

BUNDABERG - XTRA INSIGHTS - SURVEY 1: 2016



EMBARGOED UNTIL TUESDAY 12TH JULY 2016 AT 10AM AEST

Station Listened to Most (%), Monday to Sunday

	10+	10-17	18-24	25-39	40-54	55-64	65+
HITZ FM	23.3	35.3	19.0	31.7	37.4	20.1	2.1
4BU	14.8	1.7	2.0	3.2	12.3	25.5	31.1
SEA FM	22.0	40.5	53.0	39.2	17.5	6.0	0.4
ABC LOCAL RADIO	17.4	2.6	1.0	3.2	10.0	26.2	43.7
ABC RADIO NATIONAL	2.3	0.0	0.0	1.1	2.8	2.7	4.6
ABC NEWS RADIO	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TRIPLE J	6.4	12.1	16.0	8.6	7.6	1.3	0.0
ABC CLASSIC FM	1.1	0.0	0.0	0.0	0.0	2.7	2.9

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 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
HITZ FM	24.1	23.6	28.0	24.2	12.8	20.8
4BU	14.3	17.9	12.7	11.9	15.9	14.0
SEA FM	21.0	17.7	21.6	28.6	15.2	19.3
ABC LOCAL RADIO	19.3	17.9	14.3	12.0	30.5	21.1
ABC RADIO NATIONAL	2.6	1.3	1.6	2.0	3.7	2.9
ABC NEWS RADIO	0.2	0.0	0.2	0.3	0.0	0.1
TRIPLE J	6.1	6.5	8.0	8.4	4.3	6.4
ABC CLASSIC FM	0.9	1.5	1.0	1.0	1.2	1.2

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+
HITZ FM	283	45	35	78	85	31	8
4BU	165	4	2	9	28	47	75
SEA FM	269	47	56	87	58	18	3
ABC LOCAL RADIO	191	4	3	9	28	47	99
ABC RADIO NATIONAL	30	1	0	2	8	4	14
ABC NEWS RADIO	5	0	0	2	1	2	1
TRIPLE J	72	12	17	23	16	4	0
ABC CLASSIC FM	15	1	0	2	1	4	8

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: 835]

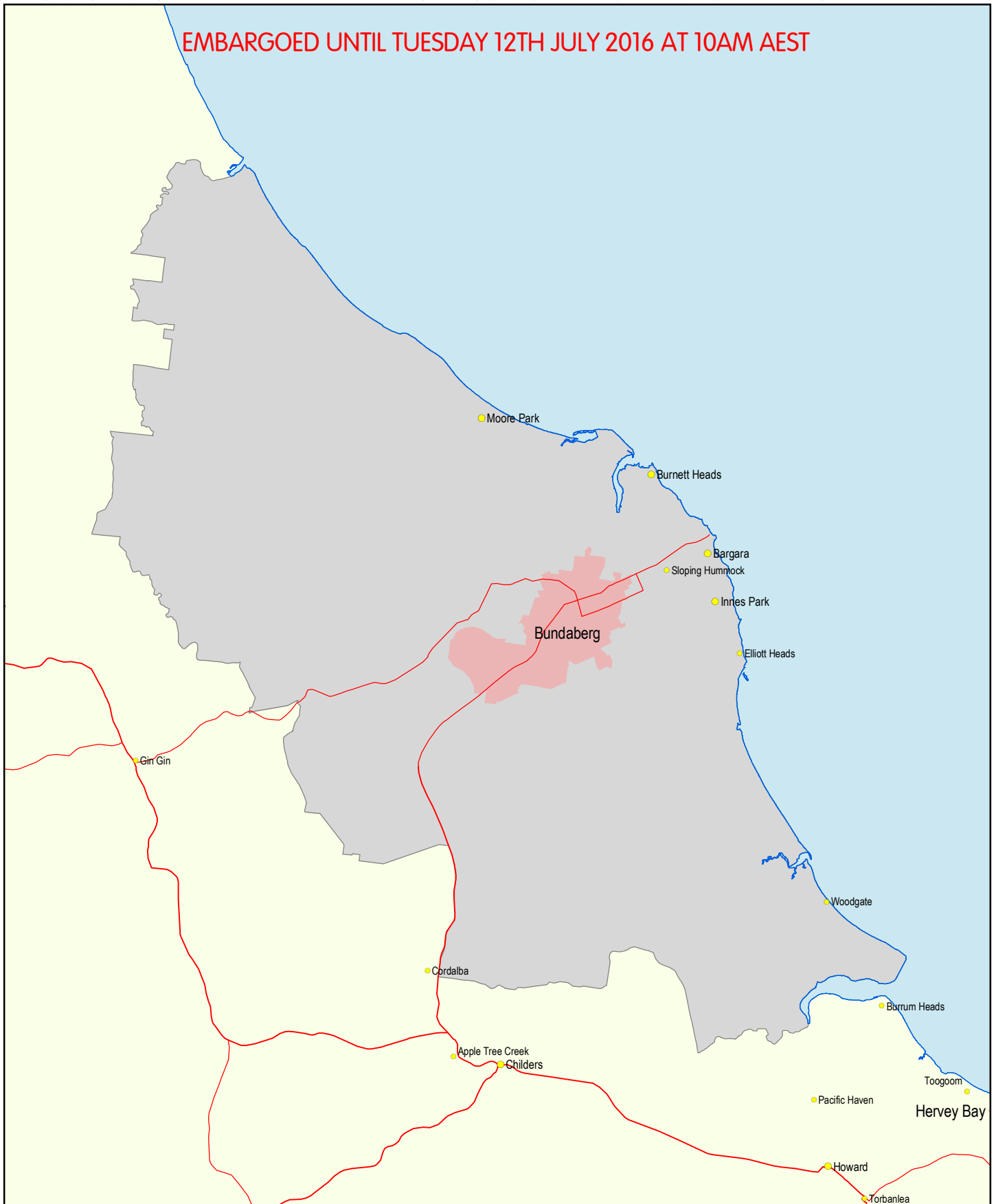
	Breakfast Mon-Fri 5.30am-9.00am	Morning Mon-Fri 9.00am-12.00pm	Afternoon Mon-Fri 12.00pm-4.00pm	Drive Mon-Fri 4.00pm-7.00pm	Evening Mon-Fri 7.00pm-12.00mn	Weekend Sat-Sun 5.30am-12.00mn
HITZ FM	228	139	171	179	29	180
4BU	124	92	74	74	25	109
SEA FM	207	113	147	198	30	168
ABC LOCAL RADIO	161	93	80	76	47	151
ABC RADIO NATIONAL	23	9	10	11	6	24
ABC NEWS RADIO	3	0	3	2	0	1
TRIPLE J	55	35	45	53	8	48
ABC CLASSIC FM	8	8	7	6	3	12

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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Legend

- Coastline; State Borders
- Licence Area
- Principal Roads; Cities (Medium & Large)
- Secondary Roads; Towns, Cities (Small)
- Minor Roads; Localities

BUNDABERG RA1

Area ID: 446

Determined: 11 March 2011 (2006 Census)

