

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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MARYBOROUGH - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL TUESDAY 13TH JUNE 2023 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 |

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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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MARYBOROUGH - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL TUESDAY 13TH JUNE 2023 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 | +/- |
| 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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MARYBOROUGH - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL TUESDAY 13TH JUNE 2023 AT 11AM AEST

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 |

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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.

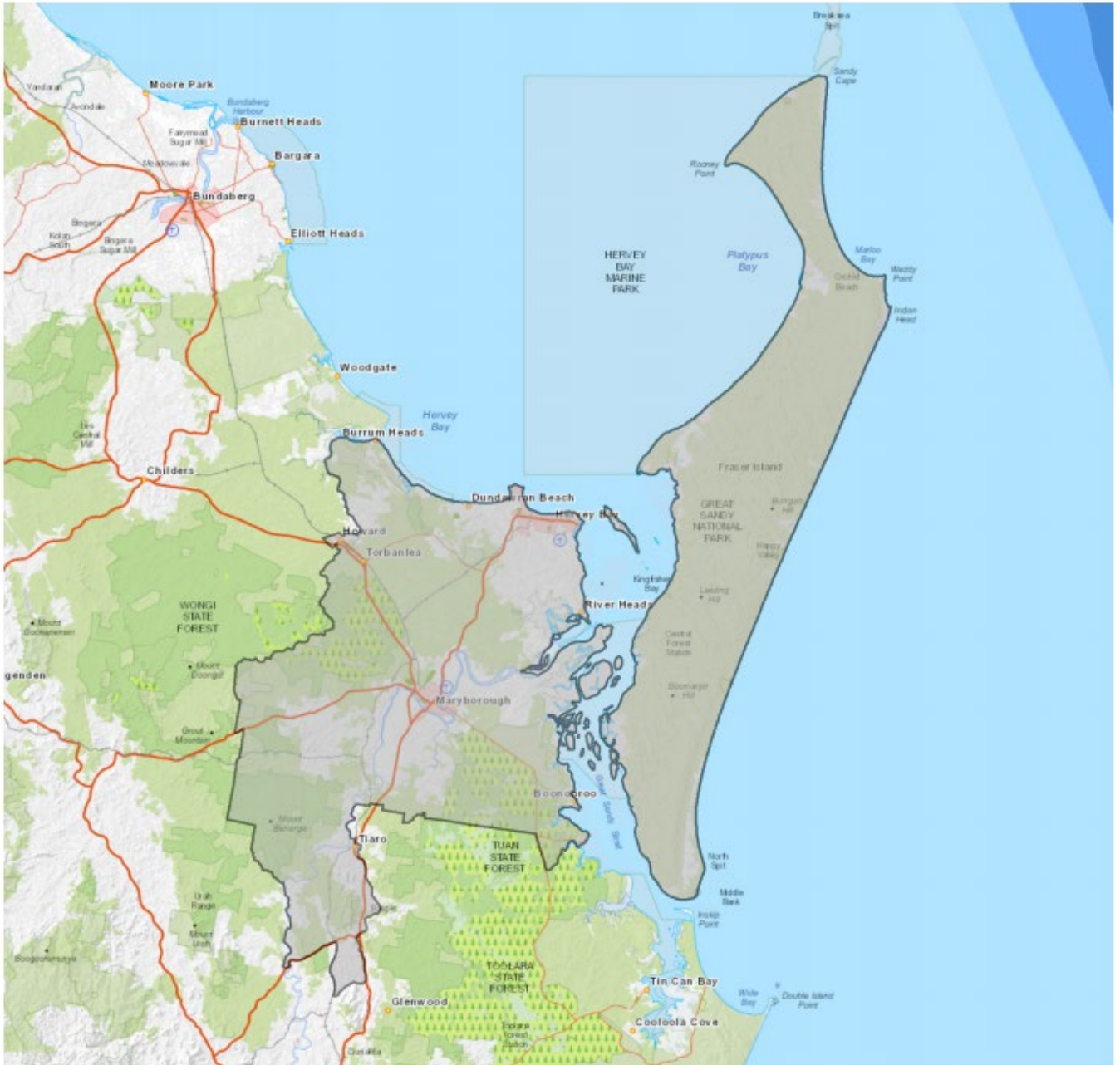
For example, Station A has 25,000 unique listeners between 5.30am-12.00mn Monday to Sunday.

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