

WANGARATTA (VIC)

SURVEY #1 2026



WANGARATTA - XTRA INSIGHTS - SURVEY 1: 2026



EMBARGOED UNTIL THURSDAY 13TH AUGUST 2026 AT 11AM AEST

Station Listened to Most (%), by Demographic, Mon-Sun 5.30am-12midnight

	10+			10-17*			18-39			25-39			40-54			55-64			65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
STAR 92.1 FM	14.3		14.3	19.7		19.7	25.5		25.5	25.5		25.5	16.5		16.5	8.2		8.2	4.7		4.7
102.1 EDGE FM	18.7	21.9	-3.2	24.3	30.3	-6.0	27.6	25.4	2.2	28.5	22.3	6.2	24.0	27.1	-3.1	14.3	28.7	-14.4	7.6	7.9	-0.3
ABC GOULBURN MURRAY	10.8	9.9	0.9	4.6	3.2	1.4	6.2	3.9	2.3	6.8	4.5	2.3	12.4	7.6	4.8	11.2	11.1	0.1	15.9	18.4	-2.5
ABC RADIO NATIONAL	3.2	3.7	-0.5	1.5	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.8	2.5	-1.7	4.1	4.5	-0.4	7.6	8.5	-0.9
ABC NEWSRADIO	1.3	0.7	0.6	0.0	0.0	0.0	0.7	0.0	0.7	1.0	0.0	1.0	0.0	1.6	-1.6	3.1	0.0	3.1	2.4	1.3	1.1
triple j	4.7	7.7	-3.0	6.1	5.8	0.3	8.3	19.2	-10.9	6.8	21.5	-14.7	5.8	8.2	-2.4	3.1	3.5	-0.4	1.2	0.6	0.6
ABC CLASSIC	1.3	1.6	-0.3	1.5	0.0	1.5	0.7	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.0	2.2	-1.2	2.9	4.3	-1.4

STAR 92.1 FM not included in survey prior to 2026.

*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.

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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	+/-
STAR 92.1 FM	13.9		13.9	16.8		16.8	16.1		16.1	15.5		15.5	7.3		7.3	13.2		13.2
102.1 EDGE FM	18.2	22.7	-4.5	18.9	22.0	-3.1	20.3	25.5	-5.2	18.9	23.8	-4.9	15.5	8.0	7.5	14.5	20.1	-5.6
ABC GOULBURN MURRAY	13.7	12.3	1.4	11.6	8.1	3.5	9.2	6.8	2.4	10.3	6.9	3.4	17.1	12.0	5.1	14.9	10.8	4.1
ABC RADIO NATIONAL	2.8	3.7	-0.9	3.5	2.2	1.3	2.5	1.8	0.7	2.3	3.3	-1.0	7.3	4.8	2.5	3.7	4.0	-0.3
ABC NEWSRADIO	1.3	0.6	0.7	1.4	0.8	0.6	0.7	0.8	-0.1	1.6	0.8	0.8	1.6	1.4	0.2	1.3	0.5	0.8
triple j	5.1	7.8	-2.7	4.0	8.5	-4.5	4.5	8.7	-4.2	5.2	9.0	-3.8	1.6	8.9	-7.3	3.7	8.0	-4.3
ABC CLASSIC	1.5	0.4	1.1	0.8	1.6	-0.8	1.5	1.3	0.2	1.5	0.5	1.0	4.1	1.4	2.7	0.9	0.7	0.2

STAR 92.1 FM not included in survey prior to 2026.

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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EMBARGOED UNTIL THURSDAY 13TH AUGUST 2026 AT 11AM AEST

Cumulative Audience (00's) by Demographic, Mon-Sun 5.30am-12midnight, P10+ [Potential: 940]

	10+			10-17*			18-39			25-39			40-54			55-64			65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
STAR 92.1 FM	190		190	22		22	72		72	53		53	49		49	20		20	27		27
102.1 EDGE FM	267	319	-52	33	45	-12	82	95	-13	60	67	-7	69	77	-8	39	61	-22	44	41	3
ABC GOULBURN MURRAY	163	145	18	5	6	-1	16	10	6	13	8	5	33	27	6	25	30	-5	85	72	13
ABC RADIO NATIONAL	63	58	5	2	0	2	3	1	2	2	1	1	6	8	-2	14	9	5	38	40	-2
ABC NEWSRADIO	31	18	13	2	0	2	2	0	2	2	0	2	2	6	-4	9	3	6	17	8	9
triple j	94	125	-31	19	19	0	25	59	-34	14	44	-30	30	32	-2	11	10	1	9	5	4
ABC CLASSIC	30	27	3	2	0	2	2	1	1	0	1	-1	5	5	0	3	5	-2	19	16	3

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*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

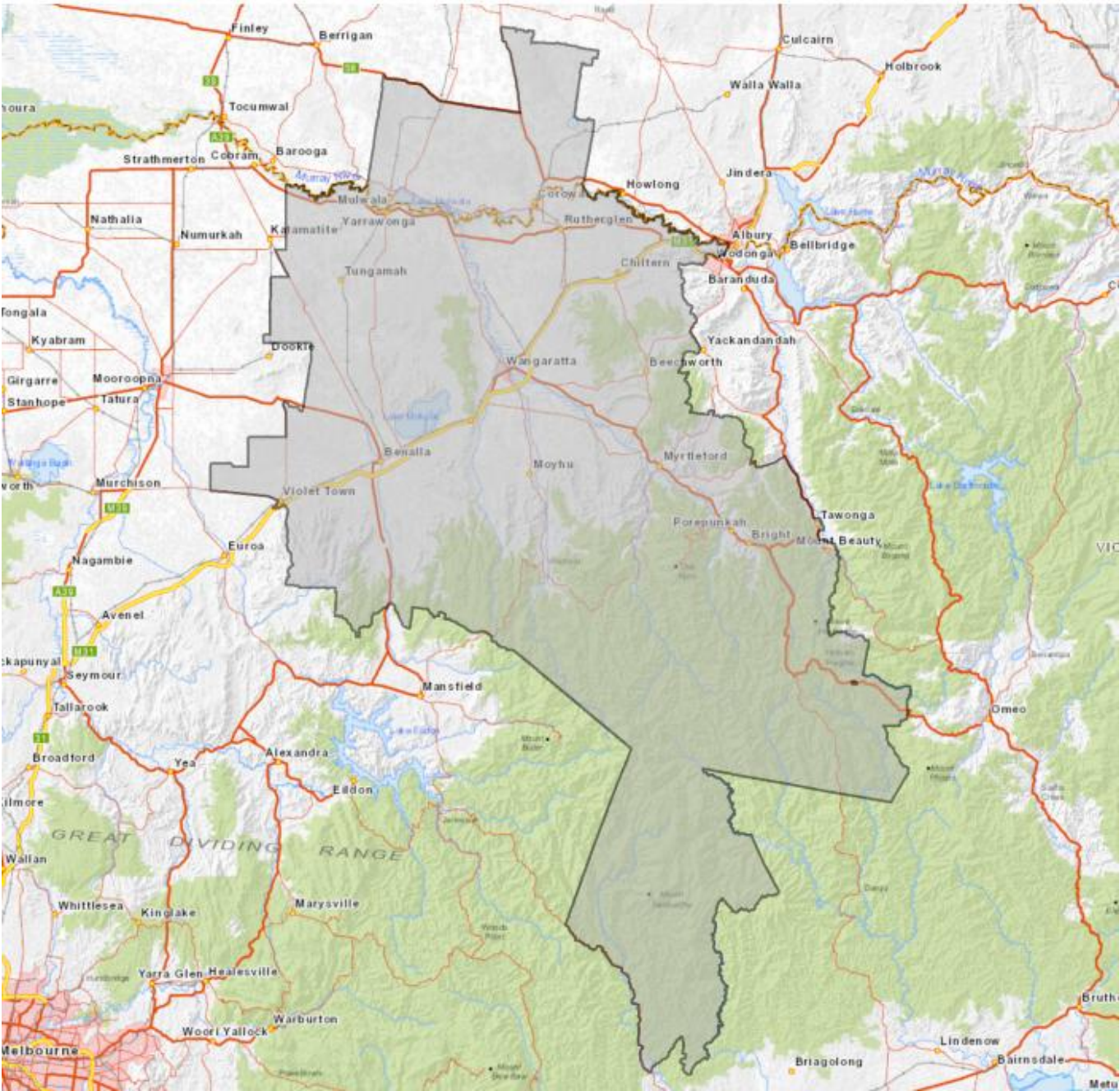
	Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5.30am-9.00am			Mon-Fri 9.00am-12.00pm			Mon-Fri 12.00pm-4.00pm			Mon-Fri 4.00pm-7.00pm			Mon-Fri 7.00pm-12.00mn			Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
STAR 92.1 FM	140		140	124		124	130		130	119		119	17		17	121		121
102.1 EDGE FM	188	199	-11	149	159	-10	168	196	-28	173	166	7	38	30	8	176	177	-1
ABC GOULBURN MURRAY	127	99	28	91	59	32	80	50	30	88	51	37	38	31	7	138	96	42
ABC RADIO NATIONAL	41	42	-1	36	18	18	36	16	20	30	29	1	19	14	5	45	34	11
ABC NEWSRADIO	22	8	14	14	5	9	13	8	5	19	8	11	6	7	-1	20	5	15
triple j	60	80	-20	47	64	-17	56	65	-9	63	66	-3	9	23	-14	52	70	-18
ABC CLASSIC	20	6	14	13	16	-3	17	11	6	17	6	11	9	3	6	14	12	2

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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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Wangaratta Survey Coverage Area based on Commercial Radio & Audio’s Licence Area Profile.

