

MARYBOROUGH (QLD)

SURVEY #1 2017



MARYBOROUGH - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL TUESDAY 1ST AUGUST AT 10AM 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	30.1	34.8	-4.7	66.2	83.9	-17.7	59.7	62.7	-3.0	53.0	58.9	-5.9	27.6	31.1	-3.5	12.5	13.1	-0.6	0.9	3.3	-2.4
103.5 TRIPLE M FRASER COAST	30.5	23.8	6.7	14.1	4.3	9.8	19.5	9.3	10.2	22.1	18.7	3.4	44.8	34.8	10.0	38.4	41.8	-3.4	31.6	21.9	9.7
ABC WIDE BAY	14.6	15.5	-0.9	2.2	0.0	2.2	1.3	1.3	0.0	1.5	1.5	0.0	5.5	6.0	-0.5	18.3	17.2	1.1	38.2	42.9	-4.7
ABC RN (RADIO NATIONAL)	2.3	2.4	-0.1	1.1	1.1	0.0	0.0	0.0	0.0	1.5	0.0	1.5	3.1	2.4	0.7	2.5	4.1	-1.6	3.3	4.3	-1.0
ABC NEWS	0.3	0.4	-0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.6	0.0	0.8	-0.8	0.5	1.0	-0.5
TRIPLE J	3.8	5.6	-1.8	5.5	6.4	-0.9	11.7	13.3	-1.6	7.3	11.2	-3.9	3.1	6.0	-2.9	0.8	3.3	-2.5	0.0	0.0	0.0
ABC CLASSIC FM	0.9	1.4	-0.5	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0	2.2	0.0	0.6	-0.6	1.7	2.5	-0.8	0.9	3.3	-2.4

Please note: Last Maryborough Survey conducted July 2016. HIT 101.9 FRASER COAST & 103.5 TRIPLE M FRASER COAST on air from 15 Dec 2016. Previously known as SEA FM & MIX FM.
ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

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: 3rd July 2017 - 22nd July 2017

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EMBARGOED UNTIL TUESDAY 1ST AUGUST AT 10AM 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	+/-
HIT101.9 FRASER COAST	30.8	35.3	-4.5	23.7	24.6	-0.9	30.8	36.3	-5.5	36.3	44.2	-7.9	20.8	22.3	-1.5	30.7	35.3	-4.6
103.5 TRIPLE M FRASER COAST	26.8	22.5	4.3	37.4	29.1	8.3	32.3	22.7	9.6	29.1	21.0	8.1	17.7	11.8	5.9	24.8	18.2	6.6
ABC WIDE BAY	17.2	17.3	-0.1	14.7	17.2	-2.5	11.5	13.4	-1.9	8.4	8.6	-0.2	33.8	37.6	-3.8	18.5	19.3	-0.8
ABC RN (RADIO NATIONAL)	2.3	3.0	-0.7	2.2	2.0	0.2	2.0	1.8	0.2	2.0	2.4	-0.4	1.5	2.3	-0.8	1.2	2.4	-1.2
ABC NEWS	0.3	0.2	0.1	0.2	0.7	-0.5	0.2	0.9	-0.7	0.2	0.2	0.0	0.8	0.0	0.8	0.2	0.3	-0.1
TRIPLE J	3.9	5.7	-1.8	3.4	5.0	-1.6	3.9	6.7	-2.8	4.9	7.2	-2.3	3.9	8.2	-4.3	4.3	6.8	-2.5
ABC CLASSIC FM	0.5	1.4	-0.9	0.6	1.5	-0.9	1.1	1.6	-0.5	1.2	1.8	-0.6	2.3	2.4	-0.1	0.8	1.6	-0.8

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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.

Survey Period: 3rd July 2017 - 22nd July 2017

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EMBARGOED UNTIL TUESDAY 1ST AUGUST AT 10AM 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	+/-
HIT101.9 FRASER COAST	369	409	-40.0	74	93	-19.0	63	72	-9.0	107	110	-3.0	83	92	-9.0	31	30	1.0	11	12	-1.0
103.5 TRIPLE M FRASER COAST	396	307	89.0	32	12	20.0	26	17	9.0	58	55	3.0	108	90	18.0	73	67	6.0	97	67	30.0
ABC WIDE BAY	189	181	8.0	2	2	0.0	1	1	0.0	2	5	-3.0	23	15	8.0	38	37	1.0	122	121	1.0
ABC RN (RADIO NATIONAL)	31	41	-10.0	1	2	-1.0	0	0	0.0	5	1	4.0	8	8	0.0	7	12	-5.0	10	18	-8.0
ABC NEWS	6	11	-5.0	0	1	-1.0	0	0	0.0	1	0	1.0	2	1	1.0	1	2	-1.0	1	6	-5.0
TRIPLE J	67	64	3.0	13	9	4.0	16	14	2.0	18	20	-2.0	13	15	-2.0	7	6	1.0	0	0	0.0
ABC CLASSIC FM	19	22	-3.0	1	0	1.0	0	0	0.0	4	0	4.0	2	4	-2.0	2	3	-1.0	9	15	-6.0

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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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EMBARGOED UNTIL TUESDAY 1ST AUGUST AT 10AM AEST

Cumulative Audience (00's) by Session, P10+ [Potential: 953]

	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	+/-
HIT101.9 FRASER COAST	292	318	-26.0	182	152	30.0	252	225	27.0	260	288	-28.0	38	26	12.0	275	277	-2.0
103.5 TRIPLE M FRASER COAST	282	228	54.0	272	183	89.0	265	159	106.0	221	162	59.0	38	18	20.0	256	169	87.0
ABC WIDE BAY	152	154	-2.0	112	105	7.0	96	82	14.0	68	63	5.0	61	37	24.0	156	151	5.0
ABC RN (RADIO NATIONAL)	23	37	-14.0	18	26	-8.0	18	23	-5.0	18	24	-6.0	5	5	0.0	15	29	-14.0
ABC NEWS	5	6	-1.0	2	5	-3.0	1	6	-5.0	2	6	-4.0	1	1	0.0	4	6	-2.0
TRIPLE J	49	52	-3.0	31	31	0.0	42	39	3.0	55	48	7.0	11	8	3.0	48	54	-6.0
ABC CLASSIC FM	8	14	-6.0	7	12	-5.0	12	9	3.0	8	13	-5.0	5	2	3.0	12	15	-3.0

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MARYBOROUGH (QLD) RA1

Area ID: 454

Determined: 11 March 2011 (2006 Census)

Legend

