

WOLLONGONG (NSW)

SURVEY #1 2024



WOLLONGONG - XTRA INSIGHTS - SURVEY 1: 2024



EMBARGOED UNTIL FRIDAY 8TH NOVEMBER 2024 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	21.8	17.2	4.6	30.7	25.0	5.7	25.7	12.2	13.5	19.4	18.5	0.9	26.0	17.0	9.0	20.8	17.5	3.3	14.5	14.3	0.2
i98 FM	28.8	26.0	2.8	35.2	38.0	-2.8	38.3	28.6	9.7	34.0	30.1	3.9	31.8	33.2	-1.4	25.1	22.4	2.7	14.7	10.1	4.6
POWER FM	1.0	0.9	0.1	2.7	1.4	1.3	1.1	0.0	1.1	0.4	1.0	-0.6	1.5	1.1	0.4	0.5	1.0	-0.5	0.6	0.7	-0.1
ABC ILLAWARRA	11.4	11.4	0.0	4.2	6.4	-2.2	2.7	0.8	1.9	4.0	3.8	0.2	9.7	7.6	2.1	13.1	19.8	-6.7	27.5	24.8	2.7
ABC RN (RADIO NATIONAL)	1.4	2.2	-0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	-1.0	0.6	0.7	-0.1	2.7	1.5	1.2	4.3	7.3	-3.0
ABC NEWSRADIO	0.6	0.8	-0.2	0.0	0.0	0.0	0.0	1.1	-1.1	0.4	0.0	0.4	1.0	0.7	0.3	1.1	1.2	-0.1	0.9	1.6	-0.7
triple j	9.8	10.9	-1.1	10.5	9.5	1.0	19.7	35.1	-15.4	17.7	18.4	-0.7	8.0	7.2	0.8	4.6	4.5	0.1	1.6	0.4	1.2
ABC CLASSIC	1.5	1.4	0.1	0.0	1.6	-1.6	0.0	1.1	-1.1	0.8	0.6	0.2	0.8	0.0	0.8	1.8	1.2	0.6	4.2	3.7	0.5
ABC RADIO SYDNEY	2.0	1.9	0.1	0.8	2.3	-1.5	0.0	0.0	0.0	1.2	0.0	1.2	0.9	1.0	-0.1	3.4	1.8	1.6	4.4	5.3	-0.9
2GB	2.3	2.7	-0.4	0.0	1.0	-1.0	0.0	0.0	0.0	0.9	0.4	0.5	1.5	1.5	0.0	2.3	3.4	-1.1	7.1	7.6	-0.5
2UE	0.3	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.4	0.5
KIIS 1065	3.5	4.7	-1.2	2.7	4.5	-1.8	4.9	6.7	-1.8	7.4	6.6	0.8	3.3	7.1	-3.8	2.9	1.9	1.0	0.0	1.4	-1.4
TRIPLE M	2.1	2.4	-0.3	0.7	1.7	-1.0	1.2	1.1	0.1	3.1	3.1	0.0	2.3	4.4	-2.1	3.7	3.2	0.5	1.1	0.4	0.7
2DAYFM 104.1	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	1.1	0.2	0.3	0.4	-0.1	0.0	0.0	0.0	0.0	0.0	0.0
WSFM	2.5	3.2	-0.7	3.1	3.2	-0.1	0.0	0.0	0.0	0.4	0.3	0.1	2.4	4.0	-1.6	5.0	7.3	-2.3	4.0	4.0	0.0
NOVA 96.9	1.2	1.2	0.0	0.7	0.7	0.0	1.2	2.4	-1.2	2.7	1.8	0.9	1.3	2.2	-0.9	0.5	0.0	0.5	0.0	0.0	0.0
SMOOTH FM	1.7	3.7	-2.0	0.0	0.7	-0.7	0.0	1.1	-1.1	0.9	1.7	-0.8	1.4	3.3	-1.9	3.1	4.3	-1.2	3.6	8.2	-4.6
CADA 96.1	0.3	1.3	-1.0	0.0	1.5	-1.5	0.0	0.0	0.0	0.8	4.3	-3.5	0.4	1.1	-0.7	0.0	0.0	0.0	0.0	0.0	0.0

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.

WOLLONGONG - XTRA INSIGHTS - SURVEY 1: 2024



EMBARGOED UNTIL FRIDAY 8TH NOVEMBER 2024 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	22.1	17.0	5.1	20.5	17.1	3.4	21.9	21.0	0.9	23.7	17.1	6.6	20.0	11.7	8.3	19.8	16.6	3.2
i98 FM	30.9	26.0	4.9	30.7	25.5	5.2	31.1	26.3	4.8	27.6	26.0	1.6	19.0	19.3	-0.3	26.1	24.1	2.0
POWER FM	0.6	1.0	-0.4	0.4	1.0	-0.6	1.3	0.9	0.4	1.1	0.4	0.7	0.7	0.4	0.3	1.4	0.9	0.5
ABC ILLAWARRA	11.0	12.7	-1.7	10.0	10.0	0.0	8.1	9.3	-1.2	8.2	10.8	-2.6	13.0	15.9	-2.9	11.7	12.9	-1.2
ABC RN (RADIO NATIONAL)	1.8	2.1	-0.3	1.3	1.6	-0.3	1.2	1.5	-0.3	1.7	2.0	-0.3	4.0	2.6	1.4	1.7	1.2	0.5
ABC NEWSRADIO	0.9	1.4	-0.5	0.9	0.9	0.0	0.5	0.7	-0.2	0.7	0.7	0.0	0.4	1.3	-0.9	0.5	0.9	-0.4
triple j	9.2	11.2	-2.0	10.4	11.3	-0.9	9.9	11.1	-1.2	11.1	13.7	-2.6	14.0	16.4	-2.4	11.0	12.6	-1.6
ABC CLASSIC	1.4	1.0	0.4	1.6	2.2	-0.6	1.9	1.6	0.3	1.9	1.2	0.7	3.0	2.7	0.3	2.0	1.7	0.3
ABC RADIO SYDNEY	1.6	2.1	-0.5	1.6	2.2	-0.6	2.2	1.4	0.8	2.1	2.1	0.0	2.9	4.8	-1.9	2.7	2.4	0.3
2GB	2.8	3.2	-0.4	2.8	3.5	-0.7	2.0	1.6	0.4	1.7	1.1	0.6	3.2	3.4	-0.2	2.2	2.8	-0.6
2UE	0.1	0.1	0.0	0.3	0.2	0.1	0.4	0.2	0.2	0.2	0.1	0.1	0.3	0.5	-0.2	0.2	0.2	0.0
KIIS 1065	3.4	5.1	-1.7	3.1	3.6	-0.5	2.4	3.4	-1.0	3.2	3.3	-0.1	3.3	0.8	2.5	3.5	3.3	0.2
TRIPLE M	2.3	2.1	0.2	2.4	2.4	0.0	2.4	2.8	-0.4	2.7	2.5	0.2	1.7	2.2	-0.5	2.7	2.9	-0.2
2DAYFM 104.1	0.3	0.4	-0.1	0.1	0.4	-0.3	0.3	0.6	-0.3	0.6	0.4	0.2	0.3	0.5	-0.2	0.5	0.5	0.0
WSFM	2.3	3.1	-0.8	2.7	3.0	-0.3	1.9	3.0	-1.1	2.0	4.3	-2.3	1.5	5.5	-4.0	1.8	3.4	-1.6
NOVA 96.9	1.0	0.8	0.2	0.8	0.7	0.1	1.3	0.5	0.8	1.2	1.2	0.0	1.5	2.5	-1.0	1.0	1.2	-0.2
SMOOTH FM	1.2	2.6	-1.4	1.9	4.1	-2.2	2.3	3.9	-1.6	2.1	3.8	-1.7	2.1	3.0	-0.9	2.2	3.3	-1.1
CADA 96.1	0.3	1.0	-0.7	0.2	1.3	-1.1	0.4	1.5	-1.1	0.3	1.7	-1.4	0.0	1.2	-1.2	0.1	1.6	-1.5

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: 3rd October 2024 - 30th October 2024

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EMBARGOED UNTIL FRIDAY 8TH NOVEMBER 2024 AT 11AM 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	1113	870	243	157	120	37	120	78	42	267	196	71	280	222	58	142	135	7	147	118	29
i98 FM	1333	1169	164	161	173	-12	191	136	55	373	304	69	309	282	27	153	134	19	147	141	6
POWER FM	162	100	62	18	11	7	13	7	6	44	26	18	43	27	16	22	16	6	21	12	9
ABC ILLAWARRA	579	523	56	40	31	9	21	12	9	59	55	4	132	85	47	110	111	-1	217	228	-11
ABC RN (RADIO NATIONAL)	97	92	5	2	2	0	0	3	-3	16	8	8	9	8	1	20	13	7	50	56	-6
ABC NEWSRADIO	96	79	17	2	2	0	6	3	3	23	8	15	20	11	9	14	14	0	30	40	-10
triple j	520	489	31	40	48	-8	94	135	-41	212	171	41	101	82	19	46	37	9	29	17	12
ABC CLASSIC	120	75	45	11	12	-1	6	7	-1	20	6	14	18	6	12	16	7	9	48	36	12
ABC RADIO SYDNEY	113	93	20	11	14	-3	0	3	-3	16	0	16	11	12	-1	28	18	10	47	45	2
2GB	116	109	7	2	3	-1	8	0	8	18	6	12	14	19	-5	20	17	3	52	63	-11
2UE	31	14	17	0	0	0	0	0	0	11	2	9	5	0	5	2	0	2	13	12	1
KIIS 1065	208	227	-19	13	27	-14	39	40	-1	82	74	8	54	63	-9	18	14	4	2	8	-6
TRIPLE M	158	143	15	18	12	6	9	10	-1	51	35	16	42	52	-10	25	27	-2	12	7	5
2DAYFM 104.1	86	37	49	2	2	0	8	6	2	41	20	21	29	4	25	2	3	-1	3	2	1
WSFM	164	205	-41	14	15	-1	0	7	-7	21	6	15	41	62	-21	40	60	-20	48	54	-6
NOVA 96.9	130	78	52	5	4	1	13	23	-10	66	32	34	35	19	16	11	0	11	0	0	0
SMOOTH FM	201	221	-20	2	5	-3	12	14	-2	48	28	20	32	42	-10	40	36	4	67	96	-29
CADA 96.1	29	56	-27	0	8	-8	0	3	-3	23	34	-11	6	9	-3	0	0	0	0	3	-3

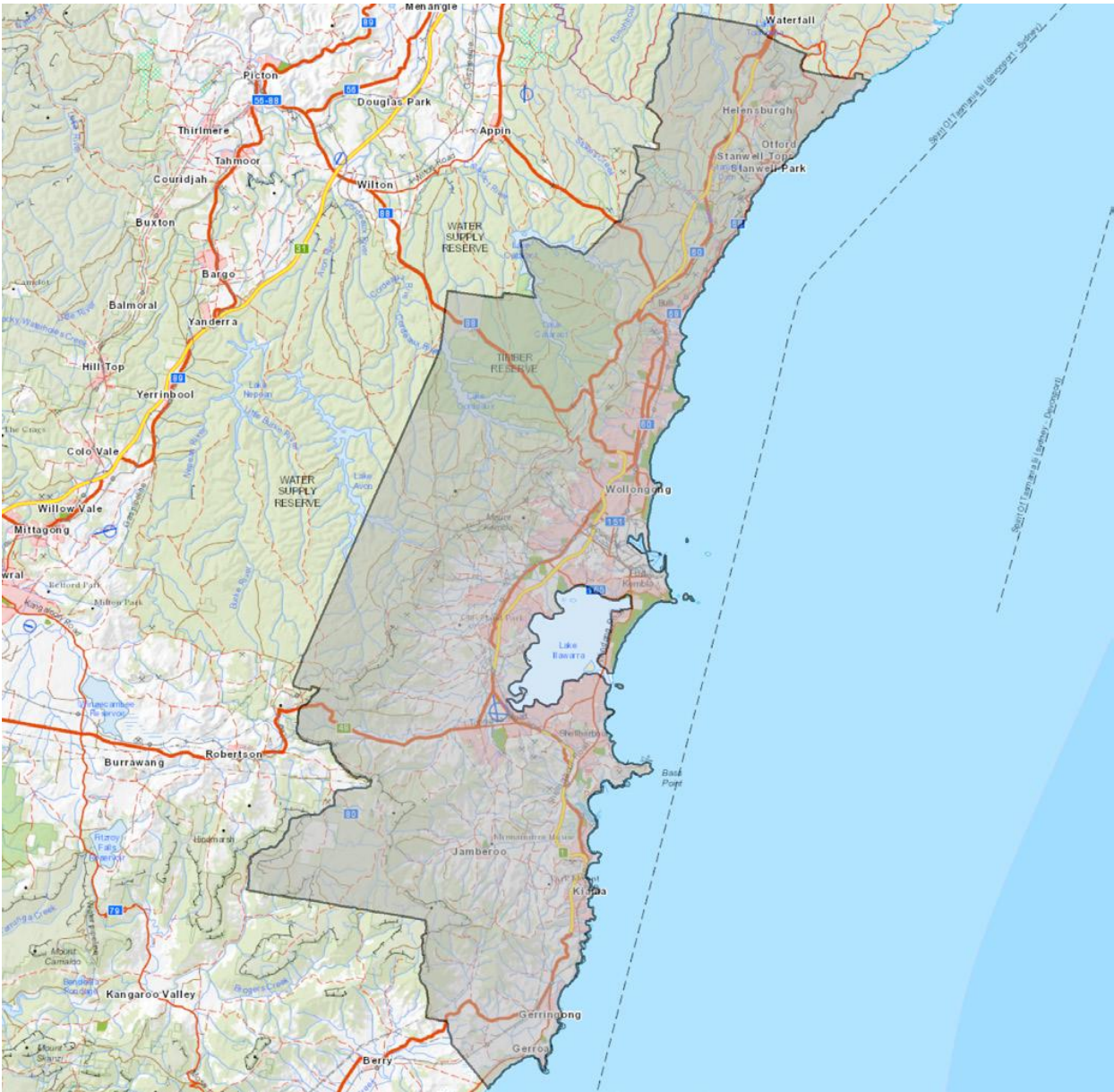
Cumulative Audience (00's)

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.

Cumulative Audience (00's) by Session, P10+ [Potential: 2842]

	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	736	520	216	580	387	193	634	505	129	580	400	180	192	81	111	566	444	122
i98 FM	982	766	216	806	549	257	829	647	182	672	545	127	197	120	77	687	632	55
POWER FM	59	55	4	33	37	-4	56	45	11	41	21	20	11	2	9	61	34	27
ABC ILLAWARRA	349	364	-15	287	229	58	240	229	11	213	227	-14	113	91	22	305	299	6
ABC RN (RADIO NATIONAL)	49	61	-12	49	33	16	42	35	7	39	39	0	36	22	14	54	48	6
ABC NEWSRADIO	47	49	-2	38	34	4	32	31	1	32	19	13	22	12	10	24	29	-5
triple j	293	302	-9	274	233	41	278	250	28	283	287	-4	119	89	30	291	303	-12
ABC CLASSIC	53	33	20	45	40	5	70	38	32	43	28	15	34	14	20	51	37	14
ABC RADIO SYDNEY	51	55	-4	46	44	2	57	34	23	50	48	2	25	26	-1	71	57	14
2GB	68	81	-13	70	61	9	59	38	21	40	23	17	27	18	9	56	63	-7
2UE	8	7	1	17	4	13	12	4	8	12	5	7	4	3	1	14	10	4
KIIS 1065	116	159	-43	81	81	0	70	82	-12	78	83	-5	36	4	32	103	92	11
TRIPLE M	74	67	7	67	51	16	75	72	3	66	66	0	21	20	1	79	90	-11
2DAYFM 104.1	30	15	15	22	12	10	20	17	3	19	8	11	9	2	7	24	18	6
WSFM	87	97	-10	78	92	-14	61	94	-33	68	89	-21	20	32	-12	74	108	-34
NOVA 96.9	46	30	16	40	25	15	38	24	14	37	31	6	13	13	0	43	34	9
SMOOTH FM	66	79	-13	79	111	-32	88	96	-8	73	91	-18	29	22	7	87	101	-14
CADA 96.1	14	34	-20	12	26	-14	9	28	-19	12	32	-20	2	6	-4	6	33	-27

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.



WOLLONGONG Survey Coverage Area based on Commercial Radio & Audio’s Licence Area Profile.