

BUNDABERG (QLD)

SURVEY #1 2017

BUNDABERG - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL TUESDAY 4TH JULY 2017 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	+/-
HITZ 93.9 FM	28.6	23.3	5.3	57.4	35.3	22.1	30.7	19.0	11.7	38.8	31.7	7.1	32.8	37.4	-4.6	25.5	20.1	5.4	4.2	2.1	2.1
4BU	16.5	14.8	1.7	2.6	1.7	0.9	1.0	2.0	-1.0	3.7	3.2	0.5	11.1	12.3	-1.2	32.2	25.5	6.7	34.6	31.1	3.5
SEA 93.1 BUNDABERG	18.3	22.0	-3.7	25.2	40.5	-15.3	45.5	53.0	-7.5	31.9	39.2	-7.3	15.5	17.5	-2.0	8.7	6.0	2.7	1.3	0.4	0.9
ABC WIDE BAY	14.3	17.4	-3.1	0.9	2.6	-1.7	1.0	1.0	0.0	3.7	3.2	0.5	11.6	10.0	1.6	14.1	26.2	-12.1	37.1	43.7	-6.6
ABC RN	2.0	2.3	-0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.5	1.1	-0.6	1.9	2.8	-0.9	1.3	2.7	-1.4	5.4	4.6	0.8
ABC NEWS	0.6	0.0	0.6	0.0	0.0	0.0	1.0	0.0	1.0	0.5	0.0	0.5	0.5	0.0	0.5	0.0	0.0	0.0	1.2	0.0	1.2
TRIPLE J	3.7	6.4	-2.7	2.6	12.1	-9.5	7.9	16.0	-8.1	8.5	8.6	-0.1	3.4	7.6	-4.2	2.0	1.3	0.7	0.0	0.0	0.0
ABC CLASSIC FM	0.9	1.1	-0.2	0.0	0.0	0.0	1.0	0.0	1.0	0.0	0.0	0.0	1.0	0.0	1.0	0.0	2.7	-2.7	2.5	2.9	-0.4

Please note: Last Bundaberg Survey conducted June 2016. 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: 5th June 2017 - 24th June 2017

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	+/-
HITZ 93.9 FM	28.6	24.1	4.5	23.2	23.6	-0.4	31.5	28.0	3.5	29.6	24.2	5.4	11.8	12.8	-1.0	25.8	20.8	5.0
4BU	14.7	14.3	0.4	19.5	17.9	1.6	15.1	12.7	2.4	12.8	11.9	0.9	19.1	15.9	3.2	15.0	14.0	1.0
SEA 93.1 BUNDABERG	19.1	21.0	-1.9	15.1	17.7	-2.6	19.8	21.6	-1.8	23.6	28.6	-5.0	13.3	15.2	-1.9	18.0	19.3	-1.3
ABC WIDE BAY	14.7	19.3	-4.6	16.2	17.9	-1.7	10.9	14.3	-3.4	9.4	12.0	-2.6	24.3	30.5	-6.2	17.1	21.1	-4.0
ABC RN	2.0	2.6	-0.6	1.6	1.3	0.3	1.3	1.6	-0.3	1.6	2.0	-0.4	4.4	3.7	0.7	2.3	2.9	-0.6
ABC NEWS	0.7	0.2	0.5	0.5	0.0	0.5	0.5	0.2	0.3	0.2	0.3	-0.1	1.5	0.0	1.5	0.4	0.1	0.3
TRIPLE J	4.2	6.1	-1.9	3.5	6.5	-3.0	3.9	8.0	-4.1	5.5	8.4	-2.9	5.9	4.3	1.6	4.2	6.4	-2.2
ABC CLASSIC FM	0.7	0.9	-0.2	1.3	1.5	-0.2	0.8	1.0	-0.2	0.5	1.0	-0.5	2.9	1.2	1.7	0.9	1.2	-0.3

Please note: Last Bundaberg Survey conducted June 2016. ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

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	+/-
HITZ 93.9 FM	345	283	62	66	45	21	41	35	6	89	78	11	86	85	1	46	31	15	17	8	9
4BU	176	165	11	4	4	0	3	2	1	6	9	-3	31	28	3	51	47	4	82	75	7
SEA 93.1 BUNDABERG	252	269	-17	44	47	-3	47	56	-9	83	87	-4	52	58	-6	20	18	2	6	3	3
ABC WIDE BAY	181	191	-10	3	4	-1	2	3	-1	8	9	-1	34	28	6	30	47	-17	104	99	5
ABC RN	31	30	1	0	1	-1	0	0	0	3	2	1	5	8	-3	5	4	1	18	14	4
ABC NEWS	12	5	7	0	0	0	1	0	1	1	2	-1	2	1	1	2	2	0	7	1	6
TRIPLE J	50	72	-22	4	12	-8	13	17	-4	19	23	-4	11	16	-5	3	4	-1	0	0	0
ABC CLASSIC FM	17	15	2	0	1	-1	1	0	1	0	2	-2	2	1	1	3	4	-1	12	8	4

Please note: Last Bundaberg Survey conducted June 2016. ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

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: 851]

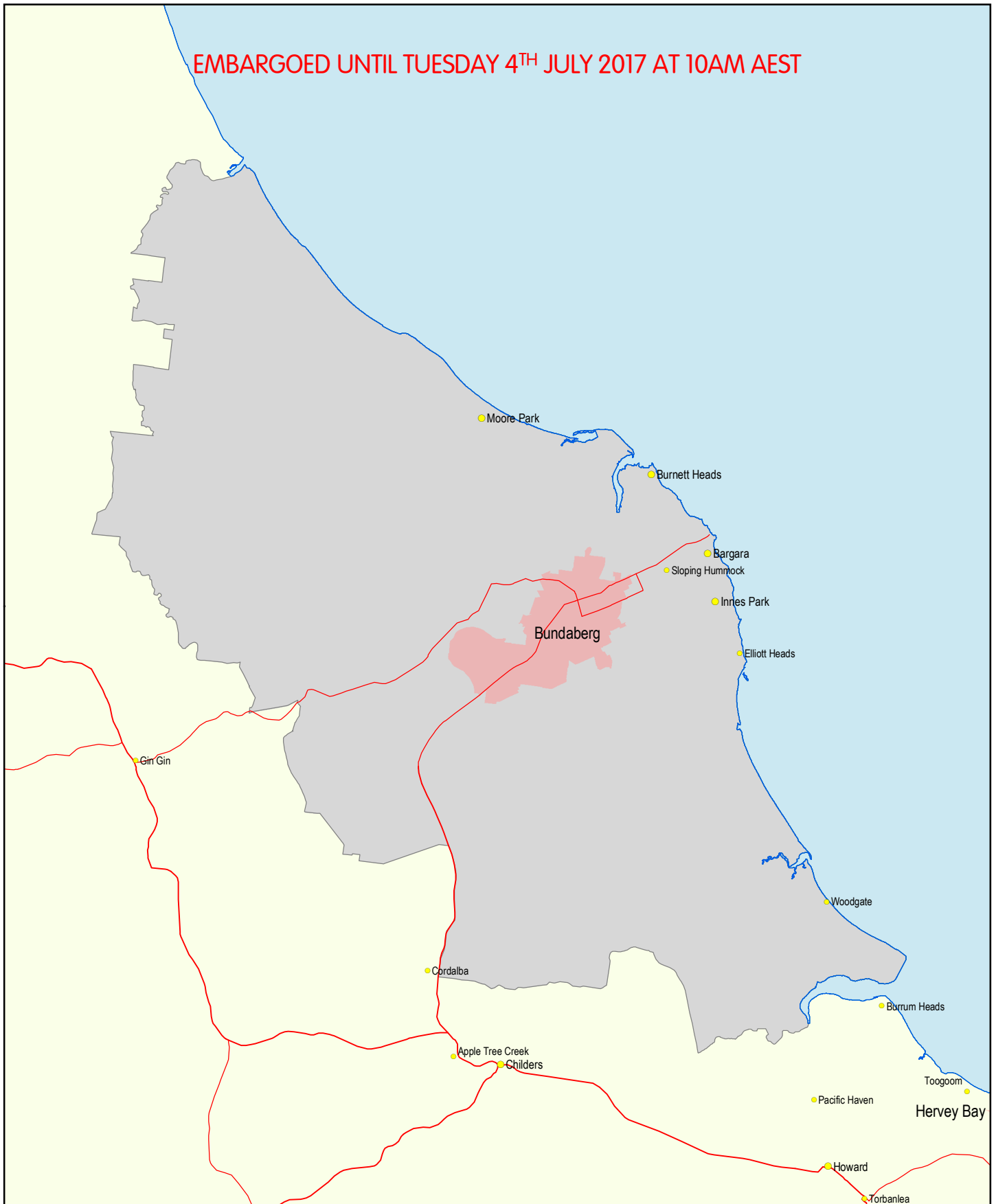
	Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5.30am-9.00am			Mon-Fri 9.00am-12.00pm			Mon-Fri 12.00pm-4.00pm			Mon-Fri 4.00pm-7.00pm			Mon-Fri 7.00pm-12.00mn			Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HITZ 93.9 FM	288	228	60	159	139	20	242	171	71	207	179	28	21	29	-8	237	180	57
4BU	126	124	2	111	92	19	100	74	26	77	74	3	26	25	1	116	109	7
SEA 93.1 BUNDABERG	214	207	7	106	113	-7	169	147	22	172	198	-26	24	30	-6	185	168	17
ABC WIDE BAY	136	161	-25	99	93	6	89	80	9	59	76	-17	37	47	-10	140	151	-11
ABC RN	24	23	1	13	9	4	14	10	4	17	11	6	7	6	1	21	24	-3
ABC NEWS	10	3	7	7	0	7	6	3	3	5	2	3	3	0	3	7	1	6
TRIPLE J	44	55	-11	23	35	-12	32	45	-13	35	53	-18	9	8	1	39	48	-9
ABC CLASSIC FM	10	8	2	13	8	5	7	7	0	5	6	-1	4	3	1	14	12	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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Legend

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

BUNDABERG RA1

Area ID: 446

Determined: 11 March 2011 (2006 Census)

