

# WOLLONGONG - XTRA RESEARCH - SURVEY 1: 2015



Station Listened to Most (%)

|                         | 10+  |      |      | 10-17 |      |       | 18-24 |      |      | 25-39 |      |      | 40-54 |      |      | 55-64* |      |     | 55+  |      |      | 65+* |      |     |
|-------------------------|------|------|------|-------|------|-------|-------|------|------|-------|------|------|-------|------|------|--------|------|-----|------|------|------|------|------|-----|
|                         | This | Last | +/-  | This  | Last | +/-   | This  | Last | +/-  | This  | Last | +/-  | This  | Last | +/-  | This   | Last | +/- | This | Last | +/-  | This | Last | +/- |
| WAVE FM                 | 15.4 | 16.0 | -0.6 | 15.4  | 9.0  | 6.4   | 7.2   | 13.2 | -6.0 | 13.0  | 13.6 | -0.6 | 21.5  | 22.2 | -0.7 | 20.6   | -    | -   | 15.1 | 16.5 | -1.4 | 11.1 | -    | -   |
| i98 FM                  | 25.1 | 23.8 | 1.3  | 42.1  | 36.1 | 6.0   | 27.2  | 33.3 | -6.1 | 34.6  | 41.8 | -7.2 | 29.4  | 21.8 | 7.6  | 14.5   | -    | -   | 9.6  | 5.3  | 4.3  | 6.1  | -    | -   |
| 97.3 ABC ILLAWARRA      | 16.2 | 18.2 | -2.0 | 5.1   | 2.5  | 2.6   | 0.0   | 9.6  | -9.6 | 4.0   | 10.8 | -6.8 | 11.2  | 15.9 | -4.7 | 30.1   | -    | -   | 35.9 | 33.3 | 2.6  | 40.0 | -    | -   |
| ABC RADIO NATIONAL / RN | 2.6  | 2.9  | -0.3 | 1.8   | 1.6  | 0.2   | 0.0   | 0.0  | 0.0  | 0.9   | 1.4  | -0.5 | 2.6   | 2.9  | -0.3 | 3.4    | -    | -   | 4.6  | 5.6  | -1.0 | 5.5  | -    | -   |
| ABC NEWS RADIO          | 0.2  | 0.4  | -0.2 | 0.0   | 0.0  | 0.0   | 0.0   | 0.0  | 0.0  | 0.0   | 0.0  | 0.0  | 0.4   | 0.8  | -0.4 | 0.7    | -    | -   | 0.3  | 0.6  | -0.3 | 0.0  | -    | -   |
| triple j                | 12.1 | 9.1  | 3.0  | 13.4  | 26.2 | -12.8 | 42.5  | 21.9 | 20.6 | 19.4  | 9.9  | 9.5  | 6.5   | 3.3  | 3.2  | 4.2    | -    | -   | 2.0  | 1.6  | 0.4  | 0.5  | -    | -   |
| ABC CLASSIC FM          | 1.4  | 1.4  | 0.0  | 2.6   | 0.0  | 2.6   | 0.0   | 0.0  | 0.0  | 1.4   | 0.0  | 1.4  | 0.9   | 1.7  | -0.8 | 1.4    | -    | -   | 1.8  | 3.1  | -1.3 | 2.1  | -    | -   |
| 702 ABC SYDNEY          | 2.0  | 3.5  | -1.5 | 0.0   | 1.6  | -1.6  | 0.0   | 0.0  | 0.0  | 0.5   | 0.5  | 0.0  | 3.0   | 5.4  | -2.4 | 4.8    | -    | -   | 3.5  | 5.9  | -2.4 | 2.6  | -    | -   |
| 2GB                     | 3.7  | 3.1  | 0.6  | 0.8   | 0.0  | 0.8   | 0.0   | 0.0  | 0.0  | 0.9   | 0.0  | 0.9  | 2.6   | 2.1  | 0.5  | 2.7    | -    | -   | 8.2  | 8.1  | 0.1  | 12.2 | -    | -   |
| 2UE                     | 0.6  | 0.5  | 0.1  | 0.0   | 0.0  | 0.0   | 0.0   | 0.0  | 0.0  | 0.5   | 0.0  | 0.5  | 0.0   | 0.8  | -0.8 | 0.7    | -    | -   | 1.5  | 1.2  | 0.3  | 2.0  | -    | -   |
| KIIS 106.5              | 1.7  | 3.2  | -1.5 | 1.7   | 5.7  | -4.0  | 3.1   | 1.8  | 1.3  | 4.1   | 7.0  | -2.9 | 0.9   | 3.3  | -2.4 | 0.7    | -    | -   | 0.3  | 0.3  | 0.0  | 0.0  | -    | -   |
| 2MMM                    | 2.2  | 1.7  | 0.5  | 1.7   | 0.0  | 1.7   | 1.0   | 1.8  | -0.8 | 4.1   | 4.2  | -0.1 | 3.9   | 1.3  | 2.6  | 0.7    | -    | -   | 0.3  | 0.6  | -0.3 | 0.0  | -    | -   |
| 2DAY FM                 | 1.1  | 0.8  | 0.3  | 3.5   | 2.5  | 1.0   | 3.1   | 1.8  | 1.3  | 1.4   | 0.5  | 0.9  | 0.4   | 0.4  | 0.0  | 0.0    | -    | -   | 0.0  | 0.0  | 0.0  | 0.0  | -    | -   |
| WSFM                    | 2.8  | 1.6  | 1.2  | 0.9   | 0.0  | 0.9   | 1.0   | 0.0  | 1.0  | 2.3   | 0.5  | 1.8  | 4.7   | 4.6  | 0.1  | 3.4    | -    | -   | 2.9  | 1.2  | 1.7  | 2.6  | -    | -   |
| NOVA 96.9               | 1.9  | 1.7  | 0.2  | 1.7   | 7.4  | -5.7  | 7.0   | 0.0  | 7.0  | 2.7   | 1.9  | 0.8  | 1.7   | 0.8  | 0.9  | 0.0    | -    | -   | 0.0  | 0.3  | -0.3 | 0.0  | -    | -   |
| SMOOTH FM               | 2.5  | 1.1  | 1.4  | 1.7   | 0.0  | 1.7   | 0.0   | 0.0  | 0.0  | 2.3   | 1.4  | 0.9  | 2.6   | 1.3  | 1.3  | 4.1    | -    | -   | 3.5  | 1.9  | 1.6  | 3.1  | -    | -   |
| THE EDGE                | 1.1  | -    | -    | 2.5   | -    | -     | 1.0   | -    | -    | 2.7   | -    | -    | 0.4   | -    | -    | 0.0    | -    | -   | 0.0  | -    | -    | 0.0  | -    | -   |

\*After industry consultation, additional age cells are now reported on that were not reported for Survey 1 2014. This accounts for the apparent gaps in the data reported here.

Please note: Survey 1 2015 provided by Xtra Research; Survey 1 2014 provided by Iris Research.

Survey Period: 6th October 2015 - 23rd October 2015

# WOLLONGONG - XTRA RESEARCH - SURVEY 1: 2015



Session Listened to Most (%)

|                         | Breakfast |      |      | Morning |      |      | Afternoon |      |      | Drive |      |      | Evening |      |      | Weekend |      |      |
|-------------------------|-----------|------|------|---------|------|------|-----------|------|------|-------|------|------|---------|------|------|---------|------|------|
|                         | This      | Last | +/-  | This    | Last | +/-  | This      | Last | +/-  | This  | Last | +/-  | This    | Last | +/-  | This    | Last | +/-  |
| WAVE FM                 | 15.4      | 14.9 | 0.5  | 16.8    | 14.8 | 2.0  | 15.6      | 16.4 | -0.8 | 14.2  | 14.8 | -0.6 | 10.7    | 11.5 | -0.8 | 13.0    | 15.9 | -2.9 |
| i98 FM                  | 22.8      | 24.8 | -2.0 | 25.5    | 23.1 | 2.4  | 28.3      | 25.2 | 3.1  | 24.2  | 21.8 | 2.4  | 14.2    | 10.8 | 3.4  | 27.1    | 22.9 | 4.2  |
| 97.3 ABC ILLAWARRA      | 17.9      | 20.0 | -2.1 | 15.5    | 18.7 | -3.2 | 12.3      | 13.0 | -0.7 | 12.5  | 14.6 | -2.1 | 22.9    | 27.8 | -4.9 | 17.0    | 18.2 | -1.2 |
| ABC RADIO NATIONAL / RN | 2.8       | 3.1  | -0.3 | 2.6     | 3.7  | -1.1 | 2.5       | 3.0  | -0.5 | 2.2   | 2.8  | -0.6 | 5.1     | 5.8  | -0.7 | 3.1     | 2.7  | 0.4  |
| ABC NEWS RADIO          | 0.1       | 0.4  | -0.3 | 0.2     | 0.6  | -0.4 | 0.2       | 0.1  | 0.1  | 0.2   | 0.4  | -0.2 | 0.0     | 0.0  | 0.0  | 0.3     | 0.7  | -0.4 |
| triple j                | 12.5      | 7.6  | 4.9  | 11.1    | 6.3  | 4.8  | 13.4      | 10.6 | 2.8  | 16.4  | 12.1 | 4.3  | 19.4    | 14.6 | 4.8  | 12.7    | 10.2 | 2.5  |
| ABC CLASSIC FM          | 1.2       | 1.1  | 0.1  | 1.2     | 2.3  | -1.1 | 1.7       | 2.7  | -1.0 | 1.9   | 1.9  | 0.0  | 1.6     | 3.4  | -1.8 | 1.0     | 2.7  | -1.7 |
| 702 ABC SYDNEY          | 2.0       | 3.9  | -1.9 | 2.8     | 3.9  | -1.1 | 2.5       | 3.1  | -0.6 | 2.2   | 4.4  | -2.2 | 1.5     | 6.7  | -5.2 | 2.5     | 3.5  | -1.0 |
| 2GB                     | 4.1       | 3.3  | 0.8  | 5.0     | 5.6  | -0.6 | 2.7       | 3.5  | -0.8 | 3.3   | 2.4  | 0.9  | 4.1     | 2.5  | 1.6  | 2.3     | 2.1  | 0.2  |
| 2UE                     | 0.7       | 0.5  | 0.2  | 0.9     | 1.2  | -0.3 | 0.2       | 0.4  | -0.2 | 0.6   | 0.1  | 0.5  | 2.1     | 0.3  | 1.8  | 1.5     | 1.4  | 0.1  |
| KIIS 106.5              | 2.6       | 3.8  | -1.2 | 1.2     | 2.1  | -0.9 | 1.7       | 2.0  | -0.3 | 2.3   | 3.3  | -1.0 | 1.0     | 1.6  | -0.6 | 1.5     | 2.6  | -1.1 |
| 2MMM                    | 2.1       | 1.4  | 0.7  | 2.2     | 0.8  | 1.4  | 2.5       | 2.0  | 0.5  | 3.4   | 2.5  | 0.9  | 2.1     | 0.3  | 1.8  | 1.5     | 1.5  | 0.0  |
| 2DAY FM                 | 0.9       | 0.5  | 0.4  | 0.0     | 0.4  | -0.4 | 0.8       | 0.3  | 0.5  | 1.7   | 1.1  | 0.6  | 1.1     | 0.0  | 1.1  | 0.5     | 0.7  | -0.2 |
| WSFM                    | 3.2       | 1.8  | 1.4  | 2.6     | 2.2  | 0.4  | 4.0       | 2.8  | 1.2  | 3.0   | 2.1  | 0.9  | 1.5     | 2.9  | -1.4 | 3.0     | 1.8  | 1.2  |
| NOVA 96.9               | 2.2       | 1.9  | 0.3  | 1.0     | 1.2  | -0.2 | 1.8       | 1.2  | 0.6  | 2.4   | 3.0  | -0.6 | 1.5     | 0.0  | 1.5  | 1.2     | 1.6  | -0.4 |
| SMOOTH FM               | 1.7       | 1.0  | 0.7  | 2.6     | 2.6  | 0.0  | 2.0       | 1.7  | 0.3  | 2.4   | 1.3  | 1.1  | 2.5     | 1.7  | 0.8  | 1.9     | 1.5  | 0.4  |
| THE EDGE                | 1.0       | -    | -    | 0.7     | -    | -    | 0.3       | -    | -    | 0.9   | -    | -    | 0.5     | -    | -    | 1.4     | -    | -    |

Please note: Survey 1 2015 provided by Xtra Research; Survey 1 2014 provided by Iris Research.

Survey Period: 6th October 2015 - 23rd October 2015

# WOLLONGONG - XTRA RESEARCH - SURVEY 1: 2015



Cumulative Audience (00's) by Demographic, Mon-Sun 5.30am-12midnight\*

|                         | 10+ | 10-17 | 18-24 | 25-39 | 40-54 | 55-64 | 55+ | 65+ |
|-------------------------|-----|-------|-------|-------|-------|-------|-----|-----|
| WAVE FM                 | 725 | 73    | 57    | 161   | 241   | 122   | 193 | 72  |
| i98 FM                  | 978 | 165   | 119   | 282   | 267   | 96    | 145 | 49  |
| 97.3 ABC ILLAWARRA      | 602 | 21    | 5     | 57    | 124   | 163   | 396 | 233 |
| ABC RADIO NATIONAL / RN | 111 | 5     | 0     | 10    | 28    | 23    | 67  | 44  |
| ABC NEWS RADIO          | 21  | 0     | 0     | 3     | 13    | 2     | 5   | 3   |
| triple j                | 439 | 59    | 135   | 138   | 72    | 32    | 34  | 3   |
| ABC CLASSIC FM          | 68  | 8     | 0     | 10    | 13    | 8     | 37  | 29  |
| 702 ABC SYDNEY          | 93  | 3     | 0     | 5     | 26    | 34    | 59  | 26  |
| 2GB                     | 135 | 3     | 0     | 15    | 26    | 18    | 91  | 73  |
| 2UE                     | 55  | 0     | 0     | 5     | 8     | 8     | 42  | 34  |
| KIIS 106.5              | 76  | 13    | 10    | 37    | 13    | 3     | 2   | 0   |
| 2MMM                    | 99  | 8     | 8     | 47    | 31    | 5     | 5   | 0   |
| 2DAY FM                 | 84  | 13    | 15    | 39    | 10    | 5     | 5   | 0   |
| WSFM                    | 135 | 5     | 5     | 23    | 52    | 26    | 50  | 24  |
| NOVA 96.9               | 91  | 13    | 28    | 34    | 16    | 0     | 0   | 0   |
| SMOOTH FM               | 142 | 13    | 2     | 21    | 29    | 39    | 78  | 39  |
| THE EDGE                | 47  | 8     | 18    | 18    | 3     | 0     | 0   | 0   |

\*After industry consultation, information about audience cumes is now collected that was not collected for Survey 1 2014. This accounts for the apparent gaps in the data reported here.

*Please note:* Survey 1 2015 provided by Xtra Research; Survey 1 2014 provided by Iris Research.

# WOLLONGONG - XTRA RESEARCH - SURVEY 1: 2015



Cumulative Audience (00's) by Session, P10+ [Potential: 2626]\*

|                         | Breakfast | Morning | Afternoon | Drive | Evening | Weekend |
|-------------------------|-----------|---------|-----------|-------|---------|---------|
| WAVE FM                 | 430       | 358     | 350       | 292   | 91      | 407     |
| i98 FM                  | 613       | 470     | 541       | 448   | 93      | 640     |
| 97.3 ABC ILLAWARRA      | 426       | 281     | 246       | 212   | 132     | 390     |
| ABC RADIO NATIONAL / RN | 70        | 46      | 49        | 49    | 31      | 75      |
| ABC NEWS RADIO          | 10        | 5       | 5         | 10    | 3       | 13      |
| triple j                | 332       | 200     | 244       | 273   | 109     | 291     |
| ABC CLASSIC FM          | 36        | 21      | 26        | 34    | 13      | 34      |
| 702 ABC SYDNEY          | 57        | 51      | 57        | 44    | 13      | 62      |
| 2GB                     | 98        | 90      | 47        | 46    | 21      | 52      |
| 2UE                     | 26        | 18      | 5         | 8     | 13      | 37      |
| KIIS 106.5              | 63        | 29      | 34        | 36    | 5       | 42      |
| 2MMM                    | 70        | 44      | 54        | 63    | 13      | 52      |
| 2DAY FM                 | 37        | 18      | 28        | 42    | 10      | 37      |
| WSFM                    | 89        | 62      | 78        | 52    | 10      | 81      |
| NOVA 96.9               | 59        | 23      | 34        | 54    | 13      | 50      |
| SMOOTH FM               | 54        | 73      | 57        | 46    | 23      | 85      |
| THE EDGE                | 31        | 16      | 13        | 21    | 5       | 31      |

\*After industry consultation, information about audience cumes is now collected that was not collected for Survey 1 2014. This accounts for the apparent gaps in the data reported here.

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