

SUNSHINE COAST (QLD)

SURVEY #1 2024



xTRA insights

SUNSHINE COAST - XTRA INSIGHTS - SURVEY 1: 2024



EMBARGOED UNTIL TUESDAY 20TH AUGUST 2024 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	+/-
91.1 HOT FM	18.5	12.6	5.9	30.5	23.8	6.7	46.1	28.8	17.3	21.2	14.0	7.2	21.4	15.7	5.7	12.8	7.3	5.5	3.3	1.9	1.4
91.9 SEA FM	12.4	13.0	-0.6	20.6	21.5	-0.9	12.6	30.0	-17.4	26.9	25.5	1.4	11.9	12.5	-0.6	5.2	3.8	1.4	2.5	0.7	1.8
92.7 MIX FM	14.8	16.2	-1.4	13.6	15.5	-1.9	8.1	10.7	-2.6	9.1	14.8	-5.7	17.5	16.4	1.1	23.7	29.0	-5.3	13.9	11.4	2.5
ABC SUNSHINE COAST	6.7	6.1	0.6	3.1	2.1	1.0	0.8	1.4	-0.6	3.7	1.7	2.0	6.0	6.9	-0.9	8.4	6.8	1.6	11.9	11.3	0.6
ABC RADIO BRISBANE	2.7	3.3	-0.6	0.0	1.4	-1.4	0.7	0.0	0.7	0.6	0.0	0.6	1.4	1.4	0.0	2.0	3.3	-1.3	7.8	9.1	-1.3
ABC RN (RADIO NATIONAL)	2.4	3.3	-0.9	2.4	1.4	1.0	0.0	0.0	0.0	0.0	0.8	-0.8	1.5	1.8	-0.3	2.9	3.1	-0.2	5.5	8.6	-3.1
ABC NEWSRADIO	1.3	0.8	0.5	0.0	0.0	0.0	0.7	0.0	0.7	1.3	0.0	1.3	1.1	0.4	0.7	2.7	1.1	1.6	1.4	2.4	-1.0
triple j	10.7	12.1	-1.4	12.9	14.1	-1.2	20.8	14.9	5.9	23.4	24.2	-0.8	12.4	17.2	-4.8	2.0	4.2	-2.2	1.0	2.0	-1.0
ABC CLASSIC	1.8	2.2	-0.4	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.8	1.5	1.0	0.7	0.3	1.6	0.5	1.1	3.6	7.3	-3.7

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: 15th July 2024 - 10th August 2024

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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	+/-
91.1 HOT FM	19.8	12.8	7.0	15.6	10.9	4.7	17.5	13.0	4.5	20.9	13.9	7.0	21.6	9.1	12.5	17.3	12.6	4.7
91.9 SEA FM	12.2	15.3	-3.1	10.3	12.0	-1.7	13.2	13.4	-0.2	13.3	13.4	-0.1	13.7	9.5	4.2	12.6	13.2	-0.6
92.7 MIX FM	14.8	16.3	-1.5	16.1	15.5	0.6	14.7	15.7	-1.0	14.2	17.1	-2.9	9.4	8.9	0.5	12.5	13.7	-1.2
ABC SUNSHINE COAST	7.0	6.8	0.2	6.2	6.3	-0.1	5.3	5.2	0.1	4.4	5.2	-0.8	6.8	9.2	-2.4	8.0	7.4	0.6
ABC RADIO BRISBANE	2.7	3.0	-0.3	3.0	3.4	-0.4	2.3	2.4	-0.1	2.1	2.4	-0.3	1.9	4.9	-3.0	3.2	3.4	-0.2
ABC RN (RADIO NATIONAL)	2.6	3.1	-0.5	1.9	2.6	-0.7	1.9	2.5	-0.6	2.1	2.9	-0.8	3.8	4.8	-1.0	2.9	3.1	-0.2
ABC NEWSRADIO	1.5	0.9	0.6	1.1	1.1	0.0	0.7	0.6	0.1	0.9	1.0	-0.1	1.7	2.4	-0.7	1.1	1.0	0.1
triple j	11.1	11.6	-0.5	11.2	11.6	-0.4	12.5	12.5	0.0	13.2	14.3	-1.1	11.0	11.7	-0.7	11.8	14.0	-2.2
ABC CLASSIC	1.5	2.0	-0.5	2.7	2.4	0.3	1.8	2.2	-0.4	1.4	2.0	-0.6	3.1	3.2	-0.1	1.6	2.2	-0.6

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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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	+/-
91.1 HOT FM	1251	842	409	196	160	36	203	129	74	311	202	109	336	224	112	130	92	38	75	36	39
91.9 SEA FM	1057	862	195	158	137	21	111	138	-27	346	288	58	275	212	63	98	61	37	70	25	45
92.7 MIX FM	1073	974	99	96	90	6	105	66	39	187	197	-10	268	263	5	239	210	29	179	149	30
ABC SUNSHINE COAST	518	432	86	42	37	5	23	7	16	52	24	28	103	115	-12	88	77	11	210	172	38
ABC RADIO BRISBANE	224	186	38	4	5	-1	6	0	6	11	0	11	33	17	16	30	32	-2	140	131	9
ABC RN (RADIO NATIONAL)	181	191	-10	19	8	11	11	0	11	14	14	0	34	23	11	26	33	-7	77	113	-36
ABC NEWSRADIO	168	79	89	0	3	-3	12	0	12	46	0	46	43	11	32	31	19	12	37	45	-8
triple j	754	651	103	87	68	19	115	73	42	274	245	29	212	189	23	39	49	-10	28	27	1
ABC CLASSIC	198	153	45	0	12	-12	24	0	24	34	14	20	36	32	4	33	5	28	71	90	-19

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: 3874]

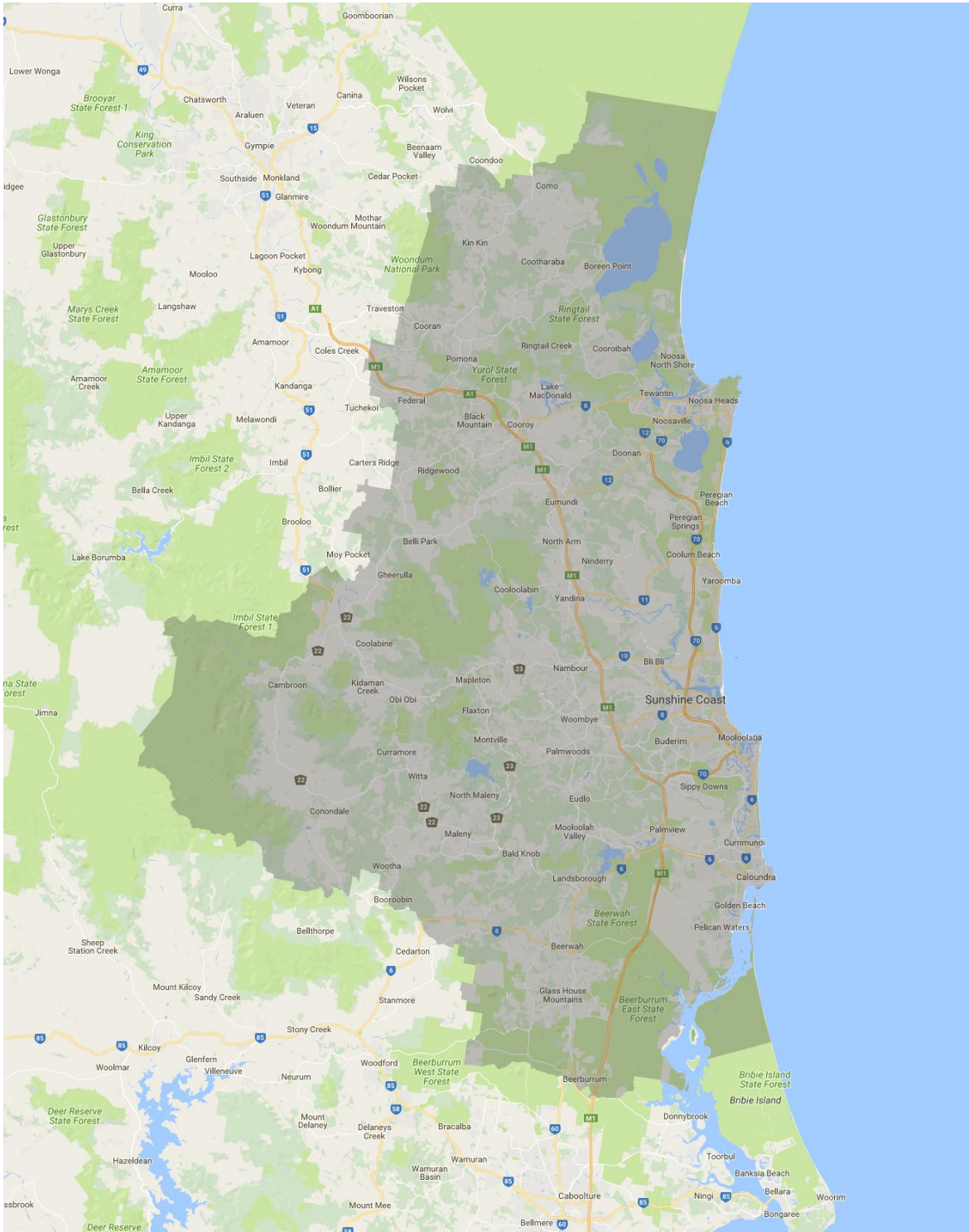
	Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5.30am-9.00am			Mon-Fri 9.00am-12.00pm			Mon-Fri 12.00pm-4.00pm			Mon-Fri 4.00pm-7.00pm			Mon-Fri 7.00pm-12.00mn			Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
91.1 HOT FM	895	575	320	606	330	276	719	460	259	709	422	287	267	71	196	682	492	190
91.9 SEA FM	645	628	17	446	339	107	561	444	117	503	394	109	160	71	89	547	465	82
92.7 MIX FM	681	686	-5	576	450	126	581	526	55	479	457	22	120	76	44	529	487	42
ABC SUNSHINE COAST	324	275	49	215	169	46	201	162	39	148	129	19	84	67	17	279	275	4
ABC RADIO BRISBANE	125	108	17	113	96	17	82	65	17	61	59	2	28	32	-4	119	100	19
ABC RN (RADIO NATIONAL)	113	128	-15	81	69	12	74	80	-6	69	78	-9	40	38	2	108	102	6
ABC NEWSRADIO	87	53	34	59	28	31	58	20	38	61	23	38	34	16	18	65	45	20
triple j	507	452	55	381	296	85	439	385	54	375	353	22	131	86	45	430	453	-23
ABC CLASSIC	79	77	2	94	58	36	71	60	11	58	65	-7	32	21	11	73	86	-13

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 & Audio’s Nambour Licence Area Profile.