

SUNSHINE COAST (QLD)

SURVEY #1 2026



xtra insights

SUNSHINE COAST - XTRA INSIGHTS - SURVEY 1 2026



EMBARGOED UNTIL TUESDAY 15TH SEPTEMBER 2026 AT 11AM AEST

Station Listened to Most (%), Monday to Sunday , 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	17.4	13.3	4.1	31.5	20.3	11.2	30.2	25.7	4.5	25.2	15.1	10.1	18.9	16.2	2.7	9.7	10.0	-0.3	4.3	4.4	-0.1
91.9 SEA FM	10.5	15.0	-4.5	13.8	22.7	-8.9	15.0	19.4	-4.4	22.6	30.3	-7.7	7.8	15.4	-7.6	8.5	7.9	0.6	2.0	2.8	-0.8
92.7 MIX FM	16.9	16.8	0.1	19.1	16.5	2.6	18.3	14.2	4.1	15.3	11.9	3.4	20.5	17.7	2.8	20.4	26.0	-5.6	11.4	15.1	-3.7
ABC SUNSHINE COAST	6.1	6.2	-0.1	2.9	2.7	0.2	3.5	0.0	3.5	1.6	2.2	-0.6	4.9	7.3	-2.4	7.8	9.3	-1.5	11.9	10.0	1.9
ABC RADIO BRISBANE	1.8	2.4	-0.6	0.0	0.0	0.0	0.0	1.3	-1.3	0.0	0.5	-0.5	1.4	1.4	0.0	1.9	4.0	-2.1	4.8	5.2	-0.4
ABC RADIO NATIONAL	2.8	1.1	1.7	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.5	0.6	1.8	0.5	1.3	5.2	0.7	4.5	5.5	3.2	2.3
ABC NEWSRADIO	2.8	1.6	1.2	1.9	0.0	1.9	1.4	2.8	-1.4	0.9	0.5	0.4	4.1	1.4	2.7	1.3	2.6	-1.3	4.8	2.4	2.4
triple j	9.0	6.6	2.4	13.5	3.6	9.9	13.0	12.9	0.1	12.8	11.4	1.4	10.0	8.1	1.9	8.4	4.6	3.8	2.4	2.4	0.0
ABC CLASSIC	0.9	0.8	0.1	0.0	0.0	0.0	0.0	1.5	-1.5	1.6	0.0	1.6	0.9	0.5	0.4	0.6	2.0	-1.4	1.2	1.2	0.0

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.

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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	21.0	14.2	6.8	14.5	11.6	2.9	18.5	11.3	7.2	20.0	13.6	6.4	16.0	17.2	-1.2	16.7	13.0	3.7
91.9 SEA FM	10.3	16.4	-6.1	8.8	16.8	-8.0	11.4	16.5	-5.1	10.2	15.7	-5.5	11.0	8.1	2.9	9.8	14.0	-4.2
92.7 MIX FM	16.6	17.9	-1.3	17.1	16.2	0.9	17.1	17.5	-0.4	16.6	17.3	-0.7	13.7	16.8	-3.1	14.4	18.4	-4.0
ABC SUNSHINE COAST	6.6	6.9	-0.3	7.9	5.5	2.4	5.5	4.7	0.8	5.7	4.7	1.0	6.8	4.5	2.3	8.6	5.3	3.3
ABC RADIO BRISBANE	1.7	2.7	-1.0	2.8	2.6	0.2	1.8	2.2	-0.4	1.4	1.6	-0.2	3.4	4.5	-1.1	2.8	2.3	0.5
ABC RADIO NATIONAL	2.4	1.1	1.3	3.4	1.9	1.5	3.1	1.3	1.8	2.9	1.7	1.2	4.1	1.8	2.3	3.5	1.2	2.3
ABC NEWSRADIO	2.9	1.8	1.1	2.6	1.3	1.3	2.2	1.9	0.3	2.4	1.4	1.0	4.6	0.5	4.1	2.3	1.2	1.1
triple j	8.9	6.9	2.0	6.2	6.0	0.2	7.8	5.9	1.9	8.8	7.1	1.7	8.4	8.6	-0.2	9.2	8.1	1.1
ABC CLASSIC	1.1	0.9	0.2	1.8	0.8	1.0	0.7	0.7	0.0	1.1	1.1	0.0	3.7	0.5	3.2	0.8	0.8	0.0

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 , P10+ [Potential: 4055]

	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	1279	884	395	198	110	88	171	108	63	384	187	197	306	261	45	119	119	0	100	99	1
91.9 SEA FM	949	1050	-101	119	140	-21	103	105	-2	332	323	9	220	261	-41	103	134	-31	72	87	-15
92.7 MIX FM	1192	1168	24	131	112	19	104	113	-9	255	195	60	290	262	28	195	234	-39	216	252	-36
ABC SUNSHINE COAST	574	472	102	34	20	14	29	9	20	67	48	19	92	103	-11	103	102	1	249	191	58
ABC RADIO BRISBANE	133	201	-68	0	4	-4	0	4	-4	9	12	-3	16	43	-27	24	35	-11	84	102	-18
ABC RADIO NATIONAL	259	190	69	13	0	13	16	5	11	37	40	-3	52	16	36	47	35	12	92	95	-3
ABC NEWSRADIO	261	183	78	22	0	22	17	21	-4	56	36	20	65	36	29	20	27	-7	81	63	18
triple j	667	541	126	85	32	53	92	105	-13	225	155	70	133	146	-13	91	55	36	40	47	-7
ABC CLASSIC	195	132	63	8	0	8	25	17	8	83	36	47	23	24	-1	12	16	-4	44	40	4

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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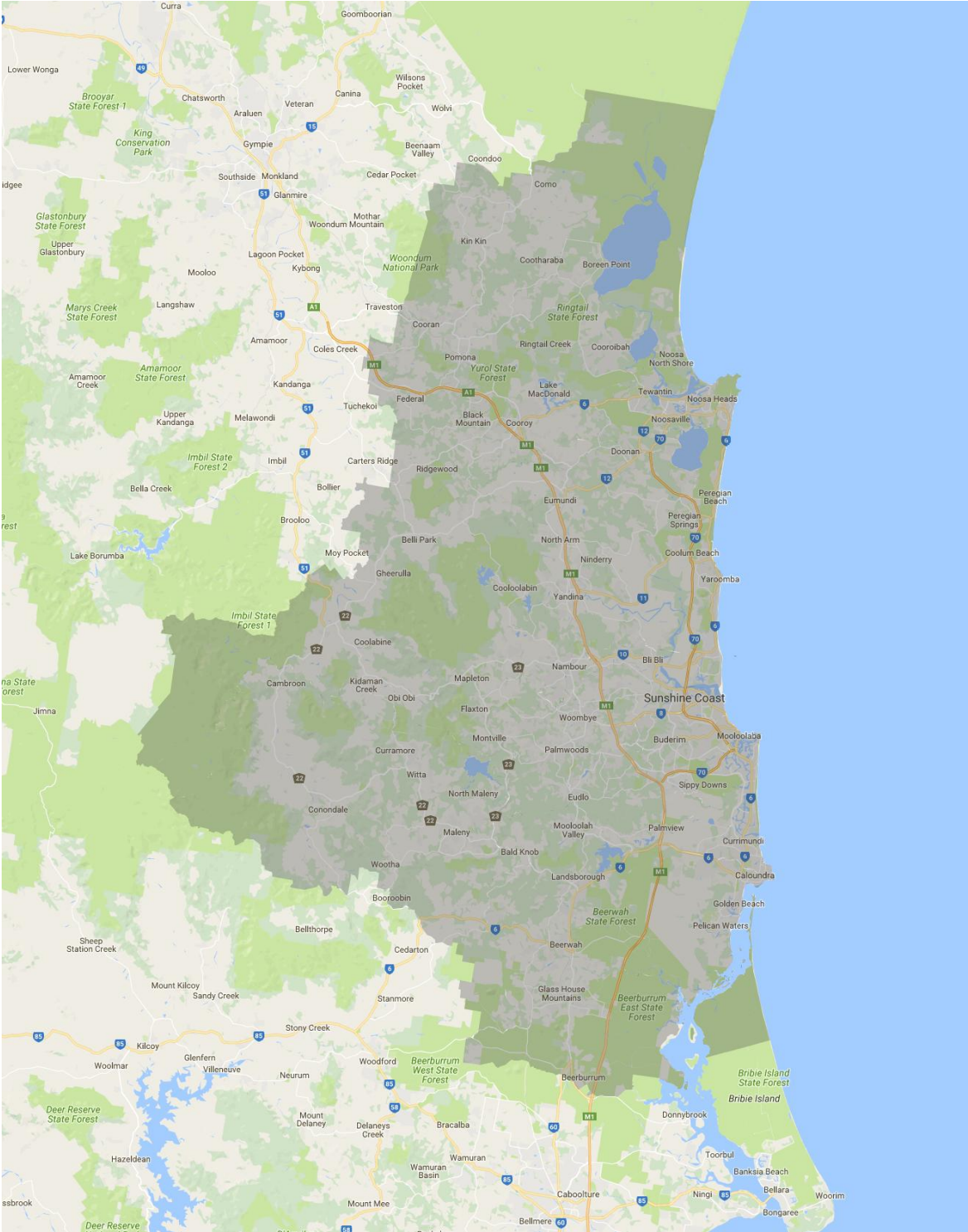
Cumulative Audience (00's) by Session

	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	1075	646	429	628	425	203	802	485	317	713	485	228	192	187	5	740	557	183
91.9 SEA FM	723	713	10	479	577	-98	543	650	-107	502	580	-78	151	167	-16	562	617	-55
92.7 MIX FM	881	807	74	700	537	163	727	625	102	593	628	-35	191	179	12	658	712	-54
ABC SUNSHINE COAST	423	289	134	350	203	147	293	195	98	266	183	83	93	56	37	438	238	200
ABC RADIO BRISBANE	88	130	-42	96	83	13	89	83	6	56	63	-7	32	47	-15	117	106	11
ABC RADIO NATIONAL	150	80	70	129	87	42	130	67	63	96	64	32	41	21	20	152	99	53
ABC NEWSRADIO	153	95	58	123	48	75	97	88	9	89	84	5	48	16	32	125	71	54
triple j	457	366	91	246	235	11	309	269	40	323	294	29	88	128	-40	395	346	49
ABC CLASSIC	103	64	39	80	56	24	76	56	20	90	68	22	46	16	30	76	52	24

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.