

GEELONG (VIC)

SURVEY #1 2022



GEELONG - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL TUESDAY 25TH OCTOBER 2022 AT 11AM AEDT

Station Listened to Most (%), Monday to Sunday

	10+	10-17	18-24	25-39	40-54	55-64	65+
K ROCK	12.9	18.1	19.0	21.4	12.8	7.7	1.7
BAY 93.9	11.8	15.0	13.5	7.2	12.1	13.5	12.6
ABC RADIO MELBOURNE	9.0	3.0	1.6	2.8	6.4	10.4	24.6
ABC RN (RADIO NATIONAL)	2.3	0.0	0.0	0.0	1.8	2.8	7.4
ABC NEWSRADIO	0.3	0.0	0.0	0.0	0.4	1.1	0.4
TRIPLE J	6.3	6.3	17.5	10.4	4.3	3.3	0.4
ABC CLASSIC	1.0	0.0	0.0	0.7	0.0	0.0	4.1

Please note: The 2022 Survey Area differs from the 2019 Survey Area, resulting in changes to the Population Potential. This should also be noted for any results comparisons with previous surveys.

*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: 19th September 2022 – 8th October 2022

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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
K ROCK	11.4	13.3	14.4	12.9	12.9	13.7
BAY 93.9	10.3	13.3	13.6	10.3	10.3	8.4
ABC RADIO MELBOURNE	9.7	9.6	6.0	8.3	8.3	9.6
ABC RN (RADIO NATIONAL)	2.6	1.4	2.0	1.6	1.6	2.1
ABC NEWSRADIO	0.5	0.3	0.3	0.6	0.6	0.3
TRIPLE J	6.7	5.9	6.2	7.4	7.4	6.2
ABC CLASSIC	0.7	1.1	1.1	1.1	1.1	1.2

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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+
K ROCK	743	106	89	257	171	81	40
BAY 93.9	637	72	67	114	174	93	118
ABC RADIO MELBOURNE	439	17	7	36	72	83	223
ABC RN (RADIO NATIONAL)	143	2	0	4	27	24	84
ABC NEWS	37	0	0	6	9	9	13
TRIPLE J	305	34	77	104	56	29	5
ABC CLASSIC	57	5	5	4	2	5	37

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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: 2825]

	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
K ROCK	390	323	351	351	83	375
BAY 93.9	338	337	360	255	83	261
ABC RADIO MELBOURNE	299	209	158	204	93	258
ABC RN (RADIO NATIONAL)	86	50	46	52	43	63
ABC NEWS	21	7	7	18	7	11
TRIPLE J	181	143	147	180	71	171
ABC CLASSIC	32	30	28	32	11	30

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Cumulative Audience (00's)

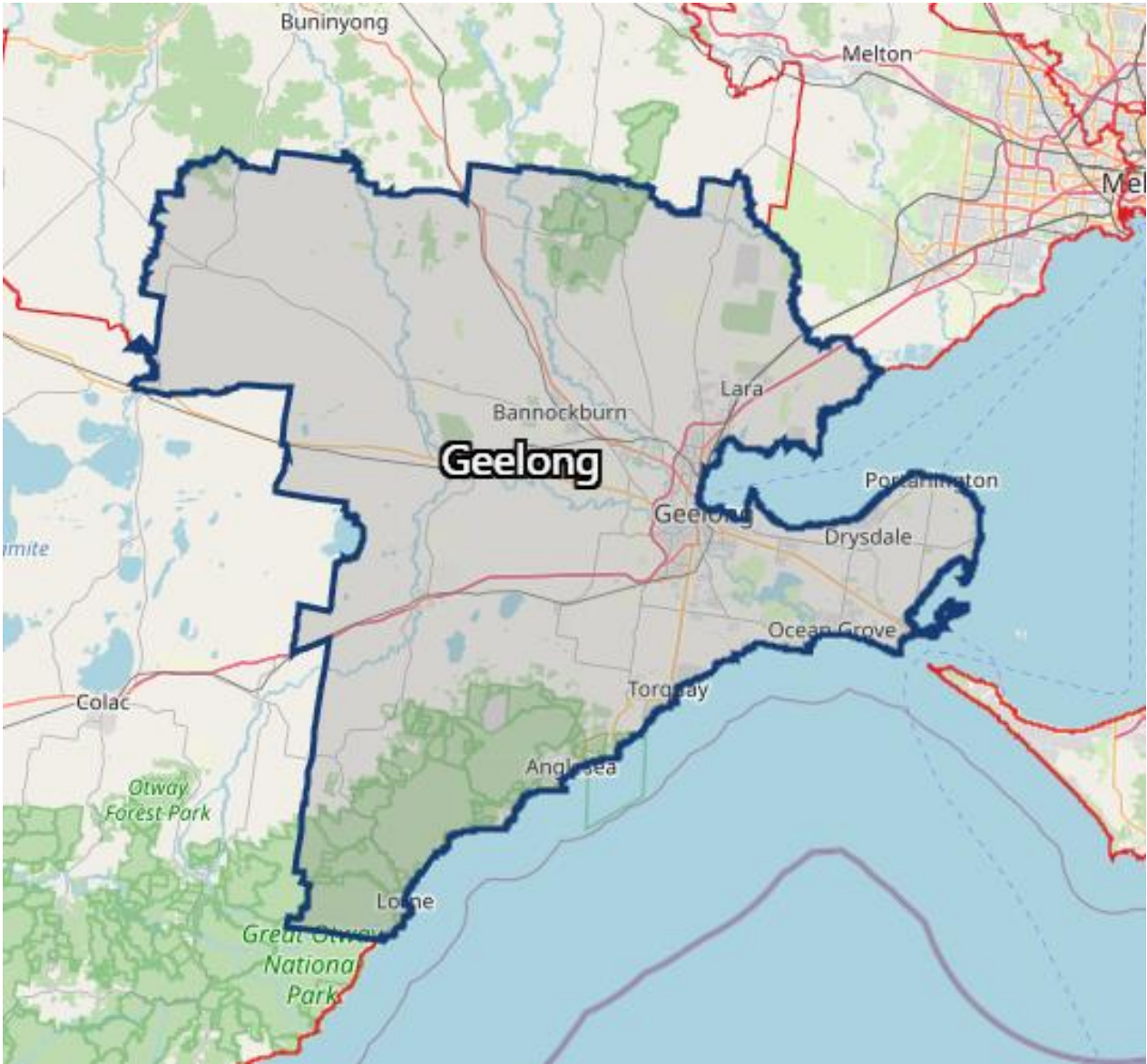
The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening.

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

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The GEELONG Survey Coverage Area represented in the above map is based on an adaption of Commercial Radio Australia’s Licence Area