

BALLARAT (VIC)

SURVEY #1 2021



xtra insights

BALLARAT - XTRA INSIGHTS - SURVEY 1: 2021



EMBARGOED UNTIL THURSDAY 4TH NOVEMBER 2021 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	+/-
103.1 POWER FM	28.1	27.4	0.7	58.3	55.6	2.7	40.9	59.2	-18.3	39.4	38.9	0.5	31.5	24.5	7.0	9.3	13.0	-3.7	3.1	0.6	2.5
3BA 102.3 FM	21.2	22.0	-0.8	7.7	15.5	-7.8	19.0	12.7	6.3	17.5	13.9	3.6	22.1	30.1	-8.0	31.9	26.8	5.1	24.8	25.6	-0.8
ABC BALLARAT	5.0	5.1	-0.1	1.1	0.0	1.1	0.0	0.0	0.0	2.5	2.3	0.2	5.5	5.1	0.4	10.1	8.1	2.0	8.1	10.7	-2.6
ABC RN	1.8	2.0	-0.2	2.2	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	-1.7	2.5	4.1	-1.6	5.6	4.8	0.8
ABC NEWSRADIO	0.9	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.6	2.2	0.0	2.2	0.8	0.0	0.8	0.6	0.0	0.6
triple j	8.6	7.5	1.1	7.7	11.1	-3.4	27.5	9.9	17.6	17.1	18.0	-0.9	5.0	5.1	-0.1	0.8	2.4	-1.6	0.6	0.0	0.6
ABC CLASSIC	1.9	1.6	0.3	2.2	0.0	2.2	2.7	0.0	2.7	0.0	1.2	-1.2	0.6	0.6	0.0	0.8	1.6	-0.8	5.6	4.8	0.8

Please note: Last Ballarat Survey conducted May 2018. 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.

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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		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
103.1 POWER FM	26.9	27.8	-0.9	23.2	24.5	-1.3	29.2	28.5	0.7	28.9	30.8	-1.9	21.2	16.5	4.7	28.8	23.0	5.8
3BA 102.3 FM	22.1	20.5	1.6	22.8	22.5	0.3	20.5	21.2	-0.7	19.3	19.5	-0.2	16.9	15.2	1.7	19.4	20.6	-1.2
ABC BALLARAT	6.4	5.7	0.7	3.7	6.4	-2.7	4.1	5.6	-1.5	4.3	4.9	-0.6	6.8	10.1	-3.3	5.0	5.7	-0.7
ABC RN	2.1	1.9	0.2	1.5	2.2	-0.7	1.4	2.4	-1.0	2.3	2.3	0.0	4.7	5.7	-1.0	2.7	3.5	-0.8
ABC NEWSRADIO	1.2	0.0	1.2	0.7	0.0	0.7	0.5	0.2	0.3	1.0	0.2	0.8	1.6	0.6	1.0	0.5	0.0	0.5
triple j	8.8	8.6	0.2	10.3	6.2	4.1	9.9	8.2	1.7	11.1	9.2	1.9	12.4	7.0	5.4	10.8	8.5	2.3
ABC CLASSIC	1.4	1.3	0.1	2.6	2.2	0.4	2.4	2.2	0.2	2.1	2.2	-0.1	3.3	2.5	0.8	2.0	2.3	-0.3

Please note: Last Ballarat Survey conducted May 2018. 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.

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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	+/-
103.1 POWER FM	609	455	154	118	94	24	99	78	21	167	139	28	157	106	51	45	32	13	22	6	16
3BA 102.3 FM	554	414	140	50	36	14	48	26	22	118	74	44	127	125	2	116	74	42	95	80	15
ABC BALLARAT	121	118	3	2	2	0	0	2	-2	12	14	-2	34	28	6	33	29	4	40	44	-4
ABC RN	54	60	-6	5	0	5	2	0	2	2	3	-1	9	14	-5	10	17	-7	26	26	0
ABC NEWSRADIO	31	5	26	2	0	2	2	0	2	5	0	5	9	0	9	9	2	7	5	3	2
triple j	232	141	91	27	20	7	68	20	48	80	65	15	43	24	19	3	11	-8	10	2	8
ABC CLASSIC	56	46	10	5	3	2	6	0	6	3	6	-3	3	8	-5	10	5	5	28	24	4

Please note: Last Ballarat Survey conducted May 2018. 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.

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Cumulative Audience (00's) by Session, P10+ [Potential: 1376]

	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	+/-
103.1 POWER FM	384	358	26	278	227	51	383	286	97	312	333	-21	95	51	44	385	246	139
3BA 102.3 FM	331	304	27	284	227	57	314	247	67	225	248	-23	73	54	19	303	254	49
ABC BALLARAT	84	89	-5	43	69	-26	52	66	-14	47	57	-10	26	32	-6	74	75	-1
ABC RN	30	38	-8	16	26	-10	17	29	-12	24	29	-5	22	20	2	45	47	-2
ABC NEWSRADIO	19	0	19	12	0	12	12	2	10	15	2	13	5	3	2	10	3	7
triple j	122	114	8	121	57	64	138	78	60	126	107	19	52	18	34	148	88	60
ABC CLASSIC	19	26	-7	31	23	8	28	26	2	21	28	-7	11	12	-1	31	31	0

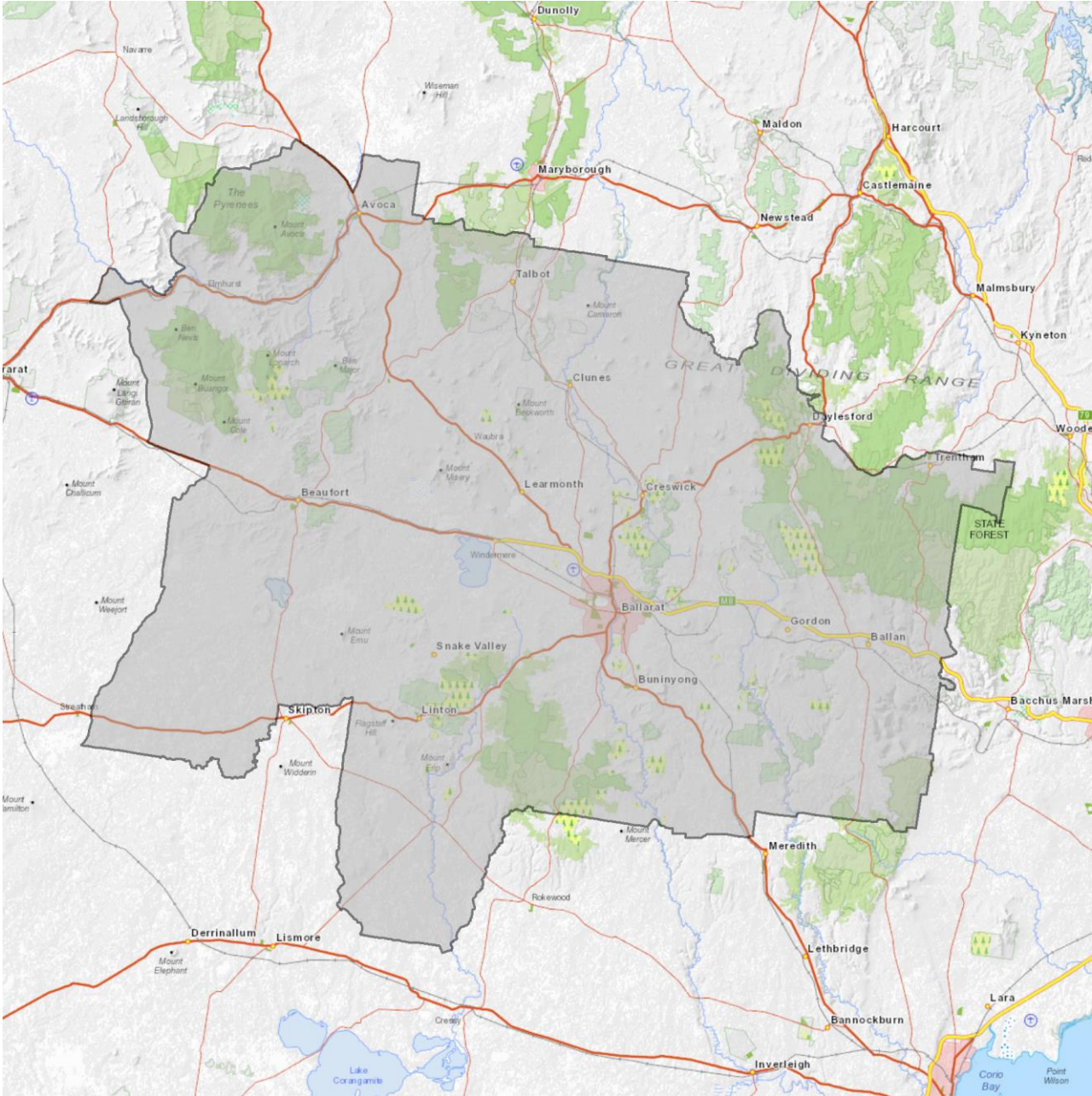
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Cumulative Audience (00's)

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