

BENDIGO (VIC)

SURVEY #1 2026



handmade boutique Métier

COLONIAL MUTUAL LIFE BUILDING

AUSTRALIAN MUTUAL PROVIDENT SOCIETY

xtra insights

BENDIGO - XTRA INSIGHTS - SURVEY 1: 2026



EMBARGOED UNTIL TUESDAY 17TH MARCH 2026 AT 11AM AEDT

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	+/-
TRIPLE M BENDIGO	25.1	22.1	3.0	36.4	22.2	14.2	26.5	13.6	12.9	29.3	29.7	-0.4	28.9	29.4	-0.5	27.5	30.6	-3.1	12.2	8.0	4.2
HIT91.9 BENDIGO	21.2	21.2	0.0	37.8	48.8	-11.0	35.2	42.8	-7.6	36.6	32.3	4.3	22.4	22.4	0.0	8.7	7.8	0.9	4.9	1.6	3.3
GOLD CENTRAL VICTORIA	9.9	6.6	3.3	9.9	6.4	3.5	4.4	3.1	1.3	4.7	6.3	-1.6	9.5	5.6	3.9	12.6	12.3	0.3	14.1	5.2	8.9
ABC CENTRAL VICTORIA	7.9	9.2	-1.3	0.0	2.4	-2.4	0.0	0.0	0.0	3.3	2.9	0.4	7.6	7.4	0.2	11.0	12.4	-1.4	15.6	19.2	-3.6
ABC RADIO NATIONAL	1.5	3.2	-1.7	1.2	0.0	1.2	0.0	0.0	0.0	2.7	0.5	2.2	0.0	1.3	-1.3	1.6	6.5	-4.9	2.4	7.2	-4.8
ABC NEWSRADIO	1.7	0.7	1.0	2.5	0.0	2.5	1.4	0.0	1.4	0.7	0.0	0.7	1.7	0.4	1.3	2.4	0.6	1.8	1.9	2.0	-0.1
triple j	4.7	8.8	-4.1	1.2	8.7	-7.5	13.3	23.3	-10.0	6.0	17.3	-11.3	7.2	11.0	-3.8	3.9	2.6	1.3	1.0	0.0	1.0
ABC CLASSIC	1.9	1.6	0.3	0.0	0.0	0.0	2.9	0.0	2.9	2.0	0.0	2.0	1.2	0.5	0.7	0.8	2.0	-1.2	3.4	4.8	-1.4

*Sample size is less than n=75 for marked demographic in at least one daypart - read with caution.

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: 9th February 2026 - 11th March 2026

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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	+/-
TRIPLE M BENDIGO	22.9	22.1	0.8	24.1	23.3	0.8	23.3	23.1	0.2	25.5	23.7	1.8	21.5	13.6	7.9	22.4	21.5	0.9
HIT91.9 BENDIGO	22.0	22.5	-0.5	21.0	14.4	6.6	23.8	20.6	3.2	21.4	23.9	-2.5	16.5	21.7	-5.2	18.6	20.1	-1.5
GOLD CENTRAL VICTORIA	9.8	4.7	5.1	11.2	8.2	3.0	11.3	6.9	4.4	8.8	4.2	4.6	8.0	4.6	3.4	9.8	4.4	5.4
ABC CENTRAL VICTORIA	8.6	11.1	-2.5	7.7	8.3	-0.6	6.8	7.1	-0.3	8.5	7.8	0.7	9.2	14.4	-5.2	8.9	10.6	-1.7
ABC RADIO NATIONAL	1.5	3.8	-2.3	1.5	2.3	-0.8	1.0	3.0	-2.0	1.3	3.1	-1.8	3.0	5.0	-2.0	1.9	3.6	-1.7
ABC NEWSRADIO	2.0	1.1	0.9	1.6	0.6	1.0	2.3	0.7	1.6	1.7	0.5	1.2	3.6	1.1	2.5	2.4	0.8	1.6
triple j	5.3	8.8	-3.5	5.7	10.1	-4.4	4.8	8.7	-3.9	6.3	10.8	-4.5	7.0	9.5	-2.5	5.3	8.5	-3.2
ABC CLASSIC	2.4	1.3	1.1	2.4	1.9	0.5	2.4	1.9	0.5	3.1	2.1	1.0	4.3	1.9	2.4	2.7	2.9	-0.2

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: 1838]

	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	+/-
TRIPLE M BENDIGO	770	685	85	93	86	7	74	44	30	175	176	-1	197	176	21	119	126	-7	113	76	37
HIT91.9 BENDIGO	645	577	68	95	116	-21	76	87	-11	184	172	12	164	134	30	61	55	6	64	12	52
GOLD CENTRAL VICTORIA	319	216	103	28	20	8	13	4	9	33	29	4	83	50	33	54	56	-2	108	56	52
ABC CENTRAL VICTORIA	316	284	32	0	12	-12	13	0	13	43	26	17	73	54	19	61	59	2	126	134	-8
ABC RADIO NATIONAL	82	107	-25	2	2	0	2	2	0	14	2	12	13	10	3	9	28	-19	41	64	-23
ABC NEWSRADIO	106	31	75	5	0	5	13	0	13	22	6	16	18	2	16	16	5	11	32	18	14
triple j	251	256	-5	10	21	-11	44	48	-4	66	93	-27	67	74	-7	29	14	15	34	5	29
ABC CLASSIC	103	61	42	0	3	-3	17	0	17	28	2	26	11	7	4	11	13	-2	34	37	-3

*Sample size is less than n=75 for marked demographic in at least one daypart - read with caution.

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: 1838]

	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	+/-
TRIPLE M BENDIGO	521	405	116	466	339	127	501	379	122	457	318	139	241	85	156	514	373	141
HIT91.9 BENDIGO	478	392	86	408	206	202	479	329	150	386	325	61	193	120	73	440	311	129
GOLD CENTRAL VICTORIA	211	111	100	206	118	88	229	107	122	155	60	95	93	25	68	219	93	126
ABC CENTRAL VICTORIA	225	183	42	187	123	64	173	122	51	190	91	99	116	70	46	225	177	48
ABC RADIO NATIONAL	51	65	-14	48	44	4	43	44	-1	52	44	8	46	26	20	69	68	1
ABC NEWSRADIO	65	17	48	44	9	35	67	12	55	62	9	53	55	7	48	67	14	53
triple j	157	154	3	157	145	12	139	141	-2	143	130	13	98	51	47	153	135	18
ABC CLASSIC	64	30	34	66	34	32	69	30	39	71	28	43	55	9	46	73	47	26

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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