

SHEPPARTON (VIC)

SURVEY #1 2023



SHEPPARTON - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL 4TH APRIL 2023 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	25.4	25.2	0.2	57.5	52.3	5.2	44.0	47.1	-3.1	42.2	38.7	3.5	28.6	28.4	0.2	11.5	10.6	0.9	3.0	2.0	1.0
TRIPLE M GOULBURN VALLEY	23.6	19.0	4.6	25.9	18.6	7.3	14.7	8.3	6.4	21.3	22.6	-1.3	37.2	24.7	12.5	32.5	26.9	5.6	11.8	10.2	1.6
ABC SHEPPARTON	7.4	8.2	-0.8	0.0	0.9	-0.9	1.3	0.0	1.3	5.7	4.4	1.3	2.5	6.0	-3.5	11.0	10.0	1.0	14.3	17.9	-3.6
ABC RN (RADIO NATIONAL)	2.1	2.4	-0.3	1.2	0.9	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.9	0.0	2.3	3.1	-0.8	5.1	6.5	-1.4
ABC NEWSRADIO	0.9	0.8	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.6	0.5	1.0	0.9	0.1	1.6	1.9	-0.3	0.8	0.8	0.0
TRIPLE J	6.4	8.7	-2.3	2.1	10.6	-8.5	23.9	25.7	-1.8	16.7	18.2	-1.5	3.4	6.0	-2.6	2.3	2.5	-0.2	1.1	1.2	-0.1
ABC CLASSIC	1.3	1.2	0.1	0.0	2.7	-2.7	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.5	1.0	2.5	2.5	0.0	2.3	1.6	0.7

Please note: Last Shepparton Survey conducted October 2021

*A minimum sample of n=50 is required within a sub cell to be able to produce a result.

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: 6th March 2023 – 25th March 2023

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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	25.4	23.8	1.6	20.9	23.9	-3.0	26.6	27.5	-0.9	26.7	28.0	-1.3	18.7	23.2	-4.5	24.0	22.6	1.4
TRIPLE M GOULBURN VALLEY	23.1	19.8	3.3	25.4	20.2	5.2	23.8	19.5	4.3	25.5	21.9	3.6	21.4	16.2	5.2	22.8	20.6	2.2
ABC SHEPPARTON	9.0	10.4	-1.4	5.2	6.8	-1.6	4.9	7.8	-2.9	6.2	6.8	-0.6	10.2	12.0	-1.8	8.5	10.0	-1.5
ABC RN (RADIO NATIONAL)	1.9	2.6	-0.7	0.9	1.3	-0.4	1.1	1.0	0.1	0.9	1.7	-0.8	3.2	3.7	-0.5	2.2	2.3	-0.1
ABC NEWSRADIO	1.2	1.0	0.2	1.0	0.3	0.7	0.9	0.4	0.5	0.9	1.0	-0.1	0.4	0.9	-0.5	0.9	0.5	0.4
TRIPLE J	6.7	8.4	-1.7	7.6	8.5	-0.9	7.4	10.1	-2.7	8.0	11.4	-3.4	8.9	12.9	-4.0	7.2	8.8	-1.6
ABC CLASSIC	1.1	0.6	0.5	0.6	1.2	-0.6	1.1	1.0	0.1	1.5	1.3	0.2	2.0	0.9	1.1	2.1	1.5	0.6

Please note: Last Shepparton Survey conducted October 2021

*A minimum sample of n=50 is required within a sub cell to be able to produce a result

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	652	662	-10	129	131	-2	88	82	6	178	188	-10	175	172	3	65	63	2	18	26	-8
TRIPLE M GOULBURN VALLEY	668	624	44	77	75	2	53	47	6	125	134	-9	189	181	8	131	117	14	93	70	23
ABC SHEPPARTON	257	264	-7	4	14	-10	3	0	3	33	26	7	34	40	-6	66	67	-1	117	117	0
ABC RN (RADIO NATIONAL)	55	61	-6	2	2	0	0	0	0	3	2	1	3	7	-4	13	16	-3	34	35	-1
ABC NEWSRADIO	33	31	2	0	2	-2	0	2	-2	7	3	4	3	7	-4	14	9	5	9	9	0
TRIPLE J	200	253	-53	14	28	-14	41	61	-20	81	92	-11	39	47	-8	19	14	5	5	10	-5
ABC CLASSIC	43	52	-9	2	9	-7	2	3	-1	2	2	0	7	9	-2	9	9	0	22	21	1

Please note: Last Shepparton Survey conducted October 2021

*A minimum sample of n=50 is required within a sub cell to be able to produce a result

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: 1725]

	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	460	419	41	308	330	-22	403	407	-4	391	371	20	105	110	-5	371	383	-12
TRIPLE M GOULBURN VALLEY	415	358	57	375	292	83	397	341	56	360	313	47	116	68	48	366	369	-3
ABC SHEPPARTON	166	178	-12	82	114	-32	89	115	-26	95	93	2	58	52	6	142	171	-29
ABC RN (RADIO NATIONAL)	42	40	2	17	21	-4	21	14	7	16	17	-1	18	14	4	34	37	-3
ABC NEWSRADIO	25	19	6	13	5	8	15	11	4	16	12	4	4	5	-1	12	9	3
TRIPLE J	130	157	-27	114	136	-22	117	164	-47	110	143	-33	49	54	-5	110	131	-21
ABC CLASSIC	21	16	5	7	19	-12	14	19	-5	19	19	0	9	5	4	34	31	3

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Cumulative Audience (00's)

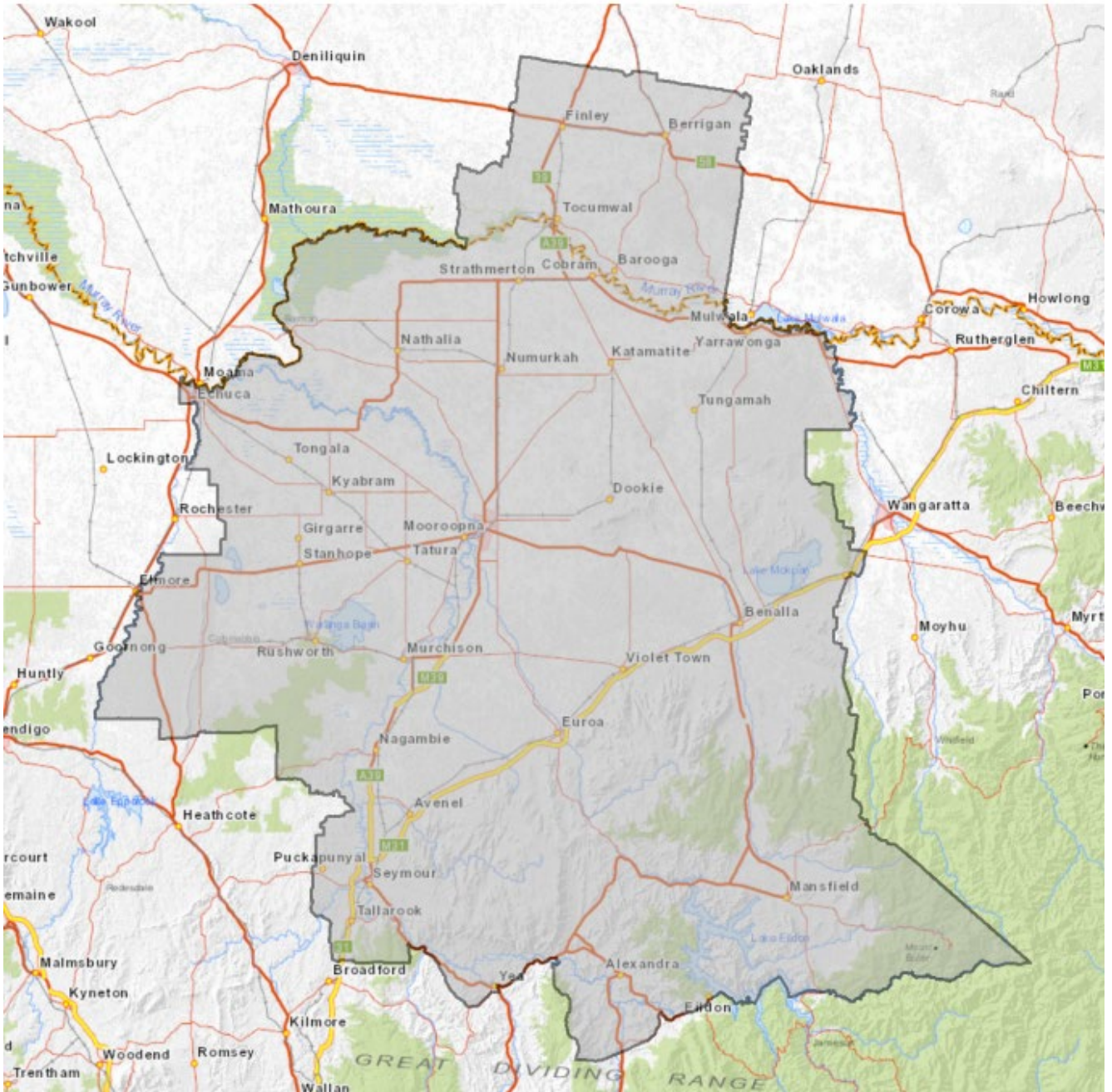
The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening.

For example, Station A has 25,000 unique listeners between 5.30am-12.00mn Monday to Sunday.

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