

BENDIGO (VIC)

SURVEY #1 2021



BENDIGO - XTRA INSIGHTS - SURVEY 1: 2021



EMBARGOED UNTIL TUESDAY 7TH DECEMBER 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	+/-
TRIPLE M BENDIGO	20.1	25.7	-5.6	17.5	22.0	-4.5	20.9	19.8	1.1	22.2	33.5	-11.3	29.4	39.1	-9.7	23.9	24.5	-0.6	7.6	11.1	-3.5
HIT91.9 BENDIGO	22.6	21.8	0.8	50.4	56.9	-6.5	35.4	46.8	-11.4	35.7	36.1	-0.4	23.6	16.4	7.2	6.9	2.5	4.4	2.7	0.9	1.8
GOLD CENTRAL VICTORIA	6.8	6.6	0.2	8.2	0.9	7.3	3.1	0.0	3.1	2.1	0.5	1.6	6.3	5.9	0.4	9.4	11.3	-1.9	10.2	14.7	-4.5
ABC CENTRAL VICTORIA	9.2	11.3	-2.1	3.6	1.8	1.8	1.0	3.1	-2.1	3.1	2.1	1.0	11.3	11.4	-0.1	8.8	16.3	-7.5	18.7	23.6	-4.9
ABC RN (RADIO NATIONAL)	3.1	2.8	0.3	0.0	0.9	-0.9	2.1	1.0	1.1	0.5	0.5	0.0	0.0	2.7	-2.7	7.5	5.7	1.8	7.1	4.4	2.7
ABC NEWSRADIO	0.6	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.5	0.5	0.0	0.5	0.6	1.3	-0.7	1.3	0.4	0.9
triple j	9.6	7.2	2.4	4.6	10.1	-5.5	32.3	16.7	15.6	21.1	14.1	7.0	6.3	6.8	-0.5	3.8	1.9	1.9	0.0	0.0	0.0
ABC CLASSIC	2.0	2.1	-0.1	0.9	0.9	0.0	0.0	1.0	-1.0	0.0	1.0	-1.0	0.5	0.9	-0.4	3.8	1.9	1.9	5.3	5.3	0.0

Please note: Last Bendigo Survey conducted December 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.

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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	+/-
TRIPLE M BENDIGO	20.4	26.0	-5.6	20.1	26.4	-6.3	19.5	25.9	-6.4	18.4	26.9	-8.5	15.5	15.4	0.1	16.4	22.7	-6.3
HIT91.9 BENDIGO	22.9	22.2	0.7	18.2	13.3	4.9	25.2	23.0	2.2	27.1	24.1	3.0	23.3	15.4	7.9	21.6	20.3	1.3
GOLD CENTRAL VICTORIA	7.1	6.5	0.6	7.8	10.9	-3.1	6.0	4.5	1.5	6.4	3.4	3.0	1.6	2.9	-1.3	5.6	5.6	0.0
ABC CENTRAL VICTORIA	10.2	11.4	-1.2	7.3	10.5	-3.2	8.1	11.1	-3.0	6.7	9.2	-2.5	14.7	16.6	-1.9	9.3	13.3	-4.0
ABC RN (RADIO NATIONAL)	2.8	3.3	-0.5	2.9	3.4	-0.5	2.4	2.5	-0.1	3.8	2.7	1.1	5.3	4.0	1.3	2.9	3.6	-0.7
ABC NEWSRADIO	1.0	0.4	0.6	0.3	0.5	-0.2	0.1	0.2	-0.1	0.3	0.3	0.0	0.8	1.1	-0.3	1.1	0.3	0.8
triple j	10.1	8.0	2.1	9.8	4.9	4.9	9.8	6.6	3.2	11.7	7.8	3.9	11.4	8.0	3.4	11.7	7.9	3.8
ABC CLASSIC	1.3	1.8	-0.5	2.6	1.9	0.7	2.2	2.3	-0.1	1.5	2.3	-0.8	2.0	5.7	-3.7	2.5	2.5	0.0

Please note: Last Bendigo Survey conducted December 2018. ABC NewsRadio on air from 26 July 2020. Previously known as ABC NEWS.
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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.

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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	625	573	52	72	59	13	67	51	16	146	141	5	183	189	-6	109	83	26	48	49	-1
HIT91.9 BENDIGO	594	520	74	111	117	-6	105	94	11	170	157	13	162	127	35	34	20	14	12	7	5
GOLD CENTRAL VICTORIA	192	172	20	21	2	19	12	0	12	24	7	17	41	36	5	38	49	-11	57	79	-22
ABC CENTRAL VICTORIA	289	271	18	22	7	15	5	7	-2	34	18	16	67	59	8	58	61	-3	103	120	-17
ABC RN (RADIO NATIONAL)	82	100	-18	2	3	-1	3	3	0	5	2	3	3	21	-18	34	26	8	34	44	-10
ABC NEWSRADIO	45	13	32	0	0	0	2	0	2	10	0	10	5	0	5	14	7	7	14	7	7
triple j	264	164	100	26	20	6	70	38	32	96	61	35	50	35	15	19	8	11	3	3	0
ABC CLASSIC	62	56	6	2	2	0	0	5	-5	3	3	0	7	5	2	17	8	9	33	33	0

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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: 1712]

	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	+/-
TRIPLE M BENDIGO	384	468	-84	288	318	-30	351	363	-12	281	377	-96	92	57	35	319	404	-85
HIT91.9 BENDIGO	396	420	-24	252	185	67	384	328	56	331	354	-23	110	54	56	348	366	-18
GOLD CENTRAL VICTORIA	116	125	-9	96	130	-34	89	80	9	70	62	8	9	13	-4	99	98	1
ABC CENTRAL VICTORIA	186	200	-14	103	136	-33	134	154	-20	87	136	-49	67	52	15	161	215	-54
ABC RN (RADIO NATIONAL)	53	77	-24	44	64	-20	38	48	-10	46	48	-2	26	21	5	56	80	-24
ABC NEWSRADIO	19	8	11	14	10	4	9	7	2	10	3	7	7	5	2	21	7	14
triple j	182	135	47	134	69	65	154	89	65	158	115	43	50	31	19	182	125	57
ABC CLASSIC	24	38	-14	33	30	3	36	34	2	24	33	-9	10	16	-6	46	49	-3

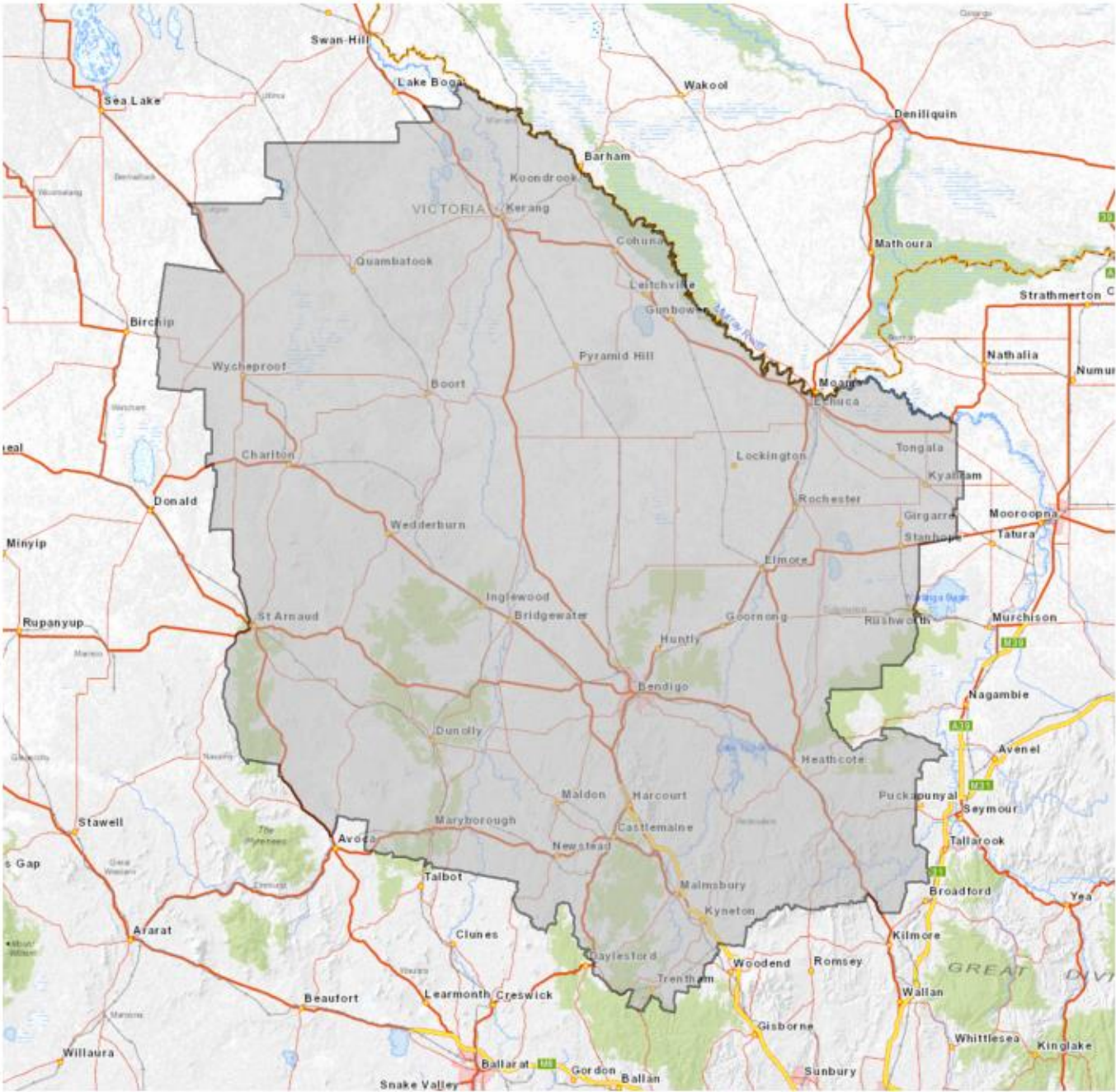
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Cumulative Audience (00's)

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