

WOLLONGONG (NSW)

SURVEY #1 2017



WOLLONGONG - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL THURSDAY 9TH NOVEMBER AT 10AM AEDT

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	+/-
WAVE FM	15.6	18.5	-2.9	19.3	21.9	-2.6	10.5	16.2	-5.7	14.1	13.1	1.0	17.5	25.0	-7.5	23.2	24.3	-1.1	9.9	12.1	-2.2
i98 FM	27.4	29.1	-1.7	46.2	43.8	2.4	37.2	40.6	-3.4	40.4	39.2	1.2	30.8	31.6	-0.8	15.2	18.5	-3.3	3.3	8.8	-5.5
POWER FM	1.0	1.2	-0.2	4.5	0.7	3.8	1.9	1.8	0.1	0.7	2.6	-1.9	0.7	1.5	-0.8	0.0	0.0	0.0	0.0	0.0	0.0
ABC ILLAWARRA	14.6	13.5	1.1	2.2	3.7	-1.5	2.9	0.9	2.0	4.8	4.1	0.7	11.9	11.8	0.1	19.8	20.8	-1.0	36.6	32.2	4.4
ABC RN (RADIO NATIONAL)	2.6	1.8	0.8	0.7	0.0	0.7	0.0	0.9	-0.9	1.5	1.1	0.4	2.6	0.7	1.9	4.5	3.5	1.0	4.5	3.8	0.7
ABC NEWS	0.4	0.5	-0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.4	0.3	0.4	0.4	0.0	0.0	1.1	-1.1	0.8	0.8	0.0
TRIPLE J	8.3	9.8	-1.5	8.1	12.4	-4.3	25.6	23.3	2.3	16.7	18.3	-1.6	5.2	6.2	-1.0	1.7	5.2	-3.5	0.0	0.0	0.0
ABC CLASSIC FM	1.9	1.6	0.3	0.7	0.7	0.0	1.0	0.9	0.1	0.4	0.4	0.0	2.6	0.4	2.2	2.8	0.0	2.8	3.3	6.3	-3.0
ABC RADIO SYDNEY	2.8	2.2	0.6	0.7	0.0	0.7	0.0	0.0	0.0	0.4	0.4	0.0	1.5	2.6	-1.1	6.8	2.3	4.5	6.2	5.9	0.3
2GB	3.8	3.5	0.3	0.0	0.7	-0.7	1.9	0.9	1.0	1.1	1.1	0.0	1.9	1.5	0.4	3.4	5.8	-2.4	12.0	9.6	2.4
2UE	0.7	0.8	-0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	-0.4	0.7	0.0	0.7	1.7	0.6	1.1	1.6	3.4	-1.8
KIIS 1065	2.4	2.7	-0.3	3.7	5.1	-1.4	3.8	2.7	1.1	3.3	4.9	-1.6	3.3	2.9	0.4	1.1	0.6	0.5	0.0	0.0	0.0
TRIPLE M	1.7	1.7	0.0	2.2	0.0	2.2	0.0	1.8	-1.8	2.2	2.2	0.0	4.1	2.9	1.2	0.0	2.3	-2.3	0.0	0.0	0.0
2DAY FM hit104.1	0.8	0.2	0.6	0.7	0.0	0.7	1.9	0.9	1.0	1.1	0.4	0.7	0.4	0.0	0.4	1.1	0.0	1.1	0.0	0.0	0.0
WSFM	2.5	2.5	0.0	0.7	3.6	-2.9	1.0	0.0	1.0	1.9	0.7	1.2	4.1	4.8	-0.7	5.1	4.1	1.0	1.2	1.2	0.0
NOVA 96.9	1.7	1.9	-0.2	2.9	3.6	-0.7	1.9	3.6	-1.7	4.1	4.5	-0.4	1.1	0.7	0.4	0.0	0.0	0.0	0.0	0.0	0.0
SMOOTH FM	2.8	1.8	1.0	1.5	0.7	0.8	2.9	0.9	2.0	1.8	0.4	1.4	1.1	2.2	-1.1	4.5	4.7	-0.2	5.4	2.1	3.3
THE EDGE	0.8	1.1	-0.3	0.0	1.5	-1.5	5.7	2.7	3.0	1.5	1.9	-0.4	0.0	1.1	-1.1	0.0	0.0	0.0	0.0	0.0	0.0

Please note: Last Wollongong Survey conducted November 2016. ABC RADIO SYDNEY on air from 9 January 2017. Previously known as 702 ABC Sydney. ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

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: 9th October 2017 - 28th October 2017

WOLLONGONG - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL THURSDAY 9TH NOVEMBER AT 10AM AEDT

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	+/-
WAVE FM	14.4	17.6	-3.2	15.6	18.9	-3.3	17.6	19.1	-1.5	17.0	17.8	-0.8	4.8	9.6	-4.8	14.4	16.5	-2.1
i98 FM	27.7	25.9	1.8	27.7	29.2	-1.5	30.1	31.1	-1.0	29.1	30.2	-1.1	19.2	18.8	0.4	23.3	26.6	-3.3
POWER FM	1.2	1.6	-0.4	0.4	1.1	-0.7	0.9	1.0	-0.1	0.7	1.7	-1.0	0.0	1.1	-1.1	1.2	1.5	-0.3
ABC ILLAWARRA	15.8	14.8	1.0	15.0	14.4	0.6	12.0	10.8	1.2	11.1	9.7	1.4	31.1	25.5	5.6	16.5	15.4	1.1
ABC RN (RADIO NATIONAL)	2.8	2.1	0.7	2.0	1.8	0.2	1.5	1.5	0.0	2.8	1.8	1.0	3.6	4.5	-0.9	3.5	1.2	2.3
ABC NEWS	0.5	0.6	-0.1	0.4	0.5	-0.1	0.4	0.4	0.0	0.5	0.6	-0.1	0.0	1.1	-1.1	0.6	0.2	0.4
triple j	8.4	10.4	-2.0	7.3	7.7	-0.4	7.6	8.7	-1.1	10.6	12.6	-2.0	6.0	10.8	-4.8	9.7	10.4	-0.7
ABC CLASSIC FM	1.4	1.6	-0.2	1.9	1.8	0.1	1.7	1.3	0.4	1.6	1.3	0.3	4.2	1.7	2.5	2.2	2.0	0.2
ABC RADIO SYDNEY	2.3	2.3	0.0	2.7	2.5	0.2	2.9	1.8	1.1	2.4	2.1	0.3	4.8	2.3	2.5	2.9	2.8	0.1
2GB	4.0	4.1	-0.1	5.3	4.5	0.8	3.4	3.2	0.2	3.1	2.9	0.2	6.0	5.1	0.9	3.3	3.2	0.1
2UE	0.8	0.8	0.0	0.9	1.0	-0.1	0.6	0.8	-0.2	0.8	0.6	0.2	1.2	1.7	-0.5	1.4	1.2	0.2
KIIS 1065	2.9	3.1	-0.2	1.8	1.6	0.2	2.0	2.4	-0.4	2.3	2.9	-0.6	0.6	2.8	-2.2	2.1	2.5	-0.4
TRIPLE M	1.8	1.7	0.1	1.8	1.9	-0.1	2.0	2.2	-0.2	1.8	1.9	-0.1	2.4	2.8	-0.4	2.0	2.4	-0.4
2DAY FM hit104.1	0.4	0.2	0.2	0.4	0.1	0.3	0.7	0.1	0.6	0.8	0.4	0.4	0.6	0.0	0.6	0.6	0.3	0.3
WSFM	2.3	2.7	-0.4	3.0	2.3	0.7	2.5	3.1	-0.6	2.3	2.9	-0.6	3.0	3.4	-0.4	2.8	2.5	0.3
NOVA 96.9	2.1	2.2	-0.1	0.7	1.1	-0.4	1.1	2.0	-0.9	2.0	2.3	-0.3	1.2	0.6	0.6	1.4	1.8	-0.4
smooth fm	2.3	1.5	0.8	3.5	1.9	1.6	3.3	1.9	1.4	2.3	1.8	0.5	1.8	1.1	0.7	2.0	1.8	0.2
THE EDGE	1.1	1.6	-0.5	0.3	0.5	-0.2	0.2	0.9	-0.7	1.1	1.0	0.1	0.6	1.7	-1.1	1.4	1.6	-0.2

Please note: Last Wollongong Survey conducted November 2016. ABC RADIO SYDNEY on air from 9 January 2017. Previously known as 702 ABC Sydney. ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

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: 9th October 2017 - 28th October 2017

WOLLONGONG - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL THURSDAY 9TH NOVEMBER AT 10AM AEDT

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	+/-
WAVE FM	743	769	-26.0	106	110	-4.0	54	57	-3.0	170	137	33.0	201	237	-36.0	125	142	-17.0	87	86	1.0
i98 FM	1,059	1,019	40.0	179	163	16.0	124	119	5.0	332	294	38.0	270	274	-4.0	100	104	-4.0	53	64	-11.0
POWER FM	98	108	-10.0	25	11	14.0	5	15	-10.0	25	42	-17.0	29	31	-2.0	4	7	-3.0	11	2	9.0
ABC ILLAWARRA	540	539	1.0	13	11	2.0	7	2	5.0	40	44	-4.0	129	119	10.0	110	133	-23.0	241	230	11.0
ABC RN (RADIO NATIONAL)	118	80	38.0	2	4	-2.0	0	2	-2.0	9	7	2.0	29	9	20.0	27	20	7.0	51	38	13.0
ABC NEWS	29	33	-4.0	0	0	0.0	0	2	-2.0	7	4	3.0	4	4	0.0	4	15	-11.0	13	7	6.0
triple j	299	371	-72.0	31	44	-13.0	72	77	-5.0	140	135	5.0	42	77	-35.0	11	38	-27.0	2	0	2.0
ABC CLASSIC FM	71	80	-9.0	2	2	0.0	5	2	3.0	4	11	-7.0	16	7	9.0	11	7	4.0	34	51	-17.0
ABC RADIO SYDNEY	98	86	12.0	2	0	2.0	0	0	0.0	4	4	0.0	11	29	-18.0	36	13	23.0	45	40	5.0
2GB	123	115	8.0	0	2	-2.0	4	2	2.0	16	9	7.0	16	13	3.0	18	29	-11.0	69	60	9.0
2UE	49	35	14.0	0	0	0.0	0	0	0.0	2	2	0.0	7	0	7.0	9	4	5.0	31	29	2.0
KIIS 1065	114	120	-6.0	16	29	-13.0	18	11	7.0	47	40	7.0	29	35	-6.0	4	4	0.0	0	0	0.0
TRIPLE M	91	97	-6.0	9	9	0.0	2	7	-5.0	33	31	2.0	42	38	4.0	4	13	-9.0	0	0	0.0
2DAY FM hit104.1	56	42	14.0	11	7	4.0	11	9	2.0	22	9	13.0	7	13	-6.0	4	4	0.0	0	0	0.0
WSFM	141	124	17.0	9	24	-15.0	5	2	3.0	22	16	6.0	51	46	5.0	40	22	18.0	13	13	0.0
NOVA 96.9	89	115	-26.0	16	20	-4.0	9	24	-15.0	42	47	-5.0	18	15	3.0	4	7	-3.0	0	2	-2.0
smooth fm	143	106	37.0	9	7	2.0	9	4	5.0	22	16	6.0	27	27	0.0	36	24	12.0	40	29	11.0
THE EDGE	49	69	-20.0	5	11	-6.0	18	20	-2.0	20	22	-2.0	4	13	-9.0	2	0	2.0	0	2	-2.0

Please note: Last Wollongong Survey conducted November 2016. ABC RADIO SYDNEY on air from 9 January 2017. Previously known as 702 ABC Sydney. ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

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: 9th October 2017 - 28th October 2017

WOLLONGONG - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL THURSDAY 9TH NOVEMBER AT 10AM AEDT

Cumulative Audience (00's) by Session, P10+ [Potential: 2681]

	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	+/-
WAVE FM	546	583	-37.0	420	436	-16.0	514	464	50.0	456	482	-26.0	54	49	5.0	461	524	-63.0
i98 FM	818	776	42.0	598	577	21.0	731	668	63.0	662	716	-54.0	89	89	0.0	641	732	-91.0
POWER FM	74	84	-10.0	45	42	3.0	69	49	20.0	60	71	-11.0	9	9	0.0	67	86	-19.0
ABC ILLAWARRA	424	416	8.0	314	298	16.0	288	248	40.0	241	248	-7.0	134	106	28.0	388	433	-45.0
ABC RN (RADIO NATIONAL)	89	64	25.0	62	44	18.0	49	42	7.0	67	44	23.0	22	24	-2.0	100	55	45.0
ABC NEWS	11	26	-15.0	11	13	-2.0	13	15	-2.0	18	15	3.0	5	7	-2.0	18	15	3.0
triple j	235	309	-74.0	150	170	-20.0	172	196	-24.0	217	311	-94.0	33	51	-18.0	235	285	-50.0
ABC CLASSIC FM	40	62	-22.0	42	53	-11.0	45	42	3.0	31	49	-18.0	16	9	7.0	58	66	-8.0
ABC RADIO SYDNEY	69	62	7.0	49	46	3.0	65	38	27.0	51	51	0.0	22	22	0.0	69	73	-4.0
2GB	98	97	1.0	98	77	21.0	74	55	19.0	63	55	8.0	23	22	1.0	74	82	-8.0
2UE	27	24	3.0	24	15	9.0	18	13	5.0	13	11	2.0	7	11	-4.0	31	31	0.0
KIIS 1065	94	106	-12.0	36	35	1.0	54	64	-10.0	58	84	-26.0	4	11	-7.0	69	78	-9.0
TRIPLE M	69	66	3.0	47	44	3.0	60	51	9.0	49	62	-13.0	9	15	-6.0	56	73	-17.0
2DAY FM hit104.1	36	33	3.0	22	13	9.0	38	27	11.0	36	26	10.0	11	4	7.0	38	33	5.0
WSFM	100	88	12.0	78	53	25.0	78	73	5.0	74	80	-6.0	18	15	3.0	92	75	17.0
NOVA 96.9	74	95	-21.0	25	40	-15.0	38	69	-31.0	65	89	-24.0	7	20	-13.0	49	86	-37.0
smooth fm	87	66	21.0	89	49	40.0	100	55	45.0	62	62	0.0	11	9	2.0	78	80	-2.0
THE EDGE	40	62	-22.0	9	18	-9.0	14	29	-15.0	36	44	-8.0	9	18	-9.0	38	58	-20.0

Please note: Last Wollongong Survey conducted November 2016. ABC RADIO SYDNEY on air from 9 January 2017. Previously known as 702 ABC Sydney. ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

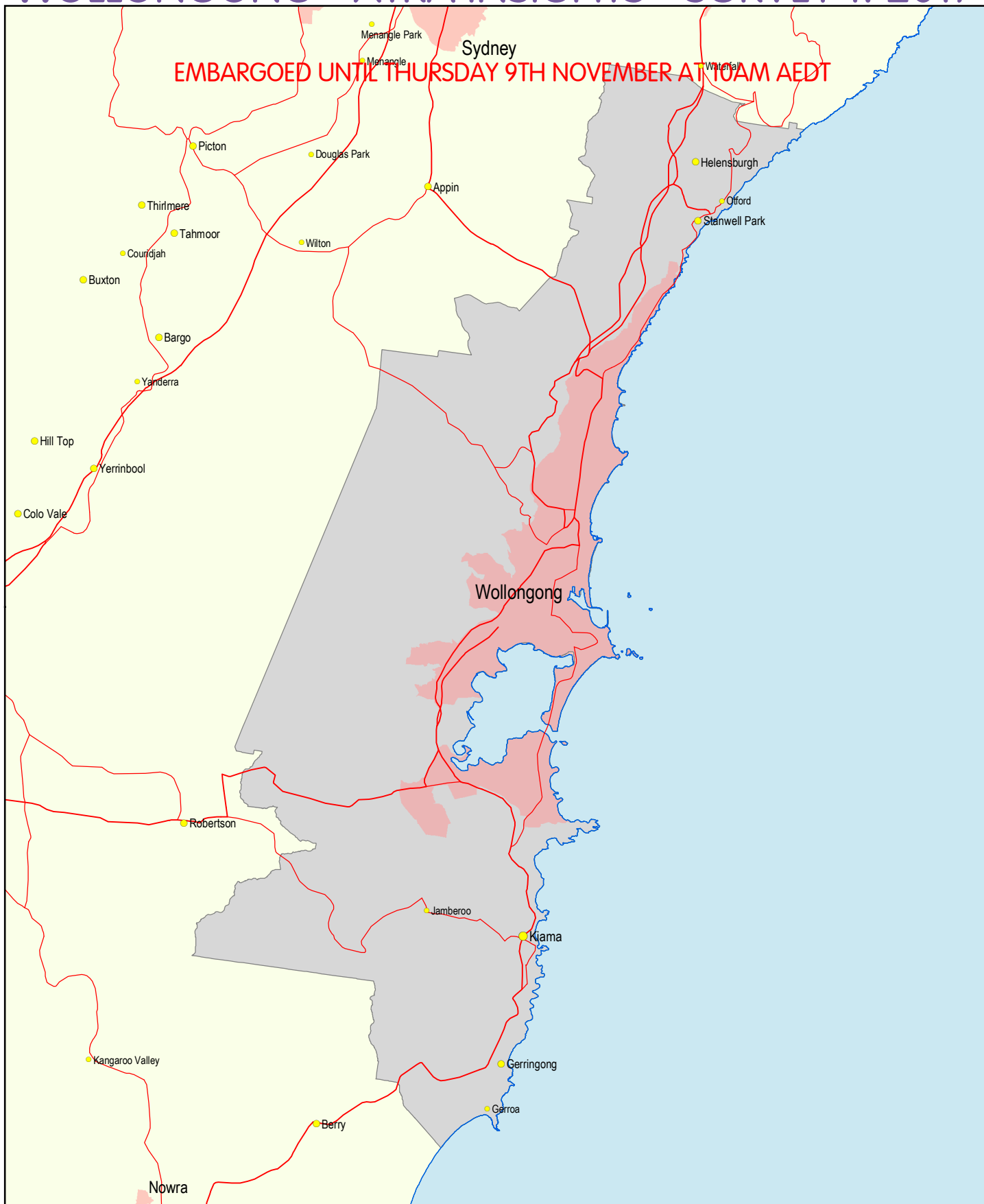
Cumulative Audience (00's)

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.

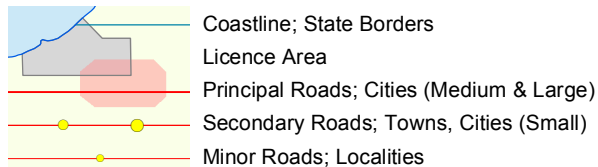
For example, Station A has 25,000 unique listeners between 5.30am-12.00mn Monday to Sunday.

Survey Period: 9th October 2017 - 28th October 2017

WOLLONGONG - XTRA INSIGHTS - SURVEY 1: 2017



Legend



WOLLONGONG RA1

Area ID: 547

Determined: 20 November 2003 (2001 Census)

