

13 November 2018

Wollongong radio survey released today

Wollongong commercial radio stations Wave FM and i98 FM will focus on the release of the region's latest radio survey today to see how the stations have fared since the last survey a year ago.

Wave FM and i98 FM have been part of the 2018 radio audience research conducted by Xtra Insights which involved up to 1200 respondents between 15 October to 3 November 2018. The last survey in Wollongong was in November 2017.

While a number of Sydney radio stations are available in some areas of the Illawarra, the local commercial stations are an integral part of the community and last year's survey showed the live and local Wollongong stations were the most listened to in the area.

"Wollongong commercial stations are always well represented at the Australian Commercial Radio Awards and are a big part of the local community," said Joan Warner chief executive officer, Commercial Radio Australia.

Wollongong is the 79th regional survey since 2014 and results will be available from 11.00 am [here](#) at www.radioalive.com.au.

The Xtra Insights regional surveys do not produce a traditional share figure. The regional surveys differ from those released in metropolitan and major regional markets. While GfK surveys report on share, the regional survey is based on stations listened to most rather than share.

The last two Xtra Insights regional surveys for 2018 will be in Townsville and Bendigo.

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For further information visit commercialradioaustralia.com.au

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