

# MARYBOROUGH (QLD)

SURVEY #1 2021



# MARYBOROUGH - XTRA INSIGHTS - SURVEY 1: 2021



EMBARGOED UNTIL TUESDAY 18TH MAY 2021 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	<b>31.1</b>	30.1	1.0	<b>69.3</b>	66.2	3.1	<b>52.5</b>	59.7	-7.2	<b>48.0</b>	53.0	-5.0	<b>34.9</b>	27.6	7.3	<b>17.6</b>	12.5	5.1	<b>7.0</b>	0.9	6.1
TRIPLE M FRASER COAST 103.5	<b>20.7</b>	30.5	-9.8	<b>11.3</b>	14.1	-2.8	<b>12.3</b>	19.5	-7.2	<b>15.2</b>	22.1	-6.9	<b>32.5</b>	44.8	-12.3	<b>33.8</b>	38.4	-4.6	<b>13.2</b>	31.6	-18.4
ABC WIDE BAY	<b>14.1</b>	14.6	-0.5	<b>5.7</b>	2.2	3.5	<b>1.8</b>	1.3	0.5	<b>2.4</b>	1.5	0.9	<b>5.4</b>	5.5	-0.1	<b>8.1</b>	18.3	-10.2	<b>36.8</b>	38.2	-1.4
ABC RN (RADIO NATIONAL)	<b>3.0</b>	2.3	0.7	<b>0.0</b>	1.1	-1.1	<b>1.8</b>	0.0	1.8	<b>0.8</b>	1.5	-0.7	<b>1.2</b>	3.1	-1.9	<b>4.4</b>	2.5	1.9	<b>6.1</b>	3.3	2.8
ABC NEWSRADIO	<b>0.9</b>	0.3	0.6	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.8</b>	0.0	0.8	<b>0.0</b>	0.6	-0.6	<b>1.5</b>	0.0	1.5	<b>1.8</b>	0.5	1.3
triple j	<b>5.1</b>	3.8	1.3	<b>4.6</b>	5.5	-0.9	<b>14.1</b>	11.7	2.4	<b>12.0</b>	7.3	4.7	<b>3.6</b>	3.1	0.5	<b>4.4</b>	0.8	3.6	<b>0.9</b>	0.0	0.9
ABC CLASSIC	<b>1.5</b>	0.9	0.6	<b>0.0</b>	0.0	0.0	<b>1.7</b>	0.0	1.7	<b>0.8</b>	2.2	-1.4	<b>1.2</b>	0.0	1.2	<b>0.0</b>	1.7	-1.7	<b>3.5</b>	0.9	2.6

**Please note:** Last MARYBOROUGH Survey conducted August, 2017.

ABC NewsRadio on air from 26 July 2020. Previously known as ABC News.

ABC CLASSIC on air from 21 January 2019. Previously known as ABC Classic FM.

### 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.

# MARYBOROUGH - XTRA INSIGHTS - SURVEY 1: 2021



EMBARGOED UNTIL TUESDAY 18TH MAY 2021 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	<b>31.7</b>	30.8	0.9	<b>26.0</b>	23.7	2.3	<b>32.3</b>	30.8	1.5	<b>37.0</b>	36.3	0.7	<b>23.4</b>	20.8	2.6	<b>28.0</b>	30.7	-2.7
TRIPLE M FRASER COAST 103.5	<b>21.9</b>	26.8	-4.9	<b>25.2</b>	37.4	-12.2	<b>23.1</b>	32.3	-9.2	<b>21.1</b>	29.1	-8.0	<b>16.4</b>	17.7	-1.3	<b>19.3</b>	24.8	-5.5
ABC WIDE BAY	<b>15.2</b>	17.2	-2.0	<b>13.3</b>	14.7	-1.4	<b>11.3</b>	11.5	-0.2	<b>8.6</b>	8.4	0.2	<b>21.1</b>	33.8	-12.7	<b>17.2</b>	18.5	-1.3
ABC RN (RADIO NATIONAL)	<b>3.5</b>	2.3	1.2	<b>2.4</b>	2.2	0.2	<b>1.7</b>	2.0	-0.3	<b>2.9</b>	2.0	0.9	<b>4.7</b>	1.5	3.2	<b>2.7</b>	1.2	1.5
ABC NEWSRADIO	<b>0.9</b>	0.3	0.6	<b>0.8</b>	0.2	0.6	<b>0.4</b>	0.2	0.2	<b>0.2</b>	0.2	0.0	<b>0.6</b>	0.8	-0.2	<b>0.5</b>	0.2	0.3
triple j	<b>5.4</b>	3.9	1.5	<b>4.4</b>	3.4	1.0	<b>5.7</b>	3.9	1.8	<b>7.4</b>	4.9	2.5	<b>6.4</b>	3.9	2.5	<b>6.2</b>	4.3	1.9
ABC CLASSIC	<b>0.9</b>	0.5	0.4	<b>1.6</b>	0.6	1.0	<b>1.2</b>	1.1	0.1	<b>1.0</b>	1.2	-0.2	<b>2.9</b>	2.3	0.6	<b>0.9</b>	0.8	0.1

**Please note:** Last MARYBOROUGH Survey conducted August, 2017.

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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.

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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	<b>407</b>	370	37	<b>82</b>	74	8	<b>49</b>	63	-14	<b>97</b>	107	-10	<b>108</b>	84	24	<b>46</b>	31	15	<b>27</b>	11	16
TRIPLE M FRASER COAST 103.5	<b>364</b>	396	-32	<b>41</b>	32	9	<b>19</b>	26	-7	<b>64</b>	58	6	<b>98</b>	108	-10	<b>83</b>	73	10	<b>59</b>	97	-38
ABC WIDE BAY	<b>197</b>	190	7	<b>12</b>	2	10	<b>1</b>	1	0	<b>7</b>	2	5	<b>23</b>	23	0	<b>29</b>	38	-9	<b>125</b>	124	1
ABC RN (RADIO NATIONAL)	<b>46</b>	31	15	<b>0</b>	1	-1	<b>1</b>	0	1	<b>2</b>	5	-3	<b>6</b>	8	-2	<b>12</b>	7	5	<b>24</b>	10	14
ABC NEWSRADIO	<b>17</b>	6	11	<b>0</b>	0	0	<b>0</b>	0	0	<b>1</b>	1	0	<b>5</b>	2	3	<b>4</b>	1	3	<b>7</b>	1	6
triple j	<b>91</b>	67	24	<b>11</b>	13	-2	<b>19</b>	16	3	<b>34</b>	18	16	<b>12</b>	13	-1	<b>11</b>	7	4	<b>4</b>	0	4
ABC CLASSIC	<b>19</b>	19	0	<b>0</b>	1	-1	<b>1</b>	0	1	<b>1</b>	4	-3	<b>2</b>	2	0	<b>1</b>	2	-1	<b>13</b>	9	4

**Please note:** Last MARYBOROUGH Survey conducted August, 2017.

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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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Cumulative Audience (00's) by Session, P10+ [Potential: 966]

	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	<b>299</b>	292	7	<b>183</b>	182	1	<b>242</b>	252	-10	<b>221</b>	260	-39	<b>57</b>	38	19	<b>223</b>	275	-52
TRIPLE M FRASER COAST 103.5	<b>244</b>	282	-38	<b>185</b>	272	-87	<b>198</b>	265	-67	<b>141</b>	221	-80	<b>37</b>	38	-1	<b>165</b>	256	-91
ABC WIDE BAY	<b>136</b>	152	-16	<b>93</b>	112	-19	<b>82</b>	96	-14	<b>51</b>	68	-17	<b>50</b>	61	-11	<b>130</b>	156	-26
ABC RN (RADIO NATIONAL)	<b>30</b>	23	7	<b>16</b>	18	-2	<b>12</b>	18	-6	<b>16</b>	18	-2	<b>11</b>	5	6	<b>22</b>	15	7
ABC NEWSRADIO	<b>12</b>	5	7	<b>8</b>	2	6	<b>5</b>	1	4	<b>5</b>	2	3	<b>2</b>	1	1	<b>6</b>	4	2
triple j	<b>63</b>	49	14	<b>35</b>	31	4	<b>48</b>	42	6	<b>48</b>	55	-7	<b>16</b>	11	5	<b>57</b>	48	9
ABC CLASSIC	<b>7</b>	8	-1	<b>10</b>	7	3	<b>8</b>	12	-4	<b>6</b>	8	-2	<b>6</b>	5	1	<b>11</b>	12	-1

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## Cumulative Audience (00's)

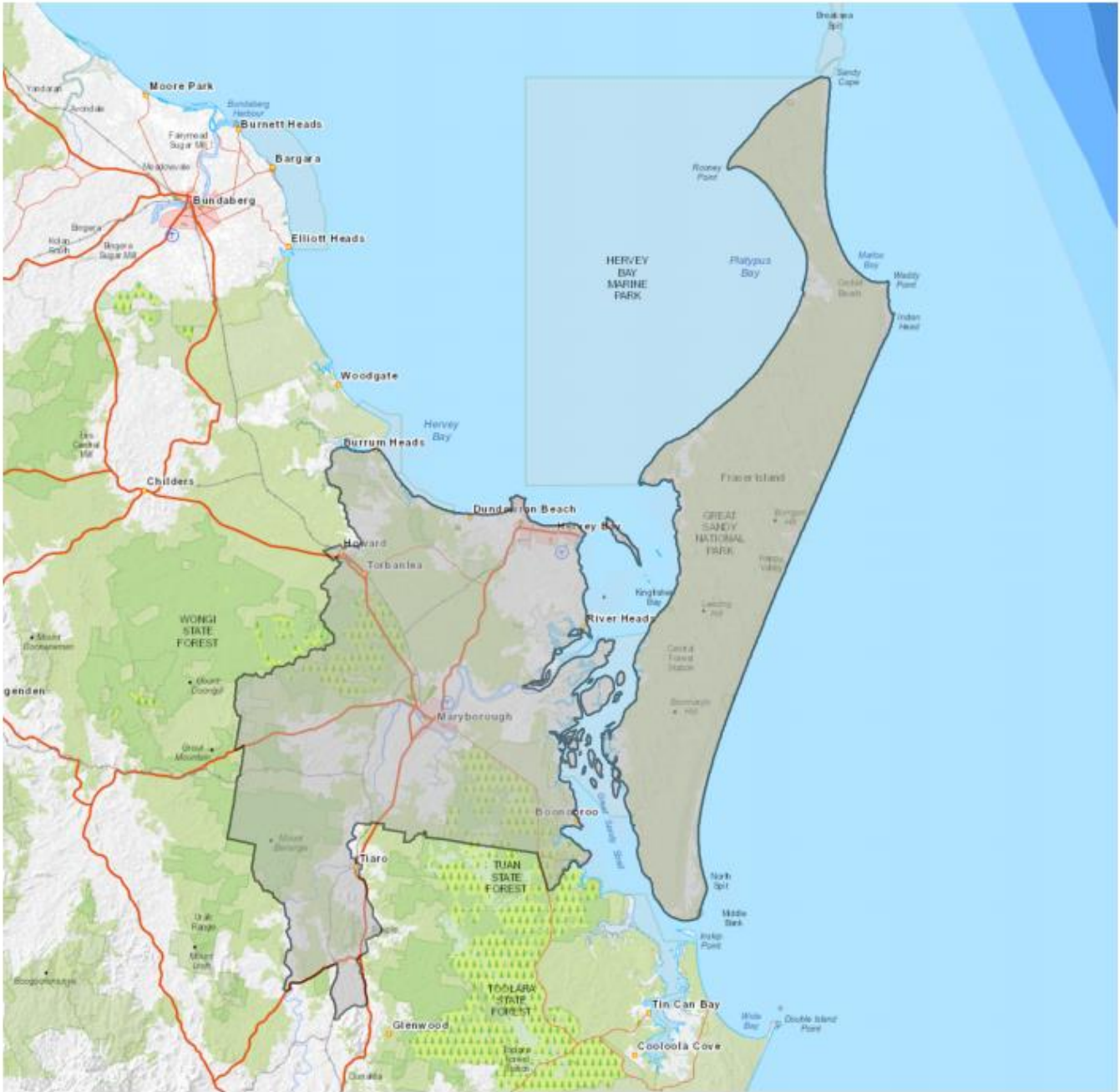
The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening.

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

Survey Period: 19th April 2021 - 8th May 2021

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EMBARGOED UNTIL TUESDAY 18TH MAY 2021 AT 11AM AEST



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