

GOSFORD (CENTRAL COAST) - XTRA INSIGHTS - SURVEY 1: 2016



EMBARGOED UNTIL TUESDAY 20TH SEPTEMBER 2016 AT 10AM AEST

Station Listened to Most (%), Monday to Sunday

	10+	10-17	18-24	25-39	40-54	55-64	65+
SEA FM	19.9	35.6	48.3	28.6	16.3	4.4	0.8
2GO	13.7	9.9	8.7	11.0	18.7	18.3	13.3
STAR FM	14.0	24.3	12.8	18.8	20.7	8.8	1.9
ABC CENTRAL COAST	5.0	1.5	0.7	1.2	5.6	9.4	9.5
ABC RADIO NATIONAL	0.8	0.0	0.7	0.4	1.2	1.9	0.8
ABC NEWS RADIO	0.4	0.0	0.0	0.8	0.4	0.0	0.8
TRIPLE J	5.9	6.1	11.4	11.8	4.8	3.1	0.0
ABC CLASSIC FM	1.4	0.0	0.0	0.0	0.8	0.6	5.3

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.

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Session Listened to Most (%)

	Breakfast Mon-Fri 5.30am-9.00am	Morning Mon-Fri 9.00am-12.00pm	Afternoon Mon-Fri 12.00pm-4.00pm	Drive Mon-Fri 4.00pm-7.00pm	Evening Mon-Fri 7.00pm-12.00mn	Weekend Sat-Sun 5.30am-12.00mn
SEA FM	18.8	13.8	19.8	23.6	13.1	17.8
2GO	13.2	16.4	15.9	12.6	10.7	12.5
STAR FM	15.0	12.1	14.4	15.5	8.9	13.1
ABC CENTRAL COAST	5.8	5.0	3.9	5.4	9.5	6.2
ABC RADIO NATIONAL	1.2	1.4	1.1	0.6	2.4	0.9
ABC NEWS RADIO	0.3	0.2	0.1	0.4	1.2	0.4
TRIPLE J	6.0	5.2	5.1	7.1	8.3	7.2
ABC CLASSIC FM	1.3	1.8	1.2	1.5	2.4	1.4

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+
SEA FM	755	138	209	222	156	22	7
2GO	607	53	49	99	173	109	124
STAR FM	706	118	91	188	215	67	27
ABC CENTRAL COAST	216	8	5	17	59	47	80
ABC RADIO NATIONAL	69	5	5	2	12	15	30
ABC NEWS RADIO	35	0	0	7	12	2	12
TRIPLE J	258	28	57	101	54	15	2
ABC CLASSIC FM	55	0	0	0	5	10	40

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: 2975]

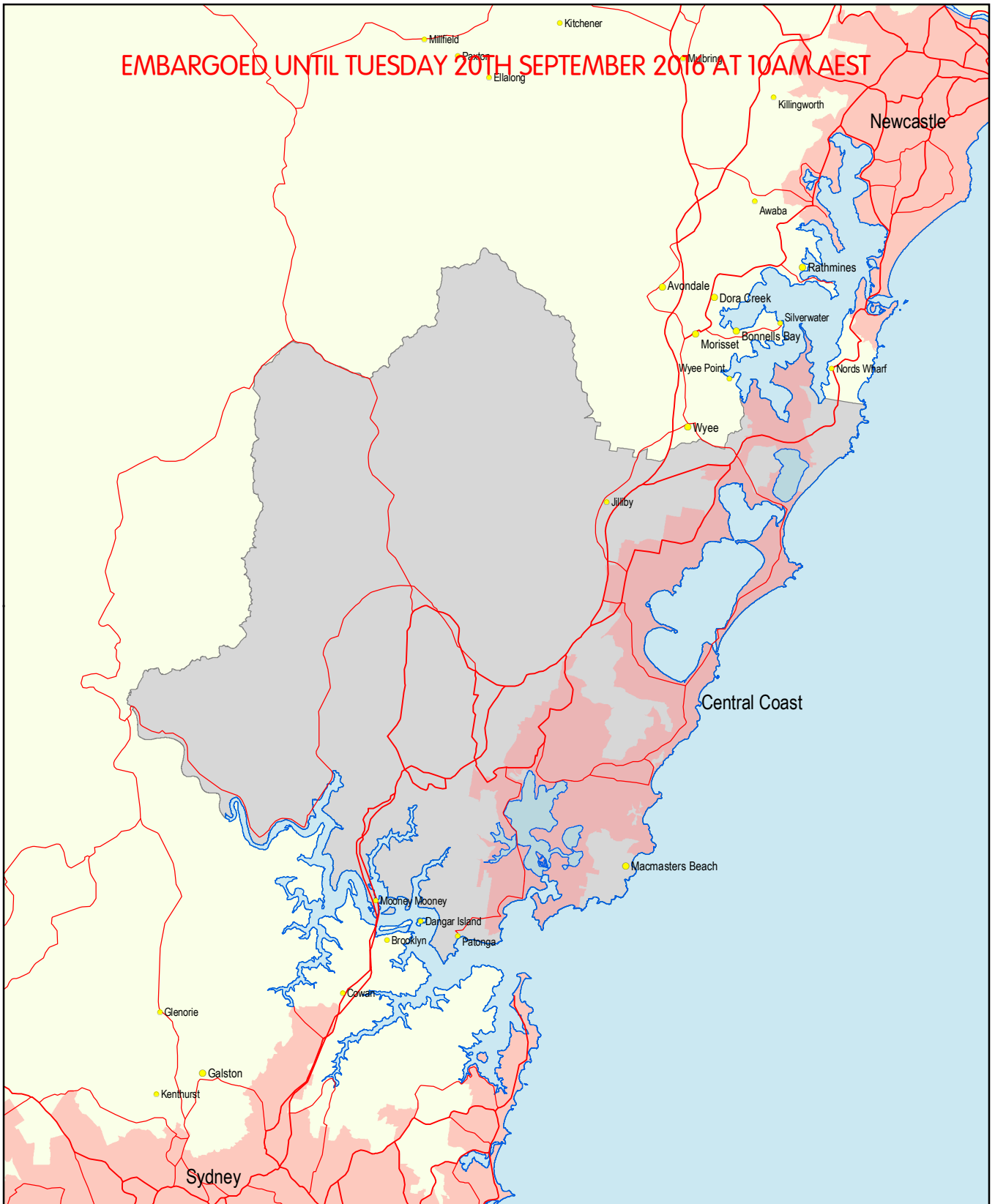
	Breakfast Mon-Fri 5.30am-9.00am	Morning Mon-Fri 9.00am-12.00pm	Afternoon Mon-Fri 12.00pm-4.00pm	Drive Mon-Fri 4.00pm-7.00pm	Evening Mon-Fri 7.00pm-12.00mn	Weekend Sat-Sun 5.30am-12.00mn
SEA FM	587	279	449	542	74	493
2GO	466	342	392	334	62	394
STAR FM	550	292	397	450	72	446
ABC CENTRAL COAST	171	104	89	131	47	174
ABC RADIO NATIONAL	60	32	30	32	15	52
ABC NEWS RADIO	22	15	15	12	10	22
TRIPLE J	186	109	126	183	40	186
ABC CLASSIC FM	40	35	30	42	12	40

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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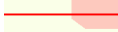

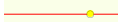


GOSFORD RA1

Area ID: 517

Determined: 16 January 2014 (2006 Census)

Legend

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

