

BUNDABERG (QLD)

SURVEY #1 2026



xtra insights

BUNDABERG - XTRA INSIGHTS - SURVEY 1: 2026



EMBARGOED UNTIL THURSDAY 20TH AUGUST 2026 AT 11AM AEST

Station Listened to Most (%), 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	33.1	31.8	1.3	49.1	56.0	-6.9	29.4	58.3	-28.9	41.5	49.3	-7.8	39.0	31.5	7.5	27.9	25.0	2.9	21.8	9.0	12.8
4BU	14.2	11.5	2.7	4.5	1.9	2.6	21.3	1.0	20.3	18.1	0.0	18.1	8.3	2.6	5.7	10.6	13.8	-3.2	19.7	29.5	-9.8
TRIPLE M 93.1 BUNDY	18.3	16.5	1.8	21.4	21.6	-0.2	25.4	22.0	3.4	24.0	19.3	4.7	20.3	29.4	-9.1	19.9	14.4	5.5	9.7	4.2	5.5
ABC WIDE BAY	7.7	10.9	-3.2	3.6	0.0	3.6	2.7	1.4	1.3	4.1	1.9	2.2	5.2	3.1	2.1	8.1	11.3	-3.2	14.2	28.1	-13.9
ABC RADIO NATIONAL	2.1	1.7	0.4	3.6	0.9	2.7	0.0	0.0	0.0	0.6	0.0	0.6	1.6	2.1	-0.5	1.9	2.5	-0.6	3.5	2.8	0.7
ABC NEWSRADIO	0.9	0.5	0.4	0.0	0.0	0.0	1.3	0.0	1.3	0.0	0.0	0.0	1.0	0.5	0.5	0.6	0.6	0.0	1.7	1.0	0.7
triple j	2.0	5.8	-3.8	4.5	5.4	-0.9	1.3	12.4	-11.1	0.6	13.0	-12.4	5.2	7.7	-2.5	1.2	2.5	-1.3	0.3	0.3	0.0
ABC CLASSIC	1.2	1.7	-0.5	0.9	0.0	0.9	0.0	1.0	-1.0	0.0	0.0	0.0	0.5	0.5	0.0	0.0	3.1	-3.1	3.5	3.5	0.0

Please note, the percentage balance of Station Listened to Most not reported in this table is the total amount of all Other listening and represents multiple stations. This includes local narrowcasters, community, and out of market radio listening either via App, online streaming, DAB+ or AM/FM transmitter.

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			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	34.9	33.6	1.3	27.1	29.5	-2.4	32.1	32.8	-0.7	29.9	33.7	-3.8	28.8	29.9	-1.1	32.0	27.0	5.0
4BU	12.9	10.9	2.0	18.1	12.1	6.0	15.3	9.9	5.4	11.7	9.7	2.0	10.4	5.7	4.7	12.5	10.5	2.0
TRIPLE M 93.1 BUNDY	18.7	17.0	1.7	19.1	17.6	1.5	18.4	19.5	-1.1	20.7	18.0	2.7	12.8	11.8	1.0	16.3	16.9	-0.6
ABC WIDE BAY	7.2	11.2	-4.0	8.5	10.6	-2.1	6.7	8.3	-1.6	6.2	6.9	-0.7	9.6	16.3	-6.7	8.5	12.6	-4.1
ABC RADIO NATIONAL	2.3	2.2	0.1	1.4	0.9	0.5	1.6	1.6	0.0	2.8	1.6	1.2	2.4	2.6	-0.2	2.6	1.6	1.0
ABC NEWSRADIO	0.9	0.5	0.4	1.3	0.3	1.0	0.5	0.4	0.1	0.4	0.0	0.4	1.6	0.4	1.2	0.6	0.5	0.1
triple j	2.4	6.1	-3.7	1.4	5.7	-4.3	1.7	6.4	-4.7	2.4	8.0	-5.6	1.6	7.8	-6.2	2.4	6.5	-4.1
ABC CLASSIC	0.8	1.7	-0.9	1.6	1.9	-0.3	1.3	1.8	-0.5	1.5	1.6	-0.1	1.6	1.8	-0.2	1.8	2.1	-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.

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EMBARGOED UNTIL THURSDAY 20TH AUGUST 2026 AT 11AM AEST

Cumulative Audience (00's) by Demographic, Mon-Sun 5.30am-12midnight , P10+ [Potential: 925]

	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	390	376	14	61	61	0	29	46	-17	69	101	-32	93	84	9	59	50	9	80	34	46
4BU	170	128	42	7	5	2	15	2	13	29	1	28	20	11	9	22	25	-3	77	83	-6
TRIPLE M 93.1 BUNDY	254	281	-27	32	37	-5	21	29	-8	42	70	-28	62	78	-16	49	41	8	48	24	24
ABC WIDE BAY	98	139	-41	4	3	1	3	1	2	8	7	1	17	12	5	18	29	-11	49	86	-37
ABC RADIO NATIONAL	43	29	14	7	2	5	0	0	0	1	1	0	6	5	1	7	6	1	22	16	6
ABC NEWSRADIO	11	10	1	0	0	0	1	0	1	0	0	0	4	2	2	1	2	-1	6	6	0
triple j	37	85	-48	6	9	-3	2	13	-11	4	33	-29	12	20	-8	8	8	0	6	3	3
ABC CLASSIC	17	20	-3	3	0	3	0	1	-1	0	0	0	2	2	0	1	4	-3	11	13	-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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Cumulative Audience (00's) by Session

	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	317	294	23	204	191	13	278	241	37	196	191	5	44	65	-21	257	222	35
4BU	118	93	25	129	71	58	129	68	61	76	52	24	18	14	4	107	77	30
TRIPLE M 93.1 BUNDY	196	190	6	152	123	29	181	170	11	156	108	48	25	29	-4	165	152	13
ABC WIDE BAY	72	96	-24	62	65	-3	61	58	3	49	41	8	19	33	-14	75	103	-28
ABC RADIO NATIONAL	29	23	6	18	8	10	19	12	7	19	10	9	4	7	-3	32	13	19
ABC NEWSRADIO	8	5	3	9	3	6	5	4	1	4	2	2	3	1	2	6	4	2
triple j	30	57	-27	20	42	-22	23	48	-25	25	45	-20	4	16	-12	24	51	-27
ABC CLASSIC	9	15	-6	10	11	-1	12	11	1	9	8	1	2	4	-2	13	14	-1

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: 13th July 2026 - 9th August 2026

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