

WOLLONGONG (NSW)

SURVEY #1 2023



WOLLONGONG - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL THURSDAY 31ST OCTOBER 2023 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	17.2	17.6	-0.4	25.0	22.4	2.6	12.2	14.2	-2.0	18.5	15.0	3.5	17.0	21.7	-4.7	17.5	20.0	-2.5	14.3	13.2	1.1
i98 FM	26.0	28.2	-2.2	38.0	41.5	-3.5	28.6	35.2	-6.6	30.1	31.9	-1.8	33.2	33.9	-0.7	22.4	21.8	0.6	10.1	10.7	-0.6
POWER FM	0.9	1.2	-0.3	1.4	3.3	-1.9	0.0	1.9	-1.9	1.0	0.0	1.0	1.1	1.9	-0.8	1.0	1.2	-0.2	0.7	0.0	0.7
ABC ILLAWARRA	11.4	12.0	-0.6	6.4	3.3	3.1	0.8	1.9	-1.1	3.8	6.3	-2.5	7.6	9.7	-2.1	19.8	15.2	4.6	24.8	29.8	-5.0
ABC RN	2.2	1.7	0.5	0.0	0.6	-0.6	0.0	0.0	0.0	1.0	0.4	0.6	0.7	0.4	0.3	1.5	3.0	-1.5	7.3	5.5	1.8
ABC NEWSRADIO	0.8	0.6	0.2	0.0	0.6	-0.6	1.1	0.0	1.1	0.0	0.7	-0.7	0.7	0.8	-0.1	1.2	0.6	0.6	1.6	0.9	0.7
TRIPLE J	10.9	11.3	-0.4	9.5	8.5	1.0	35.1	25.7	9.4	18.4	23.2	-4.8	7.2	7.1	0.1	4.5	3.6	0.9	0.4	1.3	-0.9
ABC CLASSIC	1.4	1.2	0.2	1.6	0.0	1.6	1.1	0.0	1.1	0.6	0.0	0.6	0.0	0.0	0.0	1.2	1.8	-0.6	3.7	4.7	-1.0
ABC RADIO SYDNEY	1.9	2.2	-0.3	2.3	2.4	-0.1	0.0	0.0	0.0	0.0	1.4	-1.4	1.0	1.1	-0.1	1.8	2.4	-0.6	5.3	5.6	-0.3
2GB	2.7	2.6	0.1	1.0	0.6	0.4	0.0	0.0	0.0	0.4	1.1	-0.7	1.5	1.5	0.0	3.4	4.9	-1.5	7.6	6.4	1.2
2UE	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.4
KIIS 1065	4.7	3.1	1.6	4.5	1.4	3.1	6.7	3.8	2.9	6.6	6.6	0.0	7.1	3.7	3.4	1.9	1.8	0.1	1.4	0.0	1.4
TRIPLE M	2.4	3.0	-0.6	1.7	3.1	-1.4	1.1	4.2	-3.1	3.1	2.1	1.0	4.4	3.7	0.7	3.2	6.1	-2.9	0.4	0.4	0.0
2DAYFM 104.1	0.3	0.6	-0.3	0.0	0.0	0.0	0.0	2.0	-2.0	1.1	0.7	0.4	0.4	0.4	0.0	0.0	0.6	-0.6	0.0	0.0	0.0
WSFM	3.2	2.8	0.4	3.2	4.0	-0.8	0.0	0.6	-0.6	0.3	1.5	-1.2	4.0	4.5	-0.5	7.3	4.2	3.1	4.0	2.1	1.9
NOVA 96.9	1.2	1.6	-0.4	0.7	2.8	-2.1	2.4	4.6	-2.2	1.8	1.7	0.1	2.2	1.1	1.1	0.0	0.0	0.0	0.0	0.4	-0.4
SMOOTH FM	3.7	3.0	0.7	0.7	1.3	-0.6	1.1	1.8	-0.7	1.7	2.5	-0.8	3.3	2.2	1.1	4.3	3.0	1.3	8.2	5.9	2.3
CADA 96.1	1.3	0.7	0.6	1.5	0.8	0.7	0.0	0.9	-0.9	4.3	1.5	2.8	1.1	0.4	0.7	0.0	0.0	0.0	0.0	0.4	-0.4

Please note: Last Wollongong Survey conducted April 2022.

*A minimum sample of n=50 is required within a sub cell to be able to produce a result

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.

Survey Period: 2nd October 2023 – 21st October 2023

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WOLLONGONG - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL THURSDAY 31ST OCTOBER 2023 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	17.0	17.3	-0.3	17.1	16.6	0.5	21.0	19.0	2.0	17.1	15.6	1.5	11.7	11.7	0.0	16.6	16.9	-0.3
i98 FM	26.0	27.2	-1.2	25.5	28.0	-2.5	26.3	29.6	-3.3	26.0	28.8	-2.8	19.3	21.8	-2.5	24.1	25.8	-1.7
POWER FM	1.0	1.2	-0.2	1.0	1.3	-0.3	0.9	1.5	-0.6	0.4	0.9	-0.5	0.4	1.7	-1.3	0.9	0.8	0.1
ABC ILLAWARRA	12.7	14.6	-1.9	10.0	11.4	-1.4	9.3	9.0	0.3	10.8	11.7	-0.9	15.9	17.4	-1.5	12.9	13.1	-0.2
ABC RN	2.1	2.1	0.0	1.6	1.5	0.1	1.5	1.2	0.3	2.0	1.9	0.1	2.6	2.5	0.1	1.2	2.1	-0.9
ABC NEWSRADIO	1.4	0.9	0.5	0.9	0.7	0.2	0.7	0.6	0.1	0.7	0.5	0.2	1.3	0.4	0.9	0.9	0.7	0.2
TRIPLE J	11.2	11.0	0.2	11.3	9.9	1.4	11.1	11.9	-0.8	13.7	15.6	-1.9	16.4	16.7	-0.3	12.6	14.0	-1.4
ABC CLASSIC	1.0	1.1	-0.1	2.2	1.9	0.3	1.6	1.9	-0.3	1.2	1.1	0.1	2.7	1.3	1.4	1.7	1.6	0.1
ABC RADIO SYDNEY	2.1	2.2	-0.1	2.2	2.3	-0.1	1.4	1.8	-0.4	2.1	1.8	0.3	4.8	6.4	-1.6	2.4	2.0	0.4
2GB	3.2	2.6	0.6	3.5	3.6	-0.1	1.6	2.2	-0.6	1.1	1.1	0.0	3.4	3.0	0.4	2.8	2.5	0.3
2UE	0.1	0.0	0.1	0.2	0.0	0.2	0.2	0.0	0.2	0.1	0.0	0.1	0.5	0.0	0.5	0.2	0.0	0.2
KIIS 1065	5.1	4.2	0.9	3.6	3.6	0.0	3.4	2.5	0.9	3.3	2.8	0.5	0.8	2.0	-1.2	3.3	2.3	1.0
TRIPLE M	2.1	3.0	-0.9	2.4	3.0	-0.6	2.8	3.1	-0.3	2.5	2.6	-0.1	2.2	2.7	-0.5	2.9	3.0	-0.1
2DAYFM 104.1	0.4	0.5	-0.1	0.4	0.8	-0.4	0.6	0.6	0.0	0.4	0.6	-0.2	0.5	0.4	0.1	0.5	0.4	0.1
WSFM	3.1	2.5	0.6	3.0	2.6	0.4	3.0	2.7	0.3	4.3	3.8	0.5	5.5	2.5	3.0	3.4	2.7	0.7
NOVA 96.9	0.8	1.4	-0.6	0.7	1.1	-0.4	0.5	1.5	-1.0	1.2	2.2	-1.0	2.5	0.8	1.7	1.2	1.8	-0.6
SMOOTH FM	2.6	1.5	1.1	4.1	3.4	0.7	3.9	3.5	0.4	3.8	2.4	1.4	3.0	1.7	1.3	3.3	2.1	1.2
CADA 96.1	1.0	0.6	0.4	1.3	0.4	0.9	1.5	0.6	0.9	1.7	0.9	0.8	1.2	0.4	0.8	1.6	0.8	0.8

Please note: Last Wollongong Survey conducted April 2022.

*A minimum sample of n=50 is required within a sub cell to be able to produce a result

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

	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	870	895	-25	120	120	0	78	104	-26	196	183	13	222	231	-9	135	143	-8	118	113	5
i98 FM	1169	1220	-51	173	176	-3	136	178	-42	304	299	5	282	336	-54	134	136	-2	141	94	47
POWER FM	100	125	-25	11	33	-22	7	14	-7	26	15	11	27	42	-15	16	17	-1	12	5	7
ABC ILLAWARRA	523	587	-64	31	29	2	12	9	3	55	74	-19	85	114	-29	111	120	-9	228	241	-13
ABC RN	92	100	-8	2	4	-2	3	0	3	8	4	4	8	9	-1	13	24	-11	56	59	-3
ABC NEWS	79	62	17	2	6	-4	3	6	-3	8	19	-11	11	7	4	14	5	9	40	19	21
TRIPLE J	489	545	-56	48	48	0	135	141	-6	171	210	-39	82	100	-18	37	26	11	17	19	-2
ABC CLASSIC	75	85	-10	12	2	10	7	3	4	6	4	2	6	14	-8	7	12	-5	36	50	-14
ABC RADIO SYDNEY	93	112	-19	14	12	2	3	0	3	0	13	-13	12	14	-2	18	19	-1	45	54	-9
2GB	109	107	2	3	2	1	0	0	0	6	13	-7	19	19	0	17	26	-9	63	47	16
2UE	14	2	12	0	0	0	0	0	0	2	0	2	0	0	0	0	0	0	12	2	10
KIIS 1065	227	173	54	27	19	8	40	18	22	74	65	9	63	54	9	14	14	0	8	2	6
TRIPLE M	143	160	-17	12	12	0	10	24	-14	35	38	-3	52	42	10	27	35	-8	7	9	-2
2DAYFM 104.1	37	33	4	2	2	0	6	8	-2	20	13	7	4	2	2	3	5	-2	2	2	0
WSFM	205	164	41	15	13	2	7	4	3	6	30	-24	62	56	6	60	35	25	54	26	28
NOVA 96.9	78	92	-14	4	11	-7	23	28	-5	32	25	7	19	19	0	0	7	-7	0	2	-2
SMOOTH FM	221	145	76	5	6	-1	14	10	4	28	26	2	42	37	5	36	24	12	96	42	54
CADA 96.1	56	63	-7	8	13	-5	3	9	-6	34	32	2	9	7	2	0	0	0	3	2	1

Please note: Last Wollongong Survey conducted April 2022.

*A minimum sample of n=50 is required within a sub cell to be able to produce a result

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: 2770]

	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	520	594	-74	387	398	-11	505	488	17	400	419	-19	81	77	4	444	448	-4
i98 FM	766	836	-70	549	559	-10	647	658	-11	545	637	-92	120	148	-28	632	664	-32
POWER FM	55	82	-27	37	39	-2	45	59	-14	21	38	-17	2	9	-7	34	51	-17
ABC ILLAWARRA	364	427	-63	229	233	-4	229	208	21	227	245	-18	91	105	-14	299	346	-47
ABC RN	61	65	-4	33	33	0	35	31	4	39	37	2	22	16	6	48	53	-5
ABC NEWS	49	37	12	34	16	18	31	13	18	19	18	1	12	9	3	29	26	3
TRIPLE J	302	329	-27	233	217	16	250	294	-44	287	336	-49	89	101	-12	303	339	-36
ABC CLASSIC	33	42	-9	40	47	-7	38	45	-7	28	33	-5	14	12	2	37	42	-5
ABC RADIO SYDNEY	55	70	-15	44	51	-7	34	60	-26	48	55	-7	26	37	-11	57	54	3
2GB	81	69	12	61	68	-7	38	45	-7	23	21	2	18	17	1	63	60	3
2UE	7	0	7	4	0	4	4	0	4	5	2	3	3	0	3	10	0	10
KIIS 1065	159	119	40	81	70	11	82	54	28	83	71	12	4	15	-11	92	70	22
TRIPLE	67	94	-27	51	63	-12	72	67	5	66	56	10	20	17	3	90	86	4
2DAYFM 104.1	15	17	-2	12	20	-8	17	13	4	8	15	-7	2	2	0	18	12	6
WSFM	97	91	6	92	67	25	94	77	17	89	80	9	32	20	12	108	70	38
NOVA 96.9	30	65	-35	25	33	-8	24	37	-13	31	48	-17	13	13	0	34	46	-12
SMOOTH FM	79	59	20	111	87	24	96	88	8	91	58	33	22	14	8	101	75	26
CADA 96.1	34	32	2	26	9	17	28	26	2	32	23	9	6	6	0	33	25	8

Please note: Last Wollongong Survey conducted April 2022.

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Cumulative Audience (00's)

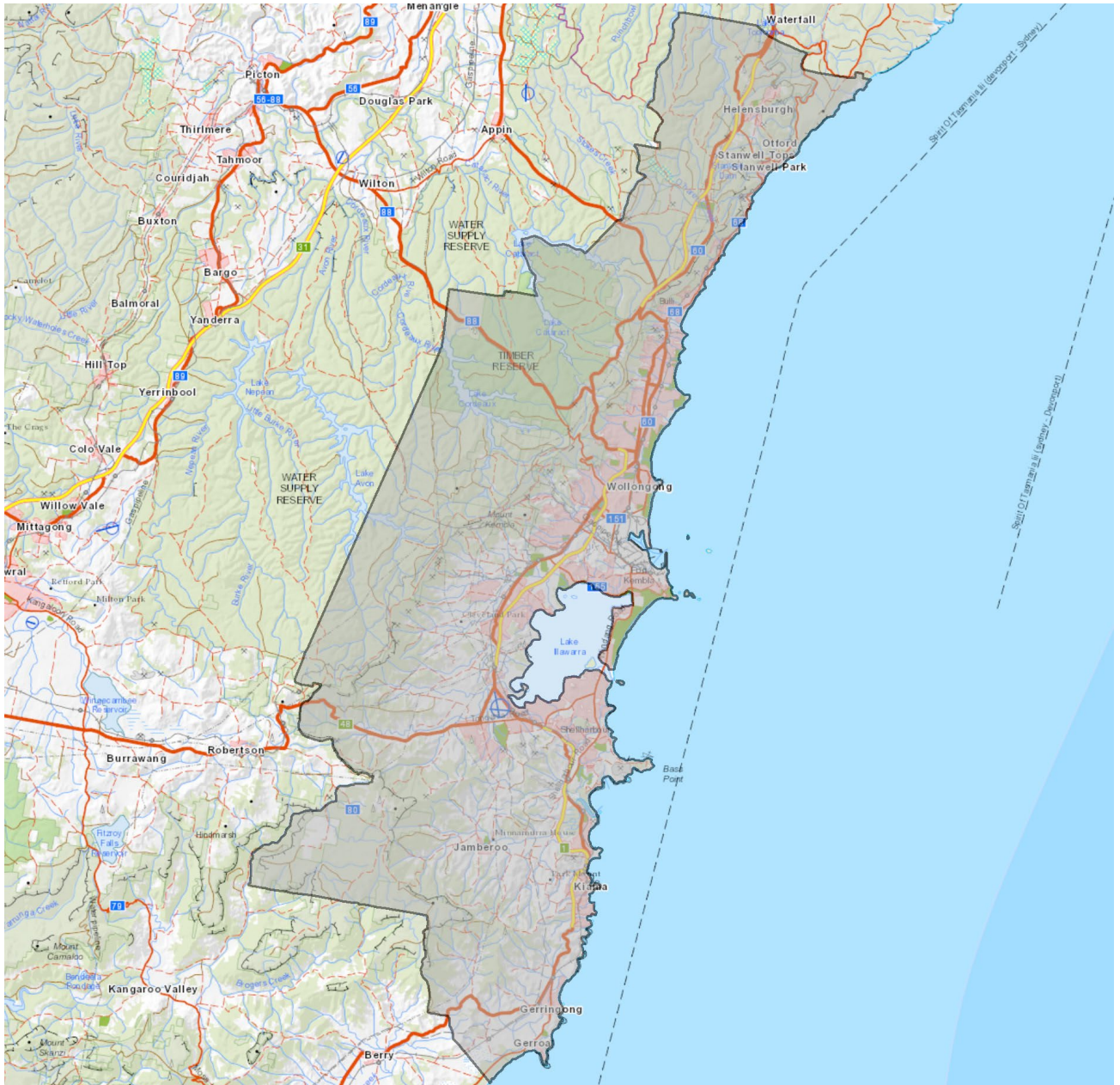
The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening.

For example, Station A has 25,000 unique listeners between 5.30am-12.00mn Monday to Sunday.

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Wollongong Survey Coverage Area based on Commercial Radio Australia's Licence Area Profile.