

BUNDABERG (QLD)

SURVEY #1 2023



["Australia bundaberg aerial"](#) by Inas.



BUNDABERG - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL TUESDAY 8TH AUGUST 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	+/-
HITZ 93.9 FM	31.8	30.7	1.1	56.0	49.7	6.3	58.3	43.0	15.3	49.3	46.6	2.7	31.5	35.9	-4.4	25.0	23.6	1.4	9.0	6.7	2.3
4BU	11.5	12.3	-0.8	1.9	1.5	0.4	1.0	3.2	-2.2	0.0	2.7	-2.7	2.6	8.0	-5.4	13.8	18.5	-4.7	29.5	26.9	2.6
TRIPLE M 93.1 BUNDY	16.5	17.9	-1.4	21.6	27.1	-5.5	22.0	20.1	1.9	19.3	22.4	-3.1	29.4	26.9	2.5	14.4	15.9	-1.5	4.2	3.6	0.6
ABC WIDE BAY	10.9	12.0	-1.1	0.0	0.7	-0.7	1.4	0.0	1.4	1.9	1.1	0.8	3.1	4.7	-1.6	11.3	14.0	-2.7	28.1	33.6	-5.5
ABC RN (RADIO NATIONAL)	1.7	2.6	-0.9	0.9	0.0	0.9	0.0	0.0	0.0	0.0	0.6	-0.6	2.1	1.9	0.2	2.5	5.1	-2.6	2.8	5.1	-2.3
ABC NEWSRADIO	0.5	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.5	0.6	0.6	0.0	1.0	1.2	-0.2
triple j	5.8	7.9	-2.1	5.4	9.7	-4.3	12.4	26.4	-14.0	13.0	16.3	-3.3	7.7	5.2	2.5	2.5	1.9	0.6	0.3	0.8	-0.5
ABC CLASSIC	1.7	1.3	0.4	0.0	1.6	-1.6	1.0	1.0	0.0	0.0	0.5	-0.5	0.5	0.0	0.5	3.1	0.6	2.5	3.5	3.2	0.3

Please note: Last Bundaberg Survey conducted June 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: 10th July 2023 – 29th July 2023

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EMBARGOED UNTIL TUESDAY 8TH AUGUST 2023 AT 11AM AEST

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	33.6	31.9	1.7	29.5	27.8	1.7	32.8	32.7	0.1	33.7	32.6	1.1	29.9	22.1	7.8	27.0	28.0	-1.0
4BU	10.9	12.2	-1.3	12.1	14.6	-2.5	9.9	11.4	-1.5	9.7	9.8	-0.1	5.7	11.5	-5.8	10.5	10.7	-0.2
TRIPLE M 93.1 BUNDY	17.0	18.1	-1.1	17.6	16.4	1.2	19.5	19.4	0.1	18.0	19.6	-1.6	11.8	17.3	-5.5	16.9	17.0	-0.1
ABC WIDE BAY	11.2	12.9	-1.7	10.6	13.5	-2.9	8.3	9.9	-1.6	6.9	8.2	-1.3	16.3	14.7	1.6	12.6	15.7	-3.1
ABC RN (RADIO NATIONAL)	2.2	2.5	-0.3	0.9	2.2	-1.3	1.6	1.2	0.4	1.6	2.2	-0.6	2.6	4.0	-1.4	1.6	2.0	-0.4
ABC NEWSRADIO	0.5	0.2	0.3	0.3	0.3	0.0	0.4	0.1	0.3	0.0	0.2	-0.2	0.4	0.0	0.4	0.5	0.5	0.0
triple j	6.1	7.5	-1.4	5.7	7.5	-1.8	6.4	7.9	-1.5	8.0	10.6	-2.6	7.8	12.3	-4.5	6.5	7.9	-1.4
ABC CLASSIC	1.7	1.1	0.6	1.9	1.3	0.6	1.8	1.0	0.8	1.6	2.0	-0.4	1.8	1.7	0.1	2.1	1.9	0.2

Please note: Last Bundaberg Survey conducted June 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	+/-
HITZ 93.9 FM	376	374	2.0	61	65	-4.0	46	53	-7.0	101	89	12.0	84	88	-4.0	50	51	-1.0	34	27	7.0
4BU	128	150	-22.0	5	6	-1.0	2	3	-1.0	1	7	-6.0	11	21	-10.0	25	37	-12.0	83	76	7.0
TRIPLE M 93.1 BUNDY	281	273	8.0	37	46	-9.0	29	29	0.0	70	63	7.0	78	74	4.0	41	46	-5.0	24	15	9.0
ABC WIDE BAY	139	157	-18.0	3	5	-2.0	1	1	0.0	7	6	1.0	12	22	-10.0	29	32	-3.0	86	91	-5.0
ABC RN (RADIO NATIONAL)	29	35	-6.0	2	0	2.0	0	0	0.0	1	2	-1.0	5	5	0.0	6	9	-3.0	16	19	-3.0
ABC NEWSRADIO	10	7	3.0	0	0	0.0	0	0	0.0	0	2	-2.0	2	1	1.0	2	1	1.0	6	4	2.0
triple j	85	103	-18.0	9	9	0.0	13	26	-13.0	33	34	-1.0	20	21	-1.0	8	11	-3.0	3	2	1.0
ABC CLASSIC	20	24	-4.0	0	2	-2.0	1	1	0.0	0	2	-2.0	2	4	-2.0	4	6	-2.0	13	10	3.0

Please note: Last Bundaberg Survey conducted June 2021.

*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: 842]

	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	294	287	7.0	191	166	25.0	241	232	9.0	191	183	8.0	65	51	14.0	222	215	7.0
4BU	93	106	-13.0	71	81	-10.0	68	71	-3.0	52	48	4.0	14	22	-8.0	77	90	-13.0
TRIPLE M 93.1 BUNDY	190	196	-6.0	123	110	13.0	170	159	11.0	108	116	-8.0	29	42	-13.0	152	144	8.0
ABC WIDE BAY	96	108	-12.0	65	76	-11.0	58	64	-6.0	41	45	-4.0	33	31	2.0	103	116	-13.0
ABC RN (RADIO NATIONAL)	23	22	1.0	8	12	-4.0	12	6	6.0	10	11	-1.0	7	10	-3.0	13	19	-6.0
ABC NEWSRADIO	5	3	2.0	3	3	0.0	4	2	2.0	2	1	1.0	1	0	1.0	4	4	0.0
triple j	57	66	-9.0	42	49	-7.0	48	59	-11.0	45	56	-11.0	16	28	-12.0	51	63	-12.0
ABC CLASSIC	15	11	4.0	11	10	1.0	11	12	-1.0	8	10	-2.0	4	4	0.0	14	14	0.0

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Cumulative Audience (00's)

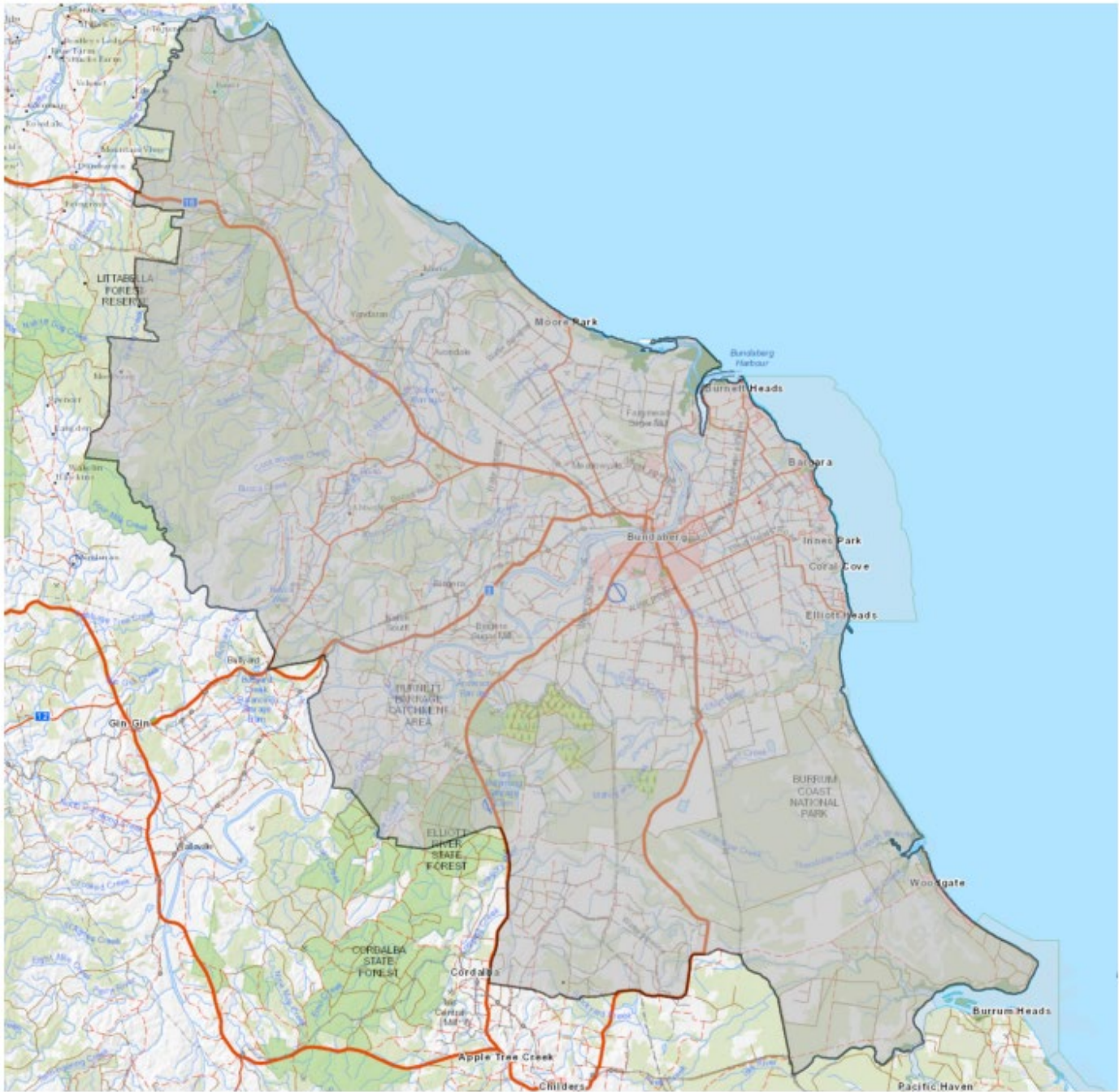
The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening.

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

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