

SUNSHINE COAST (QLD)

SURVEY #1 2023



SUNSHINE COAST - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL TUESDAY 12TH SEPTEMBER 2023 AT 11AM AEST

Station Listened to Most (%), Monday to Sunday

	10+			10-17			18-24			25-39			40-54			55-64			65+		
	This	Last	+/-																		
HOT91	12.6	12.1	0.5	23.8	18.8	5.0	28.8	25.4	3.4	14.0	14.1	-0.1	15.7	16.3	-0.6	7.3	6.6	0.7	1.9	1.4	0.5
91.9 SEA FM	13.0	13.8	-0.8	21.5	25.0	-3.5	30.0	23.3	6.7	25.5	25.2	0.3	12.5	13.7	-1.2	3.8	6.3	-2.5	0.7	0.4	0.3
92.7 MIX FM	16.2	15.9	0.3	15.5	13.7	1.8	10.7	12.8	-2.1	14.8	9.2	5.6	16.4	22.8	-6.4	29.0	22.6	6.4	11.4	11.9	-0.5
ABC SUNSHINE COAST	6.1	8.0	-1.9	2.1	3.5	-1.4	1.4	3.4	-2.0	1.7	2.2	-0.5	6.9	5.2	1.7	6.8	14.3	-7.5	11.3	15.3	-4.0
ABC RADIO BRISBANE	3.3	2.6	0.7	1.4	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	1.4	1.8	-0.4	3.3	4.2	-0.9	9.1	6.8	2.3
ABC WIDE BAY	0.0	0.2	-0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	-0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	-0.7
ABC RN (RADIO NATIONAL)	3.3	3.1	0.2	1.4	4.0	-2.6	0.0	0.0	0.0	0.8	0.5	0.3	1.8	1.2	0.6	3.1	3.5	-0.4	8.6	7.6	1.0
ABC NEWSRADIO	0.8	1.1	-0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	-0.3	0.4	1.2	-0.8	1.1	1.0	0.1	2.4	2.8	-0.4
TRIPLE J	12.1	12.5	-0.4	14.1	13.1	1.0	14.9	24.6	-9.7	24.2	27.2	-3.0	17.2	14.6	2.6	4.2	2.0	2.2	2.0	0.7	1.3
ABC CLASSIC	2.2	1.4	0.8	0.0	0.7	-0.7	0.0	0.0	0.0	0.8	0.4	0.4	0.7	0.0	0.7	0.5	1.4	-0.9	7.3	4.5	2.8

Please note: Last Sunshine Coast Survey conducted September 2022.

*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: 14th August 2023 – 2nd September 2023

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EMBARGOED UNTIL TUESDAY 12TH SEPTEMBER 2023 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	12.2	0.6	10.9	10.7	0.2	13.0	12.1	0.9	13.9	12.5	1.4	9.1	12.4	-3.3	12.6	11.1	1.5
91.9 SEA FM	15.3	15.1	0.2	12.0	12.6	-0.6	13.4	13.1	0.3	13.4	15.4	-2.0	9.5	10.6	-1.1	13.2	12.2	1.0
92.7 MIX FM	16.3	17.0	-0.7	15.5	15.4	0.1	15.7	16.0	-0.3	17.1	15.5	1.6	8.9	11.1	-2.2	13.7	13.4	0.3
ABC SUNSHINE COAST	6.8	7.6	-0.8	6.3	7.6	-1.3	5.2	5.7	-0.5	5.2	6.7	-1.5	9.2	7.7	1.5	7.4	7.2	0.2
ABC RADIO BRISBANE	3.0	2.8	0.2	3.4	2.9	0.5	2.4	2.8	-0.4	2.4	1.5	0.9	4.9	5.0	-0.1	3.4	3.4	0.0
ABC WIDE BAY	0.0	0.1	-0.1	0.0	0.2	-0.2	0.0	0.1	-0.1	0.0	0.2	-0.2	0.4	0.6	-0.2	0.1	0.3	-0.2
ABC RN (RADIO NATIONAL)	3.1	3.7	-0.6	2.6	2.6	0.0	2.5	2.9	-0.4	2.9	2.3	0.6	4.8	3.4	1.4	3.1	2.4	0.7
ABC NEWSRADIO	0.9	1.1	-0.2	1.1	0.8	0.3	0.6	0.8	-0.2	1.0	1.0	0.0	2.4	1.8	0.6	1.0	1.4	-0.4
TRIPLE J	11.6	12.8	-1.2	11.6	11.9	-0.3	12.5	13.3	-0.8	14.3	14.9	-0.6	11.7	13.9	-2.2	14.0	15.5	-1.5
ABC CLASSIC	2.0	1.1	0.9	2.4	1.3	1.1	2.2	1.5	0.7	2.0	1.5	0.5	3.2	2.5	0.7	2.2	1.8	0.4

Please note: Last Sunshine Coast Survey conducted September 2022.

*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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EMBARGOED UNTIL TUESDAY 12TH SEPTEMBER 2023 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	+/-																		
HOT91	842	814	28	160	148	12	129	130	-1	202	198	4	224	260	-36	92	59	33	36	19	17
91.9 SEA FM	862	918	-56	137	150	-13	138	133	5	288	305	-17	212	250	-38	61	73	-12	25	8	17
92.7 MIX FM	974	934	40	90	98	-8	66	90	-24	197	143	54	263	277	-14	210	183	27	149	143	6
ABC SUNSHINE COAST	432	472	-40	37	32	5	7	14	-7	24	30	-6	115	90	25	77	114	-37	172	192	-20
ABC RADIO BRISBANE	186	203	-17	5	0	5	0	0	0	0	3	-3	17	34	-17	32	51	-19	131	115	16
ABC WIDE BAY	6	12	-6	0	0	0	0	0	0	3	2	1	3	0	3	0	2	-2	0	8	-8
ABC RN (RADIO NATIONAL)	191	185	6	8	16	-8	0	0	0	14	8	6	23	33	-10	33	41	-8	113	87	26
ABC NEWSRADIO	79	94	-15	3	3	0	0	5	-5	0	6	-6	11	22	-11	19	8	11	45	50	-5
TRIPLE J	651	713	-62	68	78	-10	73	110	-37	245	250	-5	189	212	-23	49	46	3	27	17	10
ABC CLASSIC	153	106	47	12	6	6	0	3	-3	14	5	9	32	6	26	5	13	-8	90	72	18

Please note: Last Sunshine Coast Survey conducted September 2022.

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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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Cumulative Audience (00's) by Session, P10+ [Potential: 3566]

	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	575	573	2	330	351	-21	460	457	3	422	434	-12	71	124	-53	492	412	80
91.9 SEA FM	628	678	-50	339	379	-40	444	497	-53	394	498	-104	71	109	-38	465	461	4
92.7 MIX FM	686	652	34	450	440	10	526	515	11	457	456	1	76	91	-15	487	458	29
ABC SUNSHINE COAST	275	314	-39	169	200	-31	162	192	-30	129	187	-58	67	56	11	275	239	36
ABC RADIO BRISBANE	108	112	-4	96	85	11	65	94	-29	59	42	17	32	36	-4	100	117	-17
ABC WIDE BAY	0	7	-7	3	8	-5	0	5	-5	0	5	-5	3	4	-1	6	7	-1
ABC RN (RADIO NATIONAL)	128	123	5	69	72	-3	80	92	-12	78	71	7	38	25	13	102	87	15
ABC NEWSRADIO	53	47	6	28	24	4	20	30	-10	23	36	-13	16	16	0	45	50	-5
TRIPLE J	452	491	-39	296	335	-39	385	416	-31	353	417	-64	86	126	-40	453	470	-17
ABC CLASSIC	77	44	33	58	39	19	60	51	9	65	47	18	21	18	3	86	59	27

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Cumulative Audience (00's)

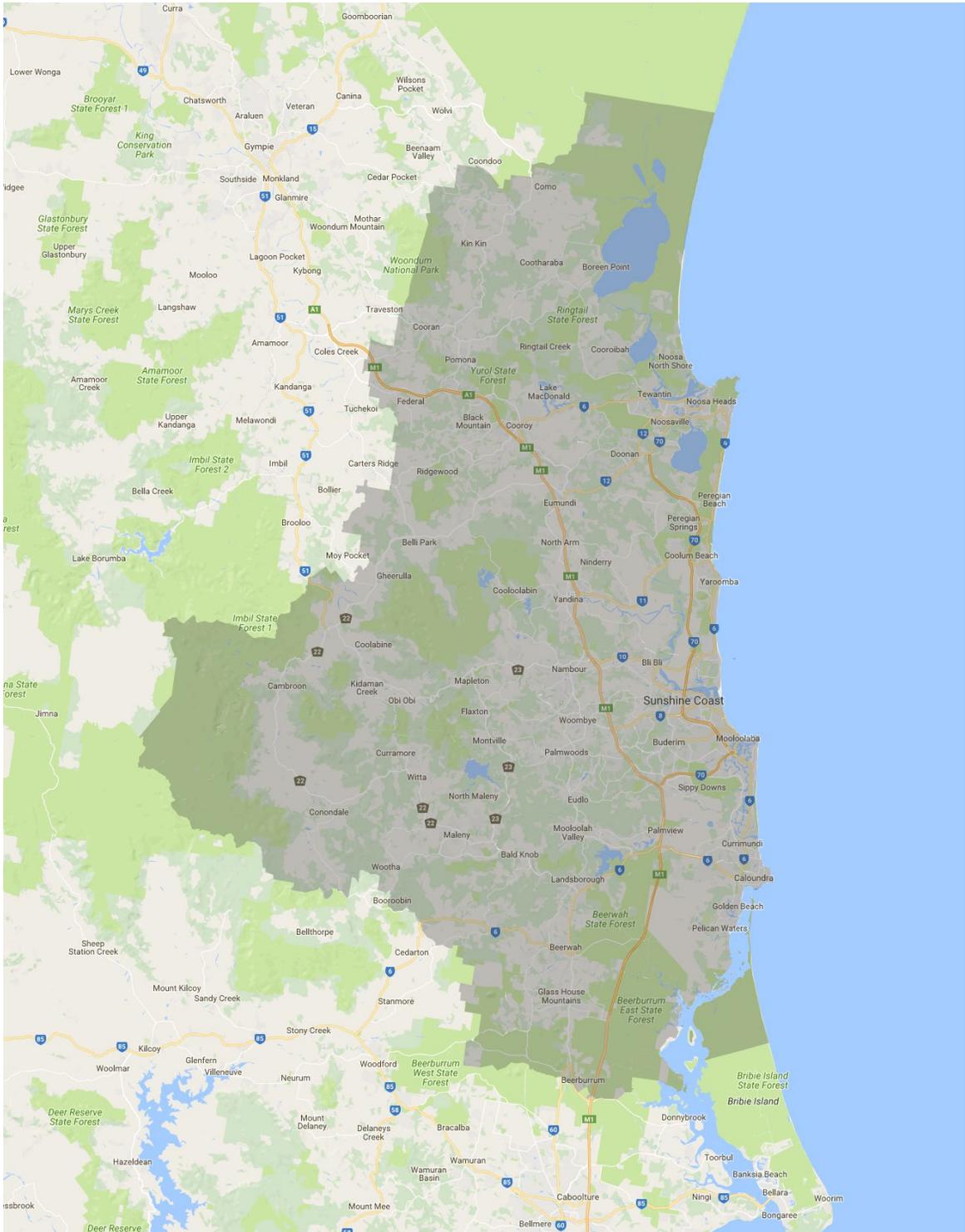
The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening.

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.