

BUNBURY (WA)

SURVEY #1 2024



xtra insights

BUNBURY - XTRA INSIGHTS - SURVEY 1: 2024



EMBARGOED UNTIL THURSDAY 7TH NOVEMBER 2024 AT 11AM AWST

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	+/-
HIT SOUTHWEST	30.9	31.4	-0.5	59.6	62.1	-2.5	31.8	-	-	41.5	39.6	1.9	35.9	33.4	2.5	26.3	12.0	14.3	3.9	4.7	-0.8
TRIPLE M SOUTHWEST	10.4	8.7	1.7	2.2	4.0	-1.8	12.3	-	-	10.1	7.4	2.7	10.7	8.3	2.4	12.9	15.8	-2.9	12.7	12.1	0.6
SEN SPIRIT	2.7	1.3	1.4	4.6	1.2	3.4	0.0	-	-	0.0	0.7	-0.7	4.2	1.5	2.7	2.6	2.3	0.3	3.5	1.7	1.8
ABC SOUTH WEST	9.8	10.1	-0.3	3.5	2.5	1.0	0.0	-	-	3.1	0.7	2.4	6.4	9.4	-3.0	9.9	14.6	-4.7	25.1	27.7	-2.6
ABC RN (RADIO NATIONAL)	1.7	2.5	-0.8	0.0	1.4	-1.4	0.0	-	-	0.0	0.0	0.0	0.5	2.5	-2.0	2.4	3.2	-0.8	5.3	6.6	-1.3
ABC NEWSRADIO	1.6	0.7	0.9	1.1	2.2	-1.1	5.0	-	-	1.3	0.0	1.3	1.0	1.4	-0.4	0.0	0.0	0.0	2.8	0.6	2.2
triple j	13.0	16.2	-3.2	11.7	12.2	-0.5	42.1	-	-	22.6	34.5	-11.9	11.7	12.8	-1.1	7.3	9.0	-1.7	1.7	0.9	0.8
ABC CLASSIC	1.8	1.2	0.6	0.0	0.0	0.0	0.0	-	-	1.5	1.0	0.5	1.6	2.3	-0.7	2.1	1.7	0.4	3.6	0.9	2.7

*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: 30th September 2024 - 26th October 2024

Copyright (c) Commercial Radio & Audio Ltd. All Rights. This data may not be used for, or in association with, any commercial purposes.

BUNBURY - XTRA INSIGHTS - SURVEY 1: 2024



EMBARGOED UNTIL THURSDAY 7TH NOVEMBER 2024 AT 11AM AWST

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	+/-
HIT SOUTHWEST	35.1	32.7	2.4	28.3	23.2	5.1	32.4	31.3	1.1	33.4	33.2	0.2	28.4	28.3	0.1	27.0	31.1	-4.1
TRIPLE M SOUTHWEST	11.1	8.3	2.8	12.8	13.9	-1.1	12.1	10.9	1.2	10.7	8.7	2.0	9.9	4.2	5.7	10.9	9.2	1.7
SEN SPIRIT	2.5	1.4	1.1	2.3	1.7	0.6	2.2	1.5	0.7	3.0	1.8	1.2	1.5	0.9	0.6	2.9	1.1	1.8
ABC SOUTH WEST	10.6	11.7	-1.1	8.5	9.7	-1.2	8.0	7.4	0.6	6.8	7.7	-0.9	12.2	16.5	-4.3	11.0	9.4	1.6
ABC RN (RADIO NATIONAL)	1.6	2.3	-0.7	2.6	2.1	0.5	1.3	2.0	-0.7	1.7	2.1	-0.4	2.3	1.3	1.0	1.6	1.8	-0.2
ABC NEWSRADIO	1.1	0.9	0.2	1.2	0.3	0.9	0.6	0.9	-0.3	0.8	0.5	0.3	0.4	0.5	-0.1	1.5	0.5	1.0
triple j	11.5	16.3	-4.8	14.1	16.7	-2.6	14.9	16.1	-1.2	17.3	19.7	-2.4	19.6	23.2	-3.6	13.3	19.1	-5.8
ABC CLASSIC	1.8	1.4	0.4	1.0	1.2	-0.2	1.6	1.3	0.3	1.4	1.2	0.2	0.7	1.0	-0.3	1.6	1.9	-0.3

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: 30th September 2024 - 26th October 2024

Copyright (c) Commercial Radio & Audio Ltd. All Rights. This data may not be used for, or in association with, any commercial purposes.

BUNBURY - XTRA INSIGHTS - SURVEY 1: 2024



EMBARGOED UNTIL THURSDAY 7TH NOVEMBER 2024 AT 11AM AWST

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	+/-
HIT SOUTHWEST	754	718	36	147	148	-1	61	-	-	216	214	2	201	184	17	94	52	42	35	25	10
TRIPLE M SOUTHWEST	336	280	56	17	27	-10	41	-	-	56	44	12	88	68	20	51	68	-17	83	68	15
SEN SPIRIT	121	60	61	12	7	5	15	-	-	21	12	9	31	13	18	16	11	5	26	13	13
ABC SOUTH WEST	283	289	-6	23	16	7	6	-	-	28	22	6	56	66	-10	52	60	-8	118	122	-4
ABC RN (RADIO NATIONAL)	63	59	4	0	3	-3	6	-	-	7	0	7	2	15	-13	10	12	-2	38	30	8
ABC NEWSRADIO	65	37	28	5	7	-2	11	-	-	9	3	6	10	8	2	9	4	5	22	13	9
triple j	436	463	-27	52	53	-1	76	-	-	142	177	-35	109	115	-6	39	34	5	19	8	11
ABC CLASSIC	65	56	9	5	6	-1	6	-	-	11	17	-6	17	18	-1	8	9	-1	19	5	14

*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.

Survey Period: 30th September 2024 - 26th October 2024

Copyright (c) Commercial Radio & Audio Ltd. All Rights. This data may not be used for, or in association with, any commercial purposes.

BUNBURY - XTRA INSIGHTS - SURVEY 1: 2024



EMBARGOED UNTIL THURSDAY 7TH NOVEMBER 2024 AT 11AM AWST

Cumulative Audience (00's) by Session, P10+ [Potential: 1683]

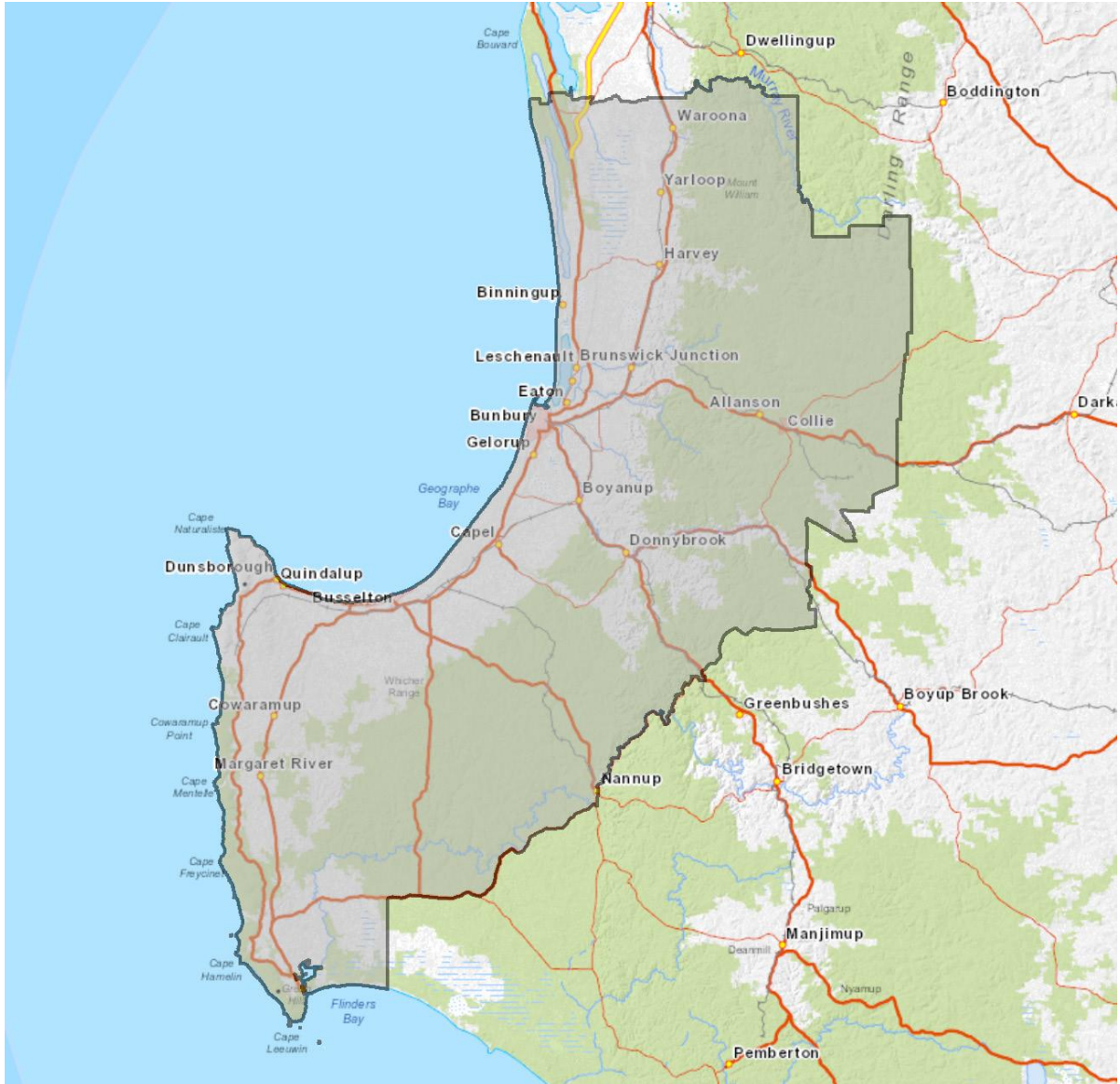
	Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5.30am-9.00am			Mon-Fri 9.00am-12.00pm			Mon-Fri 12.00pm-4.00pm			Mon-Fri 4.00pm-7.00pm			Mon-Fri 7.00pm-12.00mn			Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT SOUTHWEST	595	534	61	387	282	105	467	430	37	410	414	-4	146	119	27	398	466	-68
TRIPLE M SOUTHWEST	211	158	53	187	175	12	194	166	28	141	115	26	56	20	36	180	133	47
SEN SPIRIT	53	28	25	52	29	23	42	29	13	44	27	17	15	10	5	63	28	35
ABC SOUTH WEST	200	220	-20	133	139	-6	133	131	2	102	110	-8	67	72	-5	165	149	16
ABC RN (RADIO NATIONAL)	37	44	-7	34	23	11	22	30	-8	21	25	-4	10	7	3	28	33	-5
ABC NEWSRADIO	34	23	11	24	9	15	16	18	-2	14	19	-5	4	4	0	25	10	15
triple j	258	316	-58	243	233	10	258	263	-5	219	271	-52	114	96	18	221	287	-66
ABC CLASSIC	43	38	5	23	17	6	32	21	11	31	23	8	5	6	-1	24	30	-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.

Survey Period: 30th September 2024 - 26th October 2024

Copyright (c) Commercial Radio & Audio Ltd. All Rights. This data may not be used for, or in association with, any commercial purposes.



BUNBURY Survey Coverage Area based on Commercial Radio & Audio's Licence Area Profile.