

SUNSHINE COAST (QLD)

SURVEY #1 2019



SUNSHINE COAST - XTRA INSIGHTS - SURVEY 1: 2019



EMBARGOED UNTIL WEDNESDAY 21ST AUGUST 2019 AT 11AM 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	11.6	9.9	1.7	33.9	19.2	14.7	20.7	18.8	1.9	13.7	13.5	0.2	12.3	12.3	0.0	2.2	2.7	-0.5	0.7	0.7	0.0
SEA FM	10.0	13.1	-3.1	13.3	23.0	-9.7	20.9	25.1	-4.2	21.3	24.9	-3.6	8.6	12.0	-3.4	4.0	3.9	0.1	0.4	0.4	0.0
MIX FM	18.4	17.5	0.9	22.6	20.8	1.8	12.3	14.2	-1.9	16.5	14.0	2.5	29.9	26.2	3.7	21.9	22.8	-0.9	5.8	7.8	-2.0
ABC SUNSHINE COAST	7.6	9.0	-1.4	1.2	2.2	-1.0	0.8	0.9	-0.1	0.4	2.6	-2.2	5.9	5.1	0.8	15.1	15.6	-0.5	15.8	20.8	-5.0
ABC RADIO BRISBANE	5.0	5.1	-0.1	1.3	0.0	1.3	0.0	0.0	0.0	0.4	0.9	-0.5	2.0	1.5	0.5	7.2	5.6	1.6	14.2	16.7	-2.5
ABC RN	2.3	2.5	-0.2	0.0	1.5	-1.5	0.0	0.0	0.0	0.4	0.9	-0.5	1.9	2.2	-0.3	3.8	3.9	-0.1	5.4	4.8	0.6
ABC NEWS	0.9	0.7	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	-0.4	1.2	0.7	0.5	1.3	0.0	1.3	2.0	1.9	0.1
triple j	13.5	11.1	2.4	8.4	11.9	-3.5	33.5	21.4	12.1	30.6	26.7	3.9	13.0	9.1	3.9	5.4	3.3	2.1	0.3	0.4	-0.1
ABC CLASSIC	2.0	2.1	-0.1	0.0	1.5	-1.5	0.0	0.0	0.0	0.4	0.4	0.0	0.6	1.1	-0.5	1.3	2.2	-0.9	6.7	5.6	1.1

Please note: Last Sunshine Coast Survey conducted August 2017.

ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

ABC CLASSIC on air from 21 January 2019. Previously known as ABC CLASSIC FM.

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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EMBARGOED UNTIL WEDNESDAY 21ST AUGUST 2019 AT 11AM 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	12.8	9.8	3.0	7.0	7.1	-0.1	12.1	10.1	2.0	12.4	10.7	1.7	10.4	7.5	2.9	10.1	9.3	0.8
SEA FM	9.9	13.3	-3.4	8.0	10.5	-2.5	9.5	12.6	-3.1	11.2	15.2	-4.0	4.5	5.2	-0.7	8.5	12.7	-4.2
MIX FM	17.6	16.3	1.3	19.3	16.6	2.7	21.8	19.4	2.4	19.3	17.3	2.0	8.9	13.3	-4.4	17.3	15.4	1.9
ABC SUNSHINE COAST	8.6	11.1	-2.5	8.2	9.9	-1.7	7.0	7.3	-0.3	5.7	6.6	-0.9	12.4	16.3	-3.9	8.4	9.9	-1.5
ABC RADIO BRISBANE	5.0	5.9	-0.9	5.3	6.2	-0.9	3.0	3.9	-0.9	2.5	3.2	-0.7	12.7	7.4	5.3	5.6	5.1	0.5
ABC RN	2.1	2.6	-0.5	2.9	2.6	0.3	2.3	2.2	0.1	1.7	2.1	-0.4	2.7	3.7	-1.0	2.7	2.4	0.3
ABC NEWS	0.9	0.8	0.1	0.5	1.0	-0.5	0.5	0.9	-0.4	0.4	0.6	-0.2	1.7	2.9	-1.2	1.0	0.9	0.1
triple j	13.9	12.0	1.9	10.7	9.6	1.1	10.9	10.0	0.9	17.2	14.0	3.2	7.2	4.4	2.8	13.2	12.4	0.8
ABC CLASSIC	1.3	1.9	-0.6	3.1	2.7	0.4	2.4	2.7	-0.3	2.2	2.1	0.1	4.1	3.0	1.1	2.1	2.4	-0.3

Please note: Last Sunshine Coast Survey conducted August 2017.

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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 WEDNESDAY 21ST AUGUST 2019 AT 11AM 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	674	592	82	155	136	19	114	108	6	165	152	13	200	155	45	27	36	-9	12	5	7
SEA FM	633	715	-82	109	128	-19	98	129	-31	206	243	-37	169	171	-2	42	34	8	9	10	-1
MIX FM	914	847	67	152	115	37	60	89	-29	162	160	2	328	264	64	152	143	9	61	75	-14
ABC SUNSHINE COAST	408	472	-64	10	13	-3	5	5	0	11	34	-23	85	91	-6	116	125	-9	181	205	-24
ABC RADIO BRISBANE	244	213	31	5	0	5	0	0	0	6	10	-4	30	29	1	47	39	8	157	135	22
ABC RN	111	127	-16	0	8	-8	0	5	-5	3	8	-5	23	26	-3	26	26	0	60	55	5
ABC NEWS	64	36	28	0	0	0	0	0	0	3	3	0	12	8	4	9	10	-1	41	16	25
triple j	587	455	132	56	55	1	111	82	29	230	189	41	146	91	55	39	36	3	4	3	1
ABC CLASSIC	121	96	25	0	5	-5	0	0	0	6	8	-2	8	16	-8	15	13	2	92	55	37

Please note: Last Sunshine Coast Survey conducted August 2017.

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ABC CLASSIC on air from 21 January 2019. Previously known as ABC CLASSIC FM.

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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EMBARGOED UNTIL WEDNESDAY 21ST AUGUST 2019 AT 11AM AEST

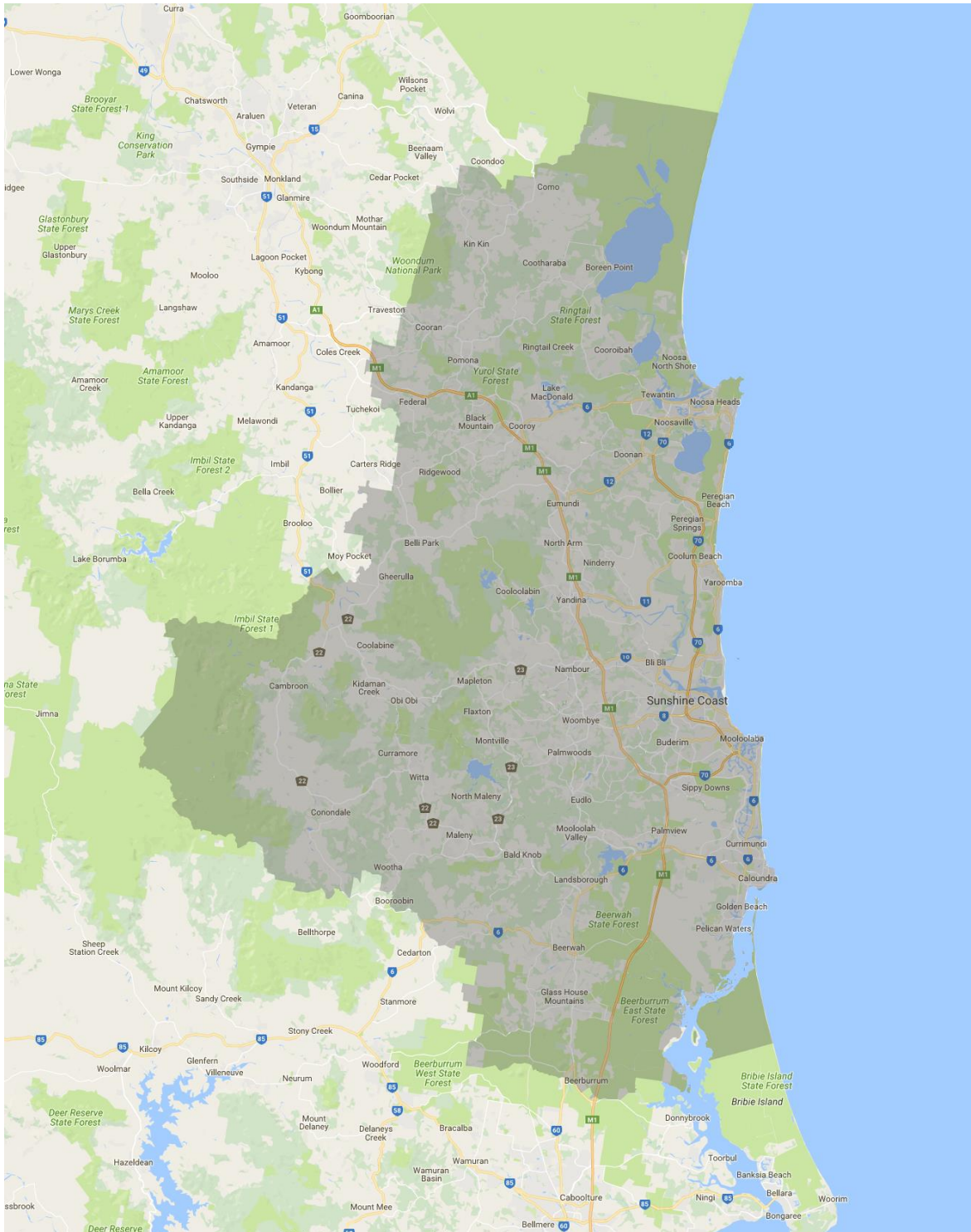
Cumulative Audience (00's) by Session, P10+ [Potential: 3379]

	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	597	491	106	232	221	11	400	353	47	472	442	30	60	37	23	415	411	4
SEA FM	559	601	-42	269	273	-4	387	405	-18	439	554	-115	47	37	10	409	484	-75
MIX FM	748	709	39	461	410	51	615	548	67	612	571	41	75	81	-6	597	579	18
ABC SUNSHINE COAST	356	389	-33	213	246	-33	205	213	-8	179	215	-36	74	65	9	299	356	-57
ABC RADIO BRISBANE	191	192	-1	128	140	-12	88	106	-18	76	75	1	72	26	46	187	164	23
ABC RN	93	104	-11	71	72	-1	72	70	2	51	67	-16	15	23	-8	83	91	-8
ABC NEWS	48	31	17	27	26	1	22	28	-6	25	16	9	15	10	5	47	31	16
triple j	530	395	135	247	210	37	298	260	38	455	364	91	36	23	13	396	343	53
ABC CLASSIC	78	70	8	97	65	32	86	73	13	76	52	24	36	10	26	94	73	21

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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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Sunshine Coast Survey Coverage Area based on an adaption of Commercial Radio Australia's Nambour Licence Area Profile.