

MARYBOROUGH (QLD)

SURVEY #1 2026



MARYBOROUGH (QLD) - XTRA INSIGHTS - SURVEY 1: 2026



EMBARGOED UNTIL THURSDAY 16TH JULY 2026 AT 11AM AEST

Station Listened to Most (%), Monday to Sunday

	10+			10-17*			18-39			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	26.6	29.4	-2.8	62.5	67.8	-5.3	40.0	57.5	-17.5	42.6	51.8	-9.2	31.5	34.3	-2.8	16.7	15.1	1.6	9.1	4.1	5.0
TRIPLE M FRASER COAST 103.5	27.5	21.8	5.7	25.0	20.2	4.8	31.9	14.6	17.3	32.1	17.7	14.4	30.7	31.9	-1.2	37.3	35.3	2.0	18.7	14.2	4.5
ABC WIDE BAY	13.0	12.2	0.8	3.1	0.0	3.1	6.4	0.6	5.8	5.8	0.8	5.0	10.8	3.8	7.0	14.7	9.9	4.8	20.7	29.4	-8.7
ABC RADIO NATIONAL	2.7	2.4	0.3	0.0	0.0	0.0	0.8	0.0	0.8	1.1	0.0	1.1	2.7	1.9	0.8	1.0	2.8	-1.8	5.6	4.6	1.0
ABC NEWSRADIO	0.5	0.9	-0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.6	0.3	1.0	0.0	1.0	0.5	2.5	-2.0
triple j	4.0	6.4	-2.4	1.6	7.0	-5.4	8.0	16.2	-8.2	6.9	14.3	-7.4	4.5	8.8	-4.3	1.0	2.9	-1.9	3.5	0.4	3.1
ABC CLASSIC	1.5	1.1	0.4	0.0	0.0	0.0	0.8	0.0	0.8	0.0	0.0	0.0	0.9	0.6	0.3	0.0	0.0	0.0	3.5	3.1	0.4

*Sample size is less than n=75 for marked demographic in at least one daypart - read with caution.
Please note, the percentage balance of Station Listened to Most not reported in this table is the total amount of all Other listening and represents multiple stations.
This includes local narrowcasters, community, and out of market radio listening either via App, online streaming, DAB+ or AM/FM transmitter.

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.

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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	30.7	32.0	-1.3	21.3	26.6	-5.3	25.2	32.2	-7.0	29.3	36.4	-7.1	14.8	31.0	-16.2	24.7	27.3	-2.6
TRIPLE M FRASER COAST 103.5	28.7	22.3	6.4	28.7	22.8	5.9	29.3	23.4	5.9	26.1	22.4	3.7	19.7	17.4	2.3	22.9	20.2	2.7
ABC WIDE BAY	13.8	12.9	0.9	12.6	11.6	1.0	12.2	8.4	3.8	10.9	5.4	5.5	25.9	17.7	8.2	14.5	13.7	0.8
ABC RADIO NATIONAL	2.0	2.5	-0.5	2.2	1.8	0.4	2.2	1.0	1.2	2.1	1.1	1.0	9.9	3.9	6.0	2.9	3.1	-0.2
ABC NEWSRADIO	0.6	0.8	-0.2	0.5	1.1	-0.6	0.4	0.6	-0.2	0.3	1.1	-0.8	0.0	1.5	-1.5	1.2	1.0	0.2
triple j	4.0	6.5	-2.5	5.2	6.0	-0.8	4.8	7.3	-2.5	6.7	7.9	-1.2	2.5	6.2	-3.7	4.6	4.9	-0.3
ABC CLASSIC	1.2	1.1	0.1	1.7	1.7	0.0	1.3	1.4	-0.1	1.2	1.2	0.0	2.5	1.9	0.6	1.7	1.2	0.5

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, P10+ [Potential: 1141]

	10+			10-17*			18-39			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	433	391	42	90	77	13	118	154	-36	84	102	-18	103	102	1	65	38	27	57	19	38
TRIPLE M FRASER COAST 103.5	435	392	43	43	40	3	114	84	30	78	59	19	90	96	-6	90	96	-6	99	77	22
ABC WIDE BAY	236	169	67	6	2	4	21	5	16	11	5	6	40	10	30	44	27	17	126	125	1
ABC RADIO NATIONAL	53	44	9	0	0	0	2	0	2	2	0	2	10	6	4	2	11	-9	40	28	12
ABC NEWSRADIO	25	22	3	0	2	-2	0	2	-2	0	2	-2	6	2	4	8	5	3	11	11	0
triple j	93	99	-6	6	16	-10	30	49	-19	19	34	-15	23	22	1	4	7	-3	31	4	27
ABC CLASSIC	38	18	20	0	0	0	4	1	3	0	1	-1	4	1	3	2	1	1	29	14	15

*Sample size is less than n=75 for marked demographic in at least one daypart - read with caution.

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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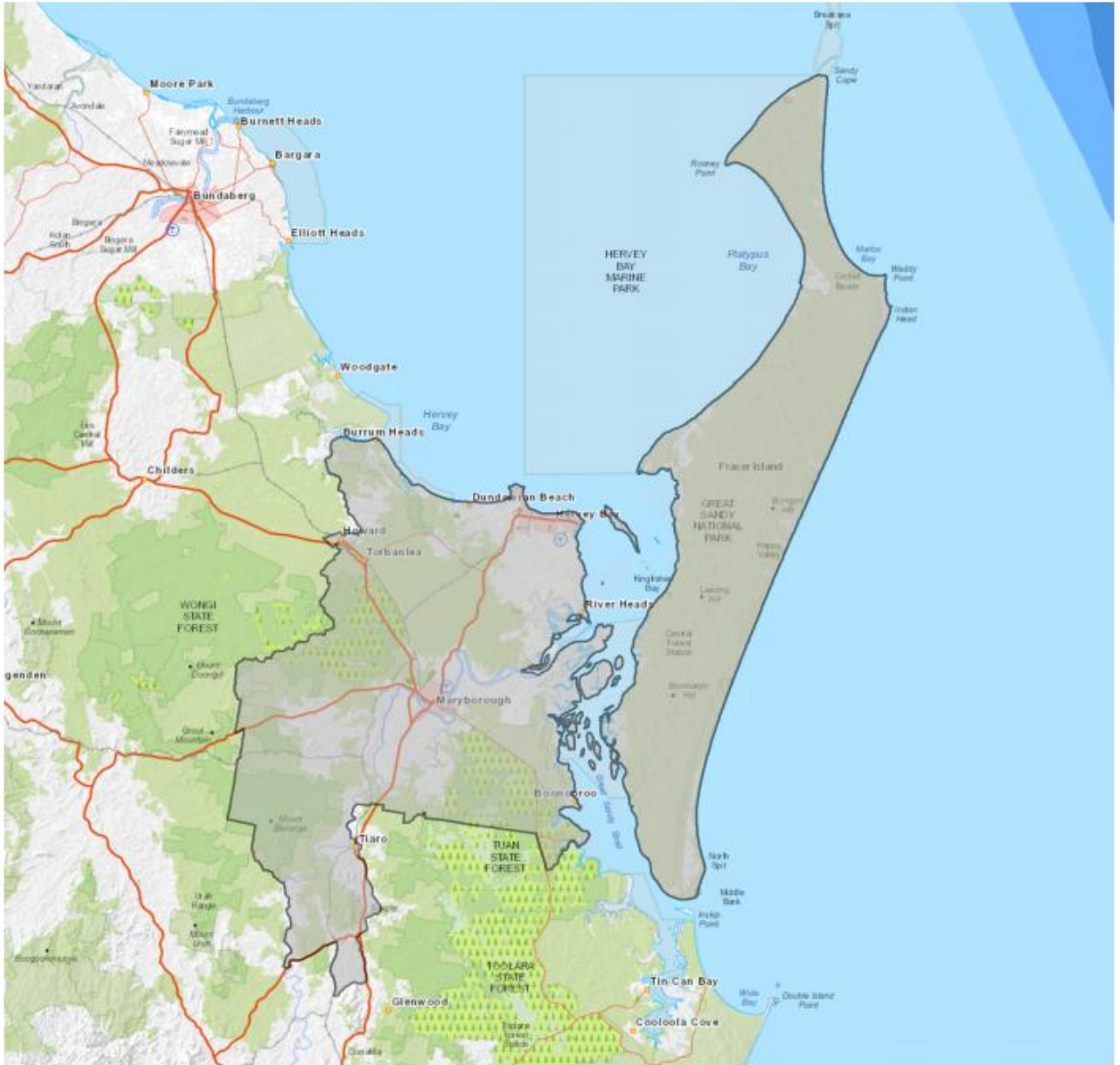
Cumulative Audience (00's) by Session

	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	377	302	75	223	200	23	292	270	22	258	222	36	32	89	-57	262	246	16
TRIPLE M FRASER COAST 103.5	367	265	102	282	198	84	316	240	76	240	160	80	44	64	-20	274	214	60
ABC WIDE BAY	183	117	66	130	83	47	139	70	69	111	32	79	53	52	1	175	115	60
ABC RADIO NATIONAL	34	26	8	31	15	16	32	12	20	23	8	15	23	12	11	40	28	12
ABC NEWSRADIO	21	10	11	13	9	4	11	5	6	13	8	5	10	6	4	23	14	9
triple j	70	75	-5	69	49	20	67	70	-3	67	50	17	10	22	-12	63	51	12
ABC CLASSIC	27	10	17	25	14	11	21	10	11	17	6	11	10	5	5	27	9	18

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 & Audio's Licence Area Profile.