

WAGGA WAGGA (NSW)

SURVEY #1 2025



WAGGA WAGGA - XTRA INSIGHTS - SURVEY 1: 2025



EMBARGOED UNTIL TUESDAY 8TH JULY 2025 AT 11AM AEST

Station Listened to Most (%), Monday to Sunday

	10+			10-17			18-39			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	33.3	33.5	-0.2	49.1	66.6	-17.5	48.1	49.9	-1.8	54.2	49.2	5.0	27.2	34.3	-7.1	22.1	12.7	9.4	16.2	2.4	13.8
RIVERINA'S 1152 TRIPLE M	9.3	9.6	-0.3	0.0	4.8	-4.8	10.1	6.1	4.0	5.6	8.3	-2.7	9.4	12.5	-3.1	17.4	10.2	7.2	8.1	14.6	-6.5
ABC RIVERINA	9.4	11.5	-2.1	2.8	6.7	-3.9	3.2	2.6	0.6	3.9	3.1	0.8	13.7	9.1	4.6	14.0	16.1	-2.1	15.4	27.5	-12.1
ABC RADIO NATIONAL	2.2	2.3	-0.1	0.0	0.0	0.0	1.6	0.7	0.9	2.4	1.1	1.3	3.5	1.7	1.8	3.5	5.1	-1.6	2.2	4.9	-2.7
ABC NEWSRADIO	1.5	1.6	-0.1	1.3	0.0	1.3	0.5	2.3	-1.8	0.8	3.6	-2.8	1.7	0.6	1.1	2.3	2.5	-0.2	2.2	1.8	0.4
triple j	6.6	7.0	-0.4	12.4	2.1	10.3	11.7	16.2	-4.5	11.0	12.0	-1.0	5.2	6.3	-1.1	1.2	0.9	0.3	0.7	0.6	0.1
ABC CLASSIC	1.0	1.6	-0.6	0.0	0.0	0.0	1.1	0.6	0.5	1.6	1.0	0.6	0.0	0.0	0.0	0.0	1.7	-1.7	2.9	5.5	-2.6

Please note, the percentage balance of Station Listened to Most not reported in this table is the total amount of all Other listening and represents multiple stations. This includes local narrowcasters, community, and out of market radio listening either via App, online streaming, DAB+ or AM/FM transmitter.

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	34.3	33.0	1.3	32.1	27.4	4.7	35.4	35.4	0.0	35.3	39.3	-4.0	35.7	29.6	6.1	28.1	34.0	-5.9
RIVERINA'S 1152 TRIPLE M	9.8	10.0	-0.2	12.0	9.5	2.5	11.6	9.0	2.6	10.5	7.8	2.7	5.6	4.1	1.5	8.7	7.1	1.6
ABC RIVERINA	8.1	11.7	-3.6	7.9	10.1	-2.2	6.2	10.6	-4.4	6.7	9.1	-2.4	10.2	17.2	-7.0	10.1	12.2	-2.1
ABC RADIO NATIONAL	2.2	2.9	-0.7	1.9	1.8	0.1	1.6	1.6	0.0	2.6	2.3	0.3	5.7	4.0	1.7	3.8	2.8	1.0
ABC NEWSRADIO	2.4	1.8	0.6	1.4	1.1	0.3	2.2	1.2	1.0	2.9	0.5	2.4	3.4	2.1	1.3	1.7	1.5	0.2
triple j	6.8	8.2	-1.4	3.9	8.9	-5.0	4.4	8.7	-4.3	7.3	9.7	-2.4	11.0	9.4	1.6	7.4	7.5	-0.1
ABC CLASSIC	1.2	1.1	0.1	1.7	2.3	-0.6	0.8	2.0	-1.2	1.0	2.1	-1.1	1.2	2.8	-1.6	1.9	1.9	0.0

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 TUESDAY 8TH JULY 2025 AT 11AM AEST

Cumulative Audience (00's) by Demographic, Mon-Sun 5.30am-12midnight

	10+			10-17			18-39			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	485	481	4	80	100	-20	206	203	3	151	129	22	84	127	-43	55	36	19	61	15	46
RIVERINA'S 1152 TRIPLE M	222	170	52	7	13	-6	84	35	49	44	28	16	45	44	1	43	32	11	43	46	-3
ABC RIVERINA	215	197	18	11	14	-3	51	24	27	35	20	15	48	35	13	38	43	-5	67	80	-13
ABC RADIO NATIONAL	71	44	27	0	1	-1	19	8	11	18	8	10	19	5	14	17	13	4	16	16	0
ABC NEWSRADIO	45	29	16	4	1	3	21	10	11	14	10	4	5	1	4	10	9	1	5	9	-4
triple j	180	125	55	25	5	20	108	93	15	67	47	20	17	20	-3	19	5	14	10	3	7
ABC CLASSIC	40	35	5	0	0	0	26	5	21	18	3	15	5	1	4	0	9	-9	9	20	-11

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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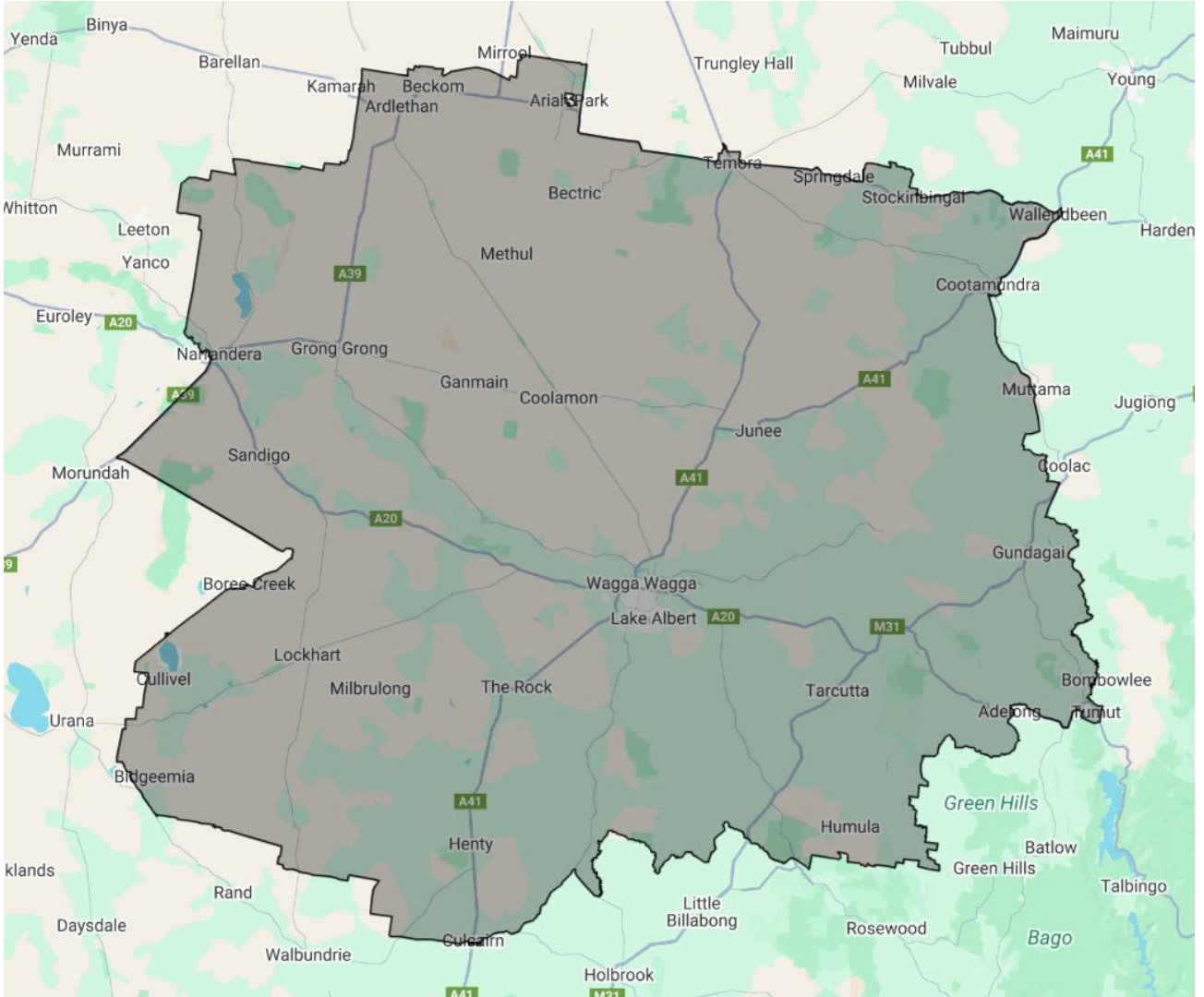
Cumulative Audience (00's) by Session, P10+ [Potential: 1043]

	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	360	316	44	247	201	46	287	276	11	299	281	18	123	89	34	268	282	-14
RIVERINA'S 1152 TRIPLE M	130	105	25	111	81	30	111	72	39	104	57	47	24	15	9	99	83	16
ABC RIVERINA	123	120	3	95	77	18	69	92	-23	87	70	17	41	53	-12	113	115	-2
ABC RADIO NATIONAL	35	28	7	23	14	9	21	12	9	24	16	8	24	14	10	43	29	14
ABC NEWSRADIO	33	19	14	21	9	12	17	14	3	25	7	18	12	7	5	19	17	2
triple j	101	74	27	59	67	-8	66	70	-4	89	70	19	42	28	14	91	64	27
ABC CLASSIC	12	14	-2	12	19	-7	9	15	-6	12	19	-7	7	9	-2	19	24	-5

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 & Audio's Licence Area Profile.