

# BUNDABERG (QLD)

SURVEY #1 2023



["Australia bundaberg aerial"](#) by Inas.



# BUNDABERG - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL TUESDAY 8TH AUGUST 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	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HITZ 93.9 FM	<b>31.8</b>	30.7	1.1	<b>56.0</b>	49.7	6.3	<b>58.3</b>	43.0	15.3	<b>49.3</b>	46.6	2.7	<b>31.5</b>	35.9	-4.4	<b>25.0</b>	23.6	1.4	<b>9.0</b>	6.7	2.3
4BU	<b>11.5</b>	12.3	-0.8	<b>1.9</b>	1.5	0.4	<b>1.0</b>	3.2	-2.2	<b>0.0</b>	2.7	-2.7	<b>2.6</b>	8.0	-5.4	<b>13.8</b>	18.5	-4.7	<b>29.5</b>	26.9	2.6
TRIPLE M 93.1 BUNDY	<b>16.5</b>	17.9	-1.4	<b>21.6</b>	27.1	-5.5	<b>22.0</b>	20.1	1.9	<b>19.3</b>	22.4	-3.1	<b>29.4</b>	26.9	2.5	<b>14.4</b>	15.9	-1.5	<b>4.2</b>	3.6	0.6
ABC WIDE BAY	<b>10.9</b>	12.0	-1.1	<b>0.0</b>	0.7	-0.7	<b>1.4</b>	0.0	1.4	<b>1.9</b>	1.1	0.8	<b>3.1</b>	4.7	-1.6	<b>11.3</b>	14.0	-2.7	<b>28.1</b>	33.6	-5.5
ABC RN (RADIO NATIONAL)	<b>1.7</b>	2.6	-0.9	<b>0.9</b>	0.0	0.9	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.6	-0.6	<b>2.1</b>	1.9	0.2	<b>2.5</b>	5.1	-2.6	<b>2.8</b>	5.1	-2.3
ABC NEWSRADIO	<b>0.5</b>	0.4	0.1	<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>0.5</b>	0.0	0.5	<b>0.6</b>	0.6	0.0	<b>1.0</b>	1.2	-0.2
triple j	<b>5.8</b>	7.9	-2.1	<b>5.4</b>	9.7	-4.3	<b>12.4</b>	26.4	-14.0	<b>13.0</b>	16.3	-3.3	<b>7.7</b>	5.2	2.5	<b>2.5</b>	1.9	0.6	<b>0.3</b>	0.8	-0.5
ABC CLASSIC	<b>1.7</b>	1.3	0.4	<b>0.0</b>	1.6	-1.6	<b>1.0</b>	1.0	0.0	<b>0.0</b>	0.5	-0.5	<b>0.5</b>	0.0	0.5	<b>3.1</b>	0.6	2.5	<b>3.5</b>	3.2	0.3

**Please note:** Last Bundaberg Survey conducted June 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: 10<sup>th</sup> July 2023 – 29<sup>th</sup> July 2023

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# BUNDABERG - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL TUESDAY 8TH AUGUST 2023 AT 11AM AEST

## 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	+/-
HITZ 93.9 FM	<b>33.6</b>	31.9	1.7	<b>29.5</b>	27.8	1.7	<b>32.8</b>	32.7	0.1	<b>33.7</b>	32.6	1.1	<b>29.9</b>	22.1	7.8	<b>27.0</b>	28.0	-1.0
4BU	<b>10.9</b>	12.2	-1.3	<b>12.1</b>	14.6	-2.5	<b>9.9</b>	11.4	-1.5	<b>9.7</b>	9.8	-0.1	<b>5.7</b>	11.5	-5.8	<b>10.5</b>	10.7	-0.2
TRIPLE M 93.1 BUNDY	<b>17.0</b>	18.1	-1.1	<b>17.6</b>	16.4	1.2	<b>19.5</b>	19.4	0.1	<b>18.0</b>	19.6	-1.6	<b>11.8</b>	17.3	-5.5	<b>16.9</b>	17.0	-0.1
ABC WIDE BAY	<b>11.2</b>	12.9	-1.7	<b>10.6</b>	13.5	-2.9	<b>8.3</b>	9.9	-1.6	<b>6.9</b>	8.2	-1.3	<b>16.3</b>	14.7	1.6	<b>12.6</b>	15.7	-3.1
ABC RN (RADIO NATIONAL)	<b>2.2</b>	2.5	-0.3	<b>0.9</b>	2.2	-1.3	<b>1.6</b>	1.2	0.4	<b>1.6</b>	2.2	-0.6	<b>2.6</b>	4.0	-1.4	<b>1.6</b>	2.0	-0.4
ABC NEWSRADIO	<b>0.5</b>	0.2	0.3	<b>0.3</b>	0.3	0.0	<b>0.4</b>	0.1	0.3	<b>0.0</b>	0.2	-0.2	<b>0.4</b>	0.0	0.4	<b>0.5</b>	0.5	0.0
triple j	<b>6.1</b>	7.5	-1.4	<b>5.7</b>	7.5	-1.8	<b>6.4</b>	7.9	-1.5	<b>8.0</b>	10.6	-2.6	<b>7.8</b>	12.3	-4.5	<b>6.5</b>	7.9	-1.4
ABC CLASSIC	<b>1.7</b>	1.1	0.6	<b>1.9</b>	1.3	0.6	<b>1.8</b>	1.0	0.8	<b>1.6</b>	2.0	-0.4	<b>1.8</b>	1.7	0.1	<b>2.1</b>	1.9	0.2

**Please note:** Last Bundaberg Survey conducted June 2021.

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

### 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: 10<sup>th</sup> July 2023 – 29<sup>th</sup> July 2023

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# BUNDABERG - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL TUESDAY 8TH AUGUST 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	+/-
HITZ 93.9 FM	<b>376</b>	374	2.0	<b>61</b>	65	-4.0	<b>46</b>	53	-7.0	<b>101</b>	89	12.0	<b>84</b>	88	-4.0	<b>50</b>	51	-1.0	<b>34</b>	27	7.0
4BU	<b>128</b>	150	-22.0	<b>5</b>	6	-1.0	<b>2</b>	3	-1.0	<b>1</b>	7	-6.0	<b>11</b>	21	-10.0	<b>25</b>	37	-12.0	<b>83</b>	76	7.0
TRIPLE M 93.1 BUNDY	<b>281</b>	273	8.0	<b>37</b>	46	-9.0	<b>29</b>	29	0.0	<b>70</b>	63	7.0	<b>78</b>	74	4.0	<b>41</b>	46	-5.0	<b>24</b>	15	9.0
ABC WIDE BAY	<b>139</b>	157	-18.0	<b>3</b>	5	-2.0	<b>1</b>	1	0.0	<b>7</b>	6	1.0	<b>12</b>	22	-10.0	<b>29</b>	32	-3.0	<b>86</b>	91	-5.0
ABC RN (RADIO NATIONAL)	<b>29</b>	35	-6.0	<b>2</b>	0	2.0	<b>0</b>	0	0.0	<b>1</b>	2	-1.0	<b>5</b>	5	0.0	<b>6</b>	9	-3.0	<b>16</b>	19	-3.0
ABC NEWSRADIO	<b>10</b>	7	3.0	<b>0</b>	0	0.0	<b>0</b>	0	0.0	<b>0</b>	2	-2.0	<b>2</b>	1	1.0	<b>2</b>	1	1.0	<b>6</b>	4	2.0
triple j	<b>85</b>	103	-18.0	<b>9</b>	9	0.0	<b>13</b>	26	-13.0	<b>33</b>	34	-1.0	<b>20</b>	21	-1.0	<b>8</b>	11	-3.0	<b>3</b>	2	1.0
ABC CLASSIC	<b>20</b>	24	-4.0	<b>0</b>	2	-2.0	<b>1</b>	1	0.0	<b>0</b>	2	-2.0	<b>2</b>	4	-2.0	<b>4</b>	6	-2.0	<b>13</b>	10	3.0

**Please note:** Last Bundaberg Survey conducted June 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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# BUNDABERG - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL TUESDAY 8TH AUGUST 2023 AT 11AM AEST

Cumulative Audience (00's) by Session, P10+ [Potential: 842]

	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>294</b>	287	7.0	<b>191</b>	166	25.0	<b>241</b>	232	9.0	<b>191</b>	183	8.0	<b>65</b>	51	14.0	<b>222</b>	215	7.0
4BU	<b>93</b>	106	-13.0	<b>71</b>	81	-10.0	<b>68</b>	71	-3.0	<b>52</b>	48	4.0	<b>14</b>	22	-8.0	<b>77</b>	90	-13.0
TRIPLE M 93.1 BUNDY	<b>190</b>	196	-6.0	<b>123</b>	110	13.0	<b>170</b>	159	11.0	<b>108</b>	116	-8.0	<b>29</b>	42	-13.0	<b>152</b>	144	8.0
ABC WIDE BAY	<b>96</b>	108	-12.0	<b>65</b>	76	-11.0	<b>58</b>	64	-6.0	<b>41</b>	45	-4.0	<b>33</b>	31	2.0	<b>103</b>	116	-13.0
ABC RN (RADIO NATIONAL)	<b>23</b>	22	1.0	<b>8</b>	12	-4.0	<b>12</b>	6	6.0	<b>10</b>	11	-1.0	<b>7</b>	10	-3.0	<b>13</b>	19	-6.0
ABC NEWSRADIO	<b>5</b>	3	2.0	<b>3</b>	3	0.0	<b>4</b>	2	2.0	<b>2</b>	1	1.0	<b>1</b>	0	1.0	<b>4</b>	4	0.0
triple j	<b>57</b>	66	-9.0	<b>42</b>	49	-7.0	<b>48</b>	59	-11.0	<b>45</b>	56	-11.0	<b>16</b>	28	-12.0	<b>51</b>	63	-12.0
ABC CLASSIC	<b>15</b>	11	4.0	<b>11</b>	10	1.0	<b>11</b>	12	-1.0	<b>8</b>	10	-2.0	<b>4</b>	4	0.0	<b>14</b>	14	0.0

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## Cumulative Audience (00's)

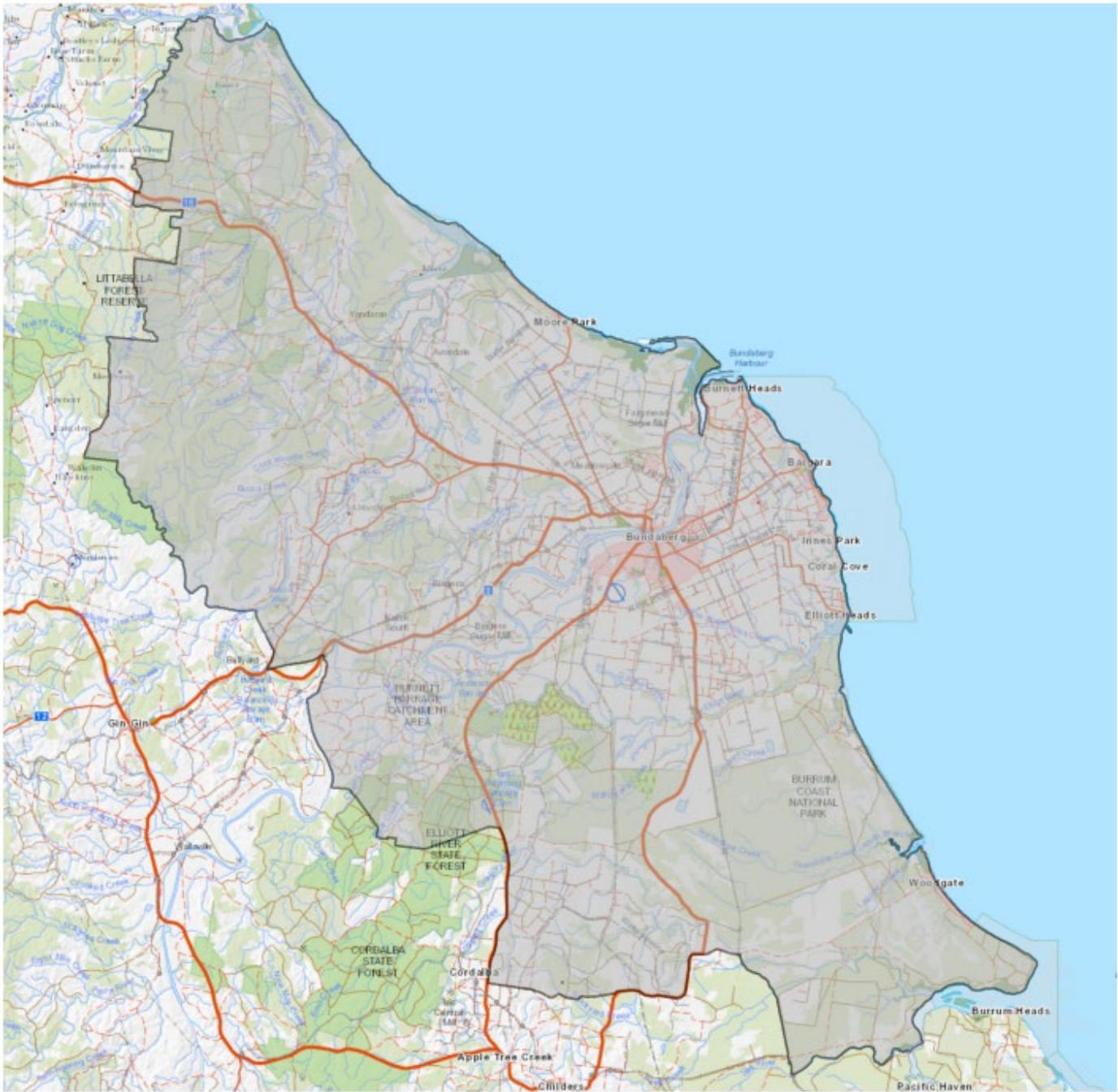
The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening.

For example, Station A has 25,000 unique listeners between 5.30am-12.00mn Monday to Sunday.

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**EMBARGOED UNTIL TUESDAY 8TH AUGUST 2023 AT 11AM AEST**



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