

WOLLONGONG - XTRA RESEARCH - SURVEY 1: 2015



Station Listened to Most (%)

	10+			10-17			18-24			25-39			40-54			55-64*			55+			65+*		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
WAVE FM	15.4	16.0	-0.6	15.4	9.0	6.4	7.2	13.2	-6.0	13.0	13.6	-0.6	21.5	22.2	-0.7	20.6	-	-	15.1	16.5	-1.4	11.1	-	-
i98 FM	25.1	23.8	1.3	42.1	36.1	6.0	27.2	33.3	-6.1	34.6	41.8	-7.2	29.4	21.8	7.6	14.5	-	-	9.6	5.3	4.3	6.1	-	-
97.3 ABC ILLAWARRA	16.2	18.2	-2.0	5.1	2.5	2.6	0.0	9.6	-9.6	4.0	10.8	-6.8	11.2	15.9	-4.7	30.1	-	-	35.9	33.3	2.6	40.0	-	-
ABC RADIO NATIONAL / RN	2.6	2.9	-0.3	1.8	1.6	0.2	0.0	0.0	0.0	0.9	1.4	-0.5	2.6	2.9	-0.3	3.4	-	-	4.6	5.6	-1.0	5.5	-	-
ABC NEWS RADIO	0.2	0.4	-0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.8	-0.4	0.7	-	-	0.3	0.6	-0.3	0.0	-	-
triple j	12.1	9.1	3.0	13.4	26.2	-12.8	42.5	21.9	20.6	19.4	9.9	9.5	6.5	3.3	3.2	4.2	-	-	2.0	1.6	0.4	0.5	-	-
ABC CLASSIC FM	1.4	1.4	0.0	2.6	0.0	2.6	0.0	0.0	0.0	1.4	0.0	1.4	0.9	1.7	-0.8	1.4	-	-	1.8	3.1	-1.3	2.1	-	-
702 ABC SYDNEY	2.0	3.5	-1.5	0.0	1.6	-1.6	0.0	0.0	0.0	0.5	0.5	0.0	3.0	5.4	-2.4	4.8	-	-	3.5	5.9	-2.4	2.6	-	-
2GB	3.7	3.1	0.6	0.8	0.0	0.8	0.0	0.0	0.0	0.9	0.0	0.9	2.6	2.1	0.5	2.7	-	-	8.2	8.1	0.1	12.2	-	-
2UE	0.6	0.5	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.5	0.0	0.8	-0.8	0.7	-	-	1.5	1.2	0.3	2.0	-	-
KIIS 106.5	1.7	3.2	-1.5	1.7	5.7	-4.0	3.1	1.8	1.3	4.1	7.0	-2.9	0.9	3.3	-2.4	0.7	-	-	0.3	0.3	0.0	0.0	-	-
2MMM	2.2	1.7	0.5	1.7	0.0	1.7	1.0	1.8	-0.8	4.1	4.2	-0.1	3.9	1.3	2.6	0.7	-	-	0.3	0.6	-0.3	0.0	-	-
2DAY FM	1.1	0.8	0.3	3.5	2.5	1.0	3.1	1.8	1.3	1.4	0.5	0.9	0.4	0.4	0.0	0.0	-	-	0.0	0.0	0.0	0.0	-	-
WSFM	2.8	1.6	1.2	0.9	0.0	0.9	1.0	0.0	1.0	2.3	0.5	1.8	4.7	4.6	0.1	3.4	-	-	2.9	1.2	1.7	2.6	-	-
NOVA 96.9	1.9	1.7	0.2	1.7	7.4	-5.7	7.0	0.0	7.0	2.7	1.9	0.8	1.7	0.8	0.9	0.0	-	-	0.0	0.3	-0.3	0.0	-	-
SMOOTH FM	2.5	1.1	1.4	1.7	0.0	1.7	0.0	0.0	0.0	2.3	1.4	0.9	2.6	1.3	1.3	4.1	-	-	3.5	1.9	1.6	3.1	-	-
THE EDGE	1.1	-	-	2.5	-	-	1.0	-	-	2.7	-	-	0.4	-	-	0.0	-	-	0.0	-	-	0.0	-	-

*After industry consultation, additional age cells are now reported on that were not reported for Survey 1 2014. This accounts for the apparent gaps in the data reported here.

Please note: Survey 1 2015 provided by Xtra Research; Survey 1 2014 provided by Iris Research.

Survey Period: 6th October 2015 - 23rd October 2015

WOLLONGONG - XTRA RESEARCH - SURVEY 1: 2015



Session Listened to Most (%)

	Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
WAVE FM	15.4	14.9	0.5	16.8	14.8	2.0	15.6	16.4	-0.8	14.2	14.8	-0.6	10.7	11.5	-0.8	13.0	15.9	-2.9
i98 FM	22.8	24.8	-2.0	25.5	23.1	2.4	28.3	25.2	3.1	24.2	21.8	2.4	14.2	10.8	3.4	27.1	22.9	4.2
97.3 ABC ILLAWARRA	17.9	20.0	-2.1	15.5	18.7	-3.2	12.3	13.0	-0.7	12.5	14.6	-2.1	22.9	27.8	-4.9	17.0	18.2	-1.2
ABC RADIO NATIONAL / RN	2.8	3.1	-0.3	2.6	3.7	-1.1	2.5	3.0	-0.5	2.2	2.8	-0.6	5.1	5.8	-0.7	3.1	2.7	0.4
ABC NEWS RADIO	0.1	0.4	-0.3	0.2	0.6	-0.4	0.2	0.1	0.1	0.2	0.4	-0.2	0.0	0.0	0.0	0.3	0.7	-0.4
triple j	12.5	7.6	4.9	11.1	6.3	4.8	13.4	10.6	2.8	16.4	12.1	4.3	19.4	14.6	4.8	12.7	10.2	2.5
ABC CLASSIC FM	1.2	1.1	0.1	1.2	2.3	-1.1	1.7	2.7	-1.0	1.9	1.9	0.0	1.6	3.4	-1.8	1.0	2.7	-1.7
702 ABC SYDNEY	2.0	3.9	-1.9	2.8	3.9	-1.1	2.5	3.1	-0.6	2.2	4.4	-2.2	1.5	6.7	-5.2	2.5	3.5	-1.0
2GB	4.1	3.3	0.8	5.0	5.6	-0.6	2.7	3.5	-0.8	3.3	2.4	0.9	4.1	2.5	1.6	2.3	2.1	0.2
2UE	0.7	0.5	0.2	0.9	1.2	-0.3	0.2	0.4	-0.2	0.6	0.1	0.5	2.1	0.3	1.8	1.5	1.4	0.1
KIIS 106.5	2.6	3.8	-1.2	1.2	2.1	-0.9	1.7	2.0	-0.3	2.3	3.3	-1.0	1.0	1.6	-0.6	1.5	2.6	-1.1
2MMM	2.1	1.4	0.7	2.2	0.8	1.4	2.5	2.0	0.5	3.4	2.5	0.9	2.1	0.3	1.8	1.5	1.5	0.0
2DAY FM	0.9	0.5	0.4	0.0	0.4	-0.4	0.8	0.3	0.5	1.7	1.1	0.6	1.1	0.0	1.1	0.5	0.7	-0.2
WSFM	3.2	1.8	1.4	2.6	2.2	0.4	4.0	2.8	1.2	3.0	2.1	0.9	1.5	2.9	-1.4	3.0	1.8	1.2
NOVA 96.9	2.2	1.9	0.3	1.0	1.2	-0.2	1.8	1.2	0.6	2.4	3.0	-0.6	1.5	0.0	1.5	1.2	1.6	-0.4
SMOOTH FM	1.7	1.0	0.7	2.6	2.6	0.0	2.0	1.7	0.3	2.4	1.3	1.1	2.5	1.7	0.8	1.9	1.5	0.4
THE EDGE	1.0	-	-	0.7	-	-	0.3	-	-	0.9	-	-	0.5	-	-	1.4	-	-

Please note: Survey 1 2015 provided by Xtra Research; Survey 1 2014 provided by Iris Research.

Survey Period: 6th October 2015 - 23rd October 2015

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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	55+	65+
WAVE FM	725	73	57	161	241	122	193	72
i98 FM	978	165	119	282	267	96	145	49
97.3 ABC ILLAWARRA	602	21	5	57	124	163	396	233
ABC RADIO NATIONAL / RN	111	5	0	10	28	23	67	44
ABC NEWS RADIO	21	0	0	3	13	2	5	3
triple j	439	59	135	138	72	32	34	3
ABC CLASSIC FM	68	8	0	10	13	8	37	29
702 ABC SYDNEY	93	3	0	5	26	34	59	26
2GB	135	3	0	15	26	18	91	73
2UE	55	0	0	5	8	8	42	34
KIIS 106.5	76	13	10	37	13	3	2	0
2MMM	99	8	8	47	31	5	5	0
2DAY FM	84	13	15	39	10	5	5	0
WSFM	135	5	5	23	52	26	50	24
NOVA 96.9	91	13	28	34	16	0	0	0
SMOOTH FM	142	13	2	21	29	39	78	39
THE EDGE	47	8	18	18	3	0	0	0

*After industry consultation, information about audience cumes is now collected that was not collected for Survey 1 2014. This accounts for the apparent gaps in the data reported here.

Please note: Survey 1 2015 provided by Xtra Research; Survey 1 2014 provided by Iris Research.

WOLLONGONG - XTRA RESEARCH - SURVEY 1: 2015



Cumulative Audience (00's) by Session, P10+ [Potential: 2626]*

	Breakfast	Morning	Afternoon	Drive	Evening	Weekend
WAVE FM	430	358	350	292	91	407
i98 FM	613	470	541	448	93	640
97.3 ABC ILLAWARRA	426	281	246	212	132	390
ABC RADIO NATIONAL / RN	70	46	49	49	31	75
ABC NEWS RADIO	10	5	5	10	3	13
triple j	332	200	244	273	109	291
ABC CLASSIC FM	36	21	26	34	13	34
702 ABC SYDNEY	57	51	57	44	13	62
2GB	98	90	47	46	21	52
2UE	26	18	5	8	13	37
KIIS 106.5	63	29	34	36	5	42
2MMM	70	44	54	63	13	52
2DAY FM	37	18	28	42	10	37
WSFM	89	62	78	52	10	81
NOVA 96.9	59	23	34	54	13	50
SMOOTH FM	54	73	57	46	23	85
THE EDGE	31	16	13	21	5	31

*After industry consultation, information about audience cumes is now collected that was not collected for Survey 1 2014. This accounts for the apparent gaps in the data reported here.

Please note: Survey 1 2015 provided by Xtra Research; Survey 1 2014 provided by Iris Research.