

BUNBURY (WA)

SURVEY #1 2019



BUNBURY - XTRA INSIGHTS - SURVEY 1: 2019



EMBARGOED UNTIL TUESDAY 10TH SEPTEMBER 2019 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	+/-
HIT SOUTHWEST	27.2	30.8	-3.6	54.0	73.8	-19.8	41.6	41.4	0.2	35.1	44.8	-9.7	27.3	30.4	-3.1	14.2	5.8	8.4	4.0	2.1	1.9
TRIPLE M SOUTHWEST	12.1	13.4	-1.3	8.8	2.2	6.6	12.3	17.1	-4.8	10.0	10.5	-0.5	16.2	15.5	0.7	14.2	19.0	-4.8	9.9	14.8	-4.9
ABC SOUTH WEST WA	16.3	17.5	-1.2	4.9	0.0	4.9	0.0	2.9	-2.9	2.9	6.6	-3.7	12.5	16.0	-3.5	27.4	22.3	5.1	42.3	47.9	-5.6
ABC RN	2.6	1.8	0.8	0.0	1.1	-1.1	0.0	0.0	0.0	0.6	0.0	0.6	2.6	0.5	2.1	4.2	4.1	0.1	6.6	4.9	1.7
ABC NEWS	0.4	0.7	-0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	-0.5	0.0	1.0	-1.0	0.0	0.8	-0.8	2.0	1.4	0.6
TRIPLE J	18.3	14.0	4.3	17.7	16.3	1.4	30.8	31.4	-0.6	32.7	23.7	9.0	19.9	13.4	6.5	10.9	5.0	5.9	0.7	0.0	0.7
ABC CLASSIC	2.1	1.5	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.5	0.1	1.6	2.1	-0.5	2.5	3.3	-0.8	6.6	2.1	4.5

Please note: Last Bunbury Survey conducted October 2016.

HIT SOUTHWEST & TRIPLE M SOUTHWEST on air from 15 December 2016. Previously known as HOT FM & RADIO WEST BUNBURY.

ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

ABC CLASSIC on air from 21 January 2019. Previously known as ABC CLASSIC FM.

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		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT SOUTHWEST	26.8	31.8	-5.0	20.2	20.8	-0.6	25.6	26.9	-1.3	32.1	36.1	-4.0	12.9	10.7	2.2	23.9	30.7	-6.8
TRIPLE M SOUTHWEST	11.2	12.6	-1.4	14.9	18.6	-3.7	14.5	16.2	-1.7	12.1	11.5	0.6	5.4	7.6	-2.2	10.3	10.7	-0.4
ABC SOUTH WEST WA	17.1	18.3	-1.2	18.0	17.3	0.7	14.5	15.3	-0.8	12.9	12.3	0.6	36.5	28.0	8.5	19.4	19.6	-0.2
ABC RN	2.4	1.3	1.1	3.2	1.8	1.4	3.0	1.9	1.1	2.4	1.8	0.6	8.6	3.2	5.4	3.0	2.4	0.6
ABC NEWS	0.4	0.6	-0.2	0.5	1.1	-0.6	0.4	1.2	-0.8	0.2	0.5	-0.3	2.1	1.1	1.0	0.5	0.9	-0.4
TRIPLE J	18.8	14.0	4.8	15.3	12.2	3.1	15.6	14.5	1.1	18.1	17.0	1.1	11.9	17.2	-5.3	18.0	14.5	3.5
ABC CLASSIC	1.9	1.3	0.6	2.5	2.0	0.5	2.3	1.4	0.9	1.8	1.8	0.0	3.2	5.4	-2.2	2.5	1.7	0.8

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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	+/-
HIT SOUTHWEST	561	570	-9	121	130	-9	71	74	-3	164	175	-11	151	160	-9	38	21	17	15	11	4
TRIPLE M SOUTHWEST	266	264	2	31	3	28	15	25	-10	44	46	-2	87	73	14	48	67	-19	40	50	-10
ABC SOUTH WEST WA	350	319	31	11	2	9	0	4	-4	10	28	-18	79	76	3	86	67	19	163	142	21
ABC RN	58	41	17	2	2	0	0	0	0	4	2	2	10	4	6	15	12	3	27	21	6
ABC NEWS	17	18	-1	2	0	2	0	0	0	0	2	-2	6	4	2	2	4	-2	8	9	-1
TRIPLE J	385	308	77	52	44	8	56	55	1	137	109	28	93	80	13	44	18	26	4	2	2
ABC CLASSIC	50	34	16	0	0	0	0	0	0	4	4	0	8	9	-1	10	9	1	29	12	17

Please note: Last Bunbury Survey conducted October 2016.

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ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

ABC CLASSIC on air from 21 January 2019. Previously known as ABC CLASSIC FM.

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: 1540]

	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	459	453	6	228	204	24	310	274	36	428	432	-4	33	23	10	343	380	-37
TRIPLE M SOUTHWEST	208	184	24	160	188	-28	177	181	-4	185	156	29	15	16	-1	158	154	4
ABC SOUTH WEST WA	281	264	17	188	165	23	167	161	6	183	156	27	79	50	29	275	236	39
ABC RN	40	30	10	33	25	8	33	28	5	31	25	6	17	9	8	42	35	7
ABC NEWS	12	9	3	8	9	-1	8	12	-4	8	12	-4	6	2	4	13	16	-3
TRIPLE J	320	235	85	164	149	15	187	177	10	266	228	38	33	30	3	256	198	58
ABC CLASSIC	40	21	19	37	19	18	37	18	19	27	21	6	8	9	-1	42	27	15

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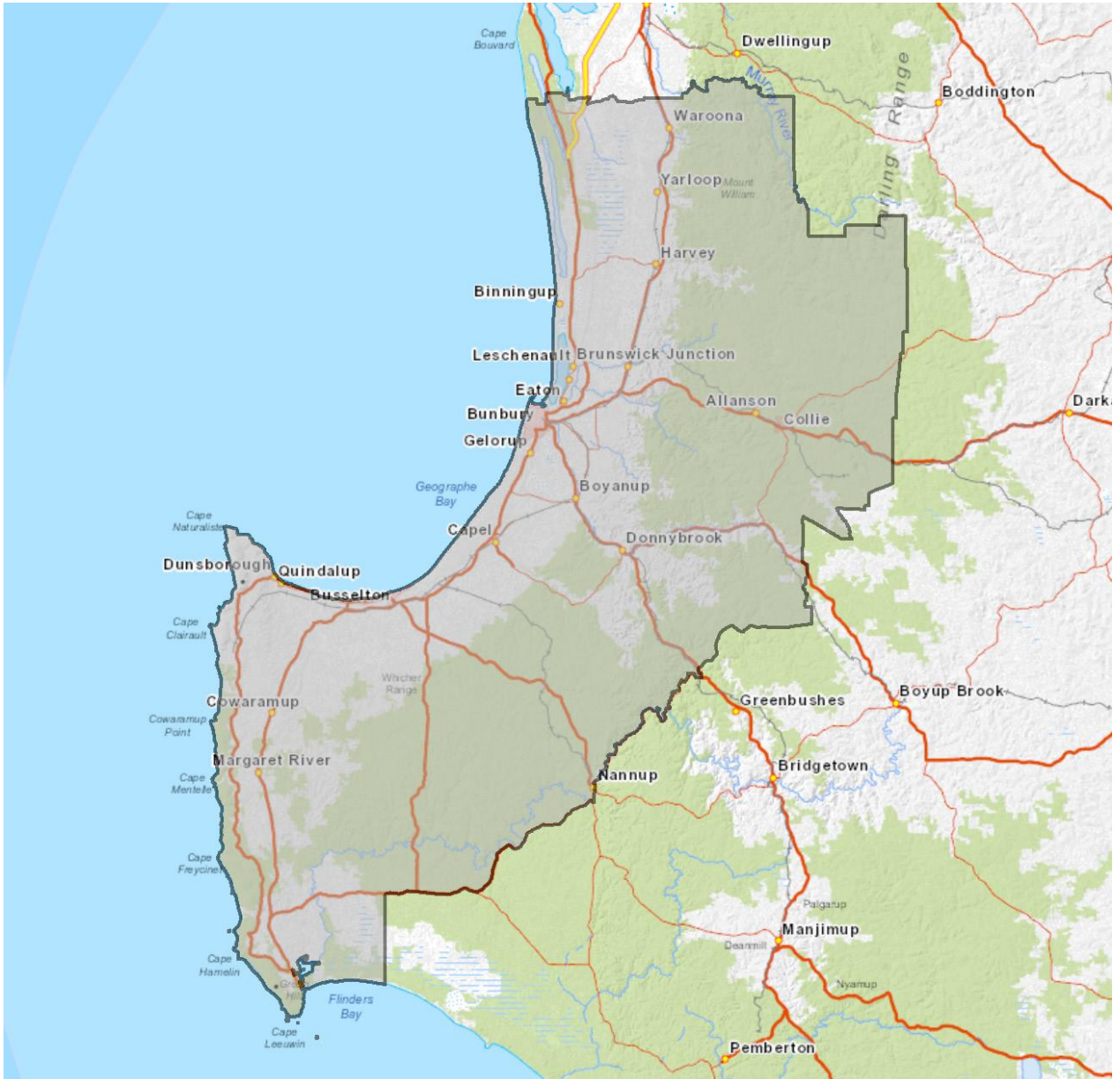
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Cumulative Audience (00's)

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.