

MEDIA RELEASE



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Wagga Wagga radio survey released

Radio ratings for the NSW city of Wagga Wagga will be released today, in the first survey since the two Wagga commercial radio stations were rebranded.

Riverina's Hit 93.1 (previously Star FM) and Riverina's Triple M 1152 (previously 2WG) are the commercial stations serving the area. The latest survey was conducted by Xtra Insights from the 4 – 23 March and the last survey was in 2016.

"Local regional radio is a part of the community and the survey result will allow the stations to demonstrate their reach," said Joan Warner, chief executive officer of industry body Commercial Radio Australia.

The radio industry introduced a new system for regional radio ratings in 2014, which allows smaller radio markets to undertake more regular, reliable and cost-effective audience measurement. Wagga Wagga will be the 84th regional survey since 2014.

The Xtra Insights regional surveys do not produce a traditional share figure but is based on stations listened to most rather than share.

Other regional centres to be surveyed this year include Dubbo, Mandurah and Coffs Harbour.

Results will be available from 11am AEDT [here](#) at www.radioalive.com.au.

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