



GEELONG - XTRA INSIGHTS - SURVEY 1: 2026



EMBARGOED UNTIL THURSDAY 28TH MAY 2026 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	+/-
K rock	17.8	12.9	4.9	34.9	18.1	16.8	26.4	19.0	7.4	25.5	21.4	4.1	18.4	12.8	5.6	5.1	7.7	-2.6	5.3	1.7	3.6
bay 93.9	17.1	11.8	5.3	25.7	15.0	10.7	14.3	13.5	0.8	19.6	7.2	12.4	17.5	12.1	5.4	16.0	13.5	2.5	12.0	12.6	-0.6
ABC RADIO MELBOURNE	8.4	9.0	-0.6	0.9	3.0	-2.1	1.1	1.6	-0.5	2.2	2.8	-0.6	3.8	6.4	-2.6	15.9	10.4	5.5	21.2	24.6	-3.4
ABC RADIO NATIONAL	2.4	2.3	0.1	0.0	0.0	0.0	2.2	0.0	2.2	0.0	0.0	0.0	0.9	1.8	-0.9	2.2	2.8	-0.6	7.5	7.4	0.1
ABC NEWSRADIO	1.1	0.3	0.8	0.9	0.0	0.9	1.1	0.0	1.1	1.4	0.0	1.4	0.9	0.4	0.5	0.7	1.1	-0.4	1.3	0.4	0.9
triple j	4.8	6.3	-1.5	5.5	6.3	-0.8	17.6	17.5	0.1	6.7	10.4	-3.7	1.9	4.3	-2.4	3.6	3.3	0.3	0.9	0.4	0.5
ABC CLASSIC	1.2	1.0	0.2	0.0	0.0	0.0	3.3	0.0	3.3	1.4	0.7	0.7	0.5	0.0	0.5	1.4	0.0	1.4	1.3	4.1	-2.8

Please note, the percentage balance of Station Listened to Most not reported in this table is the total amount of all Other listening and represents multiple stations. This includes local narrowcasters, community, and out of market radio listening either via App, online streaming, DAB+ or AM/FM transmitter.

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: 20th April 2026 - 17th May 2026

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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	+/-
K rock	18.7	11.4	7.3	15.8	13.3	2.5	19.6	14.4	5.2	15.7	12.9	2.8	11.6	9.2	2.4	12.1	13.7	-1.6
bay 93.9	16.7	10.3	6.4	18.2	13.3	4.9	20.6	13.6	7.0	13.9	10.3	3.6	13.1	8.8	4.3	13.0	8.4	4.6
ABC RADIO MELBOURNE	8.2	9.7	-1.5	9.0	9.6	-0.6	6.0	6.0	0.0	7.7	8.3	-0.6	11.5	11.3	0.2	10.5	9.6	0.9
ABC RADIO NATIONAL	3.4	2.6	0.8	2.5	1.4	1.1	2.2	2.0	0.2	3.1	1.6	1.5	4.8	4.8	0.0	3.6	2.1	1.5
ABC NEWSRADIO	1.5	0.5	1.0	1.5	0.3	1.2	1.1	0.3	0.8	1.9	0.6	1.3	3.8	0.3	3.5	1.4	0.3	1.1
triple j	5.2	6.7	-1.5	4.8	5.9	-1.1	4.7	6.2	-1.5	6.5	7.4	-0.9	10.5	9.1	1.4	6.1	6.2	-0.1
ABC CLASSIC	1.1	0.7	0.4	1.3	1.1	0.2	1.6	1.1	0.5	1.7	1.1	0.6	2.6	1.5	1.1	1.1	1.2	-0.1

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 , P10+ [Potential: 3068]

	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	+/-
K rock	907	743	164	129	106	23	130	89	41	260	257	3	233	171	62	70	81	-11	85	40	45
bay 93.9	893	637	256	101	72	29	83	67	16	213	114	99	221	174	47	122	93	29	152	118	34
ABC RADIO MELBOURNE	458	439	19	9	17	-8	22	7	15	56	36	20	52	72	-20	103	83	20	216	223	-7
ABC RADIO NATIONAL	165	143	22	0	2	-2	19	0	19	25	4	21	6	27	-21	18	24	-6	97	84	13
ABC NEWSRADIO	117	37	80	3	0	3	25	0	25	25	6	19	18	9	9	15	9	6	30	13	17
triple j	329	305	24	22	34	-12	93	77	16	111	104	7	58	56	2	33	29	4	12	5	7
ABC CLASSIC	138	57	81	0	5	-5	25	5	20	31	4	27	21	2	19	21	5	16	40	37	3

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

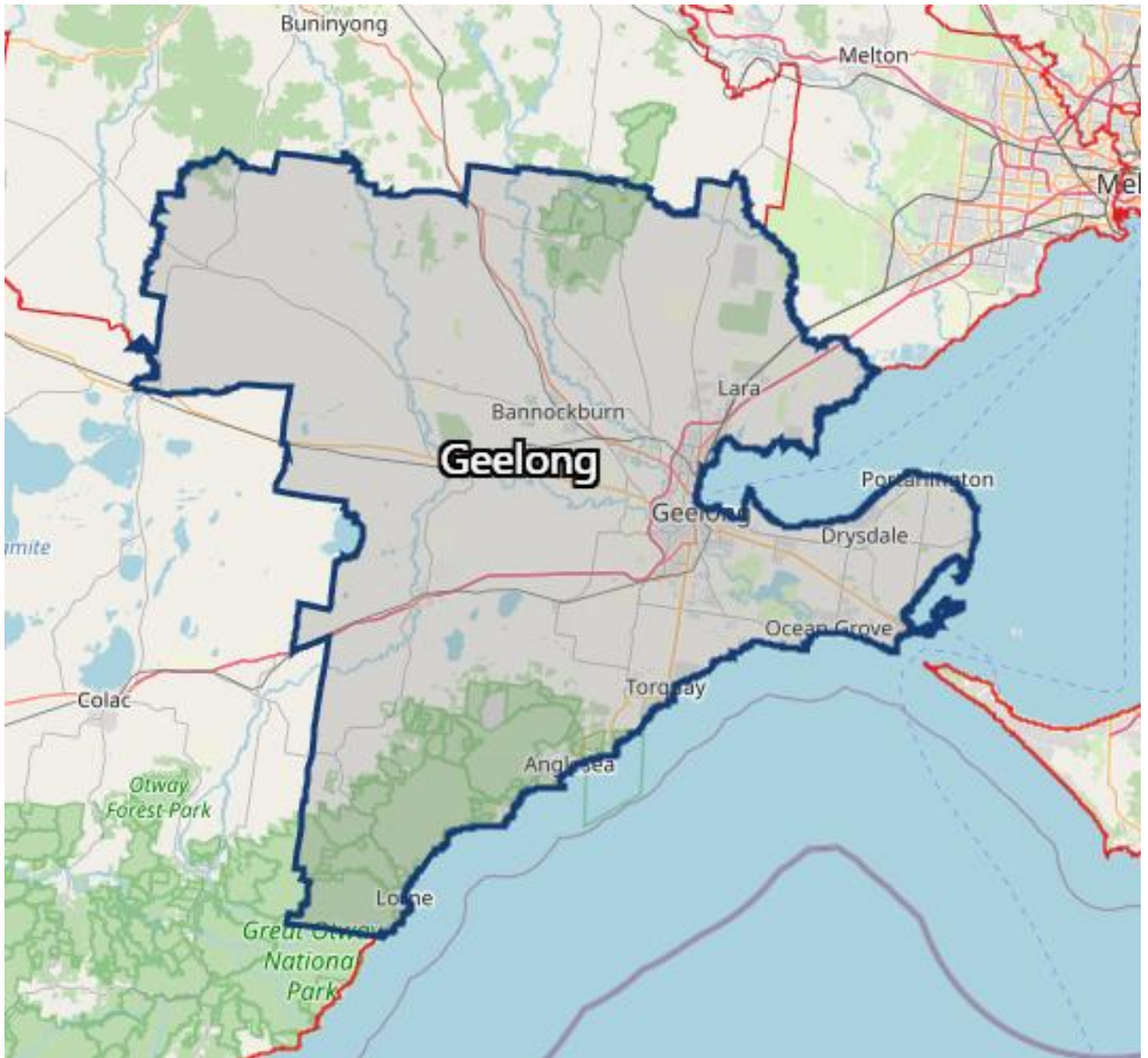
	Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5.30am-9.00am			Mon-Fri 9.00am-12.00pm			Mon-Fri 12.00pm-4.00pm			Mon-Fri 4.00pm-7.00pm			Mon-Fri 7.00pm-12.00mn			Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
K rock	677	390	287	499	323	176	640	351	289	486	351	135	197	83	114	476	375	101
bay 93.9	617	338	279	553	337	216	679	360	319	457	255	202	178	83	95	500	261	239
ABC RADIO MELBOURNE	311	299	12	253	209	44	213	158	55	244	204	40	147	93	54	336	258	78
ABC RADIO NATIONAL	113	86	27	89	50	39	73	46	27	92	52	40	64	43	21	113	63	50
ABC NEWSRADIO	61	21	40	55	7	48	61	7	54	64	18	46	52	7	45	70	11	59
triple j	188	181	7	148	143	5	179	147	32	191	180	11	114	71	43	200	171	29
ABC CLASSIC	68	32	36	64	30	34	74	28	46	58	32	26	43	11	32	80	30	50

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 is adapted from the Commercial Radio & Audio Licence Area Profile.