 | 81.0 | 210 | 206 | 4.0 | 260 | 233 | 27.0 | 364 | 299 | 65.0 | 23 | 66 | -43.0 | 343 | 311 | 32.0 |
| ABC CLASSIC FM | 70 | 42 | 28.0 | 65 | 42 | 23.0 | 73 | 36 | 37.0 | 52 | 39 | 13.0 | 10 | 15 | -5.0 | 73 | 54 | 19.0 |
| ABC RADIO BRISBANE | 192 | 264 | -72.0 | 140 | 175 | -35.0 | 106 | 156 | -50.0 | 75 | 90 | -15.0 | 26 | 63 | -37.0 | 164 | 201 | -37.0 |
| HIT105 | 47 | 30 | 17.0 | 16 | 15 | 1.0 | 39 | 18 | 21.0 | 42 | 21 | 21.0 | 5 | 3 | 2.0 | 44 | 36 | 8.0 |
| TRIPLE M | 96 | 57 | 39.0 | 39 | 42 | -3.0 | 47 | 60 | -13.0 | 93 | 33 | 60.0 | 10 | 12 | -2.0 | 65 | 51 | 14.0 |
| NOVA 106.9 | 96 | 99 | -3.0 | 31 | 33 | -2.0 | 75 | 66 | 9.0 | 70 | 66 | 4.0 | 8 | 9 | -1.0 | 86 | 75 | 11.0 |
| 97.3 FM | 10 | 36 | -26.0 | 5 | 42 | -37.0 | 5 | 42 | -37.0 | 10 | 24 | -14.0 | 3 | 6 | -3.0 | 10 | 15 | -5.0 |
| 4KQ | 47 | 69 | -22.0 | 29 | 45 | -16.0 | 39 | 48 | -9.0 | 39 | 21 | 18.0 | 10 | 9 | 1.0 | 57 | 60 | -3.0 |
| 4BC | 49 | 63 | -14.0 | 54 | 57 | -3.0 | 36 | 36 | 0.0 | 26 | 12 | 14.0 | 16 | 9 | 7.0 | 39 | 36 | 3.0 |
| TALKING LIFESTYLE | 5 | 15 | -10.0 | 5 | 21 | -16.0 | 5 | 18 | -13.0 | 0 | 15 | -15.0 | 0 | 9 | -9.0 | 13 | 18 | -5.0 |

Please note: Last Sunshine Coast Survey conducted June 2015. TALKING LIFESTYLE on air from 27 Feb 2017. Previously known as MAGIC 882. ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

Cumulative Audience (00's)

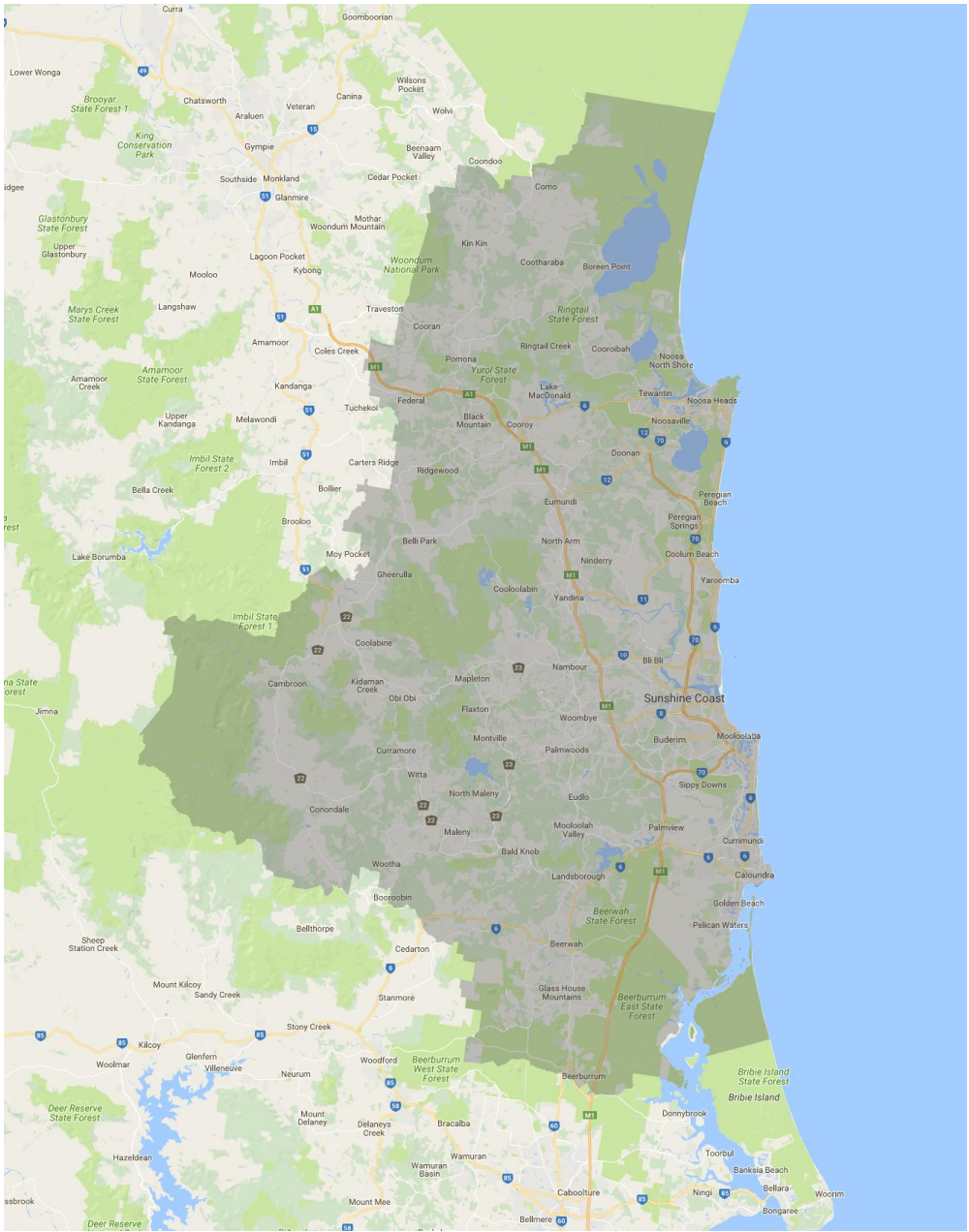
The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening.

For example, Station A has 25,000 unique listeners between 5.30am-12.00mn Monday to Sunday.

Survey Period: 17th July 2017 – 5th August 2017

SUNSHINE COAST - SURVEY AREA: 2017

EMBARGOED UNTIL TUESDAY 15TH AUGUST AT 10AM AEST



NB: The official survey area has been adapted from ACMA’s Nambour RA1 licence area.