

# BUNBURY (WA)

SURVEY #1 2019



**xtra** insights

# 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	<b>27.2</b>	30.8	-3.6	<b>54.0</b>	73.8	-19.8	<b>41.6</b>	41.4	0.2	<b>35.1</b>	44.8	-9.7	<b>27.3</b>	30.4	-3.1	<b>14.2</b>	5.8	8.4	<b>4.0</b>	2.1	1.9
TRIPLE M SOUTHWEST	<b>12.1</b>	13.4	-1.3	<b>8.8</b>	2.2	6.6	<b>12.3</b>	17.1	-4.8	<b>10.0</b>	10.5	-0.5	<b>16.2</b>	15.5	0.7	<b>14.2</b>	19.0	-4.8	<b>9.9</b>	14.8	-4.9
ABC SOUTH WEST WA	<b>16.3</b>	17.5	-1.2	<b>4.9</b>	0.0	4.9	<b>0.0</b>	2.9	-2.9	<b>2.9</b>	6.6	-3.7	<b>12.5</b>	16.0	-3.5	<b>27.4</b>	22.3	5.1	<b>42.3</b>	47.9	-5.6
ABC RN	<b>2.6</b>	1.8	0.8	<b>0.0</b>	1.1	-1.1	<b>0.0</b>	0.0	0.0	<b>0.6</b>	0.0	0.6	<b>2.6</b>	0.5	2.1	<b>4.2</b>	4.1	0.1	<b>6.6</b>	4.9	1.7
ABC NEWS	<b>0.4</b>	0.7	-0.3	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.5	-0.5	<b>0.0</b>	1.0	-1.0	<b>0.0</b>	0.8	-0.8	<b>2.0</b>	1.4	0.6
TRIPLE J	<b>18.3</b>	14.0	4.3	<b>17.7</b>	16.3	1.4	<b>30.8</b>	31.4	-0.6	<b>32.7</b>	23.7	9.0	<b>19.9</b>	13.4	6.5	<b>10.9</b>	5.0	5.9	<b>0.7</b>	0.0	0.7
ABC CLASSIC	<b>2.1</b>	1.5	0.6	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.6</b>	0.5	0.1	<b>1.6</b>	2.1	-0.5	<b>2.5</b>	3.3	-0.8	<b>6.6</b>	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			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	+/-
HIT SOUTHWEST	<b>26.8</b>	31.8	-5.0	<b>20.2</b>	20.8	-0.6	<b>25.6</b>	26.9	-1.3	<b>32.1</b>	36.1	-4.0	<b>12.9</b>	10.7	2.2	<b>23.9</b>	30.7	-6.8
TRIPLE M SOUTHWEST	<b>11.2</b>	12.6	-1.4	<b>14.9</b>	18.6	-3.7	<b>14.5</b>	16.2	-1.7	<b>12.1</b>	11.5	0.6	<b>5.4</b>	7.6	-2.2	<b>10.3</b>	10.7	-0.4
ABC SOUTH WEST WA	<b>17.1</b>	18.3	-1.2	<b>18.0</b>	17.3	0.7	<b>14.5</b>	15.3	-0.8	<b>12.9</b>	12.3	0.6	<b>36.5</b>	28.0	8.5	<b>19.4</b>	19.6	-0.2
ABC RN	<b>2.4</b>	1.3	1.1	<b>3.2</b>	1.8	1.4	<b>3.0</b>	1.9	1.1	<b>2.4</b>	1.8	0.6	<b>8.6</b>	3.2	5.4	<b>3.0</b>	2.4	0.6
ABC NEWS	<b>0.4</b>	0.6	-0.2	<b>0.5</b>	1.1	-0.6	<b>0.4</b>	1.2	-0.8	<b>0.2</b>	0.5	-0.3	<b>2.1</b>	1.1	1.0	<b>0.5</b>	0.9	-0.4
TRIPLE J	<b>18.8</b>	14.0	4.8	<b>15.3</b>	12.2	3.1	<b>15.6</b>	14.5	1.1	<b>18.1</b>	17.0	1.1	<b>11.9</b>	17.2	-5.3	<b>18.0</b>	14.5	3.5
ABC CLASSIC	<b>1.9</b>	1.3	0.6	<b>2.5</b>	2.0	0.5	<b>2.3</b>	1.4	0.9	<b>1.8</b>	1.8	0.0	<b>3.2</b>	5.4	-2.2	<b>2.5</b>	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	<b>561</b>	570	-9	<b>121</b>	130	-9	<b>71</b>	74	-3	<b>164</b>	175	-11	<b>151</b>	160	-9	<b>38</b>	21	17	<b>15</b>	11	4
TRIPLE M SOUTHWEST	<b>266</b>	264	2	<b>31</b>	3	28	<b>15</b>	25	-10	<b>44</b>	46	-2	<b>87</b>	73	14	<b>48</b>	67	-19	<b>40</b>	50	-10
ABC SOUTH WEST WA	<b>350</b>	319	31	<b>11</b>	2	9	<b>0</b>	4	-4	<b>10</b>	28	-18	<b>79</b>	76	3	<b>86</b>	67	19	<b>163</b>	142	21
ABC RN	<b>58</b>	41	17	<b>2</b>	2	0	<b>0</b>	0	0	<b>4</b>	2	2	<b>10</b>	4	6	<b>15</b>	12	3	<b>27</b>	21	6
ABC NEWS	<b>17</b>	18	-1	<b>2</b>	0	2	<b>0</b>	0	0	<b>0</b>	2	-2	<b>6</b>	4	2	<b>2</b>	4	-2	<b>8</b>	9	-1
TRIPLE J	<b>385</b>	308	77	<b>52</b>	44	8	<b>56</b>	55	1	<b>137</b>	109	28	<b>93</b>	80	13	<b>44</b>	18	26	<b>4</b>	2	2
ABC CLASSIC	<b>50</b>	34	16	<b>0</b>	0	0	<b>0</b>	0	0	<b>4</b>	4	0	<b>8</b>	9	-1	<b>10</b>	9	1	<b>29</b>	12	17

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

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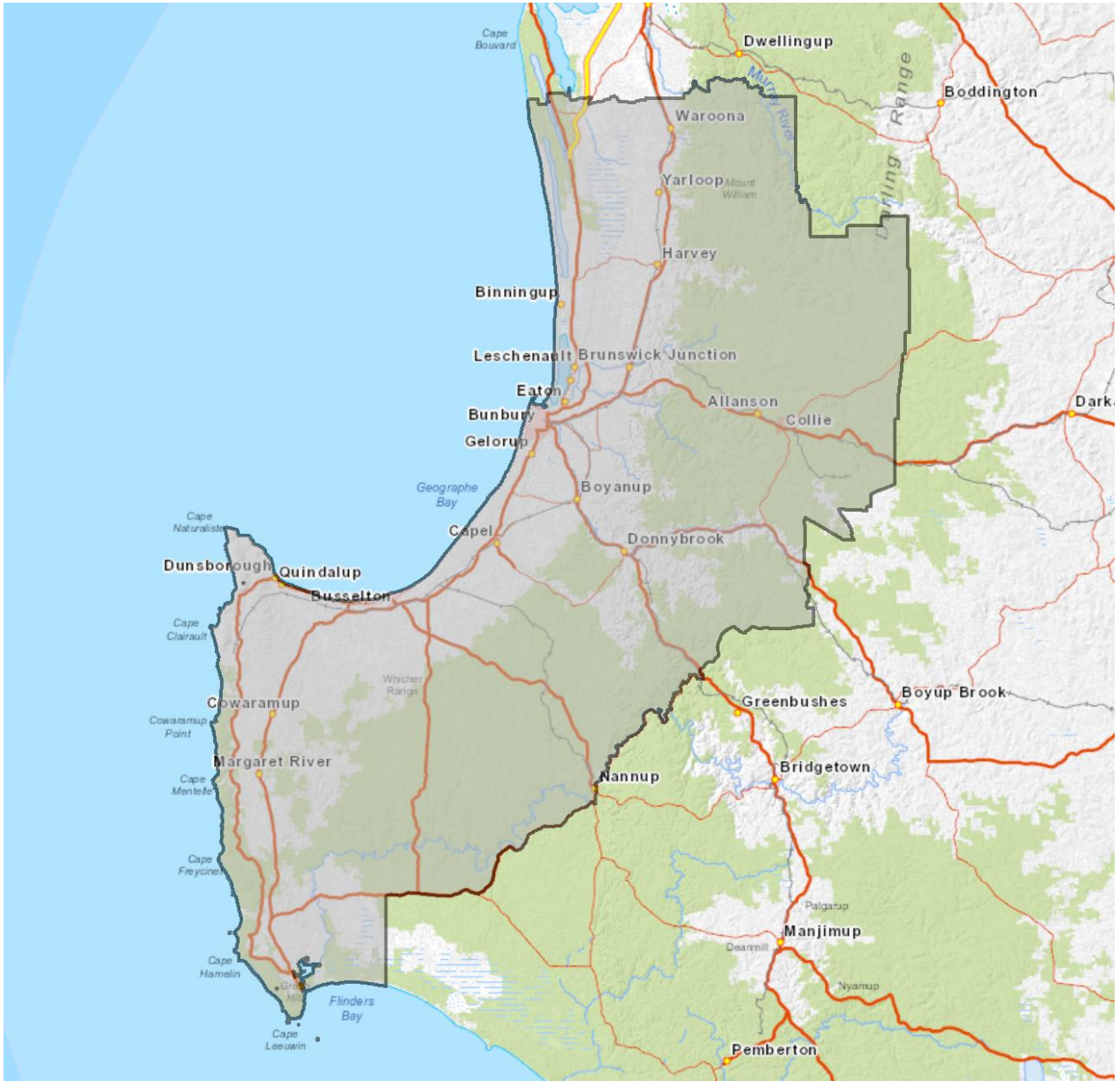
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## Cumulative Audience (00's)

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.