

WOLLONGONG (NSW)

SURVEY #1 2018



WOLLONGONG - XTRA INSIGHTS - SURVEY 1: 2018



EMBARGOED UNTIL TUESDAY 13TH NOVEMBER AT 11AM 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	16.2	15.6	0.6	19.3	19.3	0.0	14.9	10.5	4.4	13.6	14.1	-0.5	20.2	17.5	2.7	21.2	23.2	-2.0	10.2	9.9	0.3
i98 FM	29.1	27.4	1.7	44.8	46.2	-1.4	41.1	37.2	3.9	39.7	40.4	-0.7	34.9	30.8	4.1	11.5	15.2	-3.7	7.2	3.3	3.9
POWER FM	1.2	1.0	0.2	0.0	4.5	-4.5	3.6	1.9	1.7	1.9	0.7	1.2	1.1	0.7	0.4	0.6	0.0	0.6	0.0	0.0	0.0
ABC ILLAWARRA	15.3	14.6	0.7	3.0	2.2	0.8	1.4	2.9	-1.5	3.1	4.8	-1.7	14.9	11.9	3.0	22.4	19.8	2.6	39.0	36.6	2.4
ABC RN (RADIO NATIONAL)	2.2	2.6	-0.4	1.5	0.7	0.8	0.0	0.0	0.0	0.0	1.5	-1.5	3.0	2.6	0.4	2.4	4.5	-2.1	5.1	4.5	0.6
ABC NEWS	0.6	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	-0.7	1.1	0.4	0.7	1.2	0.0	1.2	0.8	0.8	0.0
triple j	9.2	8.3	0.9	10.4	8.1	2.3	21.3	25.6	-4.3	18.7	16.7	2.0	4.5	5.2	-0.7	3.6	1.7	1.9	0.0	0.0	0.0
ABC CLASSIC FM	1.9	1.9	0.0	1.5	0.7	0.8	2.1	1.0	1.1	0.8	0.4	0.4	1.1	2.6	-1.5	2.4	2.8	-0.4	3.8	3.3	0.5
ABC RADIO SYDNEY	2.1	2.8	-0.7	0.0	0.7	-0.7	0.7	0.0	0.7	0.8	0.4	0.4	2.2	1.5	0.7	4.9	6.8	-1.9	3.4	6.2	-2.8
2GB	4.4	3.8	0.6	0.7	0.0	0.7	0.0	1.9	-1.9	2.3	1.1	1.2	3.0	1.9	1.1	5.5	3.4	2.1	12.3	12.0	0.3
MACQUARIE SPORTS RADIO	0.0	0.7	-0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	-0.7	0.0	1.7	-1.7	0.0	1.6	-1.6
KIIS 1065	1.6	2.4	-0.8	2.2	3.7	-1.5	3.5	3.8	-0.3	3.1	3.3	-0.2	0.7	3.3	-2.6	0.6	1.1	-0.5	0.0	0.0	0.0
TRIPLE M	1.9	1.7	0.2	1.5	2.2	-0.7	1.4	0.0	1.4	3.5	2.2	1.3	3.0	4.1	-1.1	1.2	0.0	1.2	0.0	0.0	0.0
2DAYFM 104.1	1.0	0.8	0.2	2.2	0.7	1.5	2.1	1.9	0.2	1.2	1.1	0.1	0.4	0.4	0.0	0.6	1.1	-0.5	0.4	0.0	0.4
WSFM	2.4	2.5	-0.1	2.3	0.7	1.6	1.4	1.0	0.4	3.5	1.9	1.6	3.4	4.1	-0.7	2.4	5.1	-2.7	0.9	1.2	-0.3
NOVA 96.9	0.7	1.7	-1.0	3.0	2.9	0.1	0.7	1.9	-1.2	1.2	4.1	-2.9	0.0	1.1	-1.1	0.0	0.0	0.0	0.0	0.0	0.0
SMOOTH FM	2.2	2.8	-0.6	0.0	1.5	-1.5	0.0	2.9	-2.9	0.4	1.8	-1.4	1.1	1.1	0.0	5.5	4.5	1.0	5.5	5.4	0.1
THE EDGE 96.ONE	0.6	0.8	-0.2	0.7	0.0	0.7	0.7	5.7	-5.0	1.9	1.5	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Please Note: Last Wollongong survey conducted November 2017. MACQUARIE SPORTS RADIO on air from 4 April 2018. Previously known as 2UE.

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: 15th October 2018 - 3rd November 2018

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WOLLONGONG - XTRA INSIGHTS - SURVEY 1: 2018



EMBARGOED UNTIL TUESDAY 13TH NOVEMBER AT 11AM 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	15.5	14.4	1.1	16.8	15.6	1.2	17.0	17.6	-0.6	17.6	17.0	0.6	12.2	4.8	7.4	15.7	14.4	1.3
i98 FM	29.9	27.7	2.2	29.3	27.7	1.6	33.0	30.1	2.9	29.9	29.1	0.8	13.5	19.2	-5.7	26.8	23.3	3.5
POWER FM	0.8	1.2	-0.4	1.3	0.4	0.9	1.0	0.9	0.1	1.5	0.7	0.8	0.6	0.0	0.6	1.1	1.2	-0.1
ABC ILLAWARRA	15.2	15.8	-0.6	14.2	15.0	-0.8	12.0	12.0	0.0	11.8	11.1	0.7	23.7	31.1	-7.4	17.0	16.5	0.5
ABC RN (RADIO NATIONAL)	2.3	2.8	-0.5	2.0	2.0	0.0	1.8	1.5	0.3	1.9	2.8	-0.9	3.8	3.6	0.2	2.6	3.5	-0.9
ABC NEWS	0.5	0.5	0.0	0.7	0.4	0.3	0.3	0.4	-0.1	0.3	0.5	-0.2	0.6	0.0	0.6	0.4	0.6	-0.2
triple j	9.5	8.4	1.1	8.8	7.3	1.5	9.1	7.6	1.5	12.0	10.6	1.4	12.8	6.0	6.8	9.2	9.7	-0.5
ABC CLASSIC FM	1.9	1.4	0.5	1.4	1.9	-0.5	1.8	1.7	0.1	2.3	1.6	0.7	1.9	4.2	-2.3	2.5	2.2	0.3
ABC RADIO SYDNEY	1.9	2.3	-0.4	2.4	2.7	-0.3	1.6	2.9	-1.3	1.9	2.4	-0.5	3.2	4.8	-1.6	1.9	2.9	-1.0
2GB	4.9	4.0	0.9	6.0	5.3	0.7	3.9	3.4	0.5	3.6	3.1	0.5	6.4	6.0	0.4	3.8	3.3	0.5
MACQUARIE SPORTS RADIO	0.0	0.8	-0.8	0.0	0.9	-0.9	0.0	0.6	-0.6	0.0	0.8	-0.8	0.0	1.2	-1.2	0.0	1.4	-1.4
KIIS 1065	1.6	2.9	-1.3	1.1	1.8	-0.7	1.3	2.0	-0.7	2.0	2.3	-0.3	1.3	0.6	0.7	0.9	2.1	-1.2
TRIPLE M	1.9	1.8	0.1	1.7	1.8	-0.1	1.9	2.0	-0.1	1.7	1.8	-0.1	3.2	2.4	0.8	1.8	2.0	-0.2
2DAYFM 104.1	0.9	0.4	0.5	0.6	0.4	0.2	1.1	0.7	0.4	0.8	0.8	0.0	0.0	0.6	-0.6	0.8	0.6	0.2
WSFM	2.5	2.3	0.2	2.3	3.0	-0.7	2.9	2.5	0.4	2.8	2.3	0.5	1.9	3.0	-1.1	2.9	2.8	0.1
NOVA 96.9	0.9	2.1	-1.2	0.3	0.7	-0.4	0.4	1.1	-0.7	0.9	2.0	-1.1	0.0	1.2	-1.2	1.0	1.4	-0.4
SMOOTH FM	1.6	2.3	-0.7	2.9	3.5	-0.6	2.2	3.3	-1.1	1.6	2.3	-0.7	3.2	1.8	1.4	3.1	2.0	1.1
THE EDGE 96.ONE	0.8	1.1	-0.3	0.3	0.3	0.0	0.4	0.2	0.2	0.7	1.1	-0.4	0.6	0.6	0.0	0.7	1.4	-0.7

Please Note: Last Wollongong survey conducted November 2017. MACQUARIE SPORTS RADIO on air from 4 April 2018. Previously known as 2UE.

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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WOLLONGONG - XTRA INSIGHTS - SURVEY 1: 2018



EMBARGOED UNTIL TUESDAY 13TH NOVEMBER AT 11AM 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	670.0	743.0	-73.0	86.0	106.0	-20.0	76.0	54.0	22.0	131.0	170.0	-39.0	178.0	201.0	-23.0	126.0	125.0	1.0	72.0	87.0	-15.0
i98 FM	1103.0	1059.0	44.0	169.0	179.0	-10.0	175.0	124.0	51.0	317.0	332.0	-15.0	289.0	270.0	19.0	99.0	100.0	-1.0	54.0	53.0	1.0
POWER FM	104.0	98.0	6.0	11.0	25.0	-14.0	29.0	5.0	24.0	32.0	25.0	7.0	20.0	29.0	-9.0	11.0	4.0	7.0	0.0	11.0	-11.0
ABC ILLAWARRA	546.0	540.0	6.0	16.0	13.0	3.0	11.0	7.0	4.0	34.0	40.0	-6.0	137.0	129.0	8.0	104.0	110.0	-6.0	244.0	241.0	3.0
ABC RN (RADIO NATIONAL)	97.0	118.0	-21.0	5.0	2.0	3.0	2.0	0.0	2.0	7.0	9.0	-2.0	22.0	29.0	-7.0	14.0	27.0	-13.0	47.0	51.0	-4.0
ABC NEWS	38.0	29.0	9.0	0.0	0.0	0.0	2.0	0.0	2.0	2.0	7.0	-5.0	13.0	4.0	9.0	7.0	4.0	3.0	13.0	13.0	0.0
triple j	377.0	299.0	78.0	47.0	31.0	16.0	88.0	72.0	16.0	140.0	140.0	0.0	72.0	42.0	30.0	25.0	11.0	14.0	5.0	2.0	3.0
ABC CLASSIC FM	90.0	71.0	19.0	5.0	2.0	3.0	7.0	5.0	2.0	7.0	4.0	3.0	20.0	16.0	4.0	11.0	11.0	0.0	41.0	34.0	7.0
ABC RADIO SYDNEY	86.0	98.0	-12.0	0.0	2.0	-2.0	2.0	0.0	2.0	4.0	4.0	0.0	20.0	11.0	9.0	27.0	36.0	-9.0	31.0	45.0	-14.0
2GB	138.0	123.0	15.0	2.0	0.0	2.0	0.0	4.0	-4.0	14.0	16.0	-2.0	29.0	16.0	13.0	23.0	18.0	5.0	70.0	69.0	1.0
MACQUARIE SPORTS RADIO	7.0	49.0	-42.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	-2.0	2.0	7.0	-5.0	5.0	9.0	-4.0	0.0	31.0	-31.0
KIIS 1065	83.0	114.0	-31.0	9.0	16.0	-7.0	18.0	18.0	0.0	25.0	47.0	-22.0	27.0	29.0	-2.0	4.0	4.0	0.0	0.0	0.0	0.0
TRIPLE M	101.0	91.0	10.0	9.0	9.0	0.0	7.0	2.0	5.0	36.0	33.0	3.0	38.0	42.0	-4.0	9.0	4.0	5.0	2.0	0.0	2.0
2DAYFM 104.1	59.0	56.0	3.0	9.0	11.0	-2.0	13.0	11.0	2.0	14.0	22.0	-8.0	7.0	7.0	0.0	11.0	4.0	7.0	5.0	0.0	5.0
WSFM	129.0	141.0	-12.0	14.0	9.0	5.0	7.0	5.0	2.0	38.0	22.0	16.0	36.0	51.0	-15.0	23.0	40.0	-17.0	11.0	13.0	-2.0
NOVA 96.9	56.0	89.0	-33.0	16.0	16.0	0.0	9.0	9.0	0.0	18.0	42.0	-24.0	11.0	18.0	-7.0	2.0	4.0	-2.0	0.0	0.0	0.0
SMOOTH FM	135.0	143.0	-8.0	4.0	9.0	-5.0	2.0	9.0	-7.0	14.0	22.0	-8.0	29.0	27.0	2.0	43.0	36.0	7.0	43.0	40.0	3.0
THE EDGE 96.ONE	45.0	49.0	-4.0	4.0	5.0	-1.0	13.0	18.0	-5.0	23.0	20.0	3.0	5.0	4.0	1.0	0.0	2.0	-2.0	0.0	0.0	0.0

Please Note: Last Wollongong survey conducted November 2017. MACQUARIE SPORTS RADIO on air from 4 April 2018. Previously known as 2UE.

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: 15th October 2018 - 3rd November 2018

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WOLLONGONG - XTRA INSIGHTS - SURVEY 1: 2018



EMBARGOED UNTIL TUESDAY 13TH NOVEMBER AT 11AM AEDT

Cumulative Audience (00's) by Session, P10+ [Potential: 2707]

	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	517.0	546.0	-29.0	368.0	420.0	-52.0	445.0	514.0	-69.0	415.0	456.0	-41.0	59.0	54.0	5.0	466.0	461.0	5.0
i98 FM	894.0	818.0	76.0	600.0	598.0	2.0	772.0	731.0	41.0	742.0	662.0	80.0	79.0	89.0	-10.0	747.0	641.0	106.0
POWER FM	77.0	74.0	3.0	52.0	45.0	7.0	72.0	69.0	3.0	88.0	60.0	28.0	16.0	9.0	7.0	83.0	67.0	16.0
ABC ILLAWARRA	429.0	424.0	5.0	278.0	314.0	-36.0	277.0	288.0	-11.0	266.0	241.0	25.0	95.0	134.0	-39.0	431.0	388.0	43.0
ABC RN (RADIO NATIONAL)	81.0	89.0	-8.0	52.0	62.0	-10.0	50.0	49.0	1.0	56.0	67.0	-11.0	20.0	22.0	-2.0	88.0	100.0	-12.0
ABC NEWS	25.0	11.0	14.0	22.0	11.0	11.0	20.0	13.0	7.0	11.0	18.0	-7.0	9.0	5.0	4.0	27.0	18.0	9.0
triple j	303.0	235.0	68.0	190.0	150.0	40.0	233.0	172.0	61.0	266.0	217.0	49.0	63.0	33.0	30.0	271.0	235.0	36.0
ABC CLASSIC FM	65.0	40.0	25.0	36.0	42.0	-6.0	48.0	45.0	3.0	52.0	31.0	21.0	11.0	16.0	-5.0	74.0	58.0	16.0
ABC RADIO SYDNEY	56.0	69.0	-13.0	54.0	49.0	5.0	43.0	65.0	-22.0	43.0	51.0	-8.0	18.0	22.0	-4.0	65.0	69.0	-4.0
2GB	124.0	98.0	26.0	104.0	98.0	6.0	77.0	74.0	3.0	68.0	63.0	5.0	27.0	23.0	4.0	90.0	74.0	16.0
MACQUARIE SPORTS RADIO	5.0	27.0	-22.0	2.0	24.0	-22.0	2.0	18.0	-16.0	5.0	13.0	-8.0	0.0	7.0	-7.0	7.0	31.0	-24.0
KIIS 1065	67.0	94.0	-27.0	32.0	36.0	-4.0	47.0	54.0	-7.0	61.0	58.0	3.0	11.0	4.0	7.0	47.0	69.0	-22.0
TRIPLE M	81.0	69.0	12.0	54.0	47.0	7.0	72.0	60.0	12.0	63.0	49.0	14.0	16.0	9.0	7.0	68.0	56.0	12.0
2DAYFM 104.1	47.0	36.0	11.0	25.0	22.0	3.0	38.0	38.0	0.0	40.0	36.0	4.0	11.0	11.0	0.0	36.0	38.0	-2.0
WSFM	90.0	100.0	-10.0	66.0	78.0	-12.0	88.0	78.0	10.0	77.0	74.0	3.0	20.0	18.0	2.0	90.0	92.0	-2.0
NOVA 96.9	43.0	74.0	-31.0	16.0	25.0	-9.0	29.0	38.0	-9.0	34.0	65.0	-31.0	9.0	7.0	2.0	43.0	49.0	-6.0
SMOOTH FM	81.0	87.0	-6.0	84.0	89.0	-5.0	79.0	100.0	-21.0	65.0	62.0	3.0	23.0	11.0	12.0	106.0	78.0	28.0
THE EDGE 96.ONE	38.0	40.0	-2.0	18.0	9.0	9.0	22.0	14.0	8.0	34.0	36.0	-2.0	9.0	9.0	0.0	36.0	38.0	-2.0

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Cumulative Audience (00's)

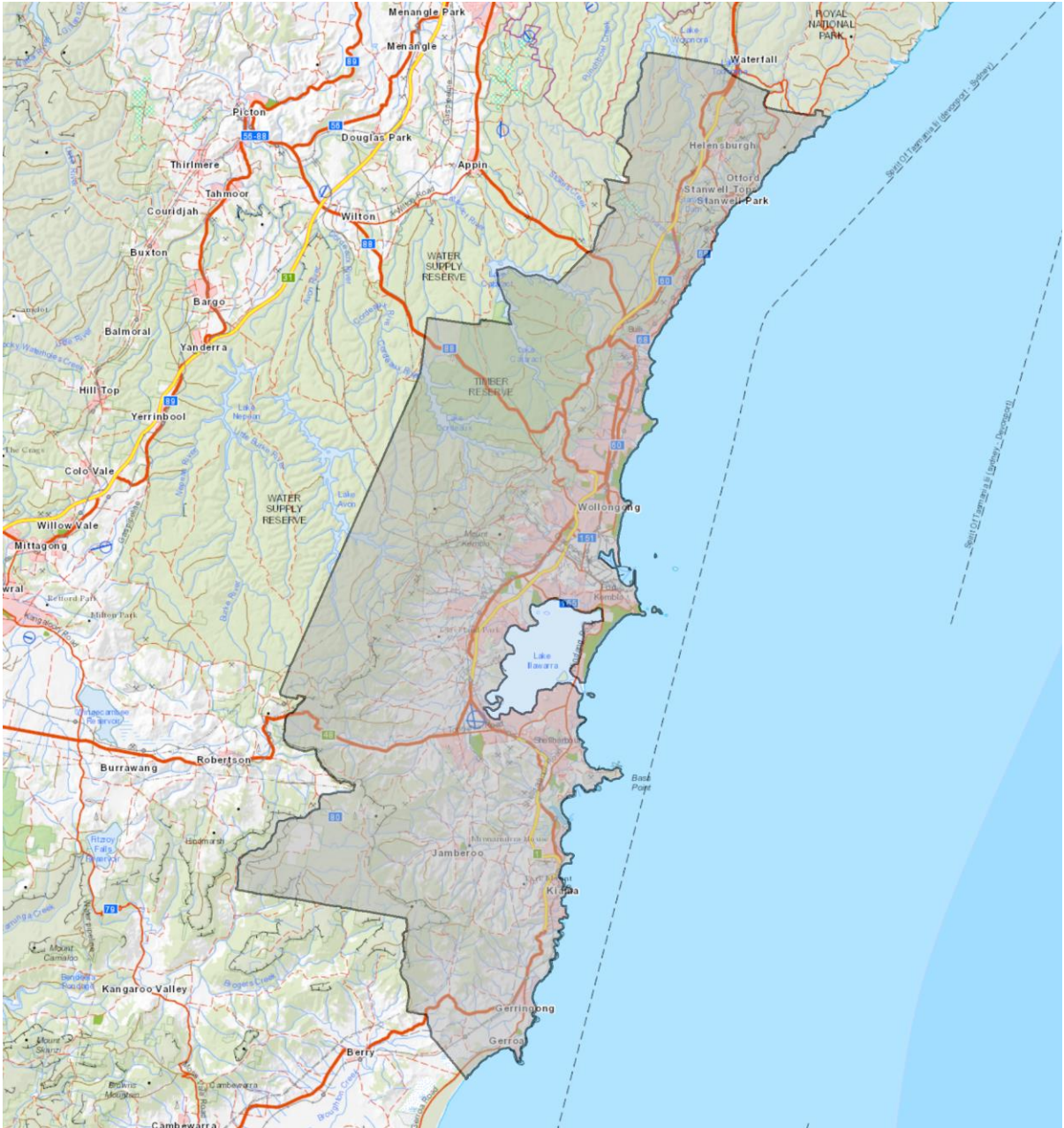
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For example, Station A has 25,000 unique listeners between 5.30am-12.00mn Monday to Sunday.

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EMBARGOED UNTIL TUESDAY 13TH NOVEMBER AT 11AM AEDT



Wollongong Survey Coverage Area based on Commercial Radio Australia’s Licence Area Profile.