

BENDIGO (VIC)

SURVEY #1 2023



BENDIGO - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL THURSDAY 6TH JULY 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	+/-
TRIPLE M BENDIGO	22.1	20.1	2.0	22.2	17.5	4.7	13.6	20.9	-7.3	29.7	22.2	7.5	29.4	29.4	0.0	30.6	23.9	6.7	8.0	7.6	0.4
HIT91.9 BENDIGO	21.2	22.6	-1.4	48.8	50.4	-1.6	42.8	35.4	7.4	32.3	35.7	-3.4	22.4	23.6	-1.2	7.8	6.9	0.9	1.6	2.7	-1.1
GOLD CENTRAL VICTORIA	6.6	6.8	-0.2	6.4	8.2	-1.8	3.1	3.1	0.0	6.3	2.1	4.2	5.6	6.3	-0.7	12.3	9.4	2.9	5.2	10.2	-5.0
ABC CENTRAL VICTORIA	9.2	9.2	0.0	2.4	3.6	-1.2	0.0	1.0	-1.0	2.9	3.1	-0.2	7.4	11.3	-3.9	12.4	8.8	3.6	19.2	18.7	0.5
ABC RN (RADIO NATIONAL)	3.2	3.1	0.1	0.0	0.0	0.0	0.0	2.1	-2.1	0.5	0.5	0.0	1.3	0.0	1.3	6.5	7.5	-1.0	7.2	7.1	0.1
ABC NEWSRADIO	0.7	0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	-0.5	0.4	0.5	-0.1	0.6	0.6	0.0	2.0	1.3	0.7
triple j	8.8	9.6	-0.8	8.7	4.6	4.1	23.3	32.3	-9.0	17.3	21.1	-3.8	11.0	6.3	4.7	2.6	3.8	-1.2	0.0	0.0	0.0
ABC CLASSIC	1.6	2.0	-0.4	0.0	0.9	-0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5	0.0	2.0	3.8	-1.8	4.8	5.3	-0.5

Please note: Last Bendigo Survey conducted December 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: 5th June 2023 – 24th June 2023

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EMBARGOED UNTIL THURSDAY 6TH JULY 2023 AT 11AM AEST

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		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
TRIPLE M BENDIGO	22.1	20.4	1.7	23.3	20.1	3.2	23.1	19.5	3.6	23.7	18.4	5.3	13.6	15.5	-1.9	21.5	16.4	5.1
HIT91.9 BENDIGO	22.5	22.9	-0.4	14.4	18.2	-3.8	20.6	25.2	-4.6	23.9	27.1	-3.2	21.7	23.3	-1.6	20.1	21.6	-1.5
GOLD CENTRAL VICTORIA	4.7	7.1	-2.4	8.2	7.8	0.4	6.9	6.0	0.9	4.2	6.4	-2.2	4.6	1.6	3.0	4.4	5.6	-1.2
ABC CENTRAL VICTORIA	11.1	10.2	0.9	8.3	7.3	1.0	7.1	8.1	-1.0	7.8	6.7	1.1	14.4	14.7	-0.3	10.6	9.3	1.3
ABC RN (RADIO NATIONAL)	3.8	2.8	1.0	2.3	2.9	-0.6	3.0	2.4	0.6	3.1	3.8	-0.7	5.0	5.3	-0.3	3.6	2.9	0.7
ABC NEWSRADIO	1.1	1.0	0.1	0.6	0.3	0.3	0.7	0.1	0.6	0.5	0.3	0.2	1.1	0.8	0.3	0.8	1.1	-0.3
triple j	8.8	10.1	-1.3	10.1	9.8	0.3	8.7	9.8	-1.1	10.8	11.7	-0.9	9.5	11.4	-1.9	8.5	11.7	-3.2
ABC CLASSIC	1.3	1.3	0.0	1.9	2.6	-0.7	1.9	2.2	-0.3	2.1	1.5	0.6	1.9	2.0	-0.1	2.9	2.5	0.4

Please note: Last Bendigo Survey conducted December 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.

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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	+/-
TRIPLE M BENDIGO	685	625	60	86	72	14	44	67	-23	176	146	30	176	183	-7	126	109	17	76	48	28
HIT91.9 BENDIGO	577	594	-17	116	111	5	87	105	-18	172	170	2	134	162	-28	55	34	21	12	12	0
GOLD CENTRAL VICTORIA	216	192	24	20	21	-1	4	12	-8	29	24	5	50	41	9	56	38	18	56	57	-1
ABC CENTRAL VICTORIA	284	289	-5	12	22	-10	0	5	-5	26	34	-8	54	67	-13	59	58	1	134	103	31
ABC RN (RADIO NATIONAL)	107	82	25	2	2	0	2	3	-1	2	5	-3	10	3	7	28	34	-6	64	34	30
ABC NEWSRADIO	31	45	-14	0	0	0	0	2	-2	6	10	-4	2	5	-3	5	14	-9	18	14	4
triple j	256	264	-8	21	26	-5	48	70	-22	93	96	-3	74	50	24	14	19	-5	5	3	2
ABC CLASSIC	61	62	-1	3	2	1	0	0	0	2	3	-1	7	7	0	13	17	-4	37	33	4

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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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Cumulative Audience (00's) by Session, P10+ [Potential: 1734]

	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		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
TRIPLE M BENDIGO	405	384	21	339	288	51	379	351	28	318	281	37	85	92	-7	373	319	54
HIT91.9 BENDIGO	392	396	-4	206	252	-46	329	384	-55	325	331	-6	120	110	10	311	348	-37
GOLD CENTRAL VICTORIA	111	116	-5	118	96	22	107	89	18	60	70	-10	25	9	16	93	99	-6
ABC CENTRAL VICTORIA	183	186	-3	123	103	20	122	134	-12	91	87	4	70	67	3	177	161	16
ABC RN (RADIO NATIONAL)	65	53	12	44	44	0	44	38	6	44	46	-2	26	26	0	68	56	12
ABC NEWSRADIO	17	19	-2	9	14	-5	12	9	3	9	10	-1	7	7	0	14	21	-7
triple j	154	182	-28	145	134	11	141	154	-13	130	158	-28	51	50	1	135	182	-47
ABC CLASSIC	30	24	6	34	33	1	30	36	-6	28	24	4	9	10	-1	47	46	1

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