

# BUNDABERG (QLD)

SURVEY #1 2021





# BUNDABERG - XTRA INSIGHTS - SURVEY 1: 2021



EMBARGOED UNTIL THURSDAY 24TH JUNE 2021 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	<b>30.7</b>	25.1	5.6	<b>49.7</b>	45.7	4.0	<b>43.0</b>	48.8	-5.8	<b>46.6</b>	35.8	10.8	<b>35.9</b>	29.7	6.2	<b>23.6</b>	10.2	13.4	<b>6.7</b>	5.5	1.2
4BU	<b>12.3</b>	14.8	-2.5	<b>1.5</b>	0.9	0.6	<b>3.2</b>	3.5	-0.3	<b>2.7</b>	4.0	-1.3	<b>8.0</b>	9.0	-1.0	<b>18.5</b>	24.9	-6.4	<b>26.9</b>	31.2	-4.3
TRIPLE M 93.1 BUNDY	<b>17.9</b>	23.9	-6.0	<b>27.1</b>	31.0	-3.9	<b>20.1</b>	26.7	-6.6	<b>22.4</b>	38.6	-16.2	<b>26.9</b>	30.7	-3.8	<b>15.9</b>	21.0	-5.1	<b>3.6</b>	5.5	-1.9
ABC WIDE BAY	<b>12.0</b>	14.6	-2.6	<b>0.7</b>	1.7	-1.0	<b>0.0</b>	0.0	0.0	<b>1.1</b>	1.1	0.0	<b>4.7</b>	9.4	-4.7	<b>14.0</b>	20.4	-6.4	<b>33.6</b>	35.6	-2.0
ABC RN (RADIO NATIONAL)	<b>2.6</b>	2.6	0.0	<b>0.0</b>	1.7	-1.7	<b>0.0</b>	0.0	0.0	<b>0.6</b>	0.0	0.6	<b>1.9</b>	1.9	0.0	<b>5.1</b>	5.7	-0.6	<b>5.1</b>	4.3	0.8
ABC NEWSRADIO	<b>0.4</b>	0.6	-0.2	<b>0.0</b>	0.9	-0.9	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.5	-0.5	<b>0.6</b>	1.3	-0.7	<b>1.2</b>	0.8	0.4
triple j	<b>7.9</b>	4.5	3.4	<b>9.7</b>	9.5	0.2	<b>26.4</b>	14.0	12.4	<b>16.3</b>	6.8	9.5	<b>5.2</b>	3.3	1.9	<b>1.9</b>	1.3	0.6	<b>0.8</b>	0.4	0.4
ABC CLASSIC	<b>1.3</b>	1.8	-0.5	<b>1.6</b>	0.0	1.6	<b>1.0</b>	0.0	1.0	<b>0.5</b>	0.0	0.5	<b>0.0</b>	1.4	-1.4	<b>0.6</b>	1.3	-0.7	<b>3.2</b>	5.1	-1.9

**Please note:** Last Bundaberg Survey conducted September 2018.  
 ABC NewsRadio on air from 26 July 2020. Previously known as ABC News.  
 ABC CLASSIC on air from 21 January 2019. Previously known as ABC Classic FM.

### 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: 2021



EMBARGOED UNTIL THURSDAY 24TH JUNE 2021 AT 11AM AEST

## Session Listened to Most (%)

	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		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HITZ 93.9 FM	<b>31.9</b>	25.7	6.2	<b>27.8</b>	19.3	8.5	<b>32.7</b>	25.2	7.5	<b>32.6</b>	26.2	6.4	<b>22.1</b>	12.2	9.9	<b>28.0</b>	22.1	5.9
4BU	<b>12.2</b>	14.5	-2.3	<b>14.6</b>	17.6	-3.0	<b>11.4</b>	14.0	-2.6	<b>9.8</b>	12.2	-2.4	<b>11.5</b>	20.7	-9.2	<b>10.7</b>	15.3	-4.6
TRIPLE M 93.1 BUNDY	<b>18.1</b>	23.2	-5.1	<b>16.4</b>	22.4	-6.0	<b>19.4</b>	25.8	-6.4	<b>19.6</b>	26.6	-7.0	<b>17.3</b>	22.5	-5.2	<b>17.0</b>	21.4	-4.4
ABC WIDE BAY	<b>12.9</b>	14.6	-1.7	<b>13.5</b>	17.4	-3.9	<b>9.9</b>	12.2	-2.3	<b>8.2</b>	9.7	-1.5	<b>14.7</b>	18.1	-3.4	<b>15.7</b>	18.1	-2.4
ABC RN (RADIO NATIONAL)	<b>2.5</b>	2.6	-0.1	<b>2.2</b>	2.0	0.2	<b>1.2</b>	2.0	-0.8	<b>2.2</b>	2.2	0.0	<b>4.0</b>	3.9	0.1	<b>2.0</b>	2.7	-0.7
ABC NEWSRADIO	<b>0.2</b>	0.6	-0.4	<b>0.3</b>	0.5	-0.2	<b>0.1</b>	0.8	-0.7	<b>0.2</b>	0.3	-0.1	<b>0.0</b>	1.3	-1.3	<b>0.5</b>	0.5	0.0
triple j	<b>7.5</b>	5.0	2.5	<b>7.5</b>	4.1	3.4	<b>7.9</b>	4.9	3.0	<b>10.6</b>	5.6	5.0	<b>12.3</b>	5.2	7.1	<b>7.9</b>	5.1	2.8
ABC CLASSIC	<b>1.1</b>	2.0	-0.9	<b>1.3</b>	2.1	-0.8	<b>1.0</b>	1.8	-0.8	<b>2.0</b>	1.4	0.6	<b>1.7</b>	1.9	-0.2	<b>1.9</b>	2.1	-0.2

**Please note:** Last Bundaberg Survey conducted September 2018.

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ABC CLASSIC on air from 21 January 2019. Previously known as ABC Classic FM.

## 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.

Survey Period: 24th May 2021 - 12th June 2021

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# BUNDABERG - XTRA INSIGHTS - SURVEY 1: 2021



EMBARGOED UNTIL THURSDAY 24TH JUNE 2021 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	<b>374</b>	303	71	<b>65</b>	63	2	<b>53</b>	38	15	<b>89</b>	75	14	<b>88</b>	81	7	<b>51</b>	28	23	<b>27</b>	18	9
4BU	<b>150</b>	157	-7	<b>6</b>	1	5	<b>3</b>	2	1	<b>7</b>	9	-2	<b>21</b>	26	-5	<b>37</b>	42	-5	<b>76</b>	77	-1
TRIPLE M 93.1 BUNDY	<b>273</b>	276	-3	<b>46</b>	39	7	<b>29</b>	29	0	<b>63</b>	74	-11	<b>74</b>	76	-2	<b>46</b>	39	7	<b>15</b>	18	-3
ABC WIDE BAY	<b>157</b>	170	-13	<b>5</b>	2	3	<b>1</b>	0	1	<b>6</b>	4	2	<b>22</b>	33	-11	<b>32</b>	37	-5	<b>91</b>	93	-2
ABC RN (RADIO NATIONAL)	<b>35</b>	44	-9	<b>0</b>	3	-3	<b>0</b>	0	0	<b>2</b>	2	0	<b>5</b>	8	-3	<b>9</b>	12	-3	<b>19</b>	19	0
ABC NEWSRADIO	<b>7</b>	6	1	<b>0</b>	1	-1	<b>0</b>	0	0	<b>2</b>	0	2	<b>1</b>	1	0	<b>1</b>	2	-1	<b>4</b>	2	2
triple j	<b>103</b>	54	49	<b>9</b>	10	-1	<b>26</b>	14	12	<b>34</b>	16	18	<b>21</b>	12	9	<b>11</b>	2	9	<b>2</b>	2	0
ABC CLASSIC	<b>24</b>	20	4	<b>2</b>	0	2	<b>1</b>	0	1	<b>2</b>	0	2	<b>4</b>	2	2	<b>6</b>	2	4	<b>10</b>	15	-5

**Please note:** Last Bundaberg Survey conducted September 2018.

ABC NewsRadio on air from 26 July 2020. Previously known as ABC News.

ABC CLASSIC on air from 21 January 2019. Previously known as ABC Classic FM.

## 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.

Survey Period: 24th May 2021 - 12th June 2021

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EMBARGOED UNTIL THURSDAY 24TH JUNE 2021 AT 11AM AEST

Cumulative Audience (00's) by Session, P10+ [Potential: 809]

	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	<b>287</b>	257	30	<b>166</b>	130	36	<b>232</b>	209	23	<b>183</b>	187	-4	<b>51</b>	27	24	<b>215</b>	208	7
4BU	<b>106</b>	126	-20	<b>81</b>	104	-23	<b>71</b>	94	-23	<b>48</b>	76	-28	<b>22</b>	31	-9	<b>90</b>	120	-30
TRIPLE M 93.1 BUNDY	<b>196</b>	228	-32	<b>110</b>	135	-25	<b>159</b>	188	-29	<b>116</b>	178	-62	<b>42</b>	39	3	<b>144</b>	192	-48
ABC WIDE BAY	<b>108</b>	133	-25	<b>76</b>	103	-27	<b>64</b>	91	-27	<b>45</b>	68	-23	<b>31</b>	33	-2	<b>116</b>	145	-29
ABC RN (RADIO NATIONAL)	<b>22</b>	35	-13	<b>12</b>	18	-6	<b>6</b>	22	-16	<b>11</b>	19	-8	<b>10</b>	7	3	<b>19</b>	33	-14
ABC NEWSRADIO	<b>3</b>	6	-3	<b>3</b>	3	0	<b>2</b>	5	-3	<b>1</b>	2	-1	<b>0</b>	2	-2	<b>4</b>	3	1
triple j	<b>66</b>	45	21	<b>49</b>	23	26	<b>59</b>	36	23	<b>56</b>	37	19	<b>28</b>	9	19	<b>63</b>	39	24
ABC CLASSIC	<b>11</b>	16	-5	<b>10</b>	12	-2	<b>12</b>	12	0	<b>10</b>	9	1	<b>4</b>	3	1	<b>14</b>	18	-4

**Please note:** Last Bundaberg Survey conducted September 2018.

ABC NewsRadio on air from 26 July 2020. Previously known as ABC News.

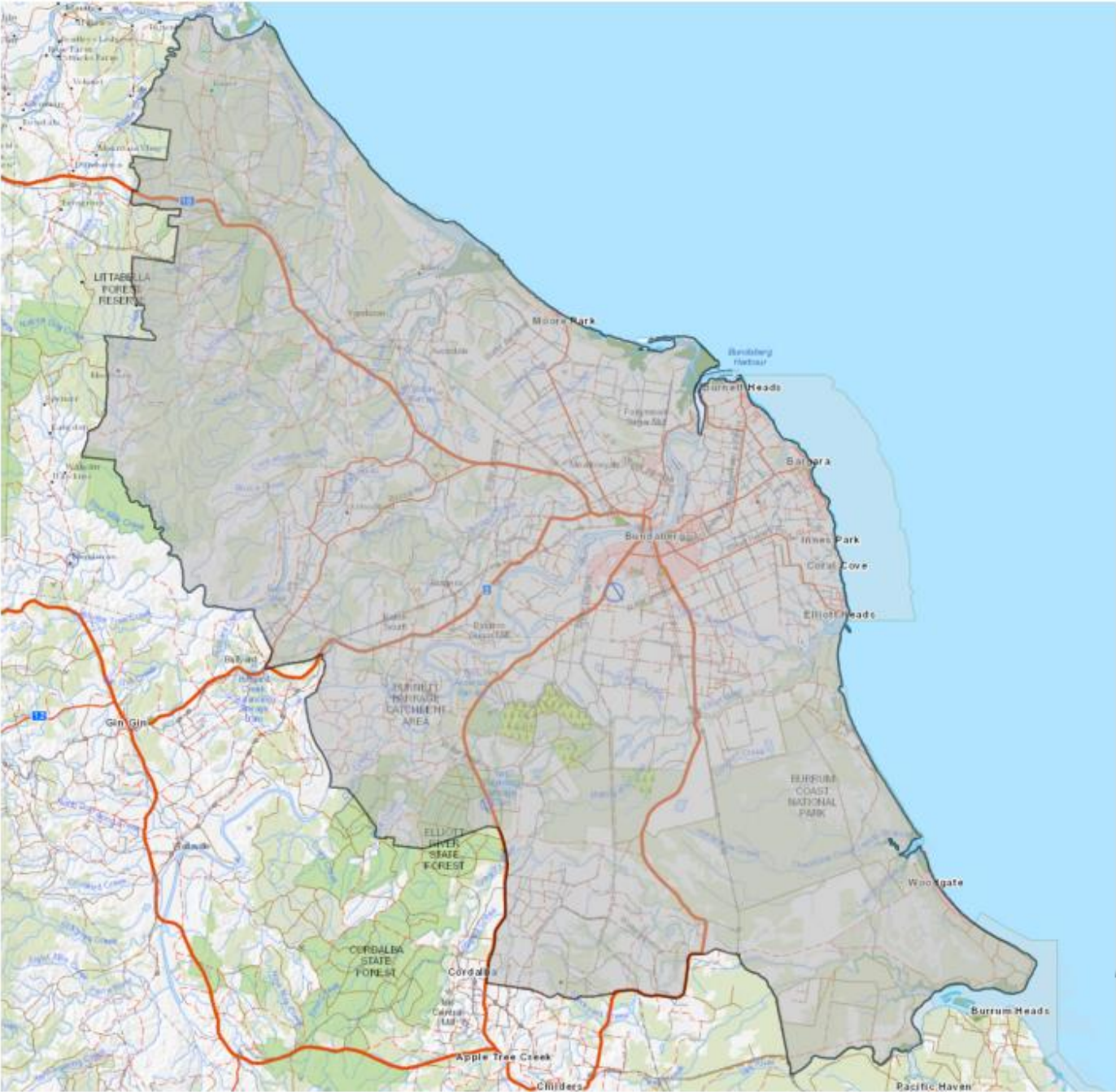
ABC CLASSIC on air from 21 January 2019. Previously known as ABC Classic FM.

## 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.

EMBARGOED UNTIL THURSDAY 24TH JUNE 2021 AT 11AM AEST



BUNDABERG Survey Coverage Area based on Commercial Radio Australia’s Licence Area Profile.