



SHEPPARTON - XTRA INSIGHTS - SURVEY 1: 2026



EMBARGOED UNTIL THURSDAY 21ST 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	+/-
HIT96.9 GOULBURN VALLEY	26.7	25.4	1.3	54.3	57.5	-3.2	31.4	44.0	-12.6	41.5	42.2	-0.7	33.5	28.6	4.9	14.6	11.5	3.1	6.6	3.0	3.6
TRIPLE M GOULBURN VALLEY	26.7	23.6	3.1	25.9	25.9	0.0	37.3	14.7	22.6	29.3	21.3	8.0	29.3	37.2	-7.9	34.2	32.5	1.7	16.4	11.8	4.6
ABC SHEPPARTON	5.3	7.4	-2.1	0.0	0.0	0.0	1.5	1.3	0.2	0.7	5.7	-5.0	2.9	2.5	0.4	8.9	11.0	-2.1	11.3	14.3	-3.0
ABC RADIO NATIONAL	2.0	2.1	-0.1	0.0	1.2	-1.2	0.0	0.0	0.0	0.7	0.0	0.7	1.1	0.9	0.2	0.8	2.3	-1.5	5.6	5.1	0.5
ABC NEWSRADIO	1.3	0.9	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	-1.1	2.9	1.0	1.9	0.0	1.6	-1.6	2.8	0.8	2.0
triple j	5.4	6.4	-1.0	6.2	2.1	4.1	8.9	23.9	-15.0	9.5	16.7	-7.2	7.6	3.4	4.2	2.4	2.3	0.1	1.4	1.1	0.3
ABC CLASSIC	0.5	1.3	-0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	-1.5	0.0	2.5	-2.5	1.9	2.3	-0.4

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: 13th April 2026 - 10th May 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	+/-
HIT96.9 GOULBURN VALLEY	29.3	25.4	3.9	25.2	20.9	4.3	29.3	26.6	2.7	26.8	26.7	0.1	22.0	18.7	3.3	24.6	24.0	0.6
TRIPLE M GOULBURN VALLEY	22.9	23.1	-0.2	24.4	25.4	-1.0	26.6	23.8	2.8	25.7	25.5	0.2	22.0	21.4	0.6	27.6	22.8	4.8
ABC SHEPPARTON	6.0	9.0	-3.0	5.6	5.2	0.4	5.6	4.9	0.7	4.6	6.2	-1.6	7.2	10.2	-3.0	5.6	8.5	-2.9
ABC RADIO NATIONAL	2.2	1.9	0.3	1.5	0.9	0.6	1.1	1.1	0.0	2.6	0.9	1.7	3.5	3.2	0.3	2.2	2.2	0.0
ABC NEWSRADIO	1.8	1.2	0.6	1.6	1.0	0.6	1.8	0.9	0.9	1.5	0.9	0.6	2.1	0.4	1.7	1.1	0.9	0.2
triple j	4.8	6.7	-1.9	6.0	7.6	-1.6	5.5	7.4	-1.9	6.5	8.0	-1.5	8.7	8.9	-0.2	4.9	7.2	-2.3
ABC CLASSIC	0.8	1.1	-0.3	1.3	0.6	0.7	1.7	1.1	0.6	1.2	1.5	-0.3	2.6	2.0	0.6	1.5	2.1	-0.6

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: 1795]

	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	700	652	48	113	129	-16	68	88	-20	200	178	22	172	175	-3	84	65	19	63	18	45
TRIPLE M GOULBURN VALLEY	711	668	43	67	77	-10	74	53	21	142	125	17	177	189	-12	139	131	8	112	93	19
ABC SHEPPARTON	193	257	-64	2	4	-2	14	3	11	13	33	-20	33	34	-1	49	66	-17	82	117	-35
ABC RADIO NATIONAL	88	55	33	2	2	0	2	0	2	11	3	8	12	3	9	9	13	-4	51	34	17
ABC NEWSRADIO	97	33	64	0	0	0	6	0	6	20	7	13	26	3	23	12	14	-2	33	9	24
triple j	273	200	73	22	14	8	41	41	0	78	81	-3	74	39	35	33	19	14	26	5	21
ABC CLASSIC	60	43	17	0	2	-2	10	2	8	7	2	5	10	7	3	7	9	-2	26	22	4

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	+/-
HIT96.9 GOULBURN VALLEY	539	460	79	405	308	97	491	403	88	395	391	4	155	105	50	435	371	64
TRIPLE M GOULBURN VALLEY	474	415	59	417	375	42	475	397	78	385	360	25	148	116	32	481	366	115
ABC SHEPPARTON	136	166	-30	102	82	20	108	89	19	94	95	-1	63	58	5	133	142	-9
ABC RADIO NATIONAL	57	42	15	43	17	26	39	21	18	57	16	41	32	18	14	54	34	20
ABC NEWSRADIO	53	25	28	51	13	38	47	15	32	36	16	20	26	4	22	47	12	35
triple j	146	130	16	141	114	27	147	117	30	145	110	35	83	49	34	148	110	38
ABC CLASSIC	23	21	2	29	7	22	38	14	24	27	19	8	29	9	20	28	34	-6

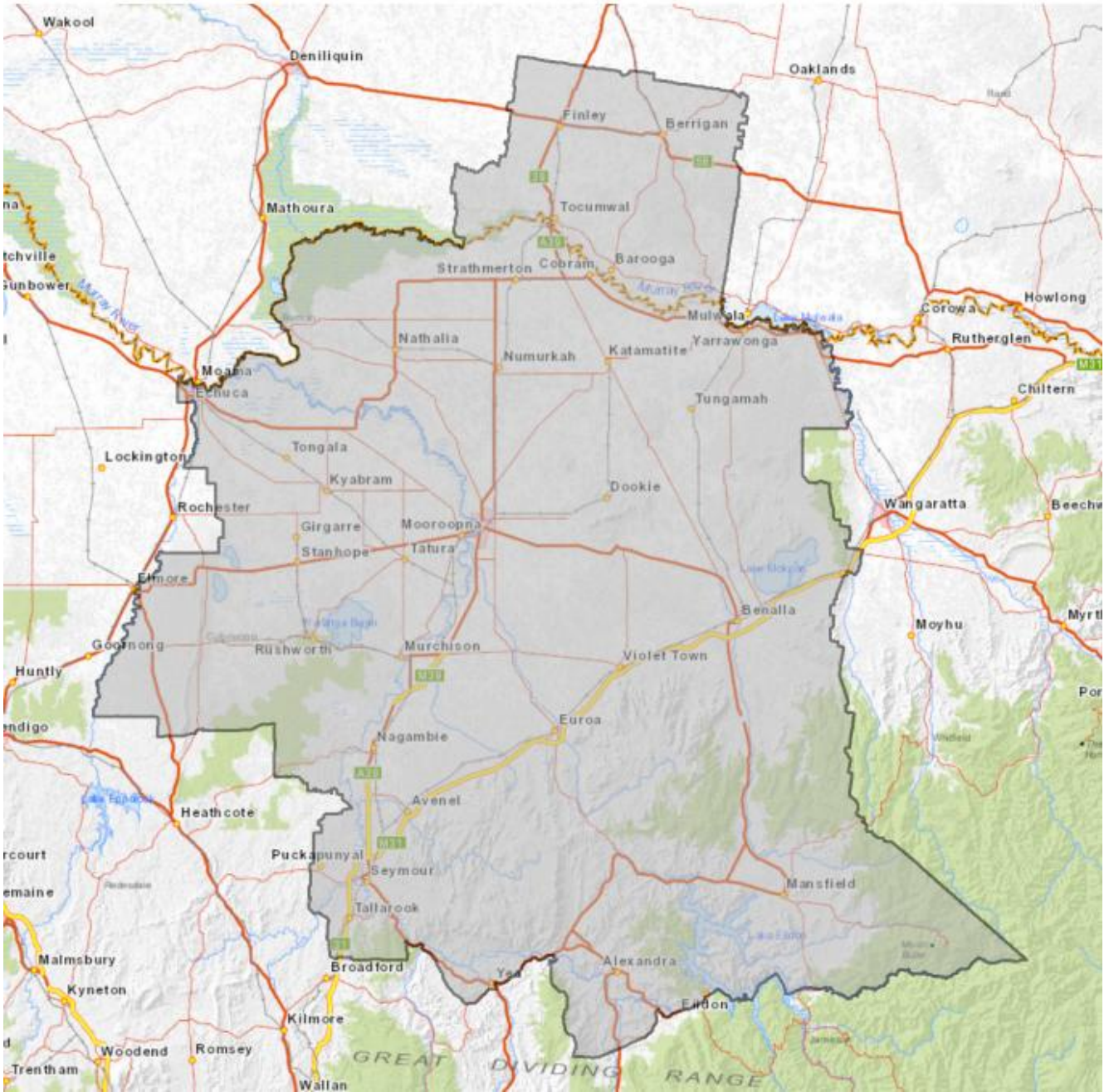
Cumulative Audience (00's)

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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Shepparton Survey Coverage Area based on Commercial Radio & Audio's Licence Area Profile.

