

WOLLONGONG (NSW)

SURVEY #1 2022



WOLLONGONG - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL THURSDAY 14TH APRIL 2022 AT 11AM AEST

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	17.6	18.3	-0.7	22.4	25.4	-3.0	14.2	15.6	-1.4	15.0	17.1	-2.1	21.7	21.0	0.7	20.0	25.4	-5.4	13.2	9.3	3.9
i98 FM	28.2	26.5	1.7	41.5	35.8	5.7	35.2	37.6	-2.4	31.9	38.1	-6.2	33.9	25.8	8.1	21.8	19.4	2.4	10.7	7.6	3.1
POWER FM	1.2	1.3	-0.1	3.3	3.8	-0.5	1.9	0.7	1.2	0.0	1.9	-1.9	1.9	1.1	0.8	1.2	0.0	1.2	0.0	0.4	-0.4
ABC ILLAWARRA	12.0	14.0	-2.0	3.3	5.2	-1.9	1.9	0.7	1.2	6.3	3.1	3.2	9.7	10.5	-0.8	15.2	23.1	-7.9	29.8	36.5	-6.7
ABC RN	1.7	1.3	0.4	0.6	0.0	0.6	0.0	0.0	0.0	0.4	0.0	0.4	0.4	1.5	-1.1	3.0	1.8	1.2	5.5	3.8	1.7
ABC NEWSRADIO	0.6	0.3	0.3	0.6	0.0	0.6	0.0	0.0	0.0	0.7	0.8	-0.1	0.8	0.0	0.8	0.6	0.0	0.6	0.9	0.8	0.1
TRIPLE J	11.3	11.4	-0.1	8.5	14.1	-5.6	25.7	27.6	-1.9	23.2	18.7	4.5	7.1	9.0	-1.9	3.6	4.2	-0.6	1.3	0.0	1.3
ABC CLASSIC	1.2	1.7	-0.5	0.0	0.8	-0.8	0.0	0.0	0.0	0.0	0.4	-0.4	0.0	0.8	-0.8	1.8	3.0	-1.2	4.7	5.1	-0.4
ABC RADIO SYDNEY	2.2	1.5	0.7	2.4	0.7	1.7	0.0	0.0	0.0	1.4	0.0	1.4	1.1	2.6	-1.5	2.4	1.8	0.6	5.6	3.0	2.6
2GB	2.6	3.8	-1.2	0.6	0.8	-0.2	0.0	0.0	0.0	1.1	1.6	-0.5	1.5	2.6	-1.1	4.9	3.6	1.3	6.4	11.9	-5.5
2UE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KIIS 1065	3.1	2.7	0.4	1.4	2.3	-0.9	3.8	3.6	0.2	6.6	5.9	0.7	3.7	2.6	1.1	1.8	1.2	0.6	0.0	0.0	0.0
TRIPLE M	3.0	2.8	0.2	3.1	1.5	1.6	4.2	2.1	2.1	2.1	3.9	-1.8	3.7	4.9	-1.2	6.1	3.0	3.1	0.4	0.4	0.0
2DAYFM 104.1	0.6	0.4	0.2	0.0	0.0	0.0	2.0	1.4	0.6	0.7	0.0	0.7	0.4	1.1	-0.7	0.6	0.0	0.6	0.0	0.0	0.0
WSFM	2.8	1.9	0.9	4.0	1.5	2.5	0.6	0.0	0.6	1.5	0.4	1.1	4.5	3.8	0.7	4.2	3.0	1.2	2.1	2.1	0.0
NOVA 96.9	1.6	1.3	0.3	2.8	3.0	-0.2	4.6	0.7	3.9	1.7	1.6	0.1	1.1	2.3	-1.2	0.0	0.0	0.0	0.4	0.0	0.4
SMOOTH FM	3.0	2.3	0.7	1.3	0.0	1.3	1.8	0.0	1.8	2.5	1.6	0.9	2.2	2.6	-0.4	3.0	3.6	-0.6	5.9	4.7	1.2
THE EDGE 96.1/CADA	0.7	1.2	-0.5	0.8	0.7	0.1	0.9	4.3	-3.4	1.5	3.1	-1.6	0.4	0.0	0.4	0.0	0.0	0.0	0.4	0.0	0.4

Please note: Last Wollongong Survey conducted OCT 2019. 2UE on air from 2 February 2020. Previously known as Macquarie Sports Radio. CADA on air from 31st March 2022. Previously known as The Edge 96.1.

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: 14th March 2022 – 2nd April 2022

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WOLLONGONG - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL THURSDAY 14TH APRIL 2022 AT 11AM AEST

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	17.3	17.5	-0.2	16.6	19.7	-3.1	19.0	20.4	-1.4	15.6	19.7	-4.1	11.7	15.8	-4.1	16.9	15.9	1.0
i98 FM	27.2	26.4	0.8	28.0	25.3	2.7	29.6	26.8	2.8	28.8	26.9	1.9	21.8	21.1	0.7	25.8	25.1	0.7
POWER FM	1.2	1.4	-0.2	1.3	0.5	0.8	1.5	0.7	0.8	0.9	1.5	-0.6	1.7	1.3	0.4	0.8	0.9	-0.1
ABC ILLAWARRA	14.6	14.6	0.0	11.4	14.8	-3.4	9.0	13.2	-4.2	11.7	10.9	0.8	17.4	27.0	-9.6	13.1	16.6	-3.5
ABC RN	2.1	1.6	0.5	1.5	1.2	0.3	1.2	0.7	0.5	1.9	1.4	0.5	2.5	2.0	0.5	2.1	1.2	0.9
ABC NEWSRADIO	0.9	0.5	0.4	0.7	0.2	0.5	0.6	0.4	0.2	0.5	0.0	0.5	0.4	0.0	0.4	0.7	0.5	0.2
TRIPLE J	11.0	11.7	-0.7	9.9	10.7	-0.8	11.9	12.8	-0.9	15.6	12.9	2.7	16.7	12.5	4.2	14.0	13.2	0.8
ABC CLASSIC	1.1	1.0	0.1	1.9	2.6	-0.7	1.9	1.7	0.2	1.1	1.6	-0.5	1.3	2.0	-0.7	1.6	1.7	-0.1
ABC RADIO SYDNEY	2.2	1.3	0.9	2.3	1.2	1.1	1.8	0.9	0.9	1.8	1.7	0.1	6.4	0.6	5.8	2.0	1.6	0.4
2GB	2.6	4.1	-1.5	3.6	4.9	-1.3	2.2	3.5	-1.3	1.1	3.2	-2.1	3.0	4.0	-1.0	2.5	4.2	-1.7
2UE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KIIS 1065	4.2	2.8	1.4	3.6	2.3	1.3	2.5	2.0	0.5	2.8	2.7	0.1	2.0	0.0	2.0	2.3	2.2	0.1
TRIPLE M	3.0	3.2	-0.2	3.0	4.0	-1.0	3.1	4.5	-1.4	2.6	3.9	-1.3	2.7	1.3	1.4	3.0	2.8	0.2
2DAYFM 104.1	0.5	0.5	0.0	0.8	0.0	0.8	0.6	0.0	0.6	0.6	0.6	0.0	0.4	0.7	-0.3	0.4	0.3	0.1
WSFM	2.5	1.7	0.8	2.6	1.5	1.1	2.7	1.9	0.8	3.8	2.2	1.6	2.5	2.0	0.5	2.7	1.9	0.8
NOVA 96.9	1.4	1.3	0.1	1.1	0.9	0.2	1.5	0.9	0.6	2.2	1.2	1.0	0.8	0.0	0.8	1.8	0.7	1.1
SMOOTH FM	1.5	2.3	-0.8	3.4	2.9	0.5	3.5	2.3	1.2	2.4	1.9	0.5	1.7	1.3	0.4	2.1	2.4	-0.3
THE EDGE 96.1/CADA	0.6	1.4	-0.8	0.4	0.3	0.1	0.6	0.3	0.3	0.9	1.6	-0.7	0.4	1.3	-0.9	0.8	1.3	-0.5

Please note: Last Wollongong Survey conducted OCT 2019. 2UE on air from 2 February 2020. Previously known as Macquarie Sports Radio. CADA on air from 31st March 2022. Previously known as The Edge 96.1.

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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EMBARGOED UNTIL THURSDAY 14TH APRIL 2022 AT 11AM AEST

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	895	745	150	120	100	20	104	86	18	183	151	32	231	196	35	143	130	13	113	82	31
i98 FM	1220	1037	183	176	153	23	178	159	19	299	306	-7	336	239	97	136	107	29	94	73	21
POWER FM	125	91	34	33	25	8	14	5	9	15	37	-22	42	14	28	17	7	10	5	5	0
ABC ILLAWARRA	587	532	55	29	18	11	9	11	-2	74	37	37	114	107	7	120	121	-1	241	237	4
ABC RN	100	75	25	4	2	2	0	0	0	4	2	2	9	18	-9	24	11	13	59	41	18
ABC NEWS	62	32	30	6	0	6	6	0	6	19	7	12	7	7	0	5	2	3	19	16	3
TRIPLE J	545	408	137	48	55	-7	141	113	28	210	149	61	100	73	27	26	18	8	19	0	19
ABC CLASSIC	85	73	12	2	2	0	3	0	3	4	7	-3	14	7	7	12	16	-4	50	41	9
ABC RADIO SYDNEY	112	68	44	12	2	10	0	0	0	13	0	13	14	23	-9	19	16	3	54	27	27
2GB	107	139	-32	2	2	0	0	0	0	13	11	2	19	34	-15	26	16	10	47	75	-28
2UE	2	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	2	0
KIIS 1065	173	105	68	19	9	10	18	14	4	65	46	19	54	30	24	14	7	7	2	0	2
TRIPLE M	160	141	19	12	9	3	24	16	8	38	41	-3	42	55	-13	35	18	17	9	2	7
2DAYFM 104.1	33	34	-1	2	0	2	8	7	1	13	9	4	2	14	-12	5	5	0	2	0	2
WSFM	164	110	54	13	7	6	4	0	4	30	9	21	56	43	13	35	32	3	26	18	8
NOVA 96.9	92	78	14	11	23	-12	28	7	21	25	23	2	19	23	-4	7	2	5	2	0	2
SMOOTH FM	145	141	4	6	7	-1	10	0	10	26	25	1	37	41	-4	24	37	-13	42	32	10
THE EDGE 96.1/CADA	63	71	-8	13	7	6	9	18	-9	32	34	-2	7	9	-2	0	2	-2	2	0	2

Please note: Last Wollongong Survey conducted OCT 2019. 2UE on air from 2 February 2020. Previously known as Macquarie Sports Radio. CADA on air from 31st March 2022. Previously known as The Edge 96.1.

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 - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL THURSDAY 14TH APRIL 2022 AT 11AM AEST

Cumulative Audience (00's) by Session, P10+ [Potential: 2816]

	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	594	615	-21	398	396	2	488	453	35	419	540	-121	77	82	-5	448	499	-51
i98 FM	836	852	-16	559	504	55	658	606	52	637	718	-81	148	96	52	664	684	-20
POWER FM	82	80	2	39	27	12	59	41	18	38	78	-40	9	9	0	51	50	1
ABC ILLAWARRA	427	438	-11	233	285	-52	208	278	-70	245	281	-36	105	105	0	346	420	-74
ABC RN	65	64	1	33	32	1	31	25	6	37	43	-6	16	7	9	53	55	-2
ABC NEWS	37	30	7	16	9	7	13	9	4	18	7	11	9	0	9	26	23	3
TRIPLE J	329	349	-20	217	210	7	294	260	34	336	303	33	101	52	49	339	310	29
ABC CLASSIC	42	46	-4	47	43	4	45	39	6	33	46	-13	12	14	-2	42	50	-8
ABC RADIO SYDNEY	70	50	20	51	30	21	60	27	33	55	48	7	37	5	32	54	52	2
2GB	69	114	-45	68	87	-19	45	66	-21	21	73	-52	17	14	3	60	105	-45
2UE	0	0	0	0	2	-2	0	0	0	2	0	2	0	0	0	0	2	-2
KIIS 1065	119	94	25	70	41	29	54	39	15	71	69	2	15	5	10	70	57	13
TRIPLE	94	135	-41	63	89	-26	67	98	-31	56	119	-63	17	11	6	86	105	-19
2DAYFM 104.1	17	32	-15	20	11	9	13	11	2	15	32	-17	2	2	0	12	25	-13
WSFM	91	96	-5	67	57	10	77	59	18	80	87	-7	20	7	13	70	80	-10
NOVA 96.9	65	64	1	33	21	12	37	21	16	48	53	-5	13	2	11	46	39	7
SMOOTH FM	59	109	-50	87	77	10	88	66	22	58	84	-26	14	18	-4	75	105	-30
THE EDGE 96.1/CADA	32	64	-32	9	16	-7	26	21	5	23	55	-32	6	7	-1	25	43	-18

Please note: Last Wollongong Survey conducted OCT 2019. 2UE on air from 2 February 2020. Previously known as Macquarie Sports Radio. CADA on air from 31st March 2022. Previously known as The Edge 96.1.

Cumulative Audience (00's)

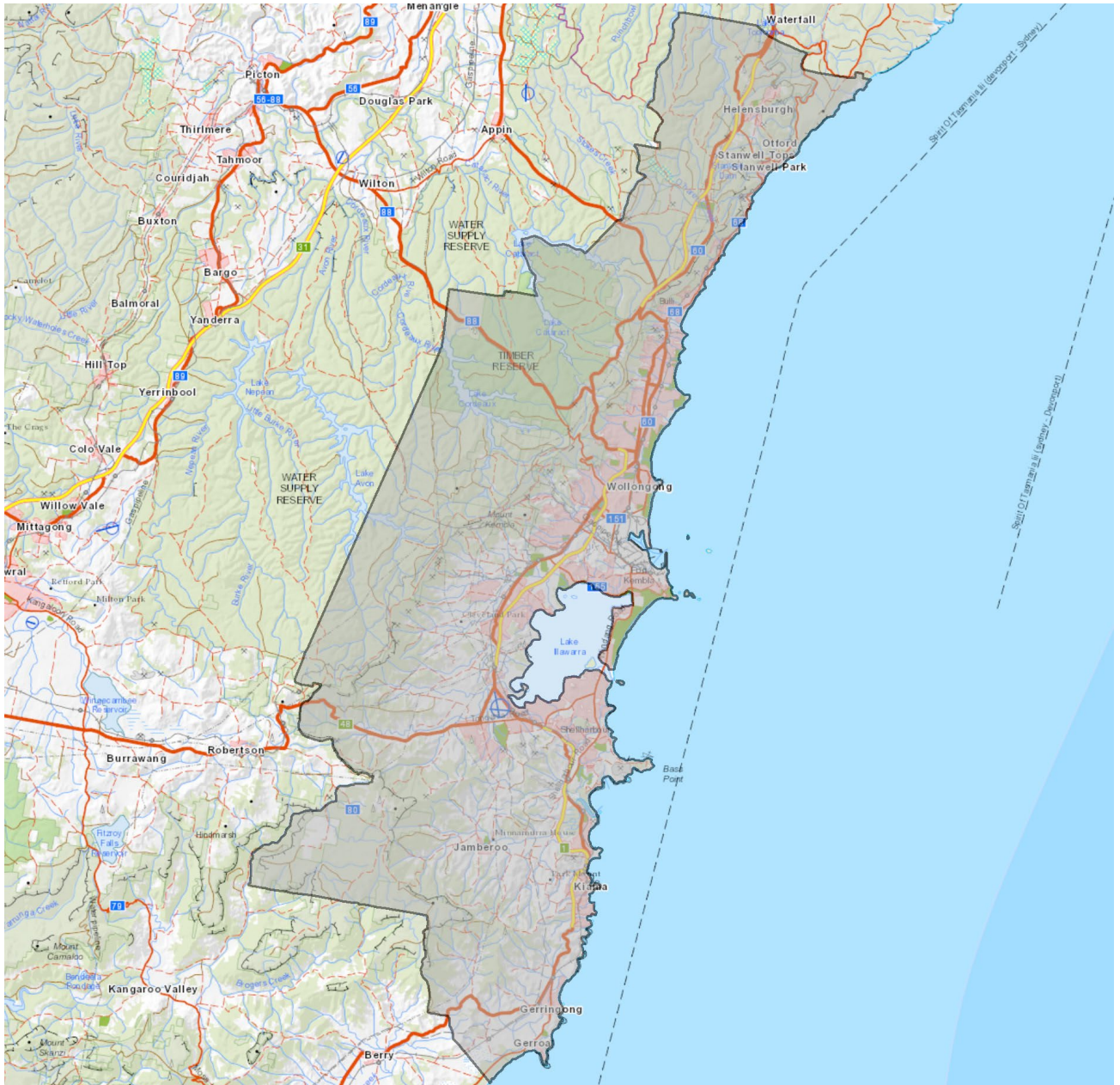
The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening.

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

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EMBARGOED UNTIL THURSDAY 14TH APRIL 2022 AT 11AM AEST



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