

GOSFORD (NSW)

SURVEY #1 2018



GOSFORD - XTRA INSIGHTS - SURVEY 1: 2018



EMBARGOED UNTIL TUESDAY 9TH OCTOBER 2018 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	+/-
101.3 SEA FM	16.6	17.9	-1.3	30.9	37.3	-6.4	31.9	35.6	-3.7	30.9	28.9	2.0	14.5	12.0	2.5	2.9	5.0	-2.1	1.8	0.7	1.1
107.7 2GO	10.8	11.7	-0.9	2.9	4.6	-1.7	7.1	10.8	-3.7	6.9	9.9	-3.0	15.7	15.7	0.0	19.1	15.1	4.0	9.8	11.6	-1.8
STAR 104.5	16.7	17.3	-0.6	30.2	26.7	3.5	15.0	20.8	-5.8	20.2	24.1	-3.9	21.3	21.9	-0.6	15.5	10.7	4.8	4.0	3.8	0.2
ABC RADIO CENTRAL COAST	4.9	4.0	0.9	2.9	1.5	1.4	0.0	0.0	0.0	1.7	1.6	0.1	3.0	4.5	-1.5	8.6	6.9	1.7	10.1	7.5	2.6
ABC RN	0.8	1.3	-0.5	0.0	1.5	-1.5	0.0	0.0	0.0	0.4	0.0	0.4	0.0	0.8	-0.8	0.0	2.5	-2.5	3.2	2.6	0.6
ABC NEWS	0.6	0.7	-0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.4	0.4	2.9	-2.5	0.0	0.6	-0.6	1.8	0.0	1.8
TRIPLE J	8.7	6.7	2.0	12.4	6.1	6.3	22.1	16.1	6.0	15.4	12.6	2.8	7.8	3.7	4.1	2.9	3.8	-0.9	0.0	0.4	-0.4
ABC CLASSIC FM	1.2	1.2	0.0	0.7	0.8	-0.1	0.0	0.0	0.0	0.4	0.0	0.4	0.0	0.8	-0.8	0.0	0.0	0.0	4.7	4.1	0.6

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			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	+/-
101.3 SEA FM	17.6	18.8	-1.2	13.0	12.5	0.5	17.6	16.3	1.3	19.4	20.0	-0.6	10.9	10.8	0.1	15.8	17.8	-2.0
107.7 2GO	9.7	10.5	-0.8	12.6	12.2	0.4	11.8	11.8	0.0	10.6	10.5	0.1	7.9	8.5	-0.6	8.4	10.6	-2.2
STAR 104.5	16.4	16.0	0.4	14.2	17.3	-3.1	16.6	19.1	-2.5	17.0	18.3	-1.3	11.5	15.4	-3.9	16.7	15.8	0.9
ABC RADIO CENTRAL COAST	5.0	3.7	1.3	4.9	4.3	0.6	4.5	3.9	0.6	3.6	3.8	-0.2	9.1	7.4	1.7	5.5	4.7	0.8
ABC RN	1.1	1.5	-0.4	0.6	0.7	-0.1	0.4	0.7	-0.3	0.4	1.3	-0.9	3.0	4.0	-1.0	1.6	1.6	0.0
ABC NEWS	0.4	1.0	-0.6	0.3	0.7	-0.4	0.4	0.9	-0.5	0.3	0.7	-0.4	1.2	1.1	0.1	0.3	0.5	-0.2
TRIPLE J	9.8	7.0	2.8	6.3	6.0	0.3	7.6	6.4	1.2	10.4	9.7	0.7	7.9	8.0	-0.1	9.6	7.2	2.4
ABC CLASSIC FM	1.2	1.2	0.0	1.7	1.7	0.0	1.7	1.6	0.1	1.0	0.9	0.1	2.4	1.1	1.3	1.6	1.5	0.1

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	+/-
101.3 SEA FM	700	746	-46	124	151	-27	125	164	-39	235	253	-18	169	131	38	30	38	-8	17	10	7
107.7 2GO	533	549	-16	37	28	9	27	60	-33	84	95	-11	176	168	8	117	88	29	92	110	-18
STAR 104.5	721	806	-85	136	133	3	72	128	-56	178	231	-53	216	201	15	84	73	11	35	40	-5
ABC RADIO CENTRAL COAST	213	203	10	20	8	12	0	0	0	12	15	-3	42	53	-11	40	45	-5	99	83	16
ABC RN	67	78	-11	2	5	-3	2	0	2	2	5	-3	7	13	-6	7	15	-8	45	40	5
ABC NEWS	30	43	-13	0	0	0	3	0	3	5	0	5	7	20	-13	0	10	-10	15	13	2
TRIPLE J	347	298	49	42	28	14	82	80	2	129	128	1	77	38	39	17	22	-5	0	3	-3
ABC CLASSIC FM	62	63	-1	5	5	0	0	0	0	5	0	5	2	13	-11	5	5	0	45	40	5

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: 2974]

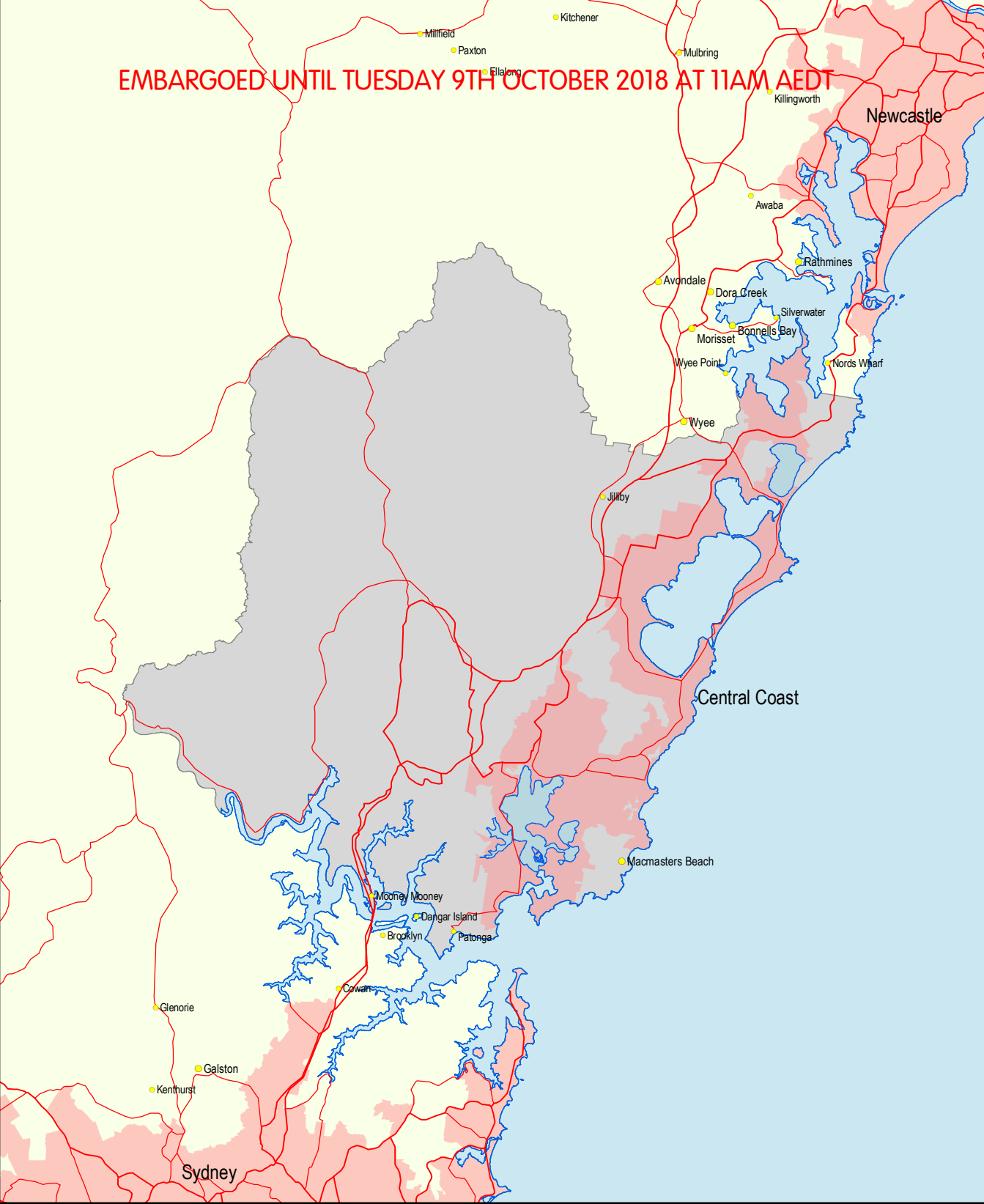
	Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5.30am-9.00am			Mon-Fri 9.00am-12.00pm			Mon-Fri 12.00pm-4.00pm			Mon-Fri 4.00pm-7.00pm			Mon-Fri 7.00pm-12.00mn			Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
101.3 SEA FM	600	620	-20	312	304	8	436	412	24	521	530	-9	57	75	-18	466	505	-39
107.7 2GO	406	391	15	310	306	4	332	318	14	327	311	16	42	50	-8	320	339	-19
STAR 104.5	607	620	-13	359	407	-48	468	515	-47	496	545	-49	69	93	-24	516	535	-19
ABC RADIO CENTRAL COAST	176	130	46	109	103	6	124	110	14	109	100	9	42	40	2	168	133	35
ABC RN	49	58	-9	25	28	-3	20	30	-10	27	40	-13	17	17	0	54	58	-4
ABC NEWS	22	35	-13	10	22	-12	15	27	-12	17	23	-6	7	10	-3	12	28	-16
TRIPLE J	305	231	74	151	143	8	196	163	33	263	241	22	40	45	-5	265	216	49
ABC CLASSIC FM	40	48	-8	37	43	-6	47	48	-1	32	23	9	12	10	2	45	50	-5

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

