

WAGGA WAGGA (NSW)

SURVEY #1 2022



WAGGA WAGGA - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL TUESDAY 12TH JULY 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	+/-
RIVERINA'S HIT 93.1	33.5	31.8	1.7	66.6	71.9	-5.3	51.1	62.5	-11.4	49.2	45.5	3.7	34.3	24.7	9.6	12.7	7.8	4.9	2.4	1.8	0.6
RIVERINA'S 1152 TRIPLE M	9.6	17.4	-7.8	4.8	3.1	1.7	1.7	5.7	-4.0	8.3	15.0	-6.7	12.5	22.3	-9.8	10.2	21.8	-11.6	14.6	26.2	-11.6
ABC RIVERINA	11.5	13.1	-1.6	6.7	7.3	-0.6	1.6	1.1	0.5	3.1	2.4	0.7	9.1	15.3	-6.2	16.1	22.6	-6.5	27.5	25.0	2.5
ABC RN (RADIO NATIONAL)	2.3	2.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.6	0.5	1.7	1.8	-0.1	5.1	6.1	-1.0	4.9	4.3	0.6
ABC NEWSRADIO	1.6	0.9	0.7	0.0	0.0	0.0	0.0	0.0	0.0	3.6	0.0	3.6	0.6	1.2	-0.6	2.5	1.7	0.8	1.8	1.8	0.0
triple j	7.0	8.9	-1.9	2.1	6.2	-4.1	24.2	20.4	3.8	12.0	16.1	-4.1	6.3	9.4	-3.1	0.9	3.5	-2.6	0.6	0.0	0.6
ABC CLASSIC	1.6	1.0	0.6	0.0	0.0	0.0	0.0	1.1	-1.1	1.0	0.0	1.0	0.0	0.6	-0.6	1.7	0.9	0.8	5.5	3.0	2.5

Please note: Last Wagga Wagga Survey conducted April 2019.

ABC NewsRadio on air from 26th July 2020. Previously known as ABC NEWS.

*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: 6th June 2022 – 25th June 2022

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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	+/-
RIVERINA'S HIT 93.1	33.0	32.4	0.6	27.4	23.7	3.7	35.4	33.6	1.8	39.3	37.2	2.1	29.6	17.9	11.7	34.0	30.9	3.1
RIVERINA'S 1152 TRIPLE M	10.0	14.2	-4.2	9.5	24.7	-15.2	9.0	16.4	-7.4	7.8	13.8	-6.0	4.1	13.4	-9.3	7.1	13.7	-6.6
ABC RIVERINA	11.7	14.8	-3.1	10.1	11.5	-1.4	10.6	11.7	-1.1	9.1	12.2	-3.1	17.2	21.4	-4.2	12.2	15.4	-3.2
ABC RN (RADIO NATIONAL)	2.9	2.6	0.3	1.8	2.3	-0.5	1.6	1.0	0.6	2.3	1.9	0.4	4.0	8.0	-4.0	2.8	2.2	0.6
ABC NEWSRADIO	1.8	1.1	0.7	1.1	0.8	0.3	1.2	0.4	0.8	0.5	0.6	-0.1	2.1	0.9	1.2	1.5	0.9	0.6
triple j	8.2	8.7	-0.5	8.9	7.6	1.3	8.7	8.1	0.6	9.7	11.2	-1.5	9.4	3.6	5.8	7.5	9.9	-2.4
ABC CLASSIC	1.1	0.9	0.2	2.3	1.6	0.7	2.0	1.0	1.0	2.1	1.4	0.7	2.8	3.6	-0.8	1.9	1.5	0.4

Please note: Last Wagga Wagga Survey conducted April 2019.

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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	+/-
RIVERINA'S HIT 93.1	481	409	72	100	92	8	74	78	-4	129	113	16	127	90	37	36	27	9	15	9	6
RIVERINA'S 1152 TRIPLE M	170	248	-78	13	7	6	7	7	0	28	44	-16	44	63	-19	32	47	-15	46	79	-33
ABC RIVERINA	197	199	-2	14	17	-3	4	1	3	20	15	5	35	47	-12	43	46	-3	80	73	7
ABC RN (RADIO NATIONAL)	44	46	-2	1	0	1	0	0	0	8	2	6	5	11	-6	13	14	-1	16	19	-3
ABC NEWSRADIO	29	15	14	1	0	1	0	0	0	10	0	10	1	5	-4	9	5	4	9	5	4
triple j	125	130	-5	5	10	-5	46	35	11	47	43	4	20	33	-13	5	7	-2	3	1	2
ABC CLASSIC	35	20	15	0	0	0	2	1	1	3	0	3	1	2	-1	9	1	8	20	15	5

Please note: Last Wagga Wagga Survey conducted April 2019.

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*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: 1006]

	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	+/-
RIVERINA'S HIT 93.1	316	320	-4	201	183	18	276	259	17	281	299	-18	89	32	57	282	260	22
RIVERINA'S 1152 TRIPLE M	105	156	-51	81	177	-96	72	140	-68	57	118	-61	15	31	-16	83	135	-52
ABC RIVERINA	120	154	-34	77	102	-25	92	108	-16	70	115	-45	53	36	17	115	141	-26
ABC RN (RADIO NATIONAL)	28	32	-4	14	26	-12	12	16	-4	16	21	-5	14	15	-1	29	26	3
ABC NEWSRADIO	19	12	7	9	7	2	14	5	9	7	5	2	7	5	2	17	11	6
triple j	74	97	-23	67	64	3	70	71	-1	70	97	-27	28	9	19	64	92	-28
ABC CLASSIC	14	12	2	19	15	4	15	11	4	19	14	5	9	9	0	24	17	7

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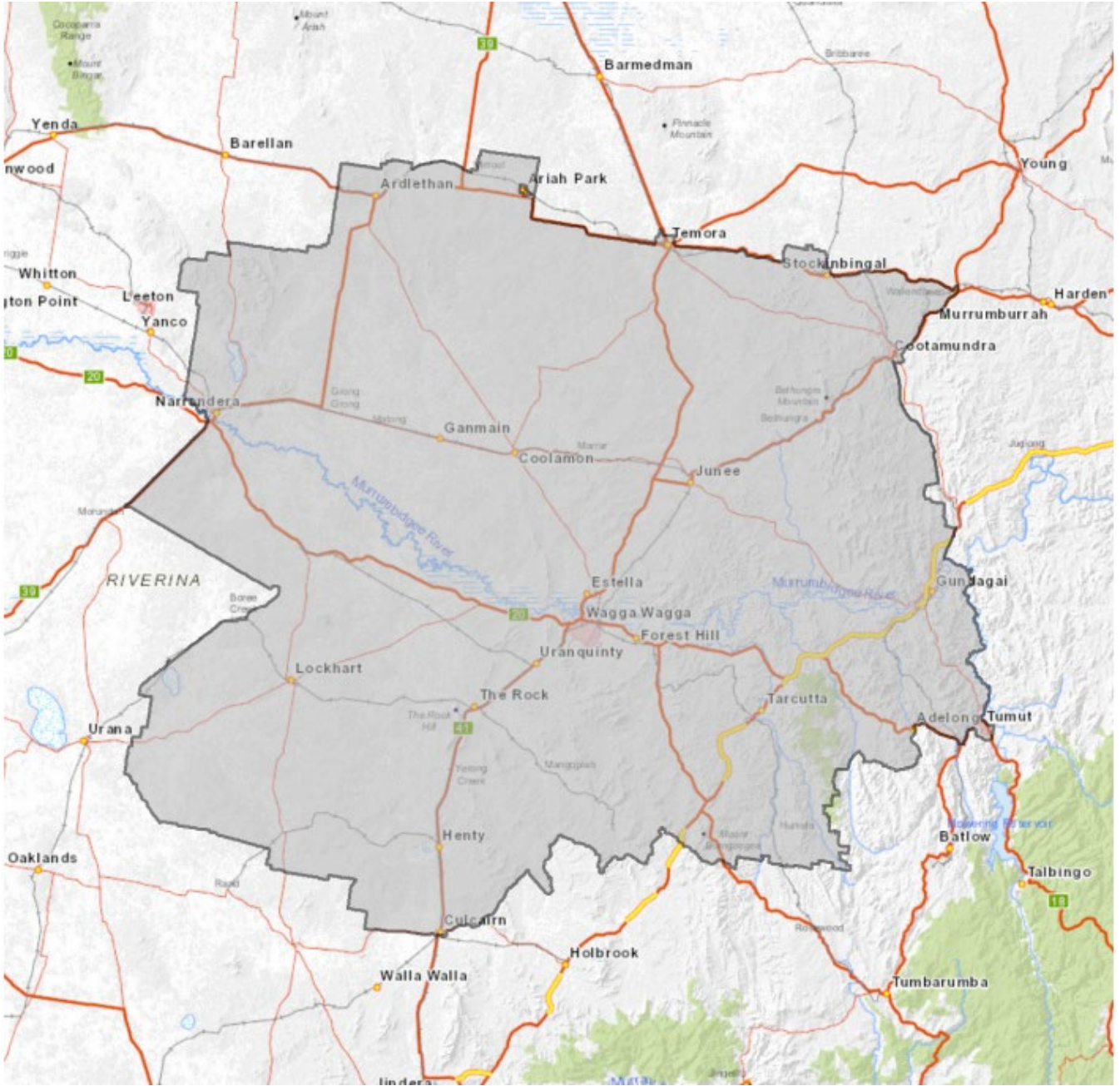
Cumulative Audience (00's)

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