



BALLARAT - XTRA INSIGHTS - SURVEY 1: 2024



EMBARGOED UNTIL TUESDAY 30TH APRIL 2024 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	+/-
103.1 POWER FM	27.3	28.1	-0.8	53.3	58.3	-5.0	47.0	40.9	6.1	39.7	39.4	0.3	27.6	31.5	-3.9	16.5	9.3	7.2	1.0	3.1	-2.1
3BA 102.3 FM	21.3	21.2	0.1	10.5	7.7	2.8	15.3	19.0	-3.7	12.0	17.5	-5.5	27.4	22.1	5.3	30.7	31.9	-1.2	26.2	24.8	1.4
ABC BALLARAT	6.7	5.0	1.7	4.2	1.1	3.1	3.5	0.0	3.5	0.7	2.5	-1.8	4.3	5.5	-1.2	9.5	10.1	-0.6	15.4	8.1	7.3
ABC RN (RADIO NATIONAL)	2.0	1.8	0.2	2.1	2.2	-0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	1.1	2.4	2.5	-0.1	5.4	5.6	-0.2
ABC NEWSRADIO	1.3	0.9	0.4	0.9	0.0	0.9	1.5	0.0	1.5	2.1	0.6	1.5	1.6	2.2	-0.6	0.8	0.8	0.0	0.5	0.6	-0.1
TRIPLE J	9.3	8.6	0.7	7.9	7.7	0.2	18.0	27.5	-9.5	24.1	17.1	7.0	5.9	5.0	0.9	1.6	0.8	0.8	1.1	0.6	0.5
ABC CLASSIC	1.6	1.9	-0.3	0.0	2.2	-2.2	0.0	2.7	-2.7	0.7	0.0	0.7	1.6	0.6	1.0	0.8	0.8	0.0	4.3	5.6	-1.3

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: 1st April 2024 - 20th April 2024

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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	26.7	26.9	-0.2	24.3	23.2	1.1	27.6	29.2	-1.6	27.5	28.9	-1.4	20.6	21.2	-0.6	23.2	28.8	-5.6
3BA 102.3 FM	20.7	22.1	-1.4	23.9	22.8	1.1	22.2	20.5	1.7	19.6	19.3	0.3	18.8	16.9	1.9	19.5	19.4	0.1
ABC BALLARAT	7.9	6.4	1.5	4.9	3.7	1.2	5.0	4.1	0.9	6.4	4.3	2.1	6.4	6.8	-0.4	6.9	5.0	1.9
ABC RN (RADIO NATIONAL)	2.2	2.1	0.1	1.6	1.5	0.1	1.5	1.4	0.1	1.5	2.3	-0.8	2.2	4.7	-2.5	1.9	2.7	-0.8
ABC NEWSRADIO	1.4	1.2	0.2	0.7	0.7	0.0	0.6	0.5	0.1	2.3	1.0	1.3	2.6	1.6	1.0	1.1	0.5	0.6
TRIPLE J	10.0	8.8	1.2	7.3	10.3	-3.0	8.5	9.9	-1.4	9.6	11.1	-1.5	7.3	12.4	-5.1	9.3	10.8	-1.5
ABC CLASSIC	1.7	1.4	0.3	2.4	2.6	-0.2	2.0	2.4	-0.4	1.9	2.1	-0.2	2.3	3.3	-1.0	2.1	2.0	0.1

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	641	609	32	131	118	13	93	99	-6	186	167	19	147	157	-10	66	45	21	18	22	-4
3BA 102.3 FM	540	554	-14	52	50	2	47	48	-1	72	118	-46	148	127	21	98	116	-18	123	95	28
ABC BALLARAT	167	121	46	9	2	7	7	0	7	13	12	1	32	34	-2	27	33	-6	79	40	39
ABC RN (RADIO NATIONAL)	64	54	10	4	5	-1	0	2	-2	0	2	-2	5	9	-4	13	10	3	42	26	16
ABC NEWSRADIO	52	31	21	5	2	3	4	2	2	15	5	10	10	9	1	7	9	-2	11	5	6
TRIPLE J	235	232	3	22	27	-5	36	68	-32	104	80	24	51	43	8	12	3	9	11	10	1
ABC CLASSIC	57	56	1	0	5	-5	0	6	-6	9	3	6	8	3	5	5	10	-5	34	28	6

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: 1484]

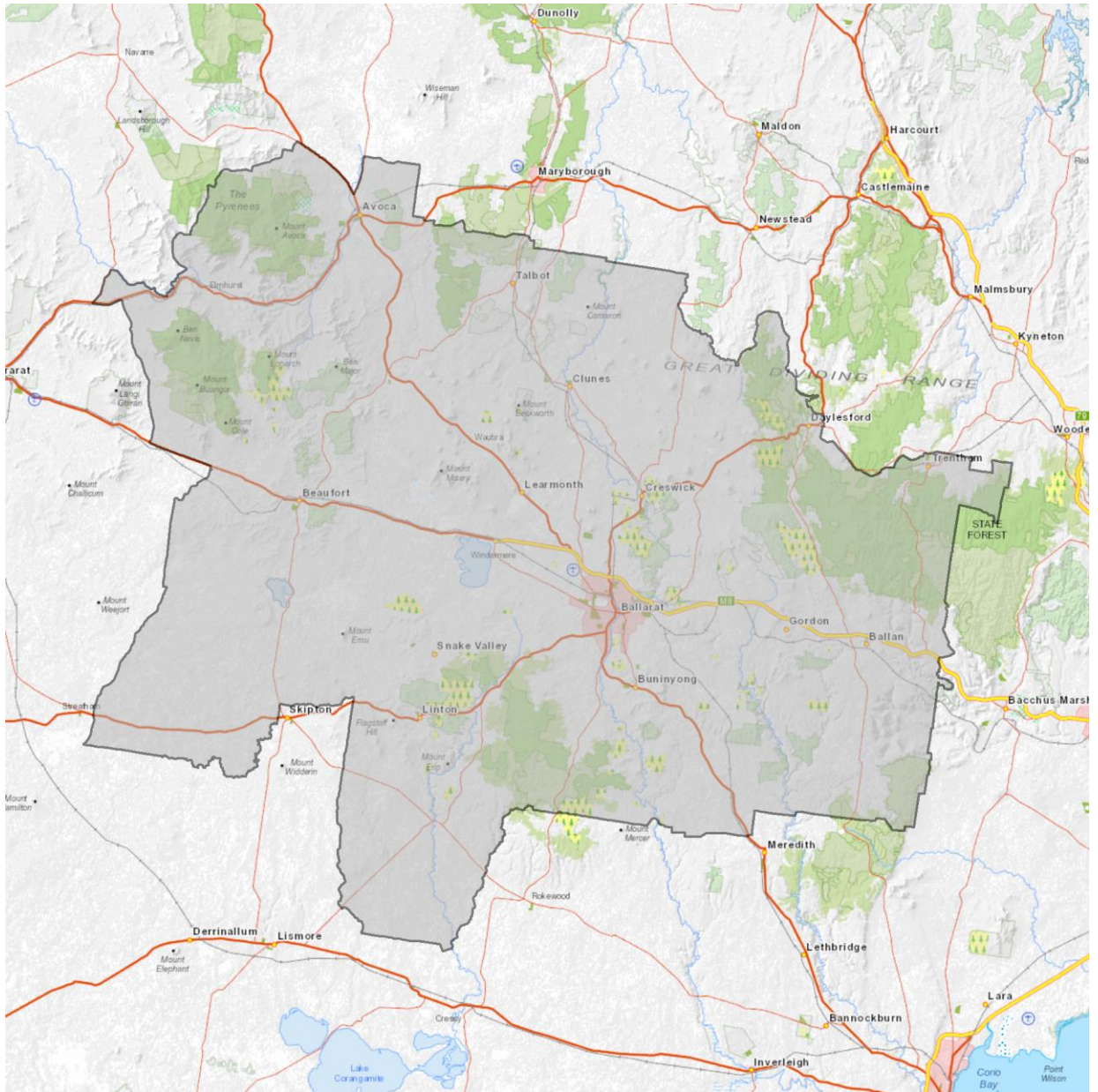
	Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5.30am-9.00am			Mon-Fri 9.00am-12.00pm			Mon-Fri 12.00pm-4.00pm			Mon-Fri 4.00pm-7.00pm			Mon-Fri 7.00pm-12.00mn			Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
103.1 POWER FM	405	384	21	294	278	16	347	383	-36	334	312	22	97	95	2	319	385	-66
3BA 102.3 FM	344	331	13	304	284	20	317	314	3	255	225	30	86	73	13	279	303	-24
ABC BALLARAT	115	84	31	60	43	17	70	52	18	78	47	31	25	26	-1	97	74	23
ABC RN (RADIO NATIONAL)	37	30	7	20	16	4	23	17	6	21	24	-3	14	22	-8	30	45	-15
ABC NEWSRADIO	27	19	8	13	12	1	12	12	0	30	15	15	14	5	9	20	10	10
TRIPLE J	155	122	33	93	121	-28	109	138	-29	113	126	-13	32	52	-20	136	148	-12
ABC CLASSIC	28	19	9	27	31	-4	30	28	2	23	21	2	9	11	-2	29	31	-2

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 & Audio's Licence Area Profile.