

BALLARAT (VIC)

SURVEY #1 2017

# BALLARAT - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL TUESDAY 23RD MAY AT 10AM AEST

Station Listened to Most (%), Monday to Sunday

	10+	10-17	18-24	25-39	40-54	55-64	65+
103.1 POWER FM	27.4	55.6	59.2	38.9	24.5	13.0	0.6
3BA 102.3FM	22.0	15.5	12.7	13.9	30.1	26.8	25.6
ABC BALLARAT	5.1	0.0	0.0	2.3	5.1	8.1	10.7
ABC RADIO NATIONAL	2.0	0.0	0.0	0.0	1.7	4.1	4.8
ABC NEWS RADIO	0.0	0.0	0.0	0.0	0.0	0.0	0.0
triple j	7.5	11.1	9.9	18.0	5.1	2.4	0.0
ABC CLASSIC FM	1.6	0.0	0.0	1.2	0.6	1.6	4.8

## 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
103.1 POWER FM	27.8	24.5	28.5	30.8	16.5	23.0
3BA 102.3FM	20.5	22.5	21.2	19.5	15.2	20.6
ABC BALLARAT	5.7	6.4	5.6	4.9	10.1	5.7
ABC RADIO NATIONAL	1.9	2.2	2.4	2.3	5.7	3.5
ABC NEWS RADIO	0.0	0.0	0.2	0.2	0.6	0.0
triple j	8.6	6.2	8.2	9.2	7.0	8.5
ABC CLASSIC FM	1.3	2.2	2.2	2.2	2.5	2.3

### 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+
103.1 POWER FM	455	94	78	139	106	32	6
3BA 102.3FM	414	36	26	74	125	74	80
ABC BALLARAT	118	2	2	14	28	29	44
ABC RADIO NATIONAL	58	0	0	3	14	15	26
ABC NEWS RADIO	5	0	0	0	0	2	3
triple j	141	20	20	65	24	11	2
ABC CLASSIC FM	46	3	0	6	8	5	24

## 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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EMBARGOED UNTIL TUESDAY 23RD MAY AT 10AM AEST

Cumulative Audience (00's) by Session, P10+ [Potential: 1227]

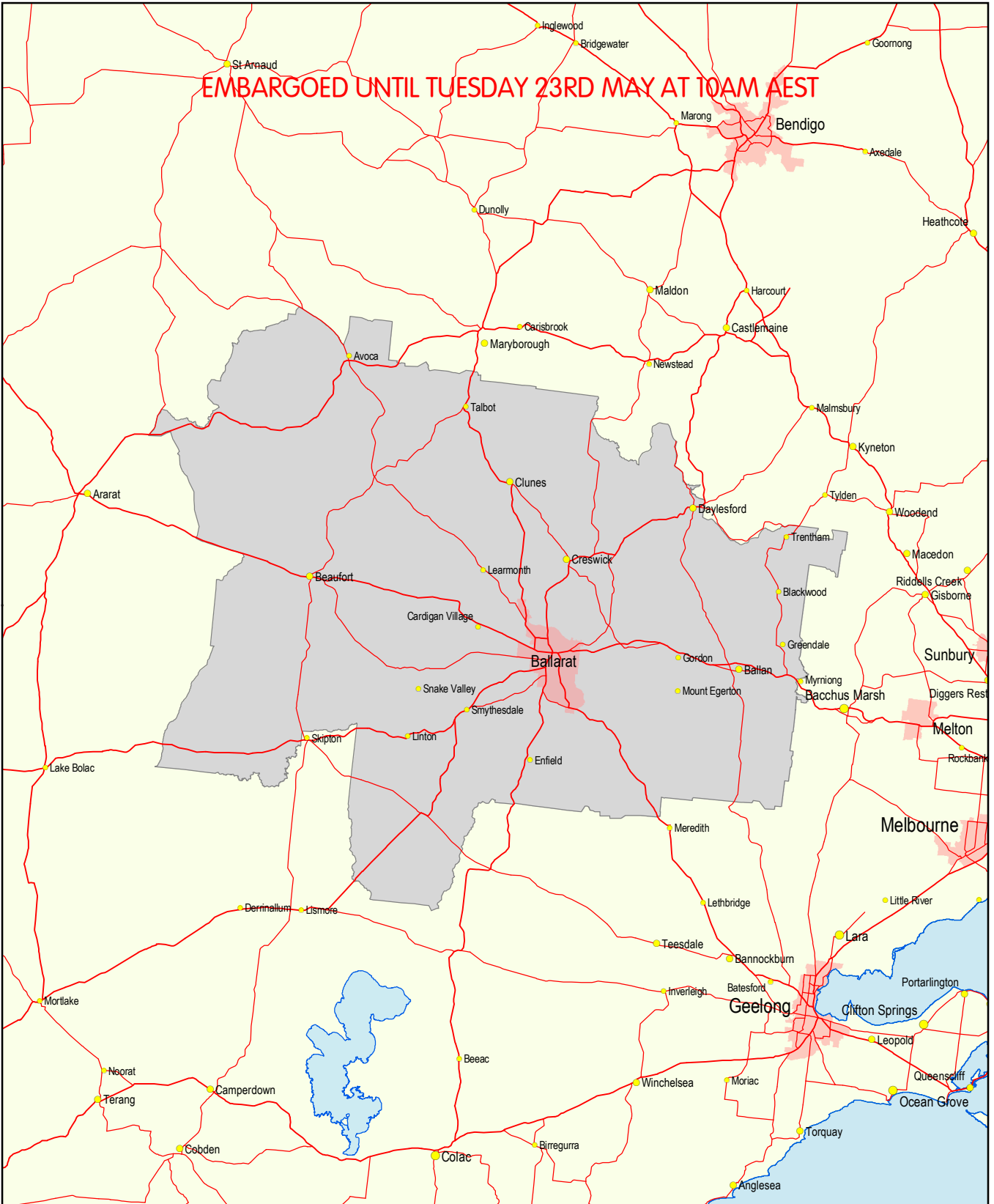
	Breakfast Mon-Fri 5.30am-9.00am	Morning Mon-Fri 9.00am-12.00pm	Afternoon Mon-Fri 12.00pm-4.00pm	Drive Mon-Fri 4.00pm-7.00pm	Evening Mon-Fri 7.00pm-12.00mn	Weekend Sat-Sun 5.30am-12.00mn
103.1 POWER FM	358	227	286	333	51	246
3BA 102.3FM	304	227	247	248	54	254
ABC BALLARAT	89	69	66	57	32	75
ABC RADIO NATIONAL	38	26	29	29	20	47
ABC NEWS RADIO	0	0	2	2	3	3
triple j	114	57	78	107	18	88
ABC CLASSIC FM	26	23	26	28	12	31

## 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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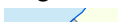

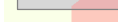




## BALLARAT RA1

Area ID: 427

Determined: 8 August 1997 (1991 Census)

### Legend

-  Coastline; State Borders
-  Licence Area
-  Principal Roads; Cities (Medium & Large)
-  Secondary Roads; Towns, Cities (Small)
-  Minor Roads; Localities

