

SUNSHINE COAST (QLD)

SURVEY #1 2022



SUNSHINE COAST - XTRA INSIGHTS - SURVEY 1: 2022

EMBARGOED UNTIL TUESDAY 20TH SEPTEMBER 2022 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	12.1	13.5	-1.4	18.8	33.6	-14.8	25.4	23.0	2.4	14.1	19.4	-5.3	16.3	13.8	2.5	6.6	4.9	1.7	1.4	0.4	1.0
91.9 SEA FM	13.8	13.2	0.6	25.0	25.9	-0.9	23.3	20.2	3.1	25.2	26.5	-1.3	13.7	13.3	0.4	6.3	2.8	3.5	0.4	0.4	0.0
92.7 MIX FM	15.9	17.0	-1.1	13.7	13.0	0.7	12.8	13.0	-0.2	9.2	12.2	-3.0	22.8	25.9	-3.1	22.6	26.4	-3.8	11.9	9.1	2.8
ABC SUNSHINE COAST	8.0	6.8	1.2	3.5	2.1	1.4	3.4	0.0	3.4	2.2	1.6	0.6	5.2	8.0	-2.8	14.3	10.5	3.8	15.3	12.4	2.9
ABC RADIO BRISBANE	2.6	4.4	-1.8	0.0	0.0	0.0	0.0	1.5	-1.5	0.0	1.2	-1.2	1.8	1.0	0.8	4.2	3.3	0.9	6.8	14.5	-7.7
ABC WIDE BAY	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.7
ABC RN (RADIO NATIONAL)	3.1	2.6	0.5	4.0	2.1	1.9	0.0	0.0	0.0	0.5	0.0	0.5	1.2	1.4	-0.2	3.5	2.7	0.8	7.6	7.2	0.4
ABC NEWSRADIO	1.1	1.2	-0.1	0.0	0.7	-0.7	0.0	0.0	0.0	0.3	0.8	-0.5	1.2	0.7	0.5	1.0	2.2	-1.2	2.8	2.2	0.6
TRIPLE J	12.5	11.0	1.5	13.1	9.2	3.9	24.6	24.4	0.2	27.2	22.6	4.6	14.6	12.6	2.0	2.0	3.3	-1.3	0.7	1.1	-0.4
ABC CLASSIC	1.4	1.8	-0.4	0.7	0.0	0.7	0.0	0.0	0.0	0.4	0.0	0.4	0.0	0.7	-0.7	1.4	1.6	-0.2	4.5	6.2	-1.7

Please note: Last Sunshine Coast Survey conducted September 2021.

*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: 22nd August 2022 – 10th September 2022

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SUNSHINE COAST - XTRA INSIGHTS - SURVEY 1: 2022

EMBARGOED UNTIL TUESDAY 20TH SEPTEMBER 2022 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	12.2	12.9	-0.7	10.7	8.5	2.2	12.1	12.7	-0.6	12.5	15.8	-3.3	12.4	10.6	1.8	11.1	12.2	-1.1
91.9 SEA FM	15.1	14.3	0.8	12.6	10.4	2.2	13.1	12.4	0.7	15.4	13.7	1.7	10.6	6.8	3.8	12.2	11.8	0.4
92.7 MIX FM	17.0	17.4	-0.4	15.4	18.1	-2.7	16.0	18.7	-2.7	15.5	17.6	-2.1	11.1	10.7	0.4	13.4	14.9	-1.5
ABC SUNSHINE COAST	7.6	7.3	0.3	7.6	5.9	1.7	5.7	4.9	0.8	6.7	4.7	2.0	7.7	11.9	-4.2	7.2	7.3	-0.1
ABC RADIO BRISBANE	2.8	4.6	-1.8	2.9	4.9	-2.0	2.8	3.6	-0.8	1.5	2.9	-1.4	5.0	3.8	1.2	3.4	4.6	-1.2
ABC WIDE BAY	0.1	0.0	0.1	0.2	0.0	0.2	0.1	0.0	0.1	0.2	0.0	0.2	0.6	0.0	0.6	0.3	0.0	0.3
ABC RN (RADIO NATIONAL)	3.7	3.1	0.6	2.6	1.9	0.7	2.9	1.8	1.1	2.3	2.2	0.1	3.4	4.3	-0.9	2.4	2.5	-0.1
ABC NEWSRADIO	1.1	1.1	0.0	0.8	1.3	-0.5	0.8	1.4	-0.6	1.0	1.0	0.0	1.8	1.1	0.7	1.4	1.5	-0.1
TRIPLE J	12.8	11.8	1.0	11.9	13.7	-1.8	13.3	13.2	0.1	14.9	13.6	1.3	13.9	16.3	-2.4	15.5	14.1	1.4
ABC CLASSIC	1.1	1.6	-0.5	1.3	1.9	-0.6	1.5	1.6	-0.1	1.5	2.2	-0.7	2.5	3.8	-1.3	1.8	2.4	-0.6

Please note: Last Sunshine Coast Survey conducted September 2021.

*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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SUNSHINE COAST - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL TUESDAY 20TH SEPTEMBER 2022 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	814	881	-67	148	195	-47	130	130	0	198	228	-30	260	246	14	59	65	-6	19	18	1
91.9 SEA FM	918	838	80	150	170	-20	133	116	17	305	283	22	250	222	28	73	41	32	8	6	2
92.7 MIX FM	934	1012	-78	98	112	-14	90	64	26	143	171	-28	277	359	-82	183	203	-20	143	103	40
ABC SUNSHINE COAST	472	403	69	32	20	12	14	12	2	30	16	14	90	102	-12	114	97	17	192	156	36
ABC RADIO BRISBANE	203	246	-43	0	5	-5	0	18	-18	3	11	-8	34	15	19	51	41	10	115	156	-41
ABC WIDE BAY	12	3	9	0	0	0	0	0	0	2	0	2	0	0	0	2	3	-1	8	0	8
ABC RN (RADIO NATIONAL)	185	154	31	16	11	5	0	0	0	8	3	5	33	27	6	41	29	12	87	85	2
ABC NEWSRADIO	94	70	24	3	3	0	5	0	5	6	5	1	22	12	10	8	21	-13	50	29	21
TRIPLE J	713	746	-33	78	88	-10	110	133	-23	250	271	-21	212	207	5	46	32	14	17	15	2
ABC CLASSIC	106	117	-11	6	6	0	3	0	3	5	0	5	6	21	-15	13	15	-2	72	76	-4

Please note: Last Sunshine Coast Survey conducted September 2021.

*A minimum sample of n=50 is required within a sub cell to be able to produce a result

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: 3623]

	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	573	601	-28	351	264	87	457	453	4	434	431	3	124	80	44	412	469	-57
91.9 SEA FM	678	583	95	379	287	92	497	407	90	498	400	98	109	51	58	461	455	6
92.7 MIX FM	652	680	-28	440	488	-48	515	602	-87	456	457	-1	91	92	-1	458	531	-73
ABC SUNSHINE COAST	314	305	9	200	155	45	192	161	31	187	146	41	56	70	-14	239	248	-9
ABC RADIO BRISBANE	112	156	-44	85	114	-29	94	100	-6	42	66	-24	36	23	13	117	152	-35
ABC WIDE BAY	7	0	7	8	0	8	5	0	5	5	0	5	4	0	4	7	3	4
ABC RN (RADIO NATIONAL)	123	113	10	72	44	28	92	58	34	71	58	13	25	23	2	87	88	-1
ABC NEWSRADIO	47	38	9	24	26	-2	30	35	-5	36	23	13	16	9	7	50	47	3
TRIPLE J	491	449	42	335	363	-28	416	440	-24	417	352	65	126	102	24	470	427	43
ABC CLASSIC	44	67	-23	39	50	-11	51	47	4	47	53	-6	18	23	-5	59	76	-17

Please note: Last Sunshine Coast Survey conducted September 2021.

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Cumulative Audience (00's)

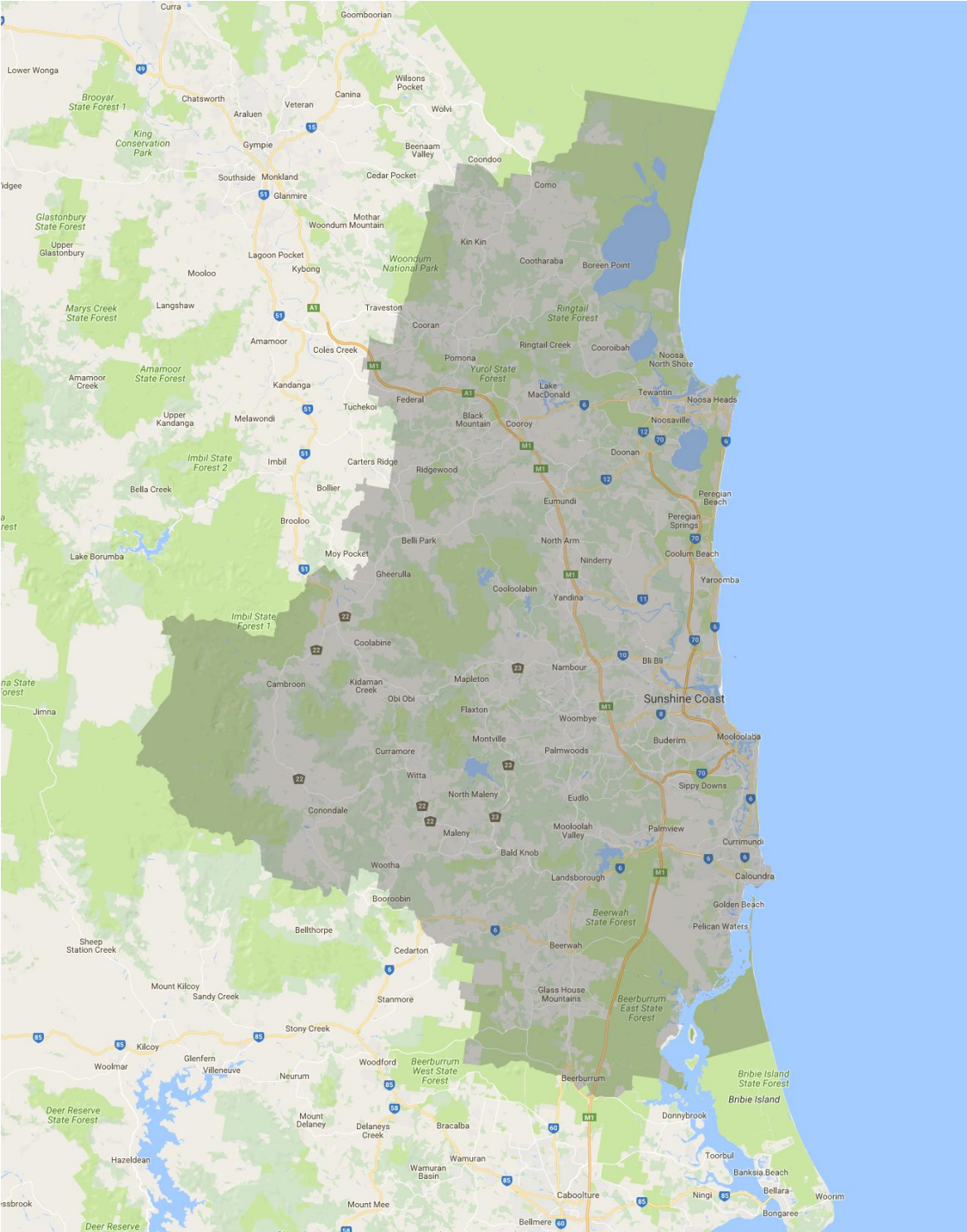
The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening.

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.