

GOSFORD (NSW)

SURVEY #1 2017



GOSFORD - XTRA INSIGHTS - SURVEY 1: 2017



EMBARGOED UNTIL TUESDAY 19TH SEPTEMBER AT 10AM 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	+/-
SEA HIT101.3 CENTRAL COAST	17.9	19.9	-2.0	37.3	35.6	1.7	35.6	48.3	-12.7	28.9	28.6	0.3	12.0	16.3	-4.3	5.0	4.4	0.6	0.7	0.8	-0.1
FM107.7 2GO	11.7	13.7	-2.0	4.6	9.9	-5.3	10.8	8.7	2.1	9.9	11.0	-1.1	15.7	18.7	-3.0	15.1	18.3	-3.2	11.6	13.3	-1.7
STAR 104.5	17.3	14.0	3.3	26.7	24.3	2.4	20.8	12.8	8.0	24.1	18.8	5.3	21.9	20.7	1.2	10.7	8.8	1.9	3.8	1.9	1.9
ABC CENTRAL COAST	4.0	5.0	-1.0	1.5	1.5	0.0	0.0	0.7	-0.7	1.6	1.2	0.4	4.5	5.6	-1.1	6.9	9.4	-2.5	7.5	9.5	-2.0
ABC RN (RADIO NATIONAL)	1.3	0.8	0.5	1.5	0.0	1.5	0.0	0.7	-0.7	0.0	0.4	-0.4	0.8	1.2	-0.4	2.5	1.9	0.6	2.6	0.8	1.8
ABC NEWS	0.7	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	-0.8	2.9	0.4	2.5	0.6	0.0	0.6	0.0	0.8	-0.8
triple j	6.7	5.9	0.8	6.1	6.1	0.0	16.1	11.4	4.7	12.6	11.8	0.8	3.7	4.8	-1.1	3.8	3.1	0.7	0.4	0.0	0.4
ABC CLASSIC FM	1.2	1.4	-0.2	0.8	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.8	0.0	0.0	0.6	-0.6	4.1	5.3	-1.2

Please note: Last Gosford Survey conducted September 2016. SEA HIT101.3 CENTRAL COAST & FM107.7 2GO on air from 15 Dec 2016. Previously known as SEA FM & 2GO. ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

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: 21st August 2017 - 9th September 2017

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EMBARGOED UNTIL TUESDAY 19TH SEPTEMBER AT 10AM 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	+/-
SEA HIT101.3 CENTRAL COAST	18.8	18.8	0.0	12.5	13.8	-1.3	16.3	19.8	-3.5	20.0	23.6	-3.6	10.8	13.1	-2.3	17.8	17.8	0.0
FM107.7 2GO	10.5	13.2	-2.7	12.2	16.4	-4.2	11.8	15.9	-4.1	10.5	12.6	-2.1	8.5	10.7	-2.2	10.6	12.5	-1.9
STAR 104.5	16.0	15.0	1.0	17.3	12.1	5.2	19.1	14.4	4.7	18.3	15.5	2.8	15.4	8.9	6.5	15.8	13.1	2.7
ABC CENTRAL COAST	3.7	5.8	-2.1	4.3	5.0	-0.7	3.9	3.9	0.0	3.8	5.4	-1.6	7.4	9.5	-2.1	4.7	6.2	-1.5
ABC RN (RADIO NATIONAL)	1.5	1.2	0.3	0.7	1.4	-0.7	0.7	1.1	-0.4	1.3	0.6	0.7	4.0	2.4	1.6	1.6	0.9	0.7
ABC NEWS	1.0	0.3	0.7	0.7	0.2	0.5	0.9	0.1	0.8	0.7	0.4	0.3	1.1	1.2	-0.1	0.5	0.4	0.1
triple j	7.0	6.0	1.0	6.0	5.2	0.8	6.4	5.1	1.3	9.7	7.1	2.6	8.0	8.3	-0.3	7.2	7.2	0.0
ABC CLASSIC FM	1.2	1.3	-0.1	1.7	1.8	-0.1	1.6	1.2	0.4	0.9	1.5	-0.6	1.1	2.4	-1.3	1.5	1.4	0.1

Please note: Last Gosford Survey conducted September 2016. SEA HIT101.3 CENTRAL COAST & FM107.7 2GO on air from 15 Dec 2016. Previously known as SEA FM & 2GO. ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

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 TUESDAY 19TH SEPTEMBER AT 10AM 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	+/-
SEA HIT101.3 CENTRAL COAST	746	755	-9	151	138	13	164	209	-45	253	222	31	131	156	-25	38	22	16	10	7	3
FM107.7 2GO	549	607	-58	28	53	-25	60	49	11	95	99	-4	168	173	-5	88	109	-21	110	124	-14
STAR 104.5	806	706	100	133	118	15	128	91	37	231	188	43	201	215	-14	73	67	6	40	27	13
ABC CENTRAL COAST	203	216	-13	8	8	0	0	5	-5	15	17	-2	53	59	-6	45	47	-2	83	80	3
ABC RN (RADIO NATIONAL)	78	69	9	5	5	0	0	5	-5	5	2	3	13	12	1	15	15	0	40	30	10
ABC NEWS	43	35	8	0	0	0	0	0	0	0	7	-7	20	12	8	10	2	8	13	12	1
triple j	298	258	40	28	28	0	80	57	23	128	101	27	38	54	-16	22	15	7	3	2	1
ABC CLASSIC FM	63	55	8	5	0	5	0	0	0	0	0	0	13	5	8	5	10	-5	40	40	0

Please note: Last Gosford Survey conducted September 2016. SEA HIT101.3 CENTRAL COAST & FM107.7 2GO on air from 15 Dec 2016. Previously known as SEA FM & 2GO. ABC NEWS on air from 10 April 2017. Previously known as ABC News Radio.

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 TUESDAY 19TH SEPTEMBER AT 10AM AEST

Cumulative Audience (00's) by Session, P10+ [Potential: 3010]

	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	+/-
SEA HIT101.3 CENTRAL COAST	620	587	33	304	279	25	412	449	-37	530	542	-12	75	74	1	505	493	12
FM107.7 2GO	391	466	-75	306	342	-36	318	392	-74	311	334	-23	50	62	-12	339	394	-55
STAR 104.5	620	550	70	407	292	115	515	397	118	545	450	95	93	72	21	535	446	89
ABC CENTRAL COAST	130	171	-41	103	104	-1	110	89	21	100	131	-31	40	47	-7	133	174	-41
ABC RN (RADIO NATIONAL)	58	60	-2	28	32	-4	30	30	0	40	32	8	17	15	2	58	52	6
ABC NEWS	35	22	13	22	15	7	27	15	12	23	12	11	10	10	0	28	22	6
triple j	231	186	45	143	109	34	163	126	37	241	183	58	45	40	5	216	186	30
ABC CLASSIC FM	48	40	8	43	35	8	48	30	18	23	42	-19	10	12	-2	50	40	10

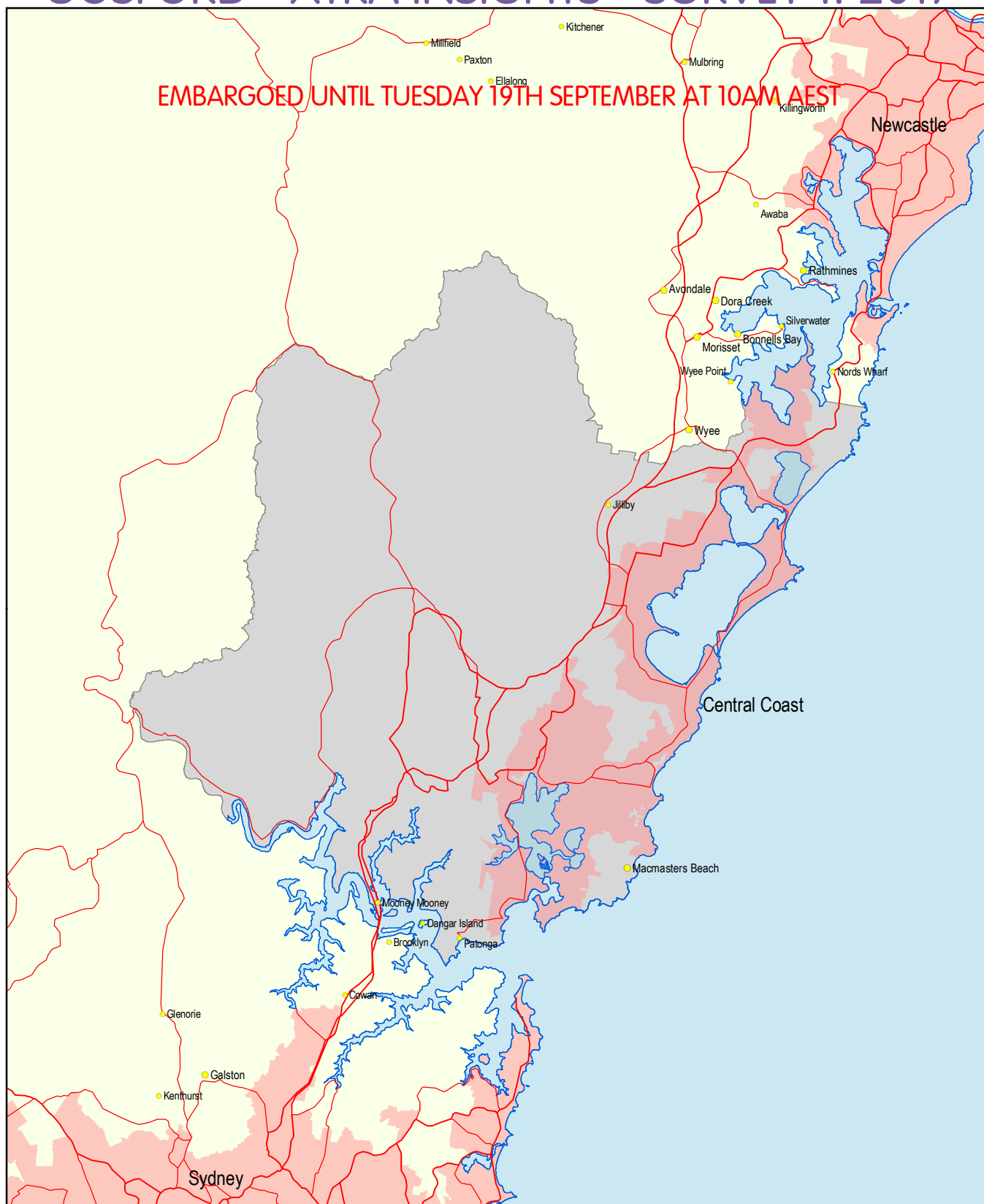
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Cumulative Audience (00's)



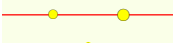
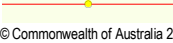
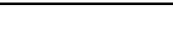
The total number of different people who listen to a station for at least 8 minutes during any time period, based on a listener's recall of their previous week's listening. For example, Station A has 25,000 unique listeners between 5.30am-12.00mn Monday to Sunday.

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Legend

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

GOSFORD RA1

Area ID: 517

Determined: 16 January 2014 (2006 Census)

