

MARYBOROUGH (QLD)

SURVEY #1 2023



MARYBOROUGH - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL TUESDAY 13TH JUNE 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	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT101.9 FRASER COAST	29.4	31.1	-1.7	67.8	69.3	-1.5	70.5	52.5	18.0	51.8	48.0	3.8	34.3	34.9	-0.6	15.1	17.6	-2.5	4.1	7.0	-2.9
TRIPLE M FRASER COAST 103.5	21.8	20.7	1.1	20.2	11.3	8.9	7.6	12.3	-4.7	17.7	15.2	2.5	31.9	32.5	-0.6	35.3	33.8	1.5	14.2	13.2	1.0
ABC WIDE BAY	12.2	14.1	-1.9	0.0	5.7	-5.7	0.0	1.8	-1.8	0.8	2.4	-1.6	3.8	5.4	-1.6	9.9	8.1	1.8	29.4	36.8	-7.4
ABC RN (RADIO NATIONAL)	2.4	3.0	-0.6	0.0	0.0	0.0	0.0	1.8	-1.8	0.0	0.8	-0.8	1.9	1.2	0.7	2.8	4.4	-1.6	4.6	6.1	-1.5
ABC NEWSRADIO	0.9	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	-0.8	0.6	0.0	0.6	0.0	1.5	-1.5	2.5	1.8	0.7
TRIPLE J	6.4	5.1	1.3	7.0	4.6	2.4	20.5	14.1	6.4	14.3	12.0	2.3	8.8	3.6	5.2	2.9	4.4	-1.5	0.4	0.9	-0.5
ABC CLASSIC	1.1	1.5	-0.4	0.0	0.0	0.0	0.0	1.7	-1.7	0.0	0.8	-0.8	0.6	1.2	-0.6	0.0	0.0	0.0	3.1	3.5	-0.4

Please note: Last Maryborough Survey conducted May 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: 15th May 2023 – 3rd June 2023

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EMBARGOED UNTIL TUESDAY 13TH JUNE 2023 AT 11AM AEST

Session Listened to Most (%)

	Breakfast Mon-Fri 5.30am-9.00am			Morning Mon-Fri 9.00am-12.00pm			Afternoon Mon-Fri 12.00pm-4.00pm			Drive Mon-Fri 4.00pm-7.00pm			Evening Mon-Fri 7.00pm-12.00mn			Weekend Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT101.9 FRASER COAST	32.0	31.7	0.3	26.6	26.0	0.6	32.2	32.3	-0.1	36.4	37.0	-0.6	31.0	23.4	7.6	27.3	28.0	-0.7
TRIPLE M FRASER COAST 103.5	22.3	21.9	0.4	22.8	25.2	-2.4	23.4	23.1	0.3	22.4	21.1	1.3	17.4	16.4	1.0	20.2	19.3	0.9
ABC WIDE BAY	12.9	15.2	-2.3	11.6	13.3	-1.7	8.4	11.3	-2.9	5.4	8.6	-3.2	17.7	21.1	-3.4	13.7	17.2	-3.5
ABC RN (RADIO NATIONAL)	2.5	3.5	-1.0	1.8	2.4	-0.6	1.0	1.7	-0.7	1.1	2.9	-1.8	3.9	4.7	-0.8	3.1	2.7	0.4
ABC NEWSRADIO	0.8	0.9	-0.1	1.1	0.8	0.3	0.6	0.4	0.2	1.1	0.2	0.9	1.5	0.6	0.9	1.0	0.5	0.5
TRIPLE J	6.5	5.4	1.1	6.0	4.4	1.6	7.3	5.7	1.6	7.9	7.4	0.5	6.2	6.4	-0.2	4.9	6.2	-1.3
ABC CLASSIC	1.1	0.9	0.2	1.7	1.6	0.1	1.4	1.2	0.2	1.2	1.0	0.2	1.9	2.9	-1.0	1.2	0.9	0.3

Please note: Last Maryborough Survey conducted May 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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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	+/-
HIT101.9 FRASER COAST	391	407	-16	77	82	-5	53	49	4	102	97	5	102	108	-6	38	46	-8	19	27	-8
TRIPLE M FRASER COAST 103.5	392	364	28	40	41	-1	24	19	5	59	64	-5	96	98	-2	96	83	13	77	59	18
ABC WIDE BAY	169	197	-28	2	12	-10	0	1	-1	5	7	-2	10	23	-13	27	29	-2	125	125	0
ABC RN (RADIO NATIONAL)	44	46	-2	0	0	0	0	1	-1	0	2	-2	6	6	0	11	12	-1	28	24	4
ABC NEWSRADIO	22	17	5	2	0	2	0	0	0	2	1	1	2	5	-3	5	4	1	11	7	4
TRIPLE J	99	91	8	16	11	5	15	19	-4	34	34	0	22	12	10	7	11	-4	4	4	0
ABC CLASSIC	18	19	-1	0	0	0	0	1	-1	1	1	0	1	2	-1	1	1	0	14	13	1

Please note: Last Maryborough Survey conducted May 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: 1009]

	Breakfast Mon-Fri 5.30am-9.00am			Morning Mon-Fri 9.00am-12.00pm			Afternoon Mon-Fri 12.00pm-4.00pm			Drive Mon-Fri 4.00pm-7.00pm			Evening Mon-Fri 7.00pm-12.00mn			Weekend Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT101.9 FRASER COAST	302	299	3	200	183	17	270	242	28	222	221	1	89	57	32	246	223	23
TRIPLE M FRASER COAST 103.5	265	244	21	198	185	13	240	198	42	160	141	19	64	37	27	214	165	49
ABC WIDE BAY	117	136	-19	83	93	-10	70	82	-12	32	51	-19	52	50	2	115	130	-15
ABC RN (RADIO NATIONAL)	26	30	-4	15	16	-1	12	12	0	8	16	-8	12	11	1	28	22	6
ABC NEWSRADIO	10	12	-2	9	8	1	5	5	0	8	5	3	6	2	4	14	6	8
TRIPLE J	75	63	12	49	35	14	70	48	22	50	48	2	22	16	6	51	57	-6
ABC CLASSIC	10	7	3	14	10	4	10	8	2	6	6	0	5	6	-1	9	11	-2

Please note: Last Maryborough Survey conducted May 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.

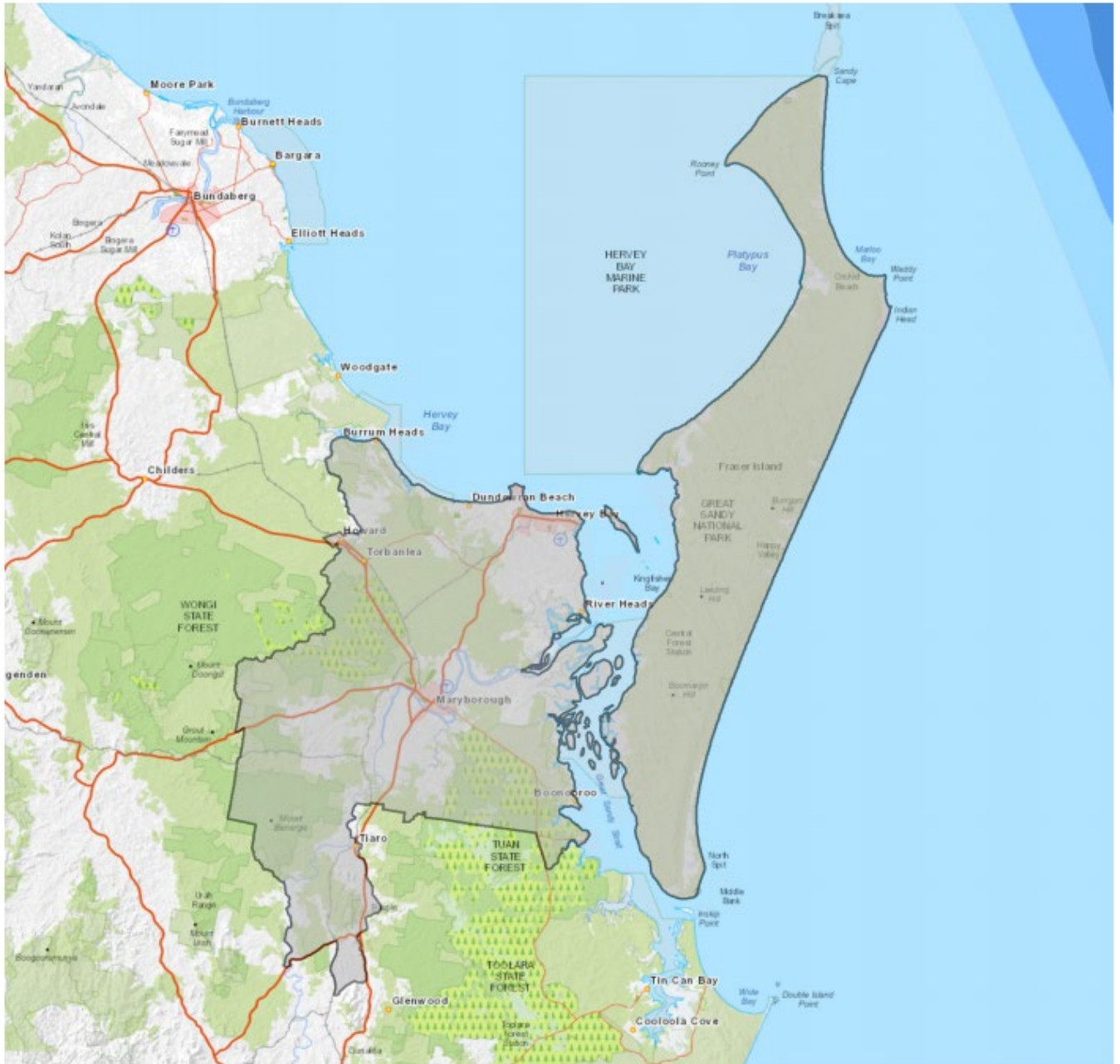
For example, Station A has 25,000 unique listeners between 5.30am-12.00mn Monday to Sunday.

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MARYBOROUGH Survey Coverage Area based on Commercial Radio Australia's Licence Area Profile.