

WOLLONGONG - XTRA INSIGHTS - SURVEY 1: 2016



EMBARGOED UNTIL THURSDAY 10TH NOVEMBER 2016 AT 10AM 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	18.5	15.4	3.1	21.9	15.4	6.5	16.2	7.2	9.0	13.1	13.0	0.1	25.0	21.5	3.5	24.3	20.6	3.7	12.1	11.1	1.0
i98 FM	29.1	25.1	4.0	43.8	42.1	1.7	40.6	27.2	13.4	39.2	34.6	4.6	31.6	29.4	2.2	18.5	14.5	4.0	8.8	6.1	2.7
POWER FM	1.2	-	-	0.7	-	-	1.8	-	-	2.6	-	-	1.5	-	-	0.0	-	-	0.0	-	-
ABC ILLAWARRA	13.5	16.2	-2.7	3.7	5.1	-1.4	0.9	0.0	0.9	4.1	4.0	0.1	11.8	11.2	0.6	20.8	30.1	-9.3	32.2	40.0	-7.8
ABC RN	1.8	2.6	-0.8	0.0	1.8	-1.8	0.9	0.0	0.9	1.1	0.9	0.2	0.7	2.6	-1.9	3.5	3.4	0.1	3.8	5.5	-1.7
ABC NEWS RADIO	0.5	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.4	0.4	0.4	0.0	1.1	0.7	0.4	0.8	0.0	0.8
TRIPLE J	9.8	12.1	-2.3	12.4	13.4	-1.0	23.3	42.5	-19.2	18.3	19.4	-1.1	6.2	6.5	-0.3	5.2	4.2	1.0	0.0	0.5	-0.5
ABC CLASSIC FM	1.6	1.4	0.2	0.7	2.6	-1.9	0.9	0.0	0.9	0.4	1.4	-1.0	0.4	0.9	-0.5	0.0	1.4	-1.4	6.3	2.1	4.2
702 ABC SYDNEY	2.2	2.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.5	-0.1	2.6	3.0	-0.4	2.3	4.8	-2.5	5.9	2.6	3.3
2GB	3.5	3.7	-0.2	0.7	0.8	-0.1	0.9	0.0	0.9	1.1	0.9	0.2	1.5	2.6	-1.1	5.8	2.7	3.1	9.6	12.2	-2.6
2UE	0.8	0.6	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.5	-0.1	0.0	0.0	0.0	0.6	0.7	-0.1	3.4	2.0	1.4
KIIS 1065	2.7	1.7	1.0	5.1	1.7	3.4	2.7	3.1	-0.4	4.9	4.1	0.8	2.9	0.9	2.0	0.6	0.7	-0.1	0.0	0.0	0.0
TRIPLE M	1.7	2.2	-0.5	0.0	1.7	-1.7	1.8	1.0	0.8	2.2	4.1	-1.9	2.9	3.9	-1.0	2.3	0.7	1.6	0.0	0.0	0.0
2DAY FM hit104.1	0.2	1.1	-0.9	0.0	3.5	-3.5	0.9	3.1	-2.2	0.4	1.4	-1.0	0.0	0.4	-0.4	0.0	0.0	0.0	0.0	0.0	0.0
WSFM	2.5	2.8	-0.3	3.6	0.9	2.7	0.0	1.0	-1.0	0.7	2.3	-1.6	4.8	4.7	0.1	4.1	3.4	0.7	1.2	2.6	-1.4
NOVA 96.9	1.9	1.9	0.0	3.6	1.7	1.9	3.6	7.0	-3.4	4.5	2.7	1.8	0.7	1.7	-1.0	0.0	0.0	0.0	0.0	0.0	0.0
SMOOTH FM	1.8	2.5	-0.7	0.7	1.7	-1.0	0.9	0.0	0.9	0.4	2.3	-1.9	2.2	2.6	-0.4	4.7	4.1	0.6	2.1	3.1	-1.0
THE EDGE	1.1	1.1	0.0	1.5	2.5	-1.0	2.7	1.0	1.7	1.9	2.7	-0.8	1.1	0.4	0.7	0.0	0.0	0.0	0.0	0.0	0.0

Please note: Last Wollongong Survey conducted Oct 2015. Power FM was not previously included. This accounts for the apparent gaps in the data reported here.

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: 10th October 2016 - 29th October 2016

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EMBARGOED UNTIL THURSDAY 10TH NOVEMBER 2016 AT 10AM 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	17.6	15.4	2.2	18.9	16.8	2.1	19.1	15.6	3.5	17.8	14.2	3.6	9.6	10.7	-1.1	16.5	13.0	3.5
i98 FM	25.9	22.8	3.1	29.2	25.5	3.7	31.1	28.3	2.8	30.2	24.2	6.0	18.8	14.2	4.6	26.6	27.1	-0.5
POWER FM	1.6	-	-	1.1	-	-	1.0	-	-	1.7	-	-	1.1	-	-	1.5	-	-
ABC ILLAWARRA	14.8	17.9	-3.1	14.4	15.5	-1.1	10.8	12.3	-1.5	9.7	12.5	-2.8	25.5	22.9	2.6	15.4	17.0	-1.6
ABC RN	2.1	2.8	-0.7	1.8	2.6	-0.8	1.5	2.5	-1.0	1.8	2.2	-0.4	4.5	5.1	-0.6	1.2	3.1	-1.9
ABC NEWS RADIO	0.6	0.1	0.5	0.5	0.2	0.3	0.4	0.2	0.2	0.6	0.2	0.4	1.1	0.0	1.1	0.2	0.3	-0.1
TRIPLE J	10.4	12.5	-2.1	7.7	11.1	-3.4	8.7	13.4	-4.7	12.6	16.4	-3.8	10.8	19.4	-8.6	10.4	12.7	-2.3
ABC CLASSIC FM	1.6	1.2	0.4	1.8	1.2	0.6	1.3	1.7	-0.4	1.3	1.9	-0.6	1.7	1.6	0.1	2.0	1.0	1.0
702 ABC SYDNEY	2.3	2.0	0.3	2.5	2.8	-0.3	1.8	2.5	-0.7	2.1	2.2	-0.1	2.3	1.5	0.8	2.8	2.5	0.3
2GB	4.1	4.1	0.0	4.5	5.0	-0.5	3.2	2.7	0.5	2.9	3.3	-0.4	5.1	4.1	1.0	3.2	2.3	0.9
2UE	0.8	0.7	0.1	1.0	0.9	0.1	0.8	0.2	0.6	0.6	0.6	0.0	1.7	2.1	-0.4	1.2	1.5	-0.3
KIIS 1065	3.1	2.6	0.5	1.6	1.2	0.4	2.4	1.7	0.7	2.9	2.3	0.6	2.8	1.0	1.8	2.5	1.5	1.0
TRIPLE M	1.7	2.1	-0.4	1.9	2.2	-0.3	2.2	2.5	-0.3	1.9	3.4	-1.5	2.8	2.1	0.7	2.4	1.5	0.9
2DAY FM hit104.1	0.2	0.9	-0.7	0.1	0.0	0.1	0.1	0.8	-0.7	0.4	1.7	-1.3	0.0	1.1	-1.1	0.3	0.5	-0.2
WSFM	2.7	3.2	-0.5	2.3	2.6	-0.3	3.1	4.0	-0.9	2.9	3.0	-0.1	3.4	1.5	1.9	2.5	3.0	-0.5
NOVA 96.9	2.2	2.2	0.0	1.1	1.0	0.1	2.0	1.8	0.2	2.3	2.4	-0.1	0.6	1.5	-0.9	1.8	1.2	0.6
SMOOTH FM	1.5	1.7	-0.2	1.9	2.6	-0.7	1.9	2.0	-0.1	1.8	2.4	-0.6	1.1	2.5	-1.4	1.8	1.9	-0.1
THE EDGE	1.6	1.0	0.6	0.5	0.7	-0.2	0.9	0.3	0.6	1.0	0.9	0.1	1.7	0.5	1.2	1.6	1.4	0.2

Please note: Last Wollongong Survey conducted Oct 2015. Power FM was not previously included. This accounts for the apparent gaps in the data reported here.

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.

Survey Period: 10th October 2016 - 29th October 2016

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EMBARGOED UNTIL THURSDAY 10TH NOVEMBER 2016 AT 10AM AEDT

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	769	725	44	110	73	37	57	57	0	137	161	-24	237	241	-4	142	122	20	86	72	14
i98 FM	1019	978	41	163	165	-2	119	119	0	294	282	12	274	267	7	104	96	8	64	49	15
POWER FM	108	-	-	11	-	-	15	-	-	42	-	-	31	-	-	7	-	-	2	-	-
ABC ILLAWARRA	539	602	-63	11	21	-10	2	5	-3	44	57	-13	119	124	-5	133	163	-30	230	233	-3
ABC RN	80	111	-31	4	5	-1	2	0	2	7	10	-3	9	28	-19	20	23	-3	38	44	-6
ABC NEWS RADIO	33	21	12	0	0	0	2	0	2	4	3	1	4	13	-9	15	2	13	7	3	4
TRIPLE J	371	439	-68	44	59	-15	77	135	-58	135	138	-3	77	72	5	38	32	6	0	3	-3
ABC CLASSIC FM	80	68	12	2	8	-6	2	0	2	11	10	1	7	13	-6	7	8	-1	51	29	22
702 ABC SYDNEY	86	93	-7	0	3	-3	0	0	0	4	5	-1	29	26	3	13	34	-21	40	26	14
2GB	115	135	-20	2	3	-1	2	0	2	9	15	-6	13	26	-13	29	18	11	60	73	-13
2UE	35	55	-20	0	0	0	0	0	0	2	5	-3	0	8	-8	4	8	-4	29	34	-5
KIIS 1065	120	76	44	29	13	16	11	10	1	40	37	3	35	13	22	4	3	1	0	0	0
TRIPLE M	97	99	-2	9	8	1	7	8	-1	31	47	-16	38	31	7	13	5	8	0	0	0
2DAY FM hit104.1	42	84	-42	7	13	-6	9	15	-6	9	39	-30	13	10	3	4	5	-1	0	0	0
WSFM	124	135	-11	24	5	19	2	5	-3	16	23	-7	46	52	-6	22	26	-4	13	24	-11
NOVA 96.9	115	91	24	20	13	7	24	28	-4	47	34	13	15	16	-1	7	0	7	2	0	2
SMOOTH FM	106	142	-36	7	13	-6	4	2	2	16	21	-5	27	29	-2	24	39	-15	29	39	-10
THE EDGE	69	47	22	11	8	3	20	18	2	22	18	4	13	3	10	0	0	0	2	0	2

Please note: Last Wollongong Survey conducted Oct 2015. Power FM was not previously included. This accounts for the apparent gaps in the data reported here.

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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EMBARGOED UNTIL THURSDAY 10TH NOVEMBER 2016 AT 10AM AEDT

Cumulative Audience (00's) by Session, P10+ [Potential: 2654]

	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	583	430	153	436	358	78	464	350	114	482	292	190	49	91	-42	524	407	117
i98 FM	776	613	163	577	470	107	668	541	127	716	448	268	89	93	-4	732	640	92
POWER FM	84	-	-	42	-	-	49	-	-	71	-	-	9	-	-	86	-	-
ABC ILLAWARRA	416	426	-10	298	281	17	248	246	2	248	212	36	106	132	-26	433	390	43
ABC RN	64	70	-6	44	46	-2	42	49	-7	44	49	-5	24	31	-7	55	75	-20
ABC NEWS RADIO	26	10	16	13	5	8	15	5	10	15	10	5	7	3	4	15	13	2
TRIPLE J	309	332	-23	170	200	-30	196	244	-48	311	273	38	51	109	-58	285	291	-6
ABC CLASSIC FM	62	36	26	53	21	32	42	26	16	49	34	15	9	13	-4	66	34	32
702 ABC SYDNEY	62	57	5	46	51	-5	38	57	-19	51	44	7	22	13	9	73	62	11
2GB	97	98	-1	77	90	-13	55	47	8	55	46	9	22	21	1	82	52	30
2UE	24	26	-2	15	18	-3	13	5	8	11	8	3	11	13	-2	31	37	-6
KIIS 1065	106	63	43	35	29	6	64	34	30	84	36	48	11	5	6	78	42	36
TRIPLE M	66	70	-4	44	44	0	51	54	-3	62	63	-1	15	13	2	73	52	21
2DAY FM hit104.1	33	37	-4	13	18	-5	27	28	-1	26	42	-16	4	10	-6	33	37	-4
WSFM	88	89	-1	53	62	-9	73	78	-5	80	52	28	15	10	5	75	81	-6
NOVA 96.9	95	59	36	40	23	17	69	34	35	89	54	35	20	13	7	86	50	36
SMOOTH FM	66	54	12	49	73	-24	55	57	-2	62	46	16	9	23	-14	80	85	-5
THE EDGE	62	31	31	18	16	2	29	13	16	44	21	23	18	5	13	58	31	27

Please note: Last Wollongong Survey conducted Oct 2015. Power FM was not previously included. This accounts for the apparent gaps in the data reported here.

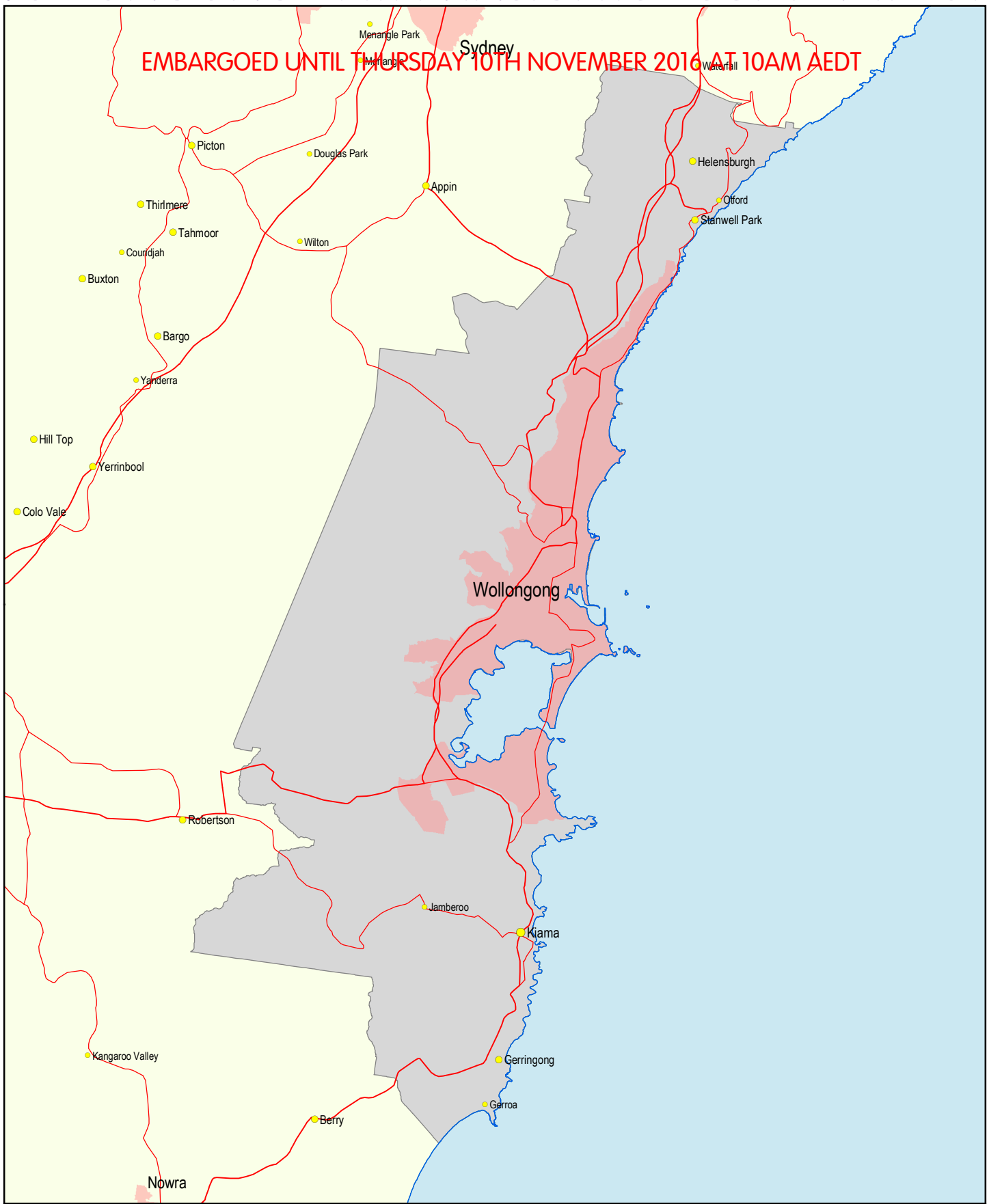
Cumulative Audience (00's)

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.




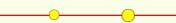

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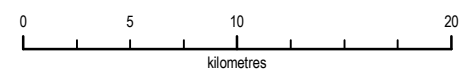
EMBARGOED UNTIL THURSDAY 10TH NOVEMBER 2016 AT 10AM AEDT



Legend

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

WOLLONGONG RA1
 Area ID: 547
 Determined: 20 November 2003 (2001 Census)



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