

BUNBURY (WA)

SURVEY #1 2022

Lorem ipsum

BUNBURY - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL THURSDAY 10TH NOVEMBER 2022 AT 11AM AEDT

Station Listened to Most (%), Monday to Sunday

	10+			10-17			18-39			25-39			40-54			55-64			65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT SOUTHWEST	31.4	27.2	4.2	62.1	54.0	8.1	43.6	36.9	6.7	39.6	35.1	4.5	33.4	27.3	6.1	12.0	14.2	-2.2	4.7	4.0	0.7
TRIPLE M SOUTHWEST	8.7	12.1	-3.4	4.0	8.8	-4.8	5.4	10.6	-5.2	7.4	10.0	-2.6	8.3	16.2	-7.9	15.8	14.2	1.6	12.1	9.9	2.2
ABC SOUTH WEST WA	10.1	16.3	-6.2	2.5	4.9	-2.4	0.5	2.1	-1.6	0.7	2.9	-2.2	9.4	12.5	-3.1	14.6	27.4	-12.8	27.7	42.3	-14.6
ABC RN (RADIO NATIONAL)	2.5	2.6	-0.1	1.4	0.0	1.4	0.0	0.4	-0.4	0.0	0.6	-0.6	2.5	2.6	-0.1	3.2	4.2	-1.0	6.6	6.6	0.0
ABC NEWSRADIO	0.7	0.4	0.3	2.2	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	1.4	0.0	0.0	0.0	0.6	2.0	-1.4
TRIPLE J	16.2	18.3	-2.1	12.2	17.7	-5.5	34.2	32.2	2.0	34.5	32.7	1.8	12.8	19.9	-7.1	9.0	10.9	-1.9	0.9	0.7	0.2
ABC CLASSIC	1.2	2.1	-0.9	0.0	0.0	0.0	0.7	0.4	0.3	1.0	0.6	0.4	2.3	1.6	0.7	1.7	2.5	-0.8	0.9	6.6	-5.7

Please note: Last Bunbury Survey conducted September 2019.

ABC NEWSRADIO on air from 26 July 2020. Previously known as ABC NEWS.

*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: 10th October 2022 – 29th October 2022

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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		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT SOUTHWEST	32.7	26.8	5.9	23.2	20.2	3.0	31.3	25.6	5.7	33.2	32.1	1.1	28.3	12.9	15.4	31.1	23.9	7.2
TRIPLE M SOUTHWEST	8.3	11.2	-2.9	13.9	14.9	-1.0	10.9	14.5	-3.6	8.7	12.1	-3.4	4.2	5.4	-1.2	9.2	10.3	-1.1
ABC SOUTH WEST WA	11.7	17.1	-5.4	9.7	18.0	-8.3	7.4	14.5	-7.1	7.7	12.9	-5.2	16.5	36.5	-20.0	9.4	19.4	-10.0
ABC RN (RADIO NATIONAL)	2.3	2.4	-0.1	2.1	3.2	-1.1	2.0	3.0	-1.0	2.1	2.4	-0.3	1.3	8.6	-7.3	1.8	3.0	-1.2
ABC NEWSRADIO	0.9	0.4	0.5	0.3	0.5	-0.2	0.9	0.4	0.5	0.5	0.2	0.3	0.5	2.1	-1.6	0.5	0.5	0.0
TRIPLE J	16.3	18.8	-2.5	16.7	15.3	1.4	16.1	15.6	0.5	19.7	18.1	1.6	23.2	11.9	11.3	19.1	18.0	1.1
ABC CLASSIC	1.4	1.9	-0.5	1.2	2.5	-1.3	1.3	2.3	-1.0	1.2	1.8	-0.6	1.0	3.2	-2.2	1.9	2.5	-0.6

Please note: Last Bunbury Survey conducted September 2019.

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*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			18-39			25-39			40-54			55-64			65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT SOUTHWEST	718	561	157	148	121	27	309	235	74	214	164	50	184	151	33	52	38	14	25	15	10
TRIPLE M SOUTHWEST	280	266	14	27	31	-4	49	60	-11	44	44	0	68	87	-19	68	48	20	68	40	28
ABC SOUTH WEST WA	289	350	-61	16	11	5	26	10	16	22	10	12	66	79	-13	60	86	-26	122	163	-41
ABC RN (RADIO NATIONAL)	59	58	1	3	2	1	0	4	-4	0	4	-4	15	10	5	12	15	-3	30	27	3
ABC NEWSRADIO	37	17	20	7	2	5	5	0	5	3	0	3	8	6	2	4	2	2	13	8	5
TRIPLE J	463	385	78	53	52	1	252	193	59	177	137	40	115	93	22	34	44	-10	8	4	4
ABC CLASSIC	56	50	6	6	0	6	17	4	13	17	4	13	18	8	10	9	10	-1	5	29	-24

Please note: Last Bunbury Survey conducted September 2019.

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*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.

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Cumulative Audience (00's) by Session, P10+ [Potential: 1638]

	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	+/-
HIT SOUTHWEST	534	459	75	282	228	54	430	310	120	414	428	-14	119	33	86	466	343	123
TRIPLE M SOUTHWEST	158	208	-50	175	160	15	166	177	-11	115	185	-70	20	15	5	133	158	-25
ABC SOUTH WEST WA	220	281	-61	139	188	-49	131	167	-36	110	183	-73	72	79	-7	149	275	-126
ABC RN (RADIO NATIONAL)	44	40	4	23	33	-10	30	33	-3	25	31	-6	7	17	-10	33	42	-9
ABC NEWSRADIO	23	12	11	9	8	1	18	8	10	19	8	11	4	6	-2	10	13	-3
TRIPLE J	316	320	-4	233	164	69	263	187	76	271	266	5	96	33	63	287	256	31
ABC CLASSIC	38	40	-2	17	37	-20	21	37	-16	23	27	-4	6	8	-2	30	42	-12

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Cumulative Audience (00's)

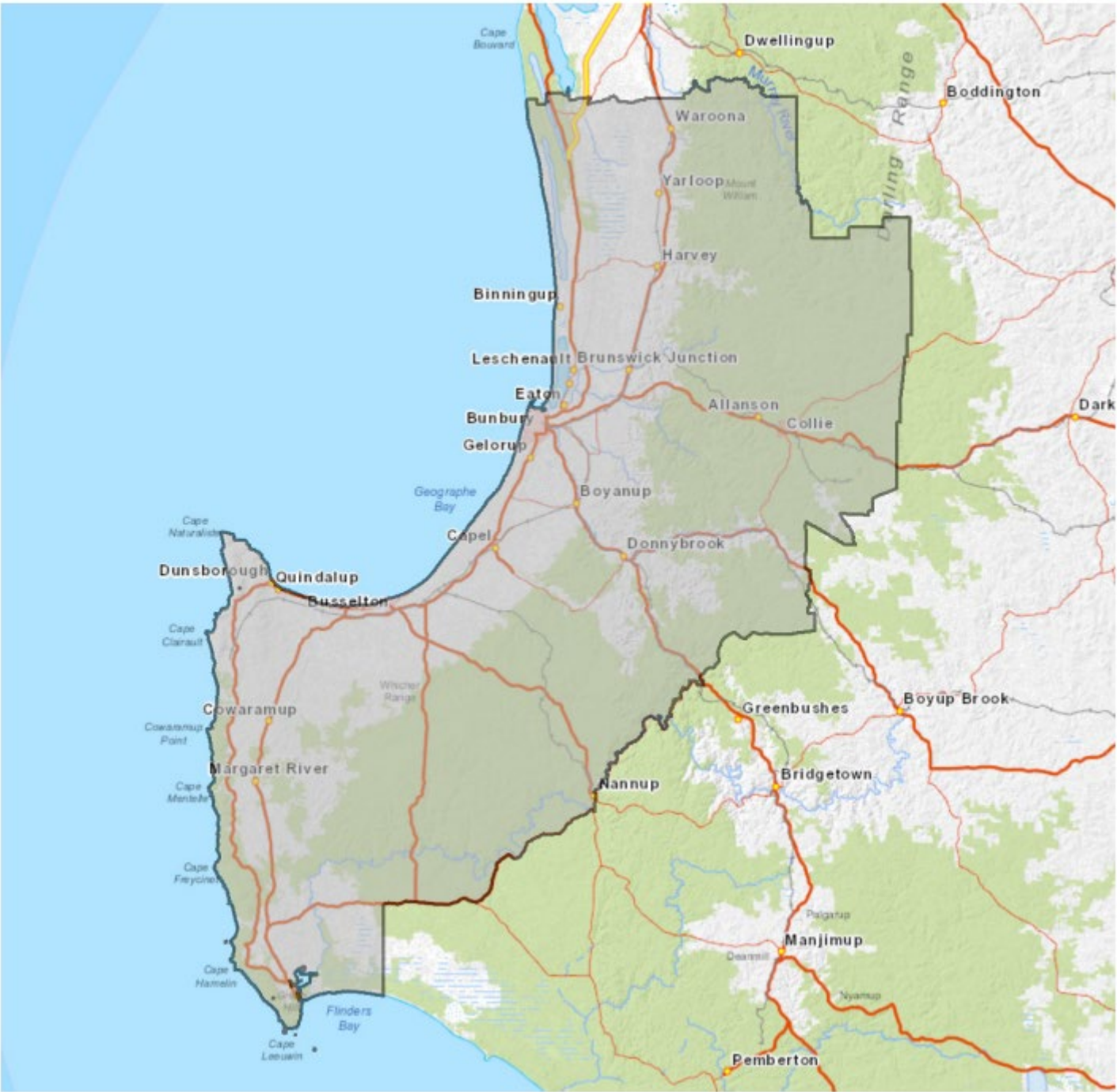
The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening.

For example, Station A has 25,000 unique listeners between 5.30am-12.00mn Monday to Sunday.

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BUNBURY Survey Coverage Area based on Commercial Radio Australia’s Licence Area Profile.