

# SUNSHINE COAST (QLD)

SURVEY #1 2021





# SUNSHINE COAST - XTRA INSIGHTS - SURVEY 1: 2021



EMBARGOED UNTIL WEDNESDAY 22ND SEPTEMBER 2021 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	<b>13.5</b>	11.6	1.9	<b>33.6</b>	33.9	-0.3	<b>23.0</b>	20.7	2.3	<b>19.4</b>	13.7	5.7	<b>13.8</b>	12.3	1.5	<b>4.9</b>	2.2	2.7	<b>0.4</b>	0.7	-0.3
91.9 SEA FM	<b>13.2</b>	10.0	3.2	<b>25.9</b>	13.3	12.6	<b>20.2</b>	20.9	-0.7	<b>26.5</b>	21.3	5.2	<b>13.3</b>	8.6	4.7	<b>2.8</b>	4.0	-1.2	<b>0.4</b>	0.4	0.0
92.7 MIX FM	<b>17.0</b>	18.4	-1.4	<b>13.0</b>	22.6	-9.6	<b>13.0</b>	12.3	0.7	<b>12.2</b>	16.5	-4.3	<b>25.9</b>	29.9	-4.0	<b>26.4</b>	21.9	4.5	<b>9.1</b>	5.8	3.3
ABC SUNSHINE COAST	<b>6.8</b>	7.6	-0.8	<b>2.1</b>	1.2	0.9	<b>0.0</b>	0.8	-0.8	<b>1.6</b>	0.4	1.2	<b>8.0</b>	5.9	2.1	<b>10.5</b>	15.1	-4.6	<b>12.4</b>	15.8	-3.4
ABC RADIO BRISBANE	<b>4.4</b>	5.0	-0.6	<b>0.0</b>	1.3	-1.3	<b>1.5</b>	0.0	1.5	<b>1.2</b>	0.4	0.8	<b>1.0</b>	2.0	-1.0	<b>3.3</b>	7.2	-3.9	<b>14.5</b>	14.2	0.3
ABC WIDE BAY	<b>0.0</b>	0.1	-0.1	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.6	-0.6	<b>0.0</b>	0.0	0.0
ABC RN	<b>2.6</b>	2.3	0.3	<b>2.1</b>	0.0	2.1	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.4	-0.4	<b>1.4</b>	1.9	-0.5	<b>2.7</b>	3.8	-1.1	<b>7.2</b>	5.4	1.8
ABC NEWSRADIO	<b>1.2</b>	0.9	0.3	<b>0.7</b>	0.0	0.7	<b>0.0</b>	0.0	0.0	<b>0.8</b>	0.0	0.8	<b>0.7</b>	1.2	-0.5	<b>2.2</b>	1.3	0.9	<b>2.2</b>	2.0	0.2
triple j	<b>11.0</b>	13.5	-2.5	<b>9.2</b>	8.4	0.8	<b>24.4</b>	33.5	-9.1	<b>22.6</b>	30.6	-8.0	<b>12.6</b>	13.0	-0.4	<b>3.3</b>	5.4	-2.1	<b>1.1</b>	0.3	0.8
ABC CLASSIC	<b>1.8</b>	2.0	-0.2	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.4	-0.4	<b>0.7</b>	0.6	0.1	<b>1.6</b>	1.3	0.3	<b>6.2</b>	6.7	-0.5

**Please note:** Last Sunshine Coast Survey conducted August 2019. ABC NewsRadio on air from 26 July 2020. Previously known as ABC NEWS.

### 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 22ND SEPTEMBER 2021 AT 11AM AEST

## Session Listened to Most (%)

	Breakfast Mon-Fri 5.30am-9.00am			Morning Mon-Fri 9.00am-12.00pm			Afternoon Mon-Fri 12.00pm-4.00pm			Drive Mon-Fri 4.00pm-7.00pm			Evening Mon-Fri 7.00pm-12.00mn			Weekend Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HOT91	12.9	12.8	0.1	8.5	7.0	1.5	12.7	12.1	0.6	15.8	12.4	3.4	10.6	10.4	0.2	12.2	10.1	2.1
91.9 SEA FM	14.3	9.9	4.4	10.4	8.0	2.4	12.4	9.5	2.9	13.7	11.2	2.5	6.8	4.5	2.3	11.8	8.5	3.3
92.7 MIX FM	17.4	17.6	-0.2	18.1	19.3	-1.2	18.7	21.8	-3.1	17.6	19.3	-1.7	10.7	8.9	1.8	14.9	17.3	-2.4
ABC SUNSHINE COAST	7.3	8.6	-1.3	5.9	8.2	-2.3	4.9	7.0	-2.1	4.7	5.7	-1.0	11.9	12.4	-0.5	7.3	8.4	-1.1
ABC RADIO BRISBANE	4.6	5.0	-0.4	4.9	5.3	-0.4	3.6	3.0	0.6	2.9	2.5	0.4	3.8	12.7	-8.9	4.6	5.6	-1.0
ABC WIDE BAY	0.0	0.1	-0.1	0.0	0.2	-0.2	0.0	0.0	0.0	0.0	0.1	-0.1	0.0	0.7	-0.7	0.0	0.0	0.0
ABC RN	3.1	2.1	1.0	1.9	2.9	-1.0	1.8	2.3	-0.5	2.2	1.7	0.5	4.3	2.7	1.6	2.5	2.7	-0.2
ABC NEWSRADIO	1.1	0.9	0.2	1.3	0.5	0.8	1.4	0.5	0.9	1.0	0.4	0.6	1.1	1.7	-0.6	1.5	1.0	0.5
triple j	11.8	13.9	-2.1	13.7	10.7	3.0	13.2	10.9	2.3	13.6	17.2	-3.6	16.3	7.2	9.1	14.1	13.2	0.9
ABC CLASSIC	1.6	1.3	0.3	1.9	3.1	-1.2	1.6	2.4	-0.8	2.2	2.2	0.0	3.8	4.1	-0.3	2.4	2.1	0.3

**Please note:** Last Sunshine Coast Survey conducted August 2019. ABC NewsRadio on air from 26 July 2020. Previously known as ABC NEWS.

### 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 22ND SEPTEMBER 2021 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	<b>881</b>	674	207	<b>195</b>	155	40	<b>130</b>	114	16	<b>228</b>	165	63	<b>246</b>	200	46	<b>65</b>	27	38	<b>18</b>	12	6
91.9 SEA FM	<b>838</b>	633	205	<b>170</b>	109	61	<b>116</b>	98	18	<b>283</b>	206	77	<b>222</b>	169	53	<b>41</b>	42	-1	<b>6</b>	9	-3
92.7 MIX FM	<b>1012</b>	914	98	<b>112</b>	152	-40	<b>64</b>	60	4	<b>171</b>	162	9	<b>359</b>	328	31	<b>203</b>	152	51	<b>103</b>	61	42
ABC SUNSHINE COAST	<b>403</b>	408	-5	<b>20</b>	10	10	<b>12</b>	5	7	<b>16</b>	11	5	<b>102</b>	85	17	<b>97</b>	116	-19	<b>156</b>	181	-25
ABC RADIO BRISBANE	<b>246</b>	244	2	<b>5</b>	5	0	<b>18</b>	0	18	<b>11</b>	6	5	<b>15</b>	30	-15	<b>41</b>	47	-6	<b>156</b>	157	-1
ABC WIDE BAY	<b>3</b>	7	-4	<b>0</b>	0	0	<b>0</b>	0	0	<b>0</b>	0	0	<b>0</b>	0	0	<b>3</b>	7	-4	<b>0</b>	0	0
ABC RN	<b>154</b>	111	43	<b>11</b>	0	11	<b>0</b>	0	0	<b>3</b>	3	0	<b>27</b>	23	4	<b>29</b>	26	3	<b>85</b>	60	25
ABC NEWSRADIO	<b>70</b>	64	6	<b>3</b>	0	3	<b>0</b>	0	0	<b>5</b>	3	2	<b>12</b>	12	0	<b>21</b>	9	12	<b>29</b>	41	-12
triple j	<b>746</b>	587	159	<b>88</b>	56	32	<b>133</b>	111	22	<b>271</b>	230	41	<b>207</b>	146	61	<b>32</b>	39	-7	<b>15</b>	4	11
ABC CLASSIC	<b>117</b>	121	-4	<b>6</b>	0	6	<b>0</b>	0	0	<b>0</b>	6	-6	<b>21</b>	8	13	<b>15</b>	15	0	<b>76</b>	92	-16

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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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EMBARGOED UNTIL WEDNESDAY 22ND SEPTEMBER 2021 AT 11AM AEST

Cumulative Audience (00's) by Session, P10+ [Potential: 3540]

	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	<b>601</b>	597	4	<b>264</b>	232	32	<b>453</b>	400	53	<b>431</b>	472	-41	<b>80</b>	60	20	<b>469</b>	415	54
91.9 SEA FM	<b>583</b>	559	24	<b>287</b>	269	18	<b>407</b>	387	20	<b>400</b>	439	-39	<b>51</b>	47	4	<b>455</b>	409	46
92.7 MIX FM	<b>680</b>	748	-68	<b>488</b>	461	27	<b>602</b>	615	-13	<b>457</b>	612	-155	<b>92</b>	75	17	<b>531</b>	597	-66
ABC SUNSHINE COAST	<b>305</b>	356	-51	<b>155</b>	213	-58	<b>161</b>	205	-44	<b>146</b>	179	-33	<b>70</b>	74	-4	<b>248</b>	299	-51
ABC RADIO BRISBANE	<b>156</b>	191	-35	<b>114</b>	128	-14	<b>100</b>	88	12	<b>66</b>	76	-10	<b>23</b>	72	-49	<b>152</b>	187	-35
ABC WIDE BAY	<b>0</b>	7	-7	<b>0</b>	5	-5	<b>0</b>	4	-4	<b>0</b>	5	-5	<b>0</b>	3	-3	<b>3</b>	4	-1
ABC RN	<b>113</b>	93	20	<b>44</b>	71	-27	<b>58</b>	72	-14	<b>58</b>	51	7	<b>23</b>	15	8	<b>88</b>	83	5
ABC NEWSRADIO	<b>38</b>	48	-10	<b>26</b>	27	-1	<b>35</b>	22	13	<b>23</b>	25	-2	<b>9</b>	15	-6	<b>47</b>	47	0
triple j	<b>449</b>	530	-81	<b>363</b>	247	116	<b>440</b>	298	142	<b>352</b>	455	-103	<b>102</b>	36	66	<b>427</b>	396	31
ABC CLASSIC	<b>67</b>	78	-11	<b>50</b>	97	-47	<b>47</b>	86	-39	<b>53</b>	76	-23	<b>23</b>	36	-13	<b>76</b>	94	-18

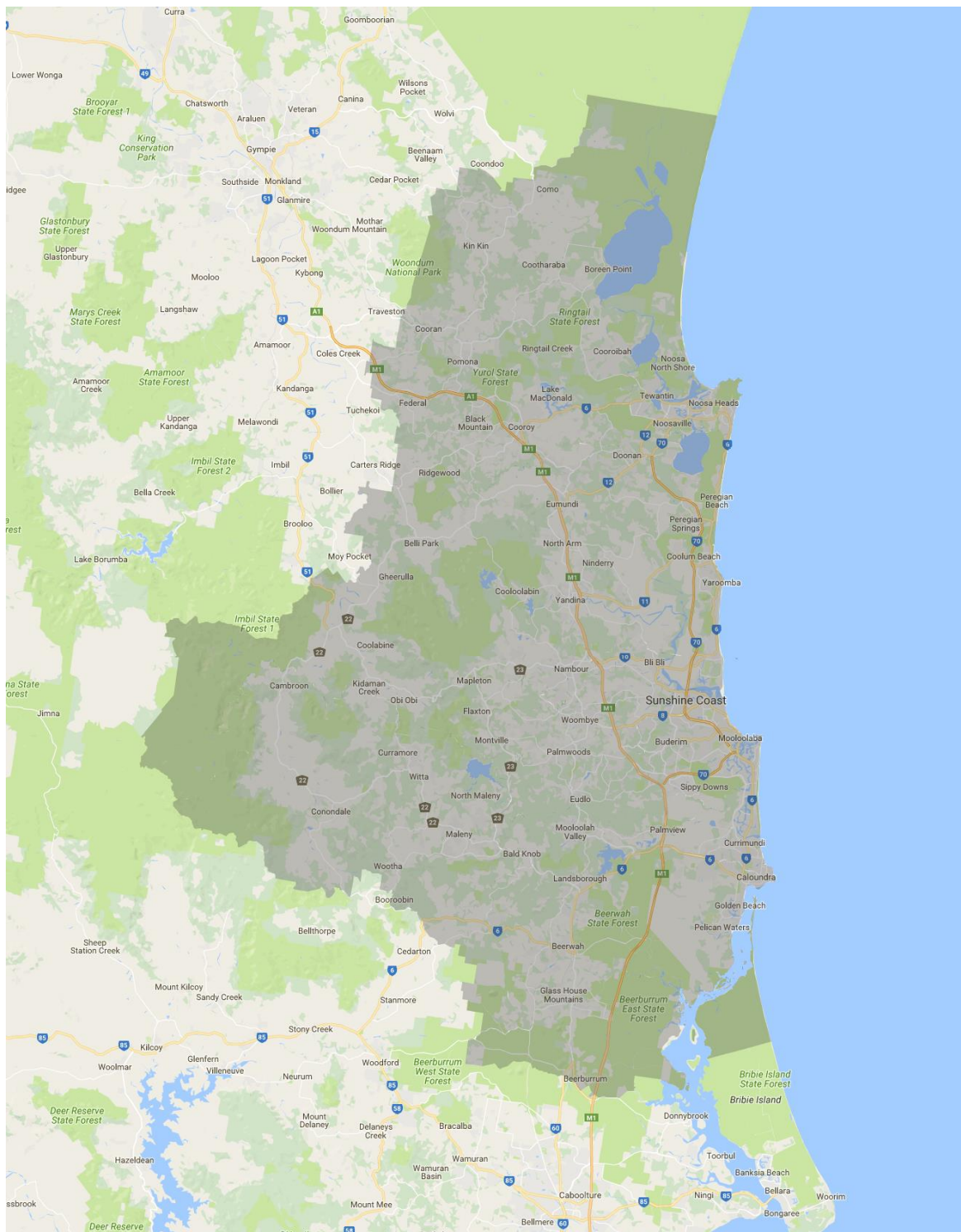
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SUNSHINE COAST Survey Coverage Area based on an adaption of Commercial Radio Australia's Nambour Licence Area Profile.

Survey Period: 16th August 2021 - 11th September 2021