

BENDIGO - XTRA INSIGHTS - SURVEY 1: 2016



EMBARGOED UNTIL TUESDAY 15TH NOVEMBER 2016 AT 10AM AEDT

Station Listened to Most (%), Monday to Sunday

	10+	10-17	18-24	25-39	40-54	55-64	65+
3BO	21.9	16.2	22.7	21.3	32.9	24.4	12.4
STAR FM	24.3	63.0	48.8	38.0	20.1	4.4	1.8
GOLD CENTRAL VICTORIA	6.5	0.9	3.4	3.6	4.6	12.5	10.7
ABC CENTRAL VICTORIA	11.7	2.7	0.0	5.1	11.0	12.5	26.7
ABC RN (RADIO NATIONAL)	3.0	0.9	1.1	0.5	4.1	5.0	4.4
ABC NEWS RADIO	0.3	0.0	0.0	0.0	0.9	0.6	0.0
TRIPLE J	5.9	9.0	15.9	13.2	2.7	1.9	0.0
ABC CLASSIC FM	1.8	0.0	1.1	0.0	1.4	2.5	4.4

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
3BO	21.9	22.3	21.3	23.4	13.8	20.1
STAR FM	25.7	17.7	25.1	28.4	13.8	23.8
GOLD CENTRAL VICTORIA	5.7	9.2	6.4	4.7	5.0	5.1
ABC CENTRAL VICTORIA	14.1	11.9	10.6	8.7	21.9	12.8
ABC RN (RADIO NATIONAL)	2.9	2.8	1.8	3.5	6.3	3.1
ABC NEWS RADIO	0.6	0.3	0.1	0.4	1.9	0.4
TRIPLE J	6.0	4.6	6.0	7.2	6.9	5.8
ABC CLASSIC FM	1.3	1.8	1.9	1.9	3.7	2.0

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+
3BO	562	57	47	119	174	104	63
STAR FM	576	136	92	167	133	35	13
GOLD CENTRAL VICTORIA	154	2	6	16	34	45	51
ABC CENTRAL VICTORIA	320	10	3	29	80	61	136
ABC RN (RADIO NATIONAL)	80	3	2	3	24	24	24
ABC NEWS RADIO	24	0	0	0	6	6	11
TRIPLE J	148	16	37	61	21	10	3
ABC CLASSIC FM	61	2	2	5	11	14	27

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: 1607]

	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
3BO	421	310	350	374	47	406
STAR FM	458	239	373	428	45	425
GOLD CENTRAL VICTORIA	101	116	98	83	22	101
ABC CENTRAL VICTORIA	234	159	151	136	72	239
ABC RN (RADIO NATIONAL)	59	34	32	63	21	63
ABC NEWS RADIO	18	10	10	11	10	16
TRIPLE J	117	74	97	111	26	114
ABC CLASSIC FM	27	32	30	29	13	48

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.

