

BUNDABERG (QLD)

SURVEY #1 2018

BUNDABERG - XTRA INSIGHTS - SURVEY 1: 2018



EMBARGOED UNTIL TUESDAY 25TH SEPTEMBER 2018 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 | +/- |
| HITZ 93.9 FM | 25.1 | 28.6 | -3.5 | 45.7 | 57.4 | -11.7 | 48.8 | 30.7 | 18.1 | 35.8 | 38.8 | -3.0 | 29.7 | 32.8 | -3.1 | 10.2 | 25.5 | -15.3 | 5.5 | 4.2 | 1.3 |
| 4BU | 14.8 | 16.5 | -1.7 | 0.9 | 2.6 | -1.7 | 3.5 | 1.0 | 2.5 | 4.0 | 3.7 | 0.3 | 9.0 | 11.1 | -2.1 | 24.9 | 32.2 | -7.3 | 31.2 | 34.6 | -3.4 |
| TRIPLE M 93.1 BUNDY | 23.9 | 18.3 | 5.6 | 31.0 | 25.2 | 5.8 | 26.7 | 45.5 | -18.8 | 38.6 | 31.9 | 6.7 | 30.7 | 15.5 | 15.2 | 21.0 | 8.7 | 12.3 | 5.5 | 1.3 | 4.2 |
| ABC WIDE BAY | 14.6 | 14.3 | 0.3 | 1.7 | 0.9 | 0.8 | 0.0 | 1.0 | -1.0 | 1.1 | 3.7 | -2.6 | 9.4 | 11.6 | -2.2 | 20.4 | 14.1 | 6.3 | 35.6 | 37.1 | -1.5 |
| ABC RN (RADIO NATIONAL) | 2.6 | 2.0 | 0.6 | 1.7 | 0.0 | 1.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.5 | -0.5 | 1.9 | 1.9 | 0.0 | 5.7 | 1.3 | 4.4 | 4.3 | 5.4 | -1.1 |
| ABC NEWS | 0.6 | 0.6 | 0.0 | 0.9 | 0.0 | 0.9 | 0.0 | 1.0 | -1.0 | 0.0 | 0.5 | -0.5 | 0.5 | 0.5 | 0.0 | 1.3 | 0.0 | 1.3 | 0.8 | 1.2 | -0.4 |
| triple j | 4.5 | 3.7 | 0.8 | 9.5 | 2.6 | 6.9 | 14.0 | 7.9 | 6.1 | 6.8 | 8.5 | -1.7 | 3.3 | 3.4 | -0.1 | 1.3 | 2.0 | -0.7 | 0.4 | 0.0 | 0.4 |
| ABC CLASSIC FM | 1.8 | 0.9 | 0.9 | 0.0 | 0.0 | 0.0 | 0.0 | 1.0 | -1.0 | 0.0 | 0.0 | 0.0 | 1.4 | 1.0 | 0.4 | 1.3 | 0.0 | 1.3 | 5.1 | 2.5 | 2.6 |

Please note: Last Bundaberg Survey conducted July 2017. TRIPLE M 93.1 BUNDY on air from 26 Feb 2018. Previously known SEA 93.1 BUNDABERG.

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.

BUNDABERG - XTRA INSIGHTS - SURVEY 1: 2018



EMBARGOED UNTIL TUESDAY 25TH SEPTEMBER 2018 AT 11AM AEST

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 | 25.7 | 28.6 | -2.9 | 19.3 | 23.2 | -3.9 | 25.2 | 31.5 | -6.3 | 26.2 | 29.6 | -3.4 | 12.2 | 11.8 | 0.4 | 22.1 | 25.8 | -3.7 |
| 4BU | 14.5 | 14.7 | -0.2 | 17.6 | 19.5 | -1.9 | 14.0 | 15.1 | -1.1 | 12.2 | 12.8 | -0.6 | 20.7 | 19.1 | 1.6 | 15.3 | 15.0 | 0.3 |
| TRIPLE M 93.1 BUNDY | 23.2 | 19.1 | 4.1 | 22.4 | 15.1 | 7.3 | 25.8 | 19.8 | 6.0 | 26.6 | 23.6 | 3.0 | 22.5 | 13.3 | 9.2 | 21.4 | 18.0 | 3.4 |
| ABC WIDE BAY | 14.6 | 14.7 | -0.1 | 17.4 | 16.2 | 1.2 | 12.2 | 10.9 | 1.3 | 9.7 | 9.4 | 0.3 | 18.1 | 24.3 | -6.2 | 18.1 | 17.1 | 1.0 |
| ABC RN (RADIO NATIONAL) | 2.6 | 2.0 | 0.6 | 2.0 | 1.6 | 0.4 | 2.0 | 1.3 | 0.7 | 2.2 | 1.6 | 0.6 | 3.9 | 4.4 | -0.5 | 2.7 | 2.3 | 0.4 |
| ABC NEWS | 0.6 | 0.7 | -0.1 | 0.5 | 0.5 | 0.0 | 0.8 | 0.5 | 0.3 | 0.3 | 0.2 | 0.1 | 1.3 | 1.5 | -0.2 | 0.5 | 0.4 | 0.1 |
| triple j | 5.0 | 4.2 | 0.8 | 4.1 | 3.5 | 0.6 | 4.9 | 3.9 | 1.0 | 5.6 | 5.5 | 0.1 | 5.2 | 5.9 | -0.7 | 5.1 | 4.2 | 0.9 |
| ABC CLASSIC FM | 2.0 | 0.7 | 1.3 | 2.1 | 1.3 | 0.8 | 1.8 | 0.8 | 1.0 | 1.4 | 0.5 | 0.9 | 1.9 | 2.9 | -1.0 | 2.1 | 0.9 | 1.2 |

Please note: Last Bundaberg Survey conducted July 2017. TRIPLE M 93.1 BUNDY on air from 15 Dec 2016. Previously known SEA 93.1 BUNDABERG.

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.

BUNDABERG - XTRA INSIGHTS - SURVEY 1: 2018



EMBARGOED UNTIL TUESDAY 25TH SEPTEMBER 2018 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 | +/- |
| HITZ 93.9 FM | 303.0 | 345.0 | -42.0 | 63.0 | 66.0 | -3.0 | 38.0 | 41.0 | -3.0 | 75.0 | 89.0 | -14.0 | 81.0 | 86.0 | -5.0 | 28.0 | 46.0 | -18.0 | 18.0 | 17.0 | 1.0 |
| 4BU | 157.0 | 177.0 | -20.0 | 1.0 | 4.0 | -3.0 | 2.0 | 3.0 | -1.0 | 9.0 | 6.0 | 3.0 | 26.0 | 31.0 | -5.0 | 42.0 | 51.0 | -9.0 | 77.0 | 83.0 | -6.0 |
| TRIPLE M 93.1 BUNDY | 276.0 | 252.0 | 24.0 | 39.0 | 44.0 | -5.0 | 29.0 | 47.0 | -18.0 | 74.0 | 83.0 | -9.0 | 76.0 | 52.0 | 24.0 | 39.0 | 20.0 | 19.0 | 18.0 | 6.0 | 12.0 |
| ABC WIDE BAY | 170.0 | 182.0 | -12.0 | 2.0 | 3.0 | -1.0 | 0.0 | 3.0 | -3.0 | 4.0 | 8.0 | -4.0 | 33.0 | 34.0 | -1.0 | 37.0 | 30.0 | 7.0 | 93.0 | 104.0 | -11.0 |
| ABC RN (RADIO NATIONAL) | 44.0 | 31.0 | 13.0 | 3.0 | 0.0 | 3.0 | 0.0 | 0.0 | 0.0 | 2.0 | 3.0 | -1.0 | 8.0 | 5.0 | 3.0 | 12.0 | 5.0 | 7.0 | 19.0 | 18.0 | 1.0 |
| ABC NEWS | 6.0 | 12.0 | -6.0 | 1.0 | 0.0 | 1.0 | 0.0 | 1.0 | -1.0 | 0.0 | 1.0 | -1.0 | 1.0 | 2.0 | -1.0 | 2.0 | 2.0 | 0.0 | 2.0 | 7.0 | -5.0 |
| triple j | 54.0 | 50.0 | 4.0 | 10.0 | 4.0 | 6.0 | 14.0 | 13.0 | 1.0 | 16.0 | 19.0 | -3.0 | 12.0 | 11.0 | 1.0 | 2.0 | 3.0 | -1.0 | 2.0 | 0.0 | 2.0 |
| ABC CLASSIC FM | 20.0 | 17.0 | 3.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.0 | -1.0 | 0.0 | 0.0 | 0.0 | 2.0 | 2.0 | 0.0 | 2.0 | 3.0 | -1.0 | 15.0 | 12.0 | 3.0 |

Please note: Last Bundaberg Survey conducted July 2017. TRIPLE M 93.1 BUNDY on air from 15 Dec 2016. Previously known SEA 93.1 BUNDABERG.

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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EMBARGOED UNTIL TUESDAY 25TH SEPTEMBER 2018 AT 11AM AEST

Cumulative Audience (00's) by Session, P10+ [Potential: 796]

| | 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 | 257.0 | 288.0 | -31.0 | 130.0 | 159.0 | -29.0 | 209.0 | 242.0 | -33.0 | 187.0 | 207.0 | -20.0 | 27.0 | 21.0 | 6.0 | 208.0 | 237.0 | -29.0 |
| 4BU | 126.0 | 126.0 | 0.0 | 104.0 | 111.0 | -7.0 | 94.0 | 100.0 | -6.0 | 76.0 | 77.0 | -1.0 | 31.0 | 26.0 | 5.0 | 120.0 | 116.0 | 4.0 |
| TRIPLE M 93.1 BUNDY | 228.0 | 214.0 | 14.0 | 135.0 | 106.0 | 29.0 | 188.0 | 169.0 | 19.0 | 178.0 | 172.0 | 6.0 | 39.0 | 24.0 | 15.0 | 192.0 | 185.0 | 7.0 |
| ABC WIDE BAY | 133.0 | 136.0 | -3.0 | 103.0 | 99.0 | 4.0 | 91.0 | 89.0 | 2.0 | 68.0 | 59.0 | 9.0 | 33.0 | 37.0 | -4.0 | 145.0 | 140.0 | 5.0 |
| ABC RN (RADIO NATIONAL) | 35.0 | 24.0 | 11.0 | 18.0 | 13.0 | 5.0 | 22.0 | 14.0 | 8.0 | 19.0 | 17.0 | 2.0 | 7.0 | 7.0 | 0.0 | 33.0 | 21.0 | 12.0 |
| ABC NEWS | 6.0 | 10.0 | -4.0 | 3.0 | 7.0 | -4.0 | 5.0 | 6.0 | -1.0 | 2.0 | 5.0 | -3.0 | 2.0 | 3.0 | -1.0 | 3.0 | 7.0 | -4.0 |
| triple j | 45.0 | 44.0 | 1.0 | 23.0 | 23.0 | 0.0 | 36.0 | 32.0 | 4.0 | 37.0 | 35.0 | 2.0 | 9.0 | 9.0 | 0.0 | 39.0 | 39.0 | 0.0 |
| ABC CLASSIC FM | 16.0 | 10.0 | 6.0 | 12.0 | 13.0 | -1.0 | 12.0 | 7.0 | 5.0 | 9.0 | 5.0 | 4.0 | 3.0 | 4.0 | -1.0 | 18.0 | 14.0 | 4.0 |

Please note: Last Bundaberg Survey conducted July 2017. TRIPLE M 93.1 BUNDY on air from 15 Dec 2016. Previously known SEA 93.1 BUNDABERG.

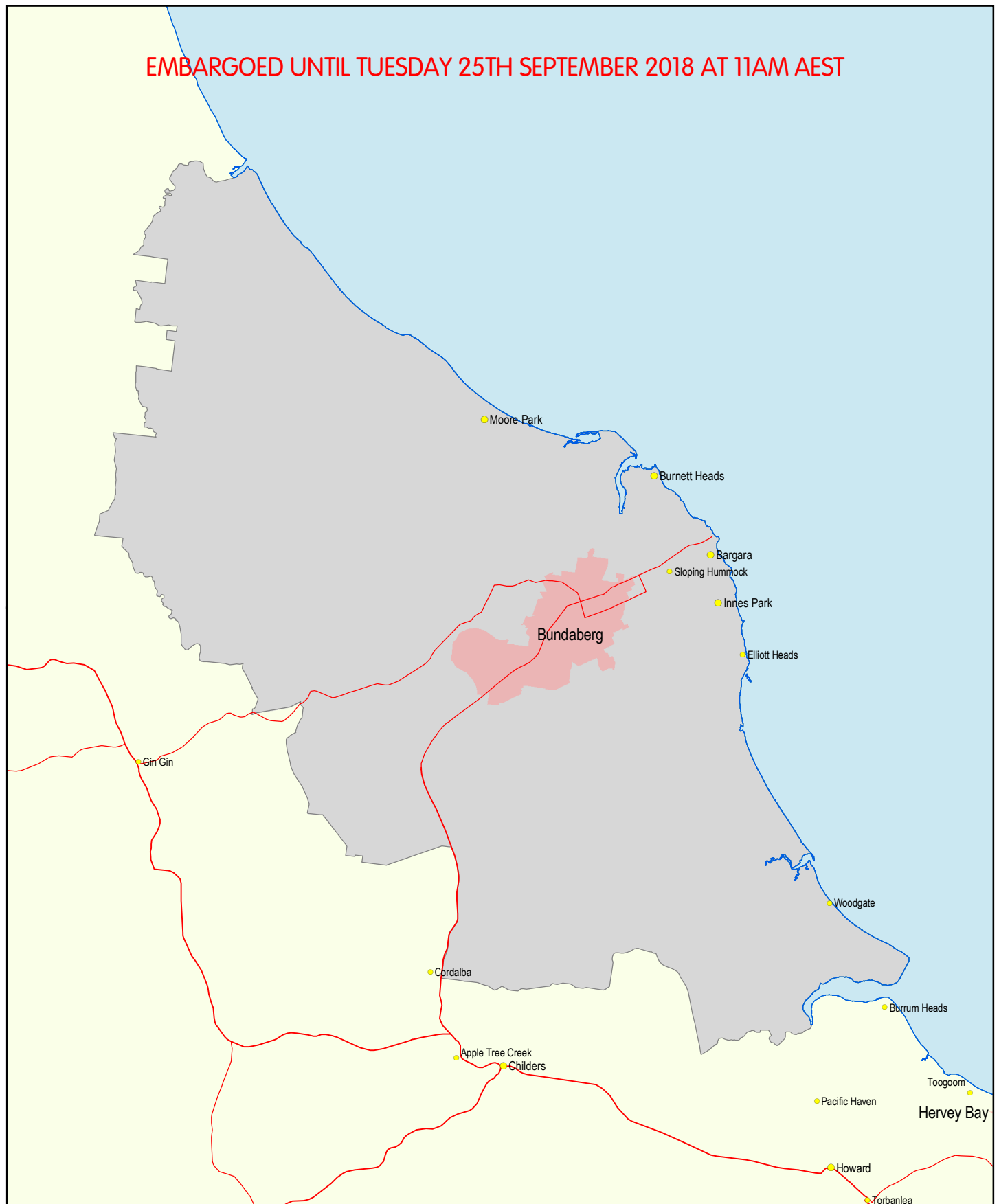
Cumulative Audience (00's)

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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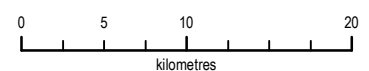
Legend

- 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)



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11/04/2011 7:00:17 pm

Survey Period: 27th August 2018 – 15th September 2018

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