

SUNSHINE COAST (QLD)

SURVEY #1 2025



xtra insights

SUNSHINE COAST - XTRA INSIGHTS - SURVEY 1: 2025



EMBARGOED UNTIL TUESDAY AUGUST 26, 2025 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	13.3	18.5	-5.2	20.3	30.5	-10.2	25.7	46.1	-20.4	15.1	21.2	-6.1	16.2	21.4	-5.2	10.0	12.8	-2.8	4.4	3.3	1.1
91.9 SEA FM	15.0	12.4	2.6	22.7	20.6	2.1	19.4	12.6	6.8	30.3	26.9	3.4	15.4	11.9	3.5	7.9	5.2	2.7	2.8	2.5	0.3
92.7 MIX FM	16.8	14.8	2.0	16.5	13.6	2.9	14.2	8.1	6.1	11.9	9.1	2.8	17.7	17.5	0.2	26.0	23.7	2.3	15.1	13.9	1.2
ABC SUNSHINE COAST	6.2	6.7	-0.5	2.7	3.1	-0.4	0.0	0.8	-0.8	2.2	3.7	-1.5	7.3	6.0	1.3	9.3	8.4	0.9	10.0	11.9	-1.9
ABC RADIO BRISBANE	2.4	2.7	-0.3	0.0	0.0	0.0	1.3	0.7	0.6	0.5	0.6	-0.1	1.4	1.4	0.0	4.0	2.0	2.0	5.2	7.8	-2.6
ABC RADIO NATIONAL	1.1	2.4	-1.3	0.0	2.4	-2.4	0.0	0.0	0.0	0.5	0.0	0.5	0.5	1.5	-1.0	0.7	2.9	-2.2	3.2	5.5	-2.3
ABC NEWSRADIO	1.6	1.3	0.3	0.0	0.0	0.0	2.8	0.7	2.1	0.5	1.3	-0.8	1.4	1.1	0.3	2.6	2.7	-0.1	2.4	1.4	1.0
triple j	6.6	10.7	-4.1	3.6	12.9	-9.3	12.9	20.8	-7.9	11.4	23.4	-12.0	8.1	12.4	-4.3	4.6	2.0	2.6	2.4	1.0	1.4
ABC CLASSIC	0.8	1.8	-1.0	0.0	0.0	0.0	1.5	0.0	1.5	0.0	2.3	-2.3	0.5	1.0	-0.5	2.0	1.6	0.4	1.2	3.6	-2.4

Please note, the percentage balance of Station Listened to Most not reported in this table is the total amount of all Other listening and represents multiple stations. This includes local narrowcasters, community, and out of market radio listening either via App, online streaming, DAB+ or AM/FM transmitter.

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.

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	14.2	19.8	-5.6	11.6	15.6	-4.0	11.3	17.5	-6.2	13.6	20.9	-7.3	17.2	21.6	-4.4	13.0	17.3	-4.3
91.9 SEA FM	16.4	12.2	4.2	16.8	10.3	6.5	16.5	13.2	3.3	15.7	13.3	2.4	8.1	13.7	-5.6	14.0	12.6	1.4
92.7 MIX FM	17.9	14.8	3.1	16.2	16.1	0.1	17.5	14.7	2.8	17.3	14.2	3.1	16.8	9.4	7.4	18.4	12.5	5.9
ABC SUNSHINE COAST	6.9	7.0	-0.1	5.5	6.2	-0.7	4.7	5.3	-0.6	4.7	4.4	0.3	4.5	6.8	-2.3	5.3	8.0	-2.7
ABC RADIO BRISBANE	2.7	2.7	0.0	2.6	3.0	-0.4	2.2	2.3	-0.1	1.6	2.1	-0.5	4.5	1.9	2.6	2.3	3.2	-0.9
ABC RADIO NATIONAL	1.1	2.6	-1.5	1.9	1.9	0.0	1.3	1.9	-0.6	1.7	2.1	-0.4	1.8	3.8	-2.0	1.2	2.9	-1.7
ABC NEWSRADIO	1.8	1.5	0.3	1.3	1.1	0.2	1.9	0.7	1.2	1.4	0.9	0.5	0.5	1.7	-1.2	1.2	1.1	0.1
triple j	6.9	11.1	-4.2	6.0	11.2	-5.2	5.9	12.5	-6.6	7.1	13.2	-6.1	8.6	11.0	-2.4	8.1	11.8	-3.7
ABC CLASSIC	0.9	1.5	-0.6	0.8	2.7	-1.9	0.7	1.8	-1.1	1.1	1.4	-0.3	0.5	3.1	-2.6	0.8	1.6	-0.8

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 [Potential: 3971]

	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	884	1251	-367	110	196	-86	108	203	-95	187	311	-124	261	336	-75	119	130	-11	99	75	24
91.9 SEA FM	1050	1057	-7	140	158	-18	105	111	-6	323	346	-23	261	275	-14	134	98	36	87	70	17
92.7 MIX FM	1168	1073	95	112	96	16	113	105	8	195	187	8	262	268	-6	234	239	-5	252	179	73
ABC SUNSHINE COAST	472	518	-46	20	42	-22	9	23	-14	48	52	-4	103	103	0	102	88	14	191	210	-19
ABC RADIO BRISBANE	201	224	-23	4	4	0	4	6	-2	12	11	1	43	33	10	35	30	5	102	140	-38
ABC RADIO NATIONAL	190	181	9	0	19	-19	5	11	-6	40	14	26	16	34	-18	35	26	9	95	77	18
ABC NEWSRADIO	183	168	15	0	0	0	21	12	9	36	46	-10	36	43	-7	27	31	-4	63	37	26
triple j	541	754	-213	32	87	-55	105	115	-10	155	274	-119	146	212	-66	55	39	16	47	28	19
ABC CLASSIC	132	198	-66	0	0	0	17	24	-7	36	34	2	24	36	-12	16	33	-17	40	71	-31

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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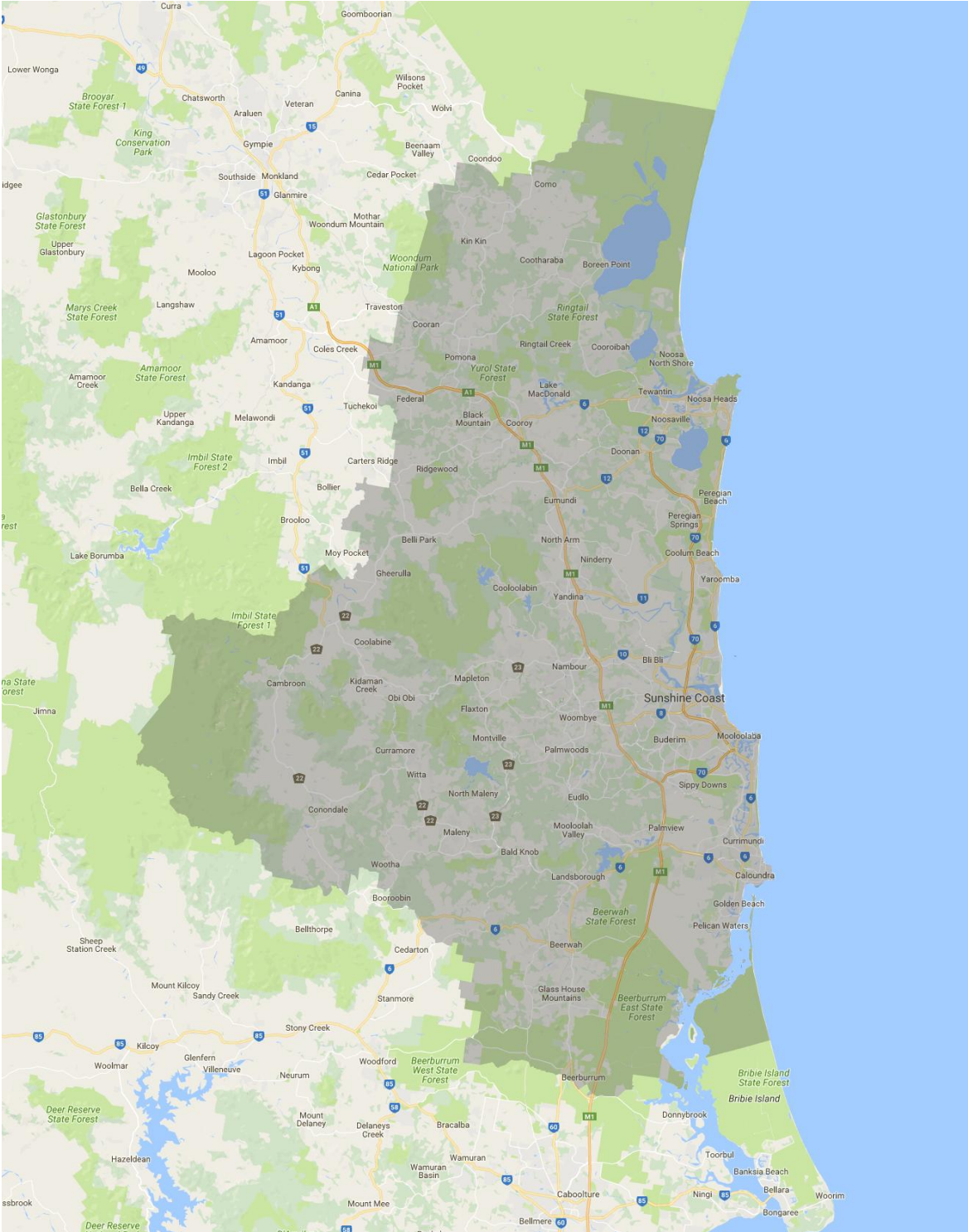
Cumulative Audience (00's) by Session, P10+

	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	646	895	-249	425	606	-181	485	719	-234	485	709	-224	187	267	-80	557	682	-125
91.9 SEA FM	713	645	68	577	446	131	650	561	89	580	503	77	167	160	7	617	547	70
92.7 MIX FM	807	681	126	537	576	-39	625	581	44	628	479	149	179	120	59	712	529	183
ABC SUNSHINE COAST	289	324	-35	203	215	-12	195	201	-6	183	148	35	56	84	-28	238	279	-41
ABC RADIO BRISBANE	130	125	5	83	113	-30	83	82	1	63	61	2	47	28	19	106	119	-13
ABC RADIO NATIONAL	80	113	-33	87	81	6	67	74	-7	64	69	-5	21	40	-19	99	108	-9
ABC NEWSRADIO	95	87	8	48	59	-11	88	58	30	84	61	23	16	34	-18	71	65	6
triple j	366	507	-141	235	381	-146	269	439	-170	294	375	-81	128	131	-3	346	430	-84
ABC CLASSIC	64	79	-15	56	94	-38	56	71	-15	68	58	10	16	32	-16	52	73	-21

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.

