

SHEPPARTON (VIC)

SURVEY #1 2021



SHEPPARTON - XTRA INSIGHTS - SURVEY 1: 2021



EMBARGOED UNTIL TUESDAY 12TH OCTOBER 2021 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	+/-
HIT96.9 GOULBURN VALLEY	25.2	21.6	3.6	52.3	46.1	6.2	47.1	41.3	5.8	38.7	37.0	1.7	28.4	22.3	6.1	10.6	6.9	3.7	2.0	1.2	0.8
TRIPLE M GOULBURN VALLEY	19.0	21.4	-2.4	18.6	22.1	-3.5	8.3	21.2	-12.9	22.6	24.3	-1.7	24.7	32.1	-7.4	26.9	20.0	6.9	10.2	10.6	-0.4
ABC SHEPPARTON	8.2	10.9	-2.7	0.9	3.5	-2.6	0.0	0.0	0.0	4.4	1.7	2.7	6.0	5.1	0.9	10.0	22.5	-12.5	17.9	22.4	-4.5
ABC RN (RADIO NATIONAL)	2.4	1.7	0.7	0.9	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.9	3.3	-2.4	3.1	3.1	0.0	6.5	2.0	4.5
ABC NEWSRADIO	0.8	0.3	0.5	0.0	0.9	-0.9	0.0	0.0	0.0	0.6	0.6	0.0	0.9	0.0	0.9	1.9	0.0	1.9	0.8	0.4	0.4
triple j	8.7	7.5	1.2	10.6	9.7	0.9	25.7	24.6	1.1	18.2	14.4	3.8	6.0	4.2	1.8	2.5	4.4	-1.9	1.2	0.4	0.8
ABC CLASSIC	1.2	1.0	0.2	2.7	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.9	-0.4	2.5	1.3	1.2	1.6	2.4	-0.8

Please note: Last Shepparton Survey conducted June 2018. ABC NewsRadio on air from 26 July 2020. Previously known as ABC NEWS.

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		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT96.9 GOULBURN VALLEY	23.8	22.0	1.8	23.9	17.9	6.0	27.5	21.9	5.6	28.0	24.3	3.7	23.2	17.9	5.3	22.6	18.9	3.7
TRIPLE M GOULBURN VALLEY	19.8	20.9	-1.1	20.2	23.0	-2.8	19.5	22.5	-3.0	21.9	22.4	-0.5	16.2	15.7	0.5	20.6	21.4	-0.8
ABC SHEPPARTON	10.4	11.7	-1.3	6.8	9.1	-2.3	7.8	7.9	-0.1	6.8	5.5	1.3	12.0	12.3	-0.3	10.0	12.4	-2.4
ABC RN (RADIO NATIONAL)	2.6	1.5	1.1	1.3	1.6	-0.3	1.0	2.0	-1.0	1.7	1.2	0.5	3.7	3.4	0.3	2.3	1.3	1.0
ABC NEWSRADIO	1.0	0.4	0.6	0.3	0.2	0.1	0.4	0.3	0.1	1.0	0.3	0.7	0.9	1.1	-0.2	0.5	0.4	0.1
triple j	8.4	8.5	-0.1	8.5	7.0	1.5	10.1	8.0	2.1	11.4	9.7	1.7	12.9	10.1	2.8	8.8	8.4	0.4
ABC CLASSIC	0.6	1.1	-0.5	1.2	1.0	0.2	1.0	1.2	-0.2	1.3	1.2	0.1	0.9	2.2	-1.3	1.5	1.2	0.3

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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+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT96.9 GOULBURN VALLEY	662	528	134	131	119	12	82	77	5	188	157	31	172	129	43	63	33	30	26	14	12
TRIPLE M GOULBURN VALLEY	624	554	70	75	61	14	47	46	1	134	111	23	181	175	6	117	105	12	70	56	14
ABC SHEPPARTON	264	272	-8	14	7	7	0	2	-2	26	14	12	40	43	-3	67	72	-5	117	135	-18
ABC RN (RADIO NATIONAL)	61	53	8	2	2	0	0	0	0	2	0	2	7	19	-12	16	15	1	35	17	18
ABC NEWSRADIO	31	9	22	2	2	0	2	0	2	3	2	1	7	0	7	9	2	7	9	3	6
triple j	253	184	69	28	20	8	61	53	8	92	61	31	47	21	26	14	26	-12	10	3	7
ABC CLASSIC	52	34	18	9	0	9	3	2	1	2	0	2	9	3	6	9	7	2	21	22	-1

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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: 1747]

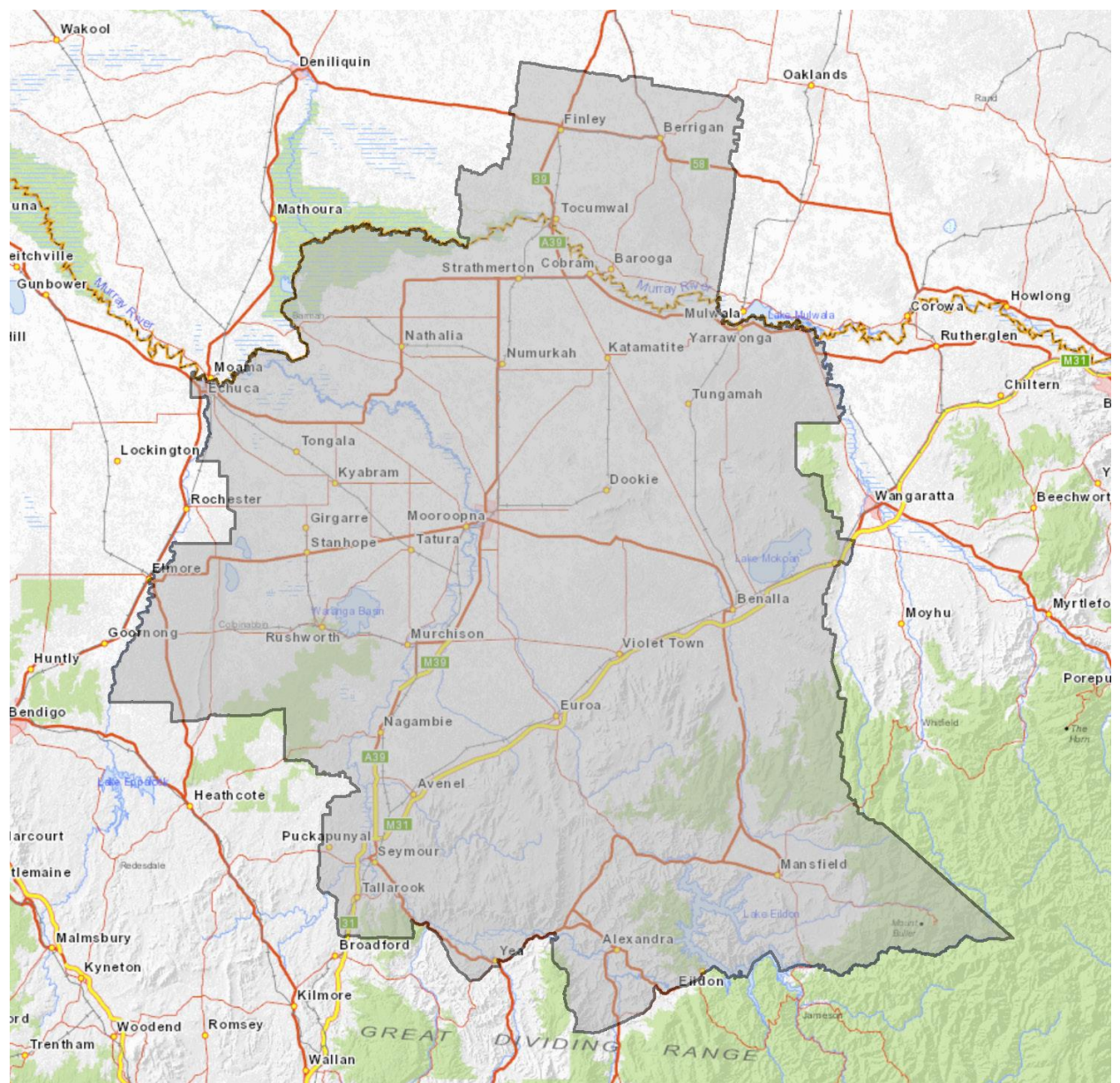
	Breakfast Mon-Fri 5.30am-9.00am			Morning Mon-Fri 9.00am-12.00pm			Afternoon Mon-Fri 12.00pm-4.00pm			Drive Mon-Fri 4.00pm-7.00pm			Evening Mon-Fri 7.00pm-12.00mn			Weekend Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT96.9 GOULBURN VALLEY	419	415	4	330	251	79	407	340	67	371	362	9	110	65	45	383	323	60
TRIPLE M GOULBURN VALLEY	358	407	-49	292	323	-31	341	344	-3	313	323	-10	68	74	-6	369	378	-9
ABC SHEPPARTON	178	203	-25	114	126	-12	115	116	-1	93	86	7	52	49	3	171	205	-34
ABC RN (RADIO NATIONAL)	40	36	4	21	27	-6	14	33	-19	17	22	-5	14	14	0	37	29	8
ABC NEWSRADIO	19	7	12	5	3	2	11	5	6	12	3	9	5	3	2	9	9	0
triple j	157	150	7	136	108	28	164	118	46	143	128	15	54	39	15	131	138	-7
ABC CLASSIC	16	24	-8	19	19	0	19	24	-5	19	17	2	5	7	-2	31	27	4

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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.



Shepparton Survey Coverage Area based on Commercial Radio Australia’s Licence Area Profile.