

WOLLONGONG (NSW)

SURVEY #1 2025



WOLLONGONG - XTRA INSIGHTS - SURVEY 1: 2025



EMBARGOED UNTIL THURSDAY 16TH OCTOBER 2025 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	21.5	21.8	-0.3	28.7	30.7	-2.0	29.5	25.7	3.8	20.9	19.4	1.5	16.2	26.0	-9.8	26.1	20.8	5.3	16.6	14.5	2.1
i98 FM	25.6	28.8	-3.2	20.2	35.2	-15.0	39.0	38.3	0.7	35.9	34.0	1.9	23.3	31.8	-8.5	20.9	25.1	-4.2	16.1	14.7	1.4
POWER FM	2.1	1.0	1.1	0.0	2.7	-2.7	3.2	1.1	2.1	3.3	0.4	2.9	2.1	1.5	0.6	2.2	0.5	1.7	1.3	0.6	0.7
ABC ILLAWARRA	10.1	11.4	-1.3	8.5	4.2	4.3	0.0	2.7	-2.7	3.6	4.0	-0.4	7.9	9.7	-1.8	12.7	13.1	-0.4	23.1	27.5	-4.4
ABC RADIO NATIONAL	3.3	1.4	1.9	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	1.8	8.5	0.6	7.9	0.7	2.7	-2.0	4.7	4.3	0.4
ABC NEWSRADIO	1.1	0.6	0.5	0.9	0.0	0.9	0.0	0.0	0.0	0.0	0.4	-0.4	2.3	1.0	1.3	0.7	1.1	-0.4	2.2	0.9	1.3
triple j	5.9	9.8	-3.9	9.4	10.5	-1.1	8.8	19.7	-10.9	9.0	17.7	-8.7	4.7	8.0	-3.3	5.7	4.6	1.1	0.9	1.6	-0.7
ABC CLASSIC	2.2	1.5	0.7	2.0	0.0	2.0	1.0	0.0	1.0	0.9	0.8	0.1	5.9	0.8	5.1	0.0	1.8	-1.8	1.9	4.2	-2.3
ABC RADIO SYDNEY	2.1	2.0	0.1	0.0	0.8	-0.8	0.0	0.0	0.0	0.5	1.2	-0.7	1.8	0.9	0.9	3.6	3.4	0.2	5.1	4.4	0.7
2GB	1.8	2.3	-0.5	0.0	0.0	0.0	1.0	0.0	1.0	0.0	0.9	-0.9	0.9	1.5	-0.6	2.9	2.3	0.6	5.1	7.1	-2.0
2UE	0.8	0.3	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	-0.3	0.5	0.0	0.5	0.0	0.0	0.0	3.1	0.9	2.2
KIIS 1065	3.5	3.5	0.0	2.9	2.7	0.2	3.0	4.9	-1.9	4.9	7.4	-2.5	5.5	3.3	2.2	2.7	2.9	-0.2	1.4	0.0	1.4
TRIPLE M	2.0	2.1	-0.1	1.8	0.7	1.1	1.1	1.2	-0.1	1.4	3.1	-1.7	3.0	2.3	0.7	3.4	3.7	-0.3	1.4	1.1	0.3
2DAYFM 104.1	0.1	0.3	-0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	-1.3	0.0	0.3	-0.3	0.0	0.0	0.0	0.5	0.0	0.5
GOLD 101.7 SYDNEY	1.7	2.5	-0.8	0.0	3.1	-3.1	0.0	0.0	0.0	1.4	0.4	1.0	2.3	2.4	-0.1	3.5	5.0	-1.5	1.9	4.0	-2.1
NOVA 96.9	1.8	1.2	0.6	4.7	0.7	4.0	0.0	1.2	-1.2	1.8	2.7	-0.9	4.1	1.3	2.8	0.0	0.5	-0.5	0.0	0.0	0.0
smooth fm	2.4	1.7	0.7	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.9	1.3	3.3	1.4	1.9	2.8	3.1	-0.3	4.1	3.6	0.5
CADA 96.1	0.0	0.3	-0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	-0.8	0.0	0.4	-0.4	0.0	0.0	0.0	0.0	0.0	0.0

Last Wollongong Survey conducted October 2024. GOLD 101.7 Sydney on air from January 2025. Previously known as WSFM.
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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EMBARGOED UNTIL THURSDAY 16TH OCTOBER 2025 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	22.9	22.1	0.8	20.1	20.5	-0.4	23.5	21.9	1.6	21.3	23.7	-2.4	15.3	20.0	-4.7	20.6	19.8	0.8
i98 FM	24.6	30.9	-6.3	26.3	30.7	-4.4	27.5	31.1	-3.6	27.3	27.6	-0.3	24.8	19.0	5.8	26.9	26.1	0.8
POWER FM	1.3	0.6	0.7	3.5	0.4	3.1	3.3	1.3	2.0	1.9	1.1	0.8	0.0	0.7	-0.7	1.8	1.4	0.4
ABC ILLAWARRA	10.5	11.0	-0.5	9.9	10.0	-0.1	9.2	8.1	1.1	9.7	8.2	1.5	11.6	13.0	-1.4	10.1	11.7	-1.6
ABC RADIO NATIONAL	1.8	1.8	0.0	2.2	1.3	0.9	1.4	1.2	0.2	2.0	1.7	0.3	1.4	4.0	-2.6	2.6	1.7	0.9
ABC NEWSRADIO	2.3	0.9	1.4	1.4	0.9	0.5	0.9	0.5	0.4	0.4	0.7	-0.3	2.1	0.4	1.7	1.5	0.5	1.0
triple j	6.6	9.2	-2.6	5.7	10.4	-4.7	5.5	9.9	-4.4	6.9	11.1	-4.2	7.5	14.0	-6.5	5.8	11.0	-5.2
ABC CLASSIC	2.4	1.4	1.0	2.5	1.6	0.9	1.5	1.9	-0.4	3.8	1.9	1.9	4.4	3.0	1.4	1.9	2.0	-0.1
ABC RADIO SYDNEY	2.6	1.6	1.0	1.9	1.6	0.3	1.3	2.2	-0.9	0.9	2.1	-1.2	3.7	2.9	0.8	2.7	2.7	0.0
2GB	1.4	2.8	-1.4	1.7	2.8	-1.1	2.0	2.0	0.0	1.7	1.7	0.0	4.0	3.2	0.8	2.2	2.2	0.0
2UE	0.4	0.1	0.3	1.1	0.3	0.8	0.8	0.4	0.4	0.8	0.2	0.6	1.3	0.3	1.0	1.0	0.2	0.8
KIIS 1065	4.2	3.4	0.8	3.1	3.1	0.0	2.3	2.4	-0.1	3.2	3.2	0.0	2.7	3.3	-0.6	2.4	3.5	-1.1
TRIPLE M	2.4	2.3	0.1	2.2	2.4	-0.2	1.4	2.4	-1.0	1.2	2.7	-1.5	1.3	1.7	-0.4	2.5	2.7	-0.2
2DAYFM 104.1	0.1	0.3	-0.2	0.0	0.1	-0.1	0.0	0.3	-0.3	0.1	0.6	-0.5	0.5	0.3	0.2	0.2	0.5	-0.3
GOLD 101.7 SYDNEY	1.5	2.3	-0.8	1.4	2.7	-1.3	1.3	1.9	-0.6	2.3	2.0	0.3	0.0	1.5	-1.5	1.5	1.8	-0.3
NOVA 96.9	2.0	1.0	1.0	1.2	0.8	0.4	1.6	1.3	0.3	1.6	1.2	0.4	0.9	1.5	-0.6	0.8	1.0	-0.2
smooth fm	1.9	1.2	0.7	2.3	1.9	0.4	2.2	2.3	-0.1	1.8	2.1	-0.3	1.8	2.1	-0.3	2.1	2.2	-0.1
CADA 96.1	0.0	0.3	-0.3	0.2	0.2	0.0	0.3	0.4	-0.1	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.1	-0.1

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 , P10+ [Potential: 2862]

	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	1047	1113	-66	126	157	-31	131	120	11	228	267	-39	222	280	-58	172	142	30	169	147	22
i98 FM	1068	1333	-265	110	161	-51	139	191	-52	304	373	-69	221	309	-88	144	153	-9	149	147	2
POWER FM	120	162	-42	3	18	-15	16	13	3	35	44	-9	30	43	-13	26	22	4	11	21	-10
ABC ILLAWARRA	592	579	13	58	40	18	16	21	-5	59	59	0	135	132	3	95	110	-15	230	217	13
ABC RADIO NATIONAL	153	97	56	6	2	4	6	0	6	11	16	-5	80	9	71	3	20	-17	46	50	-4
ABC NEWSRADIO	138	96	42	3	2	1	9	6	3	11	23	-12	70	20	50	9	14	-5	36	30	6
triple j	362	520	-158	48	40	8	43	94	-51	120	212	-92	88	101	-13	50	46	4	14	29	-15
ABC CLASSIC	166	120	46	6	11	-5	15	6	9	33	20	13	84	18	66	0	16	-16	28	48	-20
ABC RADIO SYDNEY	155	113	42	6	11	-5	0	0	0	9	16	-7	46	11	35	25	28	-3	69	47	22
2GB	90	116	-26	0	2	-2	3	8	-5	6	18	-12	11	14	-3	23	20	3	48	52	-4
2UE	36	31	5	0	0	0	0	0	0	0	11	-11	14	5	9	3	2	1	19	13	6
KIIS 1065	213	208	5	15	13	2	19	39	-20	74	82	-8	58	54	4	27	18	9	19	2	17
TRIPLE M	153	158	-5	8	18	-10	13	9	4	37	51	-14	59	42	17	22	25	-3	14	12	2
2DAYFM 104.1	56	86	-30	0	2	-2	0	8	-8	17	41	-24	19	29	-10	11	2	9	8	3	5
GOLD 101.7 SYDNEY	121	164	-43	0	14	-14	3	0	3	20	21	-1	44	41	3	28	40	-12	25	48	-23
NOVA 96.9	93	130	-37	15	5	10	6	13	-7	28	66	-38	44	35	9	0	11	-11	0	0	0
smooth fm	193	201	-8	11	2	9	9	12	-3	36	48	-12	50	32	18	34	40	-6	53	67	-14
CADA 96.1	19	29	-10	0	0	0	0	0	0	9	23	-14	11	6	5	0	0	0	0	0	0

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: 8th September 2025 - 4th October 2025

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Cumulative Audience (00's) by Session

	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	817	736	81	537	580	-43	665	634	31	584	580	4	159	192	-33	623	566	57
i98 FM	797	982	-185	597	806	-209	687	829	-142	646	672	-26	187	197	-10	683	687	-4
POWER FM	52	59	-7	69	33	36	80	56	24	53	41	12	12	11	1	62	61	1
ABC ILLAWARRA	386	349	37	283	287	-4	289	240	49	281	213	68	110	113	-3	322	305	17
ABC RADIO NATIONAL	56	49	7	47	49	-2	40	42	-2	56	39	17	29	36	-7	71	54	17
ABC NEWSRADIO	77	47	30	65	38	27	47	32	15	36	32	4	25	22	3	58	24	34
triple j	262	293	-31	169	274	-105	202	278	-76	205	283	-78	67	119	-52	200	291	-91
ABC CLASSIC	95	53	42	69	45	24	70	70	0	92	43	49	47	34	13	78	51	27
ABC RADIO SYDNEY	100	51	49	53	46	7	63	57	6	33	50	-17	37	25	12	81	71	10
2GB	48	68	-20	31	70	-39	45	59	-14	39	40	-1	25	27	-2	53	56	-3
2UE	14	8	6	23	17	6	17	12	5	14	12	2	11	4	7	20	14	6
KIIS 1065	146	116	30	92	81	11	78	70	8	104	78	26	25	36	-11	89	103	-14
TRIPLE M	97	74	23	57	67	-10	46	75	-29	54	66	-12	20	21	-1	88	79	9
2DAYFM 104.1	17	30	-13	9	22	-13	8	20	-12	14	19	-5	3	9	-6	11	24	-13
GOLD 101.7 SYDNEY	67	87	-20	57	78	-21	54	61	-7	62	68	-6	11	20	-9	56	74	-18
NOVA 96.9	60	46	14	33	40	-7	43	38	5	49	37	12	9	13	-4	41	43	-2
smooth fm	104	66	38	98	79	19	103	88	15	93	73	20	28	29	-1	98	87	11
CADA 96.1	8	14	-6	11	12	-1	5	9	-4	8	12	-4	0	2	-2	3	6	-3

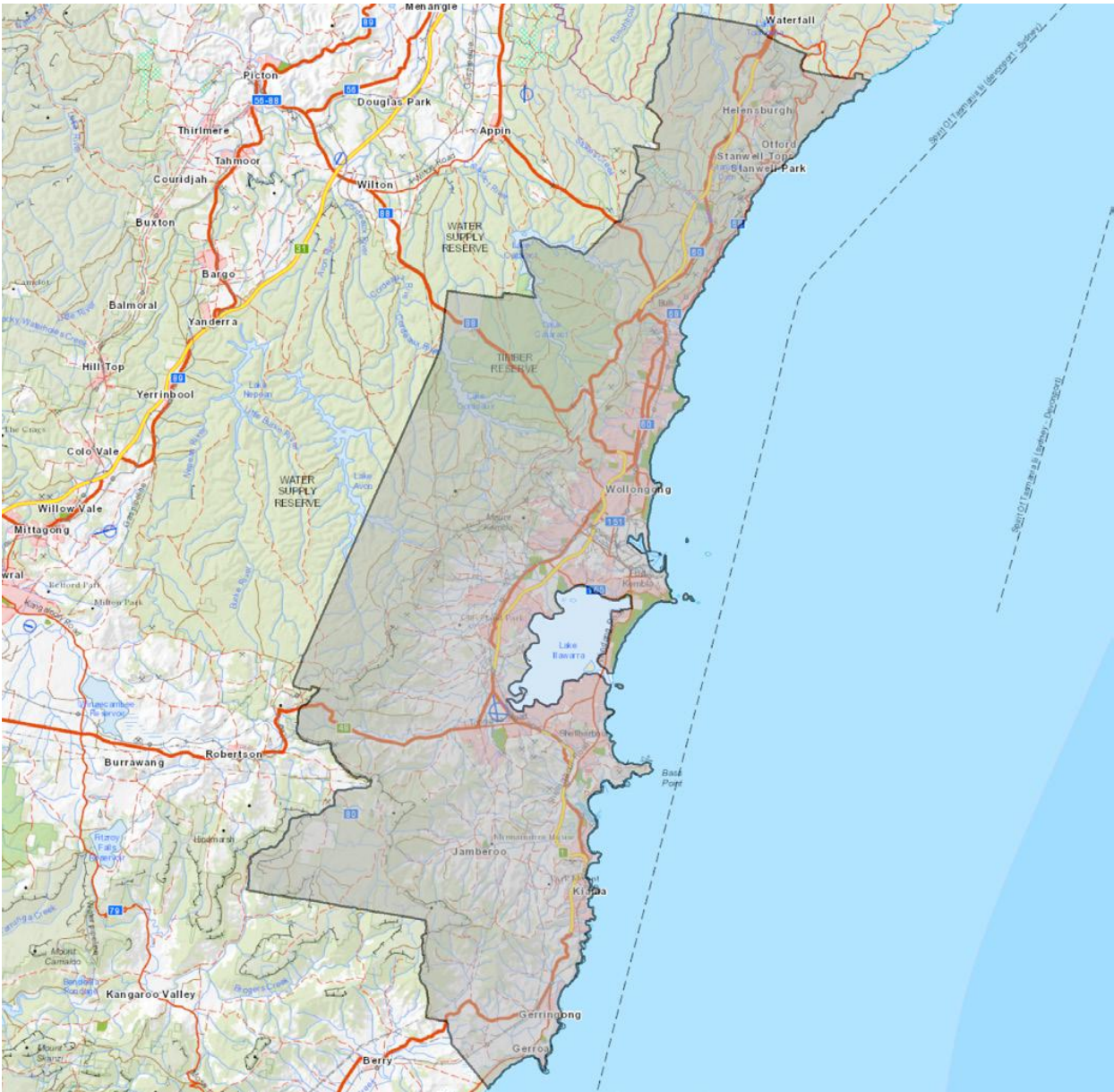
Cumulative Audience (00's)

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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