

WAGGA WAGGA (NSW)

SURVEY #1 2019



WAGGA WAGGA - XTRA INSIGHTS - SURVEY 1: 2019



EMBARGOED UNTIL TUESDAY 2ND APRIL 2019 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	+/-
RIVERINA'S HIT 93.1	31.8	32.4	-0.6	71.9	71.3	0.6	62.5	61.6	0.9	45.5	40.3	5.2	24.7	32.5	-7.8	7.8	8.4	-0.6	1.8	3.1	-1.3
RIVERINA'S 1152 TRIPLE M	17.4	17.3	0.1	3.1	2.0	1.1	5.7	3.8	1.9	15.0	13.6	1.4	22.3	20.4	1.9	21.8	26.1	-4.3	26.2	27.5	-1.3
ABC LOCAL	13.1	14.3	-1.2	7.3	6.0	1.3	1.1	0.0	1.1	2.4	6.5	-4.1	15.3	16.3	-1.0	22.6	21.0	1.6	25.0	27.5	-2.5
ABC RN (RADIO NATIONAL)	2.2	2.6	-0.4	0.0	1.0	-1.0	0.0	0.0	0.0	0.6	0.6	0.0	1.8	1.7	0.1	6.1	5.9	0.2	4.3	5.6	-1.3
ABC NEWS	0.9	0.4	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	1.2	1.7	1.7	0.0	1.8	0.6	1.2
triple j	8.9	6.8	2.1	6.2	4.9	1.3	20.4	21.8	-1.4	16.1	14.2	1.9	9.4	3.5	5.9	3.5	1.7	1.8	0.0	0.0	0.0
ABC CLASSIC	1.0	1.9	-0.9	0.0	0.0	0.0	1.1	2.6	-1.5	0.0	0.6	-0.6	0.6	0.6	0.0	0.9	2.5	-1.6	3.0	5.0	-2.0

Please note: Last Wagga Wagga Survey conducted August 2016. RIVERINA'S HIT 93.1 & RIVERINA'S 1152 TRIPLE M on air from 15 Dec 2016. Previously known as STAR FM & 2WG.

ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

ABC CLASSIC on air from 21 January 2019. Previously known as ABC CLASSIC FM.

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	+/-
RIVERINA'S HIT 93.1	32.4	31.4	1.0	23.7	22.5	1.2	33.6	35.2	-1.6	37.2	36.9	0.3	17.9	16.8	1.1	30.9	31.1	-0.2
RIVERINA'S 1152 TRIPLE M	14.2	16.1	-1.9	24.7	22.5	2.2	16.4	13.1	3.3	13.8	12.7	1.1	13.4	13.4	0.0	13.7	15.4	-1.7
ABC LOCAL	14.8	14.9	-0.1	11.5	12.5	-1.0	11.7	12.3	-0.6	12.2	10.6	1.6	21.4	27.7	-6.3	15.4	15.0	0.4
ABC RN (RADIO NATIONAL)	2.6	3.3	-0.7	2.3	3.1	-0.8	1.0	2.2	-1.2	1.9	2.3	-0.4	8.0	5.9	2.1	2.2	4.1	-1.9
ABC NEWS	1.1	0.3	0.8	0.8	0.7	0.1	0.4	0.8	-0.4	0.6	0.2	0.4	0.9	0.8	0.1	0.9	0.5	0.4
triple j	8.7	7.5	1.2	7.6	5.5	2.1	8.1	5.9	2.2	11.2	9.8	1.4	3.6	6.7	-3.1	9.9	7.2	2.7
ABC CLASSIC	0.9	1.2	-0.3	1.6	2.4	-0.8	1.0	2.2	-1.2	1.4	2.3	-0.9	3.6	2.5	1.1	1.5	1.7	-0.2

Please note: Last Wagga Wagga Survey conducted August 2016. RIVERINA'S HIT 93.1 & RIVERINA'S 1152 TRIPLE M on air from 15 Dec 2016. Previously known as STAR FM & 2WG.

ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

ABC CLASSIC on air from 21 January 2019. Previously known as ABC CLASSIC FM.

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	+/-
RIVERINA'S HIT 93.1	409	435	-26	92	99	-7	78	72	6	113	132	-19	90	101	-11	27	21	6	9	9	0
RIVERINA'S 1152 TRIPLE M	248	265	-17	7	7	0	7	8	-1	44	51	-7	63	70	-7	47	60	-13	79	69	10
ABC LOCAL	199	221	-22	17	15	2	1	3	-2	15	24	-9	47	55	-8	46	48	-2	73	77	-4
ABC RN (RADIO NATIONAL)	46	62	-16	0	1	-1	0	1	-1	2	4	-2	11	11	0	14	16	-2	19	29	-10
ABC NEWS	15	15	0	0	1	-1	0	0	0	0	1	-1	5	3	2	5	3	2	5	7	-2
triple j	130	94	36	10	7	3	35	25	10	43	44	-1	33	13	20	7	4	3	1	1	0
ABC CLASSIC	20	25	-5	0	1	-1	1	3	-2	0	3	-3	2	3	-1	1	5	-4	15	11	4

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ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

ABC CLASSIC on air from 21 January 2019. Previously known as ABC CLASSIC FM.

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: 991]

	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	+/-
RIVERINA'S HIT 93.1	320	333	-13	183	176	7	259	276	-17	299	280	19	32	37	-5	260	286	-26
RIVERINA'S 1152 TRIPLE M	156	192	-36	177	156	21	140	112	28	118	110	8	31	24	7	135	167	-32
ABC LOCAL	154	167	-13	102	99	3	108	103	5	115	87	28	36	48	-12	141	160	-19
ABC RN (RADIO NATIONAL)	32	41	-9	26	32	-6	16	26	-10	21	26	-5	15	17	-2	26	48	-22
ABC NEWS	12	5	7	7	7	0	5	8	-3	5	4	1	5	5	0	11	11	0
triple j	97	77	20	64	44	20	71	52	19	97	74	23	9	11	-2	92	67	25
ABC CLASSIC	12	17	-5	15	17	-2	11	20	-9	14	17	-3	9	4	5	17	17	0

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ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

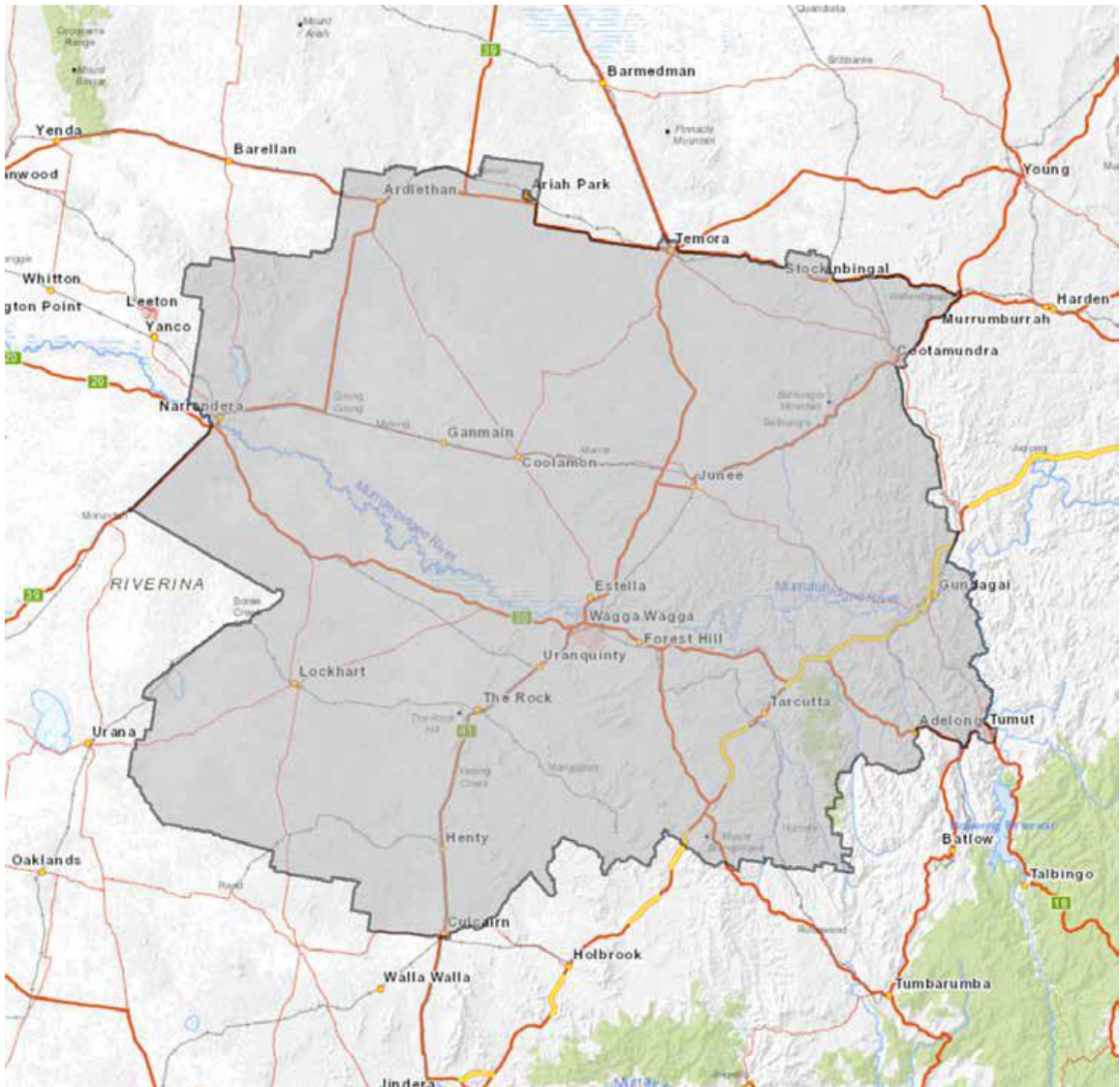
ABC CLASSIC on air from 21 January 2019. Previously known as ABC CLASSIC FM.

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