

# WAGGA WAGGA - XTRA INSIGHTS - SURVEY 1: 2016



EMBARGOED UNTIL TUESDAY 16TH AUGUST AT 10AM AEST

Station Listened to Most (%), Monday to Sunday

	10+	10-17	18-24	25-39	40-54	55-64	65+
STAR FM	32.4	71.3	61.6	40.3	32.5	8.4	3.1
2WG	17.3	2.0	3.8	13.6	20.4	26.1	27.5
ABC LOCAL RADIO	14.3	6.0	0.0	6.5	16.3	21.0	27.5
ABC RADIO NATIONAL	2.6	1.0	0.0	0.6	1.7	5.9	5.6
ABC NEWS RADIO	0.4	0.0	0.0	0.0	0.0	1.7	0.6
TRIPLE J	6.8	4.9	21.8	14.2	3.5	1.7	0.0
ABC CLASSIC FM	1.9	0.0	2.6	0.6	0.6	2.5	5.0

## 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.

# WAGGA WAGGA - XTRA INSIGHTS - SURVEY 1: 2016



EMBARGOED UNTIL TUESDAY 16TH AUGUST AT 10AM AEST

## Session Listened to Most (%)

	Breakfast Mon-Fri 5.30am-9.00am	Morning Mon-Fri 9.00am-12.00pm	Afternoon Mon-Fri 12.00pm-4.00pm	Drive Mon-Fri 4.00pm-7.00pm	Evening Mon-Fri 7.00pm-12.00mn	Weekend Sat-Sun 5.30am-12.00mn
STAR FM	31.4	22.5	35.2	36.9	16.8	31.1
2WG	16.1	22.5	13.1	12.7	13.4	15.4
ABC LOCAL RADIO	14.9	12.5	12.3	10.6	27.7	15.0
ABC RADIO NATIONAL	3.3	3.1	2.2	2.3	5.9	4.1
ABC NEWS RADIO	0.3	0.7	0.8	0.2	0.8	0.5
TRIPLE J	7.5	5.5	5.9	9.8	6.7	7.2
ABC CLASSIC FM	1.2	2.4	2.2	2.3	2.5	1.7

### 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.

# WAGGA WAGGA - XTRA INSIGHTS - SURVEY 1: 2016



EMBARGOED UNTIL TUESDAY 16TH AUGUST AT 10AM AEST

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

	10+	10-17	18-24	25-39	40-54	55-64	65+
STAR FM	435	99	72	132	101	21	9
2WG	265	7	8	51	70	60	69
ABC LOCAL RADIO	221	15	3	24	55	48	77
ABC RADIO NATIONAL	62	1	1	4	11	16	29
ABC NEWS RADIO	15	1	0	1	3	3	7
TRIPLE J	94	7	25	44	13	4	1
ABC CLASSIC FM	25	1	3	3	3	5	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.

# WAGGA WAGGA - XTRA INSIGHTS - SURVEY 1: 2016



EMBARGOED UNTIL TUESDAY 16TH AUGUST AT 10AM AEST

Cumulative Audience (00's) by Session, P10+ [Potential: 1058]

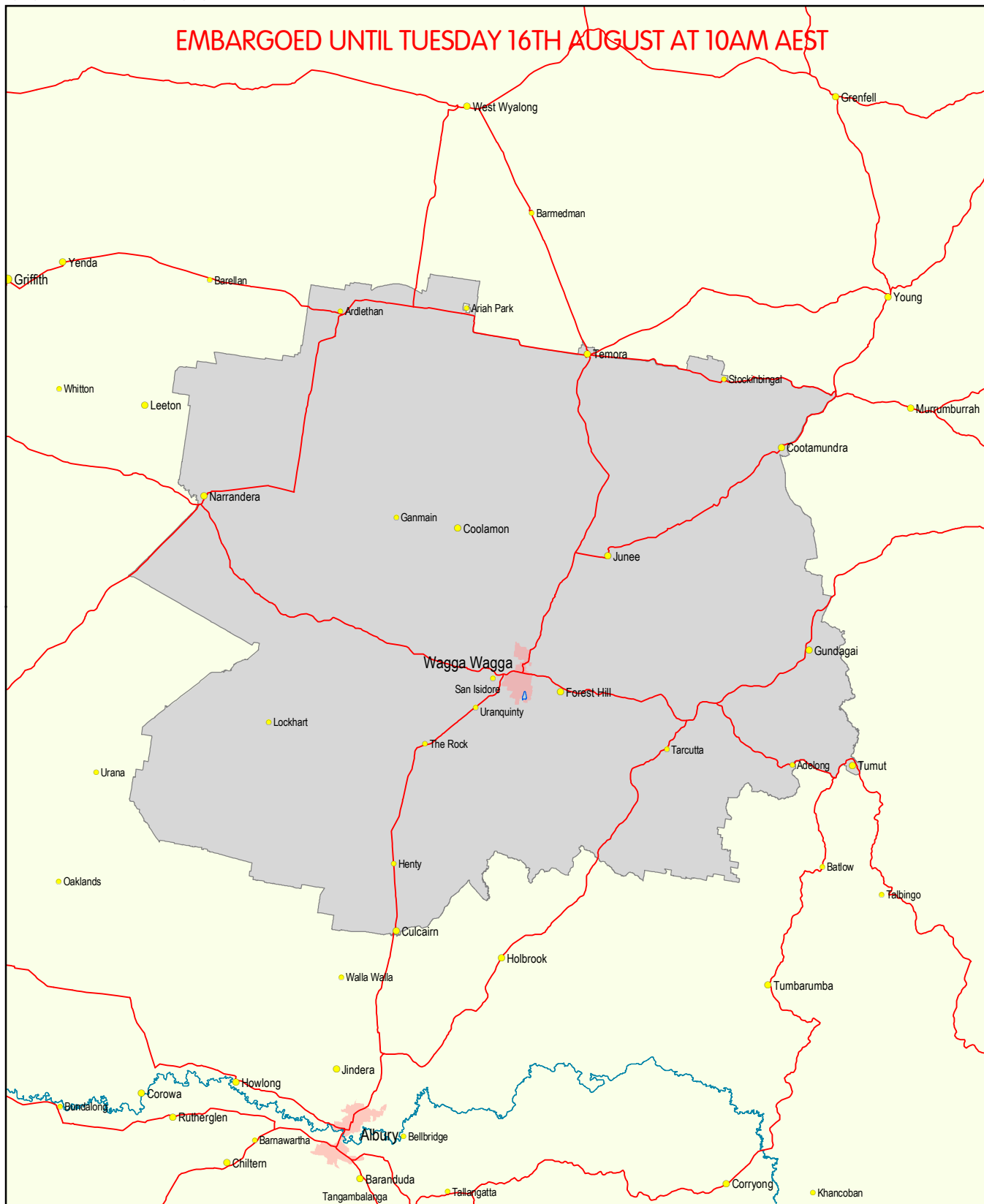
	Breakfast Mon-Fri 5.30am-9.00am	Morning Mon-Fri 9.00am-12.00pm	Afternoon Mon-Fri 12.00pm-4.00pm	Drive Mon-Fri 4.00pm-7.00pm	Evening Mon-Fri 7.00pm-12.00mn	Weekend Sat-Sun 5.30am-12.00mn
STAR FM	333	176	276	280	37	286
2WG	192	156	112	110	24	167
ABC LOCAL RADIO	167	99	103	87	48	160
ABC RADIO NATIONAL	41	32	26	26	17	48
ABC NEWS RADIO	5	7	8	4	5	11
TRIPLE J	77	44	52	74	11	67
ABC CLASSIC FM	17	17	20	17	4	17

## 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.

# WAGGA WAGGA - XTRA INSIGHTS - SURVEY 1: 2016

EMBARGOED UNTIL TUESDAY 16TH AUGUST AT 10AM AEST








## WAGGA WAGGA RA1

Area ID: 387

Determined: 11 March 2013 (2006 Census)

### Legend

-  Coastline; State Borders
-  Licence Area
-  Principal Roads; Cities (Medium & Large)
-  Secondary Roads; Towns, Cities (Small)
-  Minor Roads; Localities

