

GOSFORD (NSW)

SURVEY #1 2021



GOSFORD - XTRA INSIGHTS - SURVEY 1: 2021



EMBARGOED UNTIL FRIDAY 9TH JULY 2021 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	+/-
HIT101.3 CENTRAL COAST	16.0	18.0	-2.0	23.6	30.9	-7.3	33.9	48.7	-14.8	28.2	29.6	-1.4	14.9	12.7	2.2	6.4	9.3	-2.9	1.8	0.0	1.8
TRIPLE M CENTRAL COAST 107.7	12.5	12.1	0.4	10.7	7.3	3.4	7.0	8.0	-1.0	12.1	5.2	6.9	15.7	18.7	-3.0	19.9	20.2	-0.3	8.3	10.5	-2.2
STAR 104.5	18.3	16.6	1.7	32.7	29.4	3.3	23.6	15.0	8.6	18.0	24.9	-6.9	23.9	23.1	0.8	14.5	8.1	6.4	6.1	2.9	3.2
ABC CENTRAL COAST	4.3	4.7	-0.4	3.7	0.7	3.0	0.0	0.0	0.0	0.4	0.9	-0.5	3.7	3.7	0.0	5.8	9.3	-3.5	9.4	10.1	-0.7
ABC RN (RADIO NATIONAL)	0.8	0.9	-0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	-0.4	1.7	4.0	-2.3	2.5	1.1	1.4
ABC NEWSRADIO	0.8	0.2	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	-0.4	1.9	0.4	1.5	0.6	0.0	0.6	1.4	0.4	1.0
triple j	7.6	7.5	0.1	6.4	6.6	-0.2	21.2	15.0	6.2	16.2	13.7	2.5	7.5	7.5	0.0	0.0	6.3	-6.3	0.4	0.4	0.0
ABC CLASSIC	1.4	1.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	-0.4	1.5	0.0	1.5	1.2	1.1	0.1	4.0	4.7	-0.7
KIIS 106.5	4.8	2.8	2.0	8.7	4.4	4.3	5.7	4.4	1.3	6.2	5.6	0.6	7.1	3.4	3.7	2.9	0.6	2.3	0.4	0.0	0.4
WSFM	1.4	1.4	0.0	0.7	0.7	0.0	0.0	0.0	0.0	0.8	0.9	-0.1	2.2	1.9	0.3	4.0	4.1	-0.1	0.4	0.7	-0.3
2DAYFM 104.1	0.6	0.6	0.0	0.7	0.7	0.0	0.0	0.0	0.0	1.7	0.4	1.3	0.0	1.9	-1.9	0.0	0.0	0.0	0.7	0.0	0.7
TRIPLE M SYDNEY	1.8	1.8	0.0	3.5	2.2	1.3	1.2	1.8	-0.6	2.3	2.6	-0.3	2.2	2.6	-0.4	2.3	2.3	0.0	0.0	0.0	0.0
NOVA 96.9	1.1	1.0	0.1	1.5	1.5	0.0	0.9	0.9	0.0	2.5	1.3	1.2	1.1	2.2	-1.1	0.6	0.0	0.6	0.0	0.0	0.0
SMOOTHFM 95.3	2.1	1.7	0.4	0.7	4.4	-3.7	0.0	0.0	0.0	2.0	1.7	0.3	2.2	1.5	0.7	4.6	1.2	3.4	2.2	1.4	0.8

Please note: Last Gosford Survey conducted October 2019.

HIT101.3 Central Coast on air from 8 November 2019. Previously known as 101.3 Sea FM.

Triple M Central Coast 107.7 on air from 8 November 2019. Previously known as 107.7 2GO.

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: 7th June 2021 - 26th June 2021

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GOSFORD - XTRA INSIGHTS - SURVEY 1: 2021



EMBARGOED UNTIL FRIDAY 9TH JULY 2021 AT 11AM AEST

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		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT101.3 CENTRAL COAST	16.2	18.6	-2.4	12.5	12.4	0.1	15.6	16.2	-0.6	18.5	21.3	-2.8	15.9	13.1	2.8	14.6	16.9	-2.3
TRIPLE M CENTRAL COAST 107.7	11.2	11.7	-0.5	14.4	13.0	1.4	15.1	12.7	2.4	12.6	12.3	0.3	8.8	7.2	1.6	10.3	11.2	-0.9
STAR 104.5	18.0	16.4	1.6	15.6	14.4	1.2	17.8	16.2	1.6	20.2	17.8	2.4	15.8	11.1	4.7	18.4	14.1	4.3
ABC CENTRAL COAST	3.9	4.8	-0.9	3.3	4.5	-1.2	3.7	4.4	-0.7	3.3	3.5	-0.2	5.4	13.1	-7.7	4.0	5.7	-1.7
ABC RN (RADIO NATIONAL)	0.7	1.0	-0.3	0.8	1.0	-0.2	0.5	0.6	-0.1	1.0	0.5	0.5	0.9	0.6	0.3	1.1	1.0	0.1
ABC NEWSRADIO	1.3	0.3	1.0	0.7	0.1	0.6	0.4	0.1	0.3	0.7	0.3	0.4	3.2	0.7	2.5	1.0	0.5	0.5
triple j	8.0	7.7	0.3	8.1	8.2	-0.1	7.8	8.1	-0.3	9.0	8.9	0.1	8.2	4.6	3.6	8.8	7.3	1.5
ABC CLASSIC	1.2	1.2	0.0	1.9	2.2	-0.3	1.8	1.5	0.3	1.4	0.9	0.5	3.2	2.0	1.2	1.9	1.7	0.2
KIIS 106.5	6.2	3.5	2.7	4.1	1.5	2.6	3.8	2.8	1.0	4.3	2.7	1.6	2.7	0.7	2.0	3.3	2.2	1.1
WSFM	1.4	1.5	-0.1	1.2	1.0	0.2	1.7	1.0	0.7	1.3	1.2	0.1	1.8	1.3	0.5	1.3	1.3	0.0
2DAYFM 104.1	0.6	0.6	0.0	0.7	0.6	0.1	0.9	0.6	0.3	0.6	0.8	-0.2	0.0	0.0	0.0	0.4	0.8	-0.4
TRIPLE M SYDNEY	2.1	2.2	-0.1	1.4	1.3	0.1	2.3	1.4	0.9	3.4	2.3	1.1	1.0	1.3	-0.3	2.8	2.5	0.3
NOVA 96.9	1.2	0.9	0.3	0.5	0.6	-0.1	0.6	0.8	-0.2	1.6	1.1	0.5	0.5	0.7	-0.2	1.0	1.3	-0.3
SMOOTHFM 95.3	1.2	1.2	0.0	2.1	1.7	0.4	2.3	1.9	0.4	2.0	1.7	0.3	1.8	2.6	-0.8	3.1	1.8	1.3

Please note: Last Gosford Survey conducted October 2019.

HIT101.3 Central Coast on air from 8 November 2019. Previously known as 101.3 Sea FM.

Triple M Central Coast 107.7 on air from 8 November 2019. Previously known as 107.7 2GO.

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.

Survey Period: 7th June 2021 - 26th June 2021

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GOSFORD - XTRA INSIGHTS - SURVEY 1: 2021



EMBARGOED UNTIL FRIDAY 9TH JULY 2021 AT 11AM 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	+/-
HIT101.3 CENTRAL COAST	746	777	-31	133	145	-12	141	168	-27	244	262	-18	170	143	27	35	57	-22	23	3	20
TRIPLE M CENTRAL COAST 107.7	606	585	21	59	55	4	43	30	13	133	75	58	178	198	-20	115	132	-17	78	95	-17
STAR 104.5	855	735	120	160	120	40	95	65	30	184	209	-25	249	230	19	96	73	23	71	37	34
ABC CENTRAL COAST	189	220	-31	15	2	13	0	0	0	7	12	-5	30	40	-10	40	62	-22	96	102	-6
ABC RN (RADIO NATIONAL)	51	52	-1	0	0	0	0	0	0	0	2	-2	3	5	-2	15	22	-7	33	22	11
ABC NEWSRADIO	53	22	31	2	0	2	0	0	0	0	2	-2	15	8	7	8	2	6	28	10	18
triple j	379	322	57	32	35	-3	91	68	23	160	110	50	84	65	19	8	42	-34	5	2	3
ABC CLASSIC	78	52	26	3	2	1	0	0	0	2	2	0	13	2	11	15	7	8	46	37	9
KIIS 1065	252	125	127	32	20	12	35	15	20	78	45	33	84	32	52	18	12	6	5	0	5
WSFM	86	102	-16	3	3	0	4	0	4	7	20	-13	30	35	-5	33	28	5	10	17	-7
2DAYFM 104.1	43	25	18	5	2	3	8	0	8	17	8	9	5	15	-10	0	0	0	8	0	8
TRIPLE M SYDNEY	153	127	26	24	10	14	13	10	3	30	27	3	38	52	-14	43	22	21	5	5	0
NOVA 96.9	94	80	14	10	23	-13	15	13	2	44	20	24	18	17	1	8	7	1	0	0	0
SMOOTHFM 95.3	174	120	54	15	22	-7	4	3	1	26	12	14	36	25	11	53	23	30	41	35	6

Please note: Last Gosford Survey conducted October 2019.

HIT101.3 Central Coast on air from 8 November 2019. Previously known as 101.3 Sea FM.

Triple M Central Coast 107.7 on air from 8 November 2019. Previously known as 107.7 2GO.

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.

Survey Period: 7th June 2021 - 26th June 2021

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GOSFORD - XTRA INSIGHTS - SURVEY 1: 2021



EMBARGOED UNTIL FRIDAY 9TH JULY 2021 AT 11AM AEST

Cumulative Audience (00's) by Session, P10+ [Potential: 3043]

	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		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT101.3 CENTRAL COAST	537	670	-133	295	313	-18	399	413	-14	416	555	-139	109	62	47	389	520	-131
TRIPLE M CENTRAL COAST 107.7	375	467	-92	298	325	-27	353	355	-2	262	370	-108	59	52	7	290	382	-92
STAR 104.5	583	625	-42	351	365	-14	439	427	12	456	502	-46	90	70	20	465	480	-15
ABC CENTRAL COAST	123	160	-37	71	120	-49	79	115	-36	66	100	-34	30	57	-27	98	177	-79
ABC RN (RADIO NATIONAL)	30	37	-7	25	32	-7	15	20	-5	25	22	3	8	7	1	38	37	1
ABC NEWSRADIO	33	17	16	18	7	11	15	7	8	13	10	3	18	2	16	25	17	8
triple j	257	272	-15	182	185	-3	194	190	4	200	227	-27	48	18	30	212	222	-10
ABC CLASSIC	40	37	3	41	50	-9	51	35	16	38	25	13	20	10	10	48	45	3
KIIS 106.5	185	105	80	96	45	51	100	68	32	106	75	31	17	5	12	108	65	43
WSFM	53	70	-17	35	57	-22	40	50	-10	41	52	-11	10	12	-2	47	67	-20
2DAYFM 104.1	15	20	-5	15	15	0	23	15	8	15	20	-5	0	0	0	8	20	-12
TRIPLE M SYDNEY	91	115	-24	38	52	-14	62	57	5	67	90	-23	6	10	-4	82	90	-8
NOVA 96.9	47	57	-10	15	20	-5	23	35	-12	51	50	1	6	13	-7	45	65	-20
SMOOTHFM 95.3	81	70	11	66	60	6	76	60	16	59	62	-3	13	13	0	95	77	18

Please note: Last Gosford Survey conducted October 2019.

HIT101.3 Central Coast on air from 8 November 2019. Previously known as 101.3 Sea FM.

Triple M Central Coast 107.7 on air from 8 November 2019. Previously known as 107.7 2GO.

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 FRIDAY 9TH JULY 2021 AT 11AM AEST



GOSFORD Survey Coverage Area based on Commercial Radio Australia’s Licence Area Profile.