

# BENDIGO (VIC)

SURVEY #1 2023



# BENDIGO - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL THURSDAY 6<sup>TH</sup> JULY 2023 AT 11AM AEST

## Station Listened to Most (%), Monday to Sunday

	10+			10-17			18-24			25-39			40-54			55-64			65+		
	This	Last	+/-																		
TRIPLE M BENDIGO	<b>22.1</b>	20.1	2.0	<b>22.2</b>	17.5	4.7	<b>13.6</b>	20.9	-7.3	<b>29.7</b>	22.2	7.5	<b>29.4</b>	29.4	0.0	<b>30.6</b>	23.9	6.7	<b>8.0</b>	7.6	0.4
HIT91.9 BENDIGO	<b>21.2</b>	22.6	-1.4	<b>48.8</b>	50.4	-1.6	<b>42.8</b>	35.4	7.4	<b>32.3</b>	35.7	-3.4	<b>22.4</b>	23.6	-1.2	<b>7.8</b>	6.9	0.9	<b>1.6</b>	2.7	-1.1
GOLD CENTRAL VICTORIA	<b>6.6</b>	6.8	-0.2	<b>6.4</b>	8.2	-1.8	<b>3.1</b>	3.1	0.0	<b>6.3</b>	2.1	4.2	<b>5.6</b>	6.3	-0.7	<b>12.3</b>	9.4	2.9	<b>5.2</b>	10.2	-5.0
ABC CENTRAL VICTORIA	<b>9.2</b>	9.2	0.0	<b>2.4</b>	3.6	-1.2	<b>0.0</b>	1.0	-1.0	<b>2.9</b>	3.1	-0.2	<b>7.4</b>	11.3	-3.9	<b>12.4</b>	8.8	3.6	<b>19.2</b>	18.7	0.5
ABC RN (RADIO NATIONAL)	<b>3.2</b>	3.1	0.1	<b>0.0</b>	0.0	0.0	<b>0.0</b>	2.1	-2.1	<b>0.5</b>	0.5	0.0	<b>1.3</b>	0.0	1.3	<b>6.5</b>	7.5	-1.0	<b>7.2</b>	7.1	0.1
ABC NEWSRADIO	<b>0.7</b>	0.6	0.1	<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>0.4</b>	0.5	-0.1	<b>0.6</b>	0.6	0.0	<b>2.0</b>	1.3	0.7
triple j	<b>8.8</b>	9.6	-0.8	<b>8.7</b>	4.6	4.1	<b>23.3</b>	32.3	-9.0	<b>17.3</b>	21.1	-3.8	<b>11.0</b>	6.3	4.7	<b>2.6</b>	3.8	-1.2	<b>0.0</b>	0.0	0.0
ABC CLASSIC	<b>1.6</b>	2.0	-0.4	<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>0.5</b>	0.5	0.0	<b>2.0</b>	3.8	-1.8	<b>4.8</b>	5.3	-0.5

**Please note:** Last Bendigo Survey conducted December 2021.

\*A minimum sample of n=50 is required within a sub cell to be able to produce a result.

### 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.

Survey Period: 5<sup>th</sup> June 2023 – 24<sup>th</sup> June 2023

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# BENDIGO - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL THURSDAY 6<sup>TH</sup> JULY 2023 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	+/-
TRIPLE M BENDIGO	<b>22.1</b>	20.4	1.7	<b>23.3</b>	20.1	3.2	<b>23.1</b>	19.5	3.6	<b>23.7</b>	18.4	5.3	<b>13.6</b>	15.5	-1.9	<b>21.5</b>	16.4	5.1
HIT91.9 BENDIGO	<b>22.5</b>	22.9	-0.4	<b>14.4</b>	18.2	-3.8	<b>20.6</b>	25.2	-4.6	<b>23.9</b>	27.1	-3.2	<b>21.7</b>	23.3	-1.6	<b>20.1</b>	21.6	-1.5
GOLD CENTRAL VICTORIA	<b>4.7</b>	7.1	-2.4	<b>8.2</b>	7.8	0.4	<b>6.9</b>	6.0	0.9	<b>4.2</b>	6.4	-2.2	<b>4.6</b>	1.6	3.0	<b>4.4</b>	5.6	-1.2
ABC CENTRAL VICTORIA	<b>11.1</b>	10.2	0.9	<b>8.3</b>	7.3	1.0	<b>7.1</b>	8.1	-1.0	<b>7.8</b>	6.7	1.1	<b>14.4</b>	14.7	-0.3	<b>10.6</b>	9.3	1.3
ABC RN (RADIO NATIONAL)	<b>3.8</b>	2.8	1.0	<b>2.3</b>	2.9	-0.6	<b>3.0</b>	2.4	0.6	<b>3.1</b>	3.8	-0.7	<b>5.0</b>	5.3	-0.3	<b>3.6</b>	2.9	0.7
ABC NEWSRADIO	<b>1.1</b>	1.0	0.1	<b>0.6</b>	0.3	0.3	<b>0.7</b>	0.1	0.6	<b>0.5</b>	0.3	0.2	<b>1.1</b>	0.8	0.3	<b>0.8</b>	1.1	-0.3
triple j	<b>8.8</b>	10.1	-1.3	<b>10.1</b>	9.8	0.3	<b>8.7</b>	9.8	-1.1	<b>10.8</b>	11.7	-0.9	<b>9.5</b>	11.4	-1.9	<b>8.5</b>	11.7	-3.2
ABC CLASSIC	<b>1.3</b>	1.3	0.0	<b>1.9</b>	2.6	-0.7	<b>1.9</b>	2.2	-0.3	<b>2.1</b>	1.5	0.6	<b>1.9</b>	2.0	-0.1	<b>2.9</b>	2.5	0.4

**Please note:** Last Bendigo Survey conducted December 2021.

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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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# BENDIGO - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL THURSDAY 6<sup>TH</sup> JULY 2023 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	+/-
TRIPLE M BENDIGO	<b>685</b>	625	60	<b>86</b>	72	14	<b>44</b>	67	-23	<b>176</b>	146	30	<b>176</b>	183	-7	<b>126</b>	109	17	<b>76</b>	48	28
HIT91.9 BENDIGO	<b>577</b>	594	-17	<b>116</b>	111	5	<b>87</b>	105	-18	<b>172</b>	170	2	<b>134</b>	162	-28	<b>55</b>	34	21	<b>12</b>	12	0
GOLD CENTRAL VICTORIA	<b>216</b>	192	24	<b>20</b>	21	-1	<b>4</b>	12	-8	<b>29</b>	24	5	<b>50</b>	41	9	<b>56</b>	38	18	<b>56</b>	57	-1
ABC CENTRAL VICTORIA	<b>284</b>	289	-5	<b>12</b>	22	-10	<b>0</b>	5	-5	<b>26</b>	34	-8	<b>54</b>	67	-13	<b>59</b>	58	1	<b>134</b>	103	31
ABC RN (RADIO NATIONAL)	<b>107</b>	82	25	<b>2</b>	2	0	<b>2</b>	3	-1	<b>2</b>	5	-3	<b>10</b>	3	7	<b>28</b>	34	-6	<b>64</b>	34	30
ABC NEWSRADIO	<b>31</b>	45	-14	<b>0</b>	0	0	<b>0</b>	2	-2	<b>6</b>	10	-4	<b>2</b>	5	-3	<b>5</b>	14	-9	<b>18</b>	14	4
triple j	<b>256</b>	264	-8	<b>21</b>	26	-5	<b>48</b>	70	-22	<b>93</b>	96	-3	<b>74</b>	50	24	<b>14</b>	19	-5	<b>5</b>	3	2
ABC CLASSIC	<b>61</b>	62	-1	<b>3</b>	2	1	<b>0</b>	0	0	<b>2</b>	3	-1	<b>7</b>	7	0	<b>13</b>	17	-4	<b>37</b>	33	4

**Please note:** Last Bendigo Survey conducted December 2021.

\*A minimum sample of n=50 is required within a sub cell to be able to produce a result.

### 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 - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL THURSDAY 6<sup>TH</sup> JULY 2023 AT 11AM AEST

Cumulative Audience (00's) by Session, P10+ [Potential: 1734]

	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	<b>405</b>	384	21	<b>339</b>	288	51	<b>379</b>	351	28	<b>318</b>	281	37	<b>85</b>	92	-7	<b>373</b>	319	54
HIT91.9 BENDIGO	<b>392</b>	396	-4	<b>206</b>	252	-46	<b>329</b>	384	-55	<b>325</b>	331	-6	<b>120</b>	110	10	<b>311</b>	348	-37
GOLD CENTRAL VICTORIA	<b>111</b>	116	-5	<b>118</b>	96	22	<b>107</b>	89	18	<b>60</b>	70	-10	<b>25</b>	9	16	<b>93</b>	99	-6
ABC CENTRAL VICTORIA	<b>183</b>	186	-3	<b>123</b>	103	20	<b>122</b>	134	-12	<b>91</b>	87	4	<b>70</b>	67	3	<b>177</b>	161	16
ABC RN (RADIO NATIONAL)	<b>65</b>	53	12	<b>44</b>	44	0	<b>44</b>	38	6	<b>44</b>	46	-2	<b>26</b>	26	0	<b>68</b>	56	12
ABC NEWSRADIO	<b>17</b>	19	-2	<b>9</b>	14	-5	<b>12</b>	9	3	<b>9</b>	10	-1	<b>7</b>	7	0	<b>14</b>	21	-7
triple j	<b>154</b>	182	-28	<b>145</b>	134	11	<b>141</b>	154	-13	<b>130</b>	158	-28	<b>51</b>	50	1	<b>135</b>	182	-47
ABC CLASSIC	<b>30</b>	24	6	<b>34</b>	33	1	<b>30</b>	36	-6	<b>28</b>	24	4	<b>9</b>	10	-1	<b>47</b>	46	1

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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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