

WOLLONGONG (NSW)

SURVEY #1 2019



WOLLONGONG - XTRA INSIGHTS - SURVEY 1: 2019



EMBARGOED UNTIL FRIDAY 4TH OCTOBER 2019 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	+/-
WAVE FM	18.3	16.2	2.1	25.4	19.3	6.1	15.6	14.9	0.7	17.1	13.6	3.5	21.0	20.2	0.8	25.4	21.2	4.2	9.3	10.2	-0.9
i98 FM	26.5	29.1	-2.6	35.8	44.8	-9.0	37.6	41.1	-3.5	38.1	39.7	-1.6	25.8	34.9	-9.1	19.4	11.5	7.9	7.6	7.2	0.4
POWER FM	1.3	1.2	0.1	3.8	0.0	3.8	0.7	3.6	-2.9	1.9	1.9	0.0	1.1	1.1	0.0	0.0	0.6	-0.6	0.4	0.0	0.4
ABC ILLAWARRA	14.0	15.3	-1.3	5.2	3.0	2.2	0.7	1.4	-0.7	3.1	3.1	0.0	10.5	14.9	-4.4	23.1	22.4	0.7	36.5	39.0	-2.5
ABC RN	1.3	2.2	-0.9	0.0	1.5	-1.5	0.0	0.0	0.0	0.0	0.0	0.0	1.5	3.0	-1.5	1.8	2.4	-0.6	3.8	5.1	-1.3
ABC NEWS	0.3	0.6	-0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.8	0.0	1.1	-1.1	0.0	1.2	-1.2	0.8	0.8	0.0
TRIPLE J	11.4	9.2	2.2	14.1	10.4	3.7	27.6	21.3	6.3	18.7	18.7	0.0	9.0	4.5	4.5	4.2	3.6	0.6	0.0	0.0	0.0
ABC CLASSIC	1.7	1.9	-0.2	0.8	1.5	-0.7	0.0	2.1	-2.1	0.4	0.8	-0.4	0.8	1.1	-0.3	3.0	2.4	0.6	5.1	3.8	1.3
ABC RADIO SYDNEY	1.5	2.1	-0.6	0.7	0.0	0.7	0.0	0.7	-0.7	0.0	0.8	-0.8	2.6	2.2	0.4	1.8	4.9	-3.1	3.0	3.4	-0.4
2GB	3.8	4.4	-0.6	0.8	0.7	0.1	0.0	0.0	0.0	1.6	2.3	-0.7	2.6	3.0	-0.4	3.6	5.5	-1.9	11.9	12.3	-0.4
MACQUARIE SPORTS RADIO	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KIIS 1065	2.7	1.6	1.1	2.3	2.2	0.1	3.6	3.5	0.1	5.9	3.1	2.8	2.6	0.7	1.9	1.2	0.6	0.6	0.0	0.0	0.0
TRIPLE M	2.8	1.9	0.9	1.5	1.5	0.0	2.1	1.4	0.7	3.9	3.5	0.4	4.9	3.0	1.9	3.0	1.2	1.8	0.4	0.0	0.4
2DAYFM	0.4	1.0	-0.6	0.0	2.2	-2.2	1.4	2.1	-0.7	0.0	1.2	-1.2	1.1	0.4	0.7	0.0	0.6	-0.6	0.0	0.4	-0.4
WSFM	1.9	2.4	-0.5	1.5	2.3	-0.8	0.0	1.4	-1.4	0.4	3.5	-3.1	3.8	3.4	0.4	3.0	2.4	0.6	2.1	0.9	1.2
NOVA 96.9	1.3	0.7	0.6	3.0	3.0	0.0	0.7	0.7	0.0	1.6	1.2	0.4	2.3	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0
SMOOTH FM	2.3	2.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.4	1.2	2.6	1.1	1.5	3.6	5.5	-1.9	4.7	5.5	-0.8
THE EDGE 96.ONE	1.2	0.6	0.6	0.7	0.7	0.0	4.3	0.7	3.6	3.1	1.9	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Please note: Last Wollongong Survey conducted NOV 2018. ABC CLASSIC on air from 21 JAN 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.

Survey Period: 2nd September 2019 - 21st September 2019

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WOLLONGONG - XTRA INSIGHTS - SURVEY 1: 2019



EMBARGOED UNTIL FRIDAY 4TH OCTOBER 2019 AT 11AM AEST

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	17.5	15.5	2.0	19.7	16.8	2.9	20.4	17.0	3.4	19.7	17.6	2.1	15.8	12.2	3.6	15.9	15.7	0.2
i98 FM	26.4	29.9	-3.5	25.3	29.3	-4.0	26.8	33.0	-6.2	26.9	29.9	-3.0	21.1	13.5	7.6	25.1	26.8	-1.7
POWER FM	1.4	0.8	0.6	0.5	1.3	-0.8	0.7	1.0	-0.3	1.5	1.5	0.0	1.3	0.6	0.7	0.9	1.1	-0.2
ABC ILLAWARRA	14.6	15.2	-0.6	14.8	14.2	0.6	13.2	12.0	1.2	10.9	11.8	-0.9	27.0	23.7	3.3	16.6	17.0	-0.4
ABC RN	1.6	2.3	-0.7	1.2	2.0	-0.8	0.7	1.8	-1.1	1.4	1.9	-0.5	2.0	3.8	-1.8	1.2	2.6	-1.4
ABC NEWS	0.5	0.5	0.0	0.2	0.7	-0.5	0.4	0.3	0.1	0.0	0.3	-0.3	0.0	0.6	-0.6	0.5	0.4	0.1
TRIPLE J	11.7	9.5	2.2	10.7	8.8	1.9	12.8	9.1	3.7	12.9	12.0	0.9	12.5	12.8	-0.3	13.2	9.2	4.0
ABC CLASSIC	1.0	1.9	-0.9	2.6	1.4	1.2	1.7	1.8	-0.1	1.6	2.3	-0.7	2.0	1.9	0.1	1.7	2.5	-0.8
ABC RADIO SYDNEY	1.3	1.9	-0.6	1.2	2.4	-1.2	0.9	1.6	-0.7	1.7	1.9	-0.2	0.6	3.2	-2.6	1.6	1.9	-0.3
2GB	4.1	4.9	-0.8	4.9	6.0	-1.1	3.5	3.9	-0.4	3.2	3.6	-0.4	4.0	6.4	-2.4	4.2	3.8	0.4
MACQUARIE SPORTS RADIO	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KIIS 1065	2.8	1.6	1.2	2.3	1.1	1.2	2.0	1.3	0.7	2.7	2.0	0.7	0.0	1.3	-1.3	2.2	0.9	1.3
TRIPLE M	3.2	1.9	1.3	4.0	1.7	2.3	4.5	1.9	2.6	3.9	1.7	2.2	1.3	3.2	-1.9	2.8	1.8	1.0
2DAYFM	0.5	0.9	-0.4	0.0	0.6	-0.6	0.0	1.1	-1.1	0.6	0.8	-0.2	0.7	0.0	0.7	0.3	0.8	-0.5
WSFM	1.7	2.5	-0.8	1.5	2.3	-0.8	1.9	2.9	-1.0	2.2	2.8	-0.6	2.0	1.9	0.1	1.9	2.9	-1.0
NOVA 96.9	1.3	0.9	0.4	0.9	0.3	0.6	0.9	0.4	0.5	1.2	0.9	0.3	0.0	0.0	0.0	0.7	1.0	-0.3
SMOOTH FM	2.3	1.6	0.7	2.9	2.9	0.0	2.3	2.2	0.1	1.9	1.6	0.3	1.3	3.2	-1.9	2.4	3.1	-0.7
THE EDGE 96.ONE	1.4	0.8	0.6	0.3	0.3	0.0	0.3	0.4	-0.1	1.6	0.7	0.9	1.3	0.6	0.7	1.3	0.7	0.6

Please note: Last Wollongong Survey conducted NOV 2018. ABC CLASSIC on air from 21 JAN 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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EMBARGOED UNTIL FRIDAY 4TH OCTOBER 2019 AT 11AM AEST

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	745	670	75	100	86	14	86	76	10	151	131	20	196	178	18	130	126	4	82	72	10
i98 FM	1037	1103	-66	153	169	-16	159	175	-16	306	317	-11	239	289	-50	107	99	8	73	54	19
POWER FM	91	104	-13	25	11	14	5	29	-24	37	32	5	14	20	-6	7	11	-4	5	0	5
ABC ILLAWARRA	532	546	-14	18	16	2	11	11	0	37	34	3	107	137	-30	121	104	17	237	244	-7
ABC RN	75	97	-22	2	5	-3	0	2	-2	2	7	-5	18	22	-4	11	14	-3	41	47	-6
ABC NEWS	32	38	-6	0	0	0	0	2	-2	7	2	5	7	13	-6	2	7	-5	16	13	3
TRIPLE J	408	377	31	55	47	8	113	88	25	149	140	9	73	72	1	18	25	-7	0	5	-5
ABC CLASSIC	73	90	-17	2	5	-3	0	7	-7	7	7	0	7	20	-13	16	11	5	41	41	0
ABC RADIO SYDNEY	68	86	-18	2	0	2	0	2	-2	0	4	-4	23	20	3	16	27	-11	27	31	-4
2GB	139	138	1	2	2	0	0	0	0	11	14	-3	34	29	5	16	23	-7	75	70	5
MACQUARIE SPORTS RADIO	2	7	-5	0	0	0	0	0	0	0	0	0	0	2	-2	0	5	-5	2	0	2
KIIS 1065	105	83	22	9	9	0	14	18	-4	46	25	21	30	27	3	7	4	3	0	0	0
TRIPLE M	141	101	40	9	9	0	16	7	9	41	36	5	55	38	17	18	9	9	2	2	0
2DAYFM	34	59	-25	0	9	-9	7	13	-6	9	14	-5	14	7	7	5	11	-6	0	5	-5
WSFM	110	129	-19	7	14	-7	0	7	-7	9	38	-29	43	36	7	32	23	9	18	11	7
NOVA 96.9	78	56	22	23	16	7	7	9	-2	23	18	5	23	11	12	2	2	0	0	0	0
SMOOTH FM	141	135	6	7	4	3	0	2	-2	25	14	11	41	29	12	37	43	-6	32	43	-11
THE EDGE 96.ONE	71	45	26	7	4	3	18	13	5	34	23	11	9	5	4	2	0	2	0	0	0

Please note: Last Wollongong Survey conducted NOV 2018. ABC CLASSIC on air from 21 JAN 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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EMBARGOED UNTIL FRIDAY 4TH OCTOBER 2019 AT 11AM AEST

Cumulative Audience (00's) by Session, P10+ [Potential: 2734]

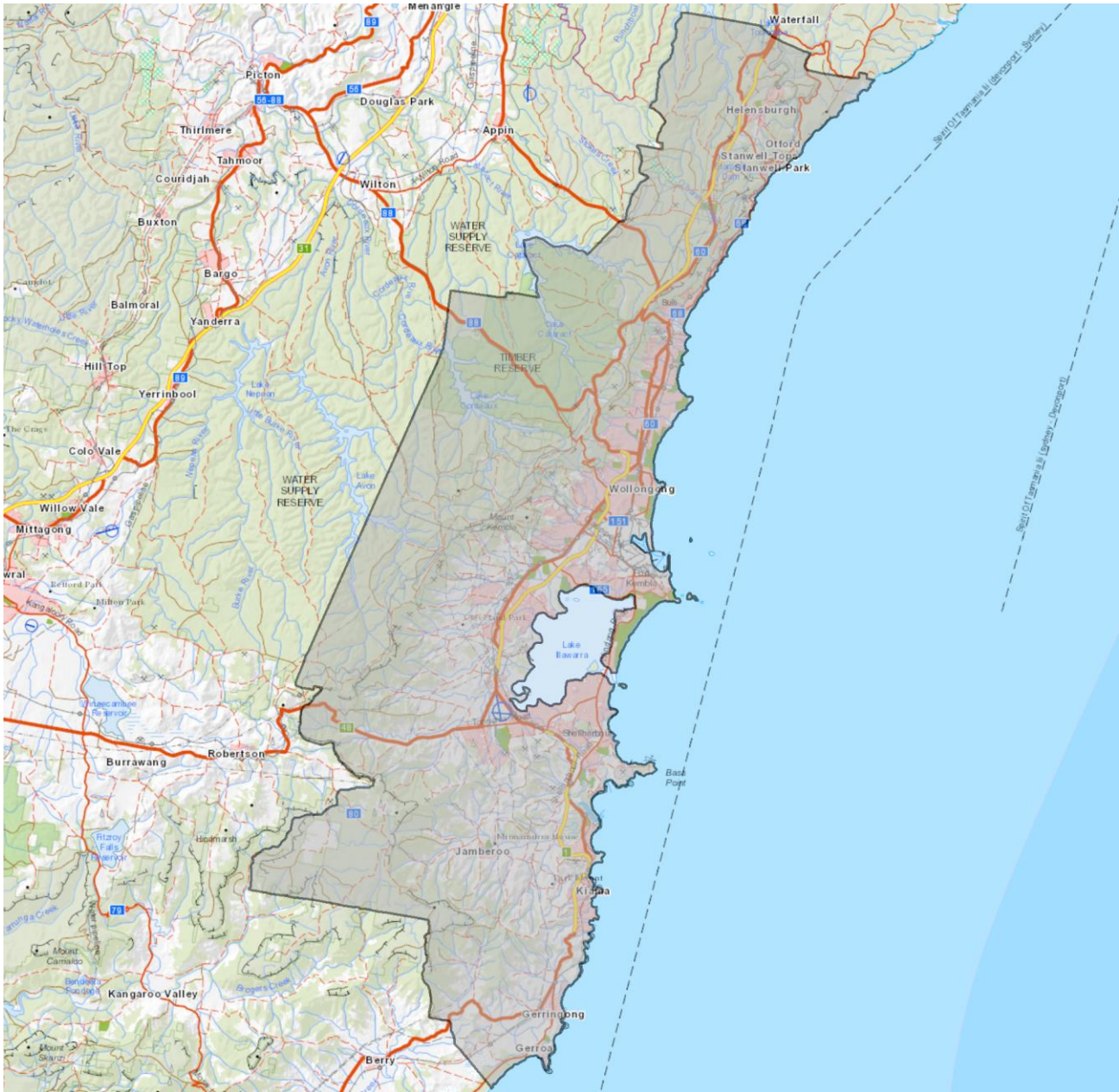
	Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5.30am-9.00am			Mon-Fri 9.00am-12.00pm			Mon-Fri 12.00pm-4.00pm			Mon-Fri 4.00pm-7.00pm			Mon-Fri 7.00pm-12.00mn			Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
WAVE FM	615	517	98	396	368	28	453	445	8	540	415	125	82	59	23	499	466	33
i98 FM	852	894	-42	504	600	-96	606	772	-166	718	742	-24	96	79	17	684	747	-63
POWER FM	80	77	3	27	52	-25	41	72	-31	78	88	-10	9	16	-7	50	83	-33
ABC ILLAWARRA	438	429	9	285	278	7	278	277	1	281	266	15	105	95	10	420	431	-11
ABC RN	64	81	-17	32	52	-20	25	50	-25	43	56	-13	7	20	-13	55	88	-33
ABC NEWS	30	25	5	9	22	-13	9	20	-11	7	11	-4	0	9	-9	23	27	-4
TRIPLE J	349	303	46	210	190	20	260	233	27	303	266	37	52	63	-11	310	271	39
ABC CLASSIC	46	65	-19	43	36	7	39	48	-9	46	52	-6	14	11	3	50	74	-24
ABC RADIO SYDNEY	50	56	-6	30	54	-24	27	43	-16	48	43	5	5	18	-13	52	65	-13
2GB	114	124	-10	87	104	-17	66	77	-11	73	68	5	14	27	-13	105	90	15
MACQUARIE SPORTS RADIO	0	5	-5	2	2	0	0	2	-2	0	5	-5	0	0	0	2	7	-5
KIIS 1065	94	67	27	41	32	9	39	47	-8	69	61	8	5	11	-6	57	47	10
TRIPLE M	135	81	54	89	54	35	98	72	26	119	63	56	11	16	-5	105	68	37
2DAYFM	32	47	-15	11	25	-14	11	38	-27	32	40	-8	2	11	-9	25	36	-11
WSFM	96	90	6	57	66	-9	59	88	-29	87	77	10	7	20	-13	80	90	-10
NOVA 96.9	64	43	21	21	16	5	21	29	-8	53	34	19	2	9	-7	39	43	-4
SMOOTH FM	109	81	28	77	84	-7	66	79	-13	84	65	19	18	23	-5	105	106	-1
THE EDGE 96.ONE	64	38	26	16	18	-2	21	22	-1	55	34	21	7	9	-2	43	36	7

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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.

EMBARGOED UNTIL FRIDAY 4TH OCTOBER 2019 AT 11AM AEST



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