

MILDURA (VIC)

SURVEY #1 2026



MILDURA - XTRA INSIGHTS - SURVEY 1: 2026



EMBARGOED UNTIL WEDNESDAY 27TH 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	+/-
hit99.5 SUNRAYSIA	29.1	33.1	-4.0	50.0	64.0	-14.0	39.1	53.0	-13.9	36.3	47.3	-11.0	31.7	36.9	-5.2	23.0	15.0	8.0	8.5	3.7	4.8
TRIPLE M SUNRAYSIA	30.2	19.6	10.6	26.5	17.0	9.5	39.2	17.3	21.9	39.1	21.2	17.9	34.2	28.0	6.2	35.1	27.9	7.2	12.4	6.7	5.7
RIVER 1467am	15.0	16.0	-1.0	7.5	3.0	4.5	5.8	3.1	2.7	9.5	3.4	6.1	14.0	12.9	1.1	18.8	20.6	-1.8	26.6	40.1	-13.5
ABC MILDURA-SWAN HILL	8.0	9.1	-1.1	1.1	1.0	0.1	1.5	0.0	1.5	2.8	2.3	0.5	4.9	3.6	1.3	7.7	12.6	-4.9	22.6	26.6	-4.0
ABC RADIO NATIONAL	0.5	1.4	-0.9	0.0	0.0	0.0	1.4	0.0	1.4	0.0	1.1	-1.1	0.6	1.0	-0.4	0.9	1.7	-0.8	0.6	3.1	-2.5
ABC NEWSRADIO	0.7	1.1	-0.4	0.0	2.0	-2.0	0.0	0.0	0.0	0.0	1.1	-1.1	0.6	1.5	-0.9	0.0	0.0	0.0	2.8	1.2	1.6
triple j	4.4	9.2	-4.8	5.4	9.0	-3.6	7.3	21.9	-14.6	7.3	17.2	-9.9	3.1	7.3	-4.2	0.9	4.7	-3.8	3.4	1.2	2.2
ABC CLASSIC	1.1	1.3	-0.2	0.0	0.0	0.0	0.0	1.6	-1.6	0.0	1.1	-1.1	1.2	0.5	0.7	0.9	1.9	-1.0	3.4	2.4	1.0

*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: 20th April 2026 - 17th May 2026

Copyright (c) Commercial Radio & Audio Ltd. All Rights. This data may not be used for, or in association with, any commercial purposes.

MILDURA - XTRA INSIGHTS - SURVEY 1: 2026



EMBARGOED UNTIL WEDNESDAY 27TH MAY 2026 AT 11AM AEST

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	+/-
hit99.5 SUNRAYSIA	30.0	34.8	-4.8	28.2	26.0	2.2	32.7	32.9	-0.2	31.2	38.4	-7.2	22.2	25.4	-3.2	26.5	30.3	-3.8
TRIPLE M SUNRAYSIA	31.6	20.4	11.2	31.4	19.9	11.5	32.6	22.7	9.9	33.0	21.1	11.9	18.9	16.6	2.3	31.8	22.5	9.3
RIVER 1467am	14.4	14.1	0.3	15.3	22.0	-6.7	13.6	14.5	-0.9	11.8	10.3	1.5	11.9	11.9	0.0	13.4	13.4	0.0
ABC MILDURA-SWAN HILL	8.8	11.2	-2.4	7.3	6.9	0.4	6.0	6.8	-0.8	7.2	6.6	0.6	15.1	14.1	1.0	9.1	10.3	-1.2
ABC RADIO NATIONAL	0.5	1.3	-0.8	0.4	1.6	-1.2	0.2	1.5	-1.3	0.4	1.8	-1.4	2.7	3.9	-1.2	0.7	0.9	-0.2
ABC NEWSRADIO	0.9	1.5	-0.6	1.0	1.4	-0.4	0.7	1.0	-0.3	0.8	1.3	-0.5	2.2	2.6	-0.4	0.7	0.8	-0.1
triple j	4.4	8.3	-3.9	3.1	9.5	-6.4	2.8	10.7	-7.9	5.2	11.0	-5.8	9.2	13.1	-3.9	4.6	10.5	-5.9
ABC CLASSIC	1.2	0.6	0.6	1.7	1.3	0.4	1.2	1.0	0.2	1.4	1.0	0.4	3.8	3.3	0.5	1.5	0.9	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.

Survey Period: 20th April 2026 - 17th May 2026

Copyright (c) Commercial Radio & Audio Ltd. All Rights. This data may not be used for, or in association with, any commercial purposes.

MILDURA - XTRA INSIGHTS - SURVEY 1: 2026



EMBARGOED UNTIL WEDNESDAY 27TH MAY 2026 AT 11AM AEST

Cumulative Audience (00's) by Demographic, Mon-Sun 5.30am-12midnight , P10+ [Potential: 633]

	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	+/-
hit99.5 SUNRAYSIA	268	305	-37	48	59	-11	27	39	-12	65	91	-26	63	76	-13	37	29	8	27	10	17
TRIPLE M SUNRAYSIA	251	239	12	22	30	-8	25	19	6	64	61	3	61	66	-5	45	44	1	34	20	14
RIVER 1467am	123	150	-27	7	3	4	4	3	1	18	13	5	22	27	-5	26	31	-5	45	73	-28
ABC MILDURA-SWAN HILL	73	114	-41	2	4	-2	2	0	2	6	9	-3	12	17	-5	11	23	-12	41	61	-20
ABC RADIO NATIONAL	21	20	1	0	0	0	1	0	1	1	2	-1	3	2	1	4	5	-1	12	12	0
ABC NEWSRADIO	11	15	-4	0	1	-1	0	1	-1	1	2	-1	4	3	1	0	2	-2	6	6	0
triple j	63	106	-43	9	10	-1	8	23	-15	21	41	-20	13	22	-9	3	7	-4	9	3	6
ABC CLASSIC	11	15	-4	0	1	-1	0	1	-1	0	2	-2	2	1	1	1	3	-2	8	7	1

*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.

Survey Period: 20th April 2026 - 17th May 2026

Copyright (c) Commercial Radio & Audio Ltd. All Rights. This data may not be used for, or in association with, any commercial purposes.

MILDURA - XTRA INSIGHTS - SURVEY 1: 2026



EMBARGOED UNTIL WEDNESDAY 27TH MAY 2026 AT 11AM AEST

Cumulative Audience (00's) by Session

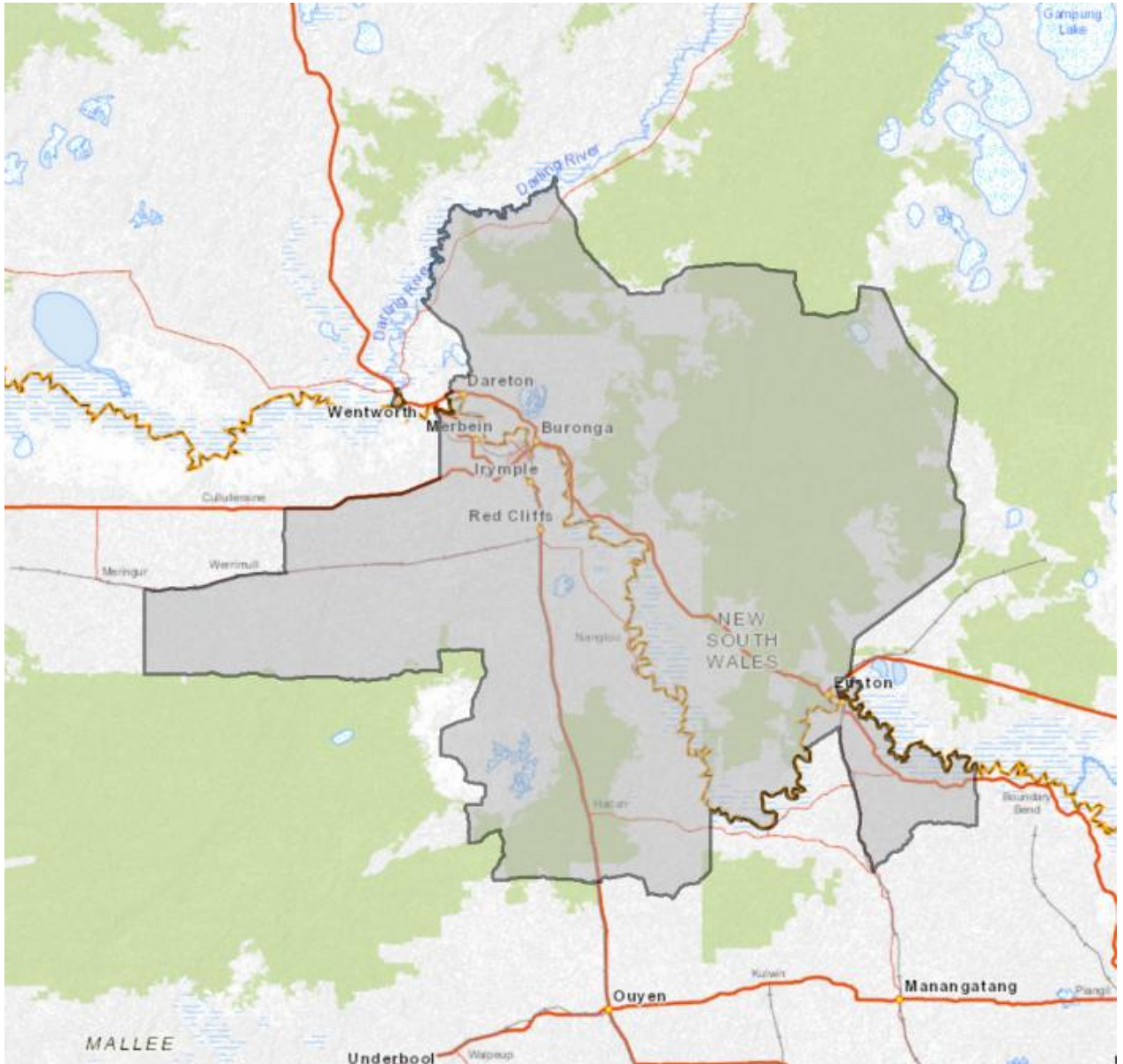
	Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5.30am-9.00am			Mon-Fri 9.00am-12.00pm			Mon-Fri 12.00pm-4.00pm			Mon-Fri 4.00pm-7.00pm			Mon-Fri 7.00pm-12.00mn			Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
hit99.5 SUNRAYSIA	207	219	-12	153	128	25	182	164	18	159	185	-26	43	52	-9	178	179	-1
TRIPLE M SUNRAYSIA	204	137	67	167	107	60	178	128	50	168	118	50	44	38	6	188	138	50
RIVER 1467am	94	96	-2	78	96	-18	78	68	10	59	49	10	25	22	3	80	73	7
ABC MILDURA-SWAN HILL	58	74	-16	39	31	8	36	40	-4	40	33	7	29	27	2	59	77	-18
ABC RADIO NATIONAL	15	9	6	12	8	4	9	10	-1	11	7	4	13	9	4	18	7	11
ABC NEWSRADIO	8	8	0	9	5	4	6	5	1	7	6	1	5	5	0	6	7	-1
triple j	45	55	-10	31	49	-18	31	57	-26	41	57	-16	25	25	0	44	66	-22
ABC CLASSIC	9	7	2	10	6	4	9	4	5	9	6	3	9	6	3	10	7	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.

Survey Period: 20th April 2026 - 17th May 2026

Copyright (c) Commercial Radio & Audio Ltd. All Rights. This data may not be used for, or in association with, any commercial purposes.



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