

# BUNBURY - XTRA INSIGHTS - SURVEY 1: 2016



EMBARGOED UNTIL THURSDAY 10TH NOVEMBER 2016 AT 10AM AEDT

Station Listened to Most (%), Monday to Sunday

	10+	10-17	18-24	25-39	40-54	55-64	65+
HOT FM	30.8	73.8	41.4	44.8	30.4	5.8	2.1
SPIRIT RADIO NETWORK	6.1	0.0	1.4	2.8	7.2	18.3	4.9
RADIOWEST BUNBURY	13.4	2.2	17.1	10.5	15.5	19.0	14.8
ABC SOUTH WEST WA	17.5	0.0	2.9	6.6	16.0	22.3	47.9
ABC RN (RADIO NATIONAL)	1.8	1.1	0.0	0.0	0.5	4.1	4.9
ABC NEWS RADIO	0.7	0.0	0.0	0.5	1.0	0.8	1.4
TRIPLE J	14.0	16.3	31.4	23.7	13.4	5.0	0.0
ABC CLASSIC FM	1.5	0.0	0.0	0.5	2.1	3.3	2.1

## 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
HOT FM	31.8	20.8	26.9	36.1	10.7	30.7
SPIRIT RADIO NETWORK	5.7	9.3	8.3	6.4	6.4	5.6
RADIOWEST BUNBURY	12.6	18.6	16.2	11.5	7.6	10.7
ABC SOUTH WEST WA	18.3	17.3	15.3	12.3	28.0	19.6
ABC RN (RADIO NATIONAL)	1.3	1.8	1.9	1.8	3.2	2.4
ABC NEWS RADIO	0.6	1.1	1.2	0.5	1.1	0.9
TRIPLE J	14.0	12.2	14.5	17.0	17.2	14.5
ABC CLASSIC FM	1.3	2.0	1.4	1.8	5.4	1.7

### 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+
HOT FM	566	130	74	175	156	21	11
SPIRIT RADIO NETWORK	126	0	4	18	36	51	18
RADIOWEST BUNBURY	264	3	25	46	73	67	50
ABC SOUTH WEST WA	316	2	4	28	73	67	142
ABC RN (RADIO NATIONAL)	41	2	0	2	4	12	21
ABC NEWS RADIO	18	0	0	2	4	4	9
TRIPLE J	308	44	55	109	80	18	2
ABC CLASSIC FM	34	0	0	4	9	9	12

## 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: 1416]

	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
HOT FM	453	204	274	432	23	380
SPIRIT RADIO NETWORK	92	92	90	80	12	80
RADIOWEST BUNBURY	184	188	181	156	16	154
ABC SOUTH WEST WA	264	165	161	156	50	236
ABC RN (RADIO NATIONAL)	30	25	28	25	9	35
ABC NEWS RADIO	9	9	12	12	2	16
TRIPLE J	235	149	177	228	30	198
ABC CLASSIC FM	21	19	18	21	9	27

## 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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## Legend

- Coastline; State Borders
- Licence Area
- Principal Roads; Cities (Medium & Large)
- Secondary Roads; Towns, Cities (Small)
- Minor Roads; Localities

## BUNBURY RA1

Area ID: 486

Determined: 15 October 2010 (2006 Census)

