

# BENDIGO (VIC)

SURVEY #1 2018



# BENDIGO - XTRA INSIGHTS - SURVEY 1: 2018



EMBARGOED UNTIL TUESDAY 4TH DECEMBER 2018 AT 11AM AEDT

## 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	+/-
TRIPLE M BENDIGO	<b>25.7</b>	21.9	3.8	<b>22.0</b>	16.2	5.8	<b>19.8</b>	22.7	-2.9	<b>33.5</b>	21.3	12.2	<b>39.1</b>	32.9	6.2	<b>24.5</b>	24.4	0.1	<b>11.1</b>	12.4	-1.3
HIT91.9 BENDIGO	<b>21.8</b>	24.3	-2.5	<b>56.9</b>	63.0	-6.1	<b>46.8</b>	48.8	-2.0	<b>36.1</b>	38.0	-1.9	<b>16.4</b>	20.1	-3.7	<b>2.5</b>	4.4	-1.9	<b>0.9</b>	1.8	-0.9
GOLD CENTRAL VICTORIA	<b>6.6</b>	6.5	0.1	<b>0.9</b>	0.9	0.0	<b>0.0</b>	3.4	-3.4	<b>0.5</b>	3.6	-3.1	<b>5.9</b>	4.6	1.3	<b>11.3</b>	12.5	-1.2	<b>14.7</b>	10.7	4.0
ABC CENTRAL VICTORIA	<b>11.3</b>	11.7	-0.4	<b>1.8</b>	2.7	-0.9	<b>3.1</b>	0.0	3.1	<b>2.1</b>	5.1	-3.0	<b>11.4</b>	11.0	0.4	<b>16.3</b>	12.5	3.8	<b>23.6</b>	26.7	-3.1
ABC RN	<b>2.8</b>	3.0	-0.2	<b>0.9</b>	0.9	0.0	<b>1.0</b>	1.1	-0.1	<b>0.5</b>	0.5	0.0	<b>2.7</b>	4.1	-1.4	<b>5.7</b>	5.0	0.7	<b>4.4</b>	4.4	0.0
ABC NEWS	<b>0.3</b>	0.3	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.9	-0.9	<b>1.3</b>	0.6	0.7	<b>0.4</b>	0.0	0.4
TRIPLE J	<b>7.2</b>	5.9	1.3	<b>10.1</b>	9.0	1.1	<b>16.7</b>	15.9	0.8	<b>14.1</b>	13.2	0.9	<b>6.8</b>	2.7	4.1	<b>1.9</b>	1.9	0.0	<b>0.0</b>	0.0	0.0
ABC CLASSIC FM	<b>2.1</b>	1.8	0.3	<b>0.9</b>	0.0	0.9	<b>1.0</b>	1.1	-0.1	<b>1.0</b>	0.0	1.0	<b>0.9</b>	1.4	-0.5	<b>1.9</b>	2.5	-0.6	<b>5.3</b>	4.4	0.9

**Please note:** Last Bendigo Survey conducted November 2016. HIT91.9 BENDIGO & TRIPLE M BENDIGO on air from 15 Dec 2016. Previously known as STAR FM & 3BO.  
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.

# BENDIGO - XTRA INSIGHTS - SURVEY 1: 2018



EMBARGOED UNTIL TUESDAY 4TH DECEMBER 2018 AT 11AM AEDT

## 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	+/-
TRIPLE M BENDIGO	26.0	21.9	4.1	26.4	22.3	4.1	25.9	21.3	4.6	26.9	23.4	3.5	15.4	13.8	1.6	22.7	20.1	2.6
HIT91.9 BENDIGO	22.2	25.7	-3.5	13.3	17.7	-4.4	23.0	25.1	-2.1	24.1	28.4	-4.3	15.4	13.8	1.6	20.3	23.8	-3.5
GOLD CENTRAL VICTORIA	6.5	5.7	0.8	10.9	9.2	1.7	4.5	6.4	-1.9	3.4	4.7	-1.3	2.9	5.0	-2.1	5.6	5.1	0.5
ABC CENTRAL VICTORIA	11.4	14.1	-2.7	10.5	11.9	-1.4	11.1	10.6	0.5	9.2	8.7	0.5	16.6	21.9	-5.3	13.3	12.8	0.5
ABC RN	3.3	2.9	0.4	3.4	2.8	0.6	2.5	1.8	0.7	2.7	3.5	-0.8	4.0	6.3	-2.3	3.6	3.1	0.5
ABC NEWS	0.4	0.6	-0.2	0.5	0.3	0.2	0.2	0.1	0.1	0.3	0.4	-0.1	1.1	1.9	-0.8	0.3	0.4	-0.1
TRIPLE J	8.0	6.0	2.0	4.9	4.6	0.3	6.6	6.0	0.6	7.8	7.2	0.6	8.0	6.9	1.1	7.9	5.8	2.1
ABC CLASSIC FM	1.8	1.3	0.5	1.9	1.8	0.1	2.3	1.9	0.4	2.3	1.9	0.4	5.7	3.7	2.0	2.5	2.0	0.5

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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.

# BENDIGO - XTRA INSIGHTS - SURVEY 1: 2018



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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	+/-
TRIPLE M BENDIGO	<b>573</b>	562	11	<b>59</b>	57	2	<b>51</b>	47	4	<b>141</b>	119	22	<b>189</b>	174	15	<b>83</b>	104	-21	<b>49</b>	63	-14
HIT91.9 BENDIGO	<b>520</b>	576	-56	<b>117</b>	136	-19	<b>94</b>	92	2	<b>157</b>	167	-10	<b>127</b>	133	-6	<b>20</b>	35	-15	<b>7</b>	13	-6
GOLD CENTRAL VICTORIA	<b>172</b>	154	18	<b>2</b>	2	0	<b>0</b>	6	-6	<b>7</b>	16	-9	<b>36</b>	34	2	<b>49</b>	45	4	<b>79</b>	51	28
ABC CENTRAL VICTORIA	<b>271</b>	320	-49	<b>7</b>	10	-3	<b>7</b>	3	4	<b>18</b>	29	-11	<b>59</b>	80	-21	<b>61</b>	61	0	<b>120</b>	136	-16
ABC RN	<b>100</b>	82	18	<b>3</b>	3	0	<b>3</b>	2	1	<b>2</b>	3	-1	<b>21</b>	24	-3	<b>26</b>	26	0	<b>44</b>	24	20
ABC NEWS	<b>13</b>	24	-11	<b>0</b>	0	0	<b>0</b>	0	0	<b>0</b>	0	0	<b>0</b>	6	-6	<b>7</b>	6	1	<b>7</b>	11	-4
TRIPLE J	<b>164</b>	148	16	<b>20</b>	16	4	<b>38</b>	37	1	<b>61</b>	61	0	<b>35</b>	21	14	<b>8</b>	10	-2	<b>3</b>	3	0
ABC CLASSIC FM	<b>56</b>	61	-5	<b>2</b>	2	0	<b>5</b>	2	3	<b>3</b>	5	-2	<b>5</b>	11	-6	<b>8</b>	14	-6	<b>33</b>	27	6

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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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Cumulative Audience (00's) by Session, P10+ [Potential: 1640]

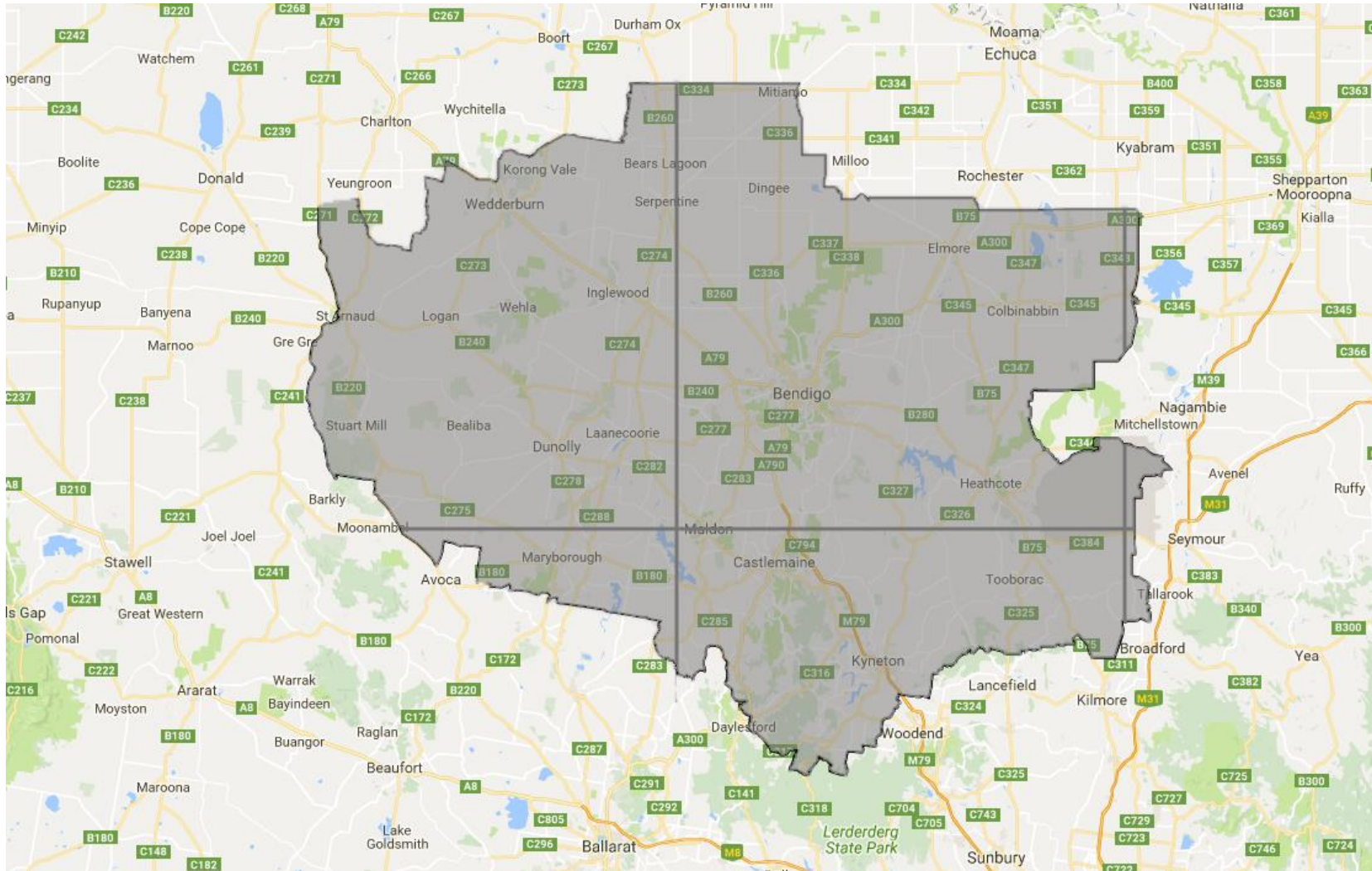
	Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5.30am-9.00am			Mon-Fri 9.00am-12.00pm			Mon-Fri 12.00pm-4.00pm			Mon-Fri 4.00pm-7.00pm			Mon-Fri 7.00pm-12.00mn			Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
TRIPLE M BENDIGO	468	421	47	318	310	8	363	350	13	377	374	3	57	47	10	404	406	-2
HIT91.9 BENDIGO	420	458	-38	185	239	-54	328	373	-45	354	428	-74	54	45	9	366	425	-59
GOLD CENTRAL VICTORIA	125	101	24	130	116	14	80	98	-18	62	83	-21	13	22	-9	98	101	-3
ABC CENTRAL VICTORIA	200	234	-34	136	159	-23	154	151	3	136	136	0	52	72	-20	215	239	-24
ABC RN	77	59	18	64	34	30	48	32	16	48	63	-15	21	21	0	80	63	17
ABC NEWS	8	18	-10	10	10	0	7	10	-3	3	11	-8	5	10	-5	7	16	-9
TRIPLE J	135	117	18	69	74	-5	89	97	-8	115	111	4	31	26	5	125	114	11
ABC CLASSIC FM	38	27	11	30	32	-2	34	30	4	33	29	4	16	13	3	49	48	1

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**NB:** The official survey coverage area is a composite of CRA's Maryborough (VIC) and Bendigo RA1 licence area profiles.