

THE CENTRAL COAST (NSW)

SURVEY #1 2022



THE CENTRAL COAST - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL THURSDAY 1ST SEPTEMBER 2022 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	15.1	16.0	-0.9	31.1	23.6	7.5	25.8	33.9	-8.1	19.7	28.2	-8.5	16.6	14.9	1.7	6.6	6.4	0.2	2.9	1.8	1.1
TRIPLE M CENTRAL COAST 107.7	12.6	12.5	0.1	6.5	10.7	-4.2	13.6	7.0	6.6	13.8	12.1	1.7	14.4	15.7	-1.3	16.5	19.9	-3.4	9.8	8.3	1.5
STAR 104.5	19.1	18.3	0.8	28.9	32.7	-3.8	33.5	23.6	9.9	23.2	18.0	5.2	19.5	23.9	-4.4	18.8	14.5	4.3	4.7	6.1	-1.4
ABC CENTRAL COAST	4.1	4.3	-0.2	0.0	3.7	-3.7	0.0	0.0	0.0	2.5	0.4	2.1	3.3	3.7	-0.4	5.5	5.8	-0.3	9.0	9.4	-0.4
ABC RN (RADIO NATIONAL)	1.3	0.8	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.4	1.2	1.7	-0.5	4.7	2.5	2.2
ABC NEWSRADIO	1.1	0.8	0.3	1.3	0.0	1.3	0.0	0.0	0.0	0.9	0.0	0.9	0.4	1.9	-1.5	1.7	0.6	1.1	2.1	1.4	0.7
triple j	6.9	7.6	-0.7	5.7	6.4	-0.7	14.9	21.2	-6.3	14.0	16.2	-2.2	6.5	7.5	-1.0	3.3	0.0	3.3	0.7	0.4	0.3
ABC CLASSIC	0.9	1.4	-0.5	2.2	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.4	1.5	-1.1	0.6	1.2	-0.6	2.2	4.0	-1.8
KIIS 106.5	5.5	4.8	0.7	7.9	8.7	-0.8	5.3	5.7	-0.4	7.0	6.2	0.8	9.4	7.1	2.3	3.9	2.9	1.0	0.4	0.4	0.0
WSFM	1.1	1.4	-0.3	1.3	0.7	0.6	0.9	0.0	0.9	0.0	0.8	-0.8	1.8	2.2	-0.4	0.6	4.0	-3.4	1.4	0.4	1.0
2DAYFM 104.1	1.2	0.6	0.6	2.8	0.7	2.1	0.0	0.0	0.0	0.9	1.7	-0.8	1.8	0.0	1.8	1.1	0.0	1.1	0.7	0.7	0.0
TRIPLE M SYDNEY	1.7	1.8	-0.1	1.4	3.5	-2.1	0.0	1.2	-1.2	1.7	2.3	-0.6	3.6	2.2	1.4	2.3	2.3	0.0	0.4	0.0	0.4
NOVA 96.9	1.6	1.1	0.5	0.7	1.5	-0.8	0.0	0.9	-0.9	4.3	2.5	1.8	2.9	1.1	1.8	0.5	0.6	-0.1	0.0	0.0	0.0
SMOOTHFM 95.3	2.2	2.1	0.1	3.0	0.7	2.3	1.4	0.0	1.4	0.4	2.0	-1.6	0.7	2.2	-1.5	4.2	4.6	-0.4	4.0	2.2	1.8

Please note: Last Gosford Survey conducted July 2021.

*A minimum sample of n=50 is required within a sub cell to be able to produce a result.

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: 1st August 2022 – 20th August 2022

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THE CENTRAL COAST - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL THURSDAY 1ST SEPTEMBER 2022 AT 11AM 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	+/-
HIT101.3 CENTRAL COAST	15.3	16.2	-0.9	12.2	12.5	-0.3	14.2	15.6	-1.4	15.5	18.5	-3.0	11.9	15.9	-4.0	16.6	14.6	2.0
TRIPLE M CENTRAL COAST 107.7	12.3	11.2	1.1	13.9	14.4	-0.5	14.6	15.1	-0.5	11.7	12.6	-0.9	7.7	8.8	-1.1	10.9	10.3	0.6
STAR 104.5	18.9	18.0	0.9	18.0	15.6	2.4	19.1	17.8	1.3	20.1	20.2	-0.1	17.3	15.8	1.5	17.5	18.4	-0.9
ABC CENTRAL COAST	4.6	3.9	0.7	3.9	3.3	0.6	3.4	3.7	-0.3	2.8	3.3	-0.5	3.6	5.4	-1.8	3.5	4.0	-0.5
ABC RN (RADIO NATIONAL)	1.3	0.7	0.6	1.1	0.8	0.3	1.0	0.5	0.5	1.2	1.0	0.2	1.4	0.9	0.5	1.4	1.1	0.3
ABC NEWSRADIO	1.2	1.3	-0.1	0.8	0.7	0.1	0.7	0.4	0.3	1.2	0.7	0.5	1.4	3.2	-1.8	0.9	1.0	-0.1
triple j	7.2	8.0	-0.8	7.2	8.1	-0.9	7.8	7.8	0.0	9.9	9.0	0.9	11.1	8.2	2.9	8.2	8.8	-0.6
ABC CLASSIC	0.9	1.2	-0.3	1.1	1.9	-0.8	1.4	1.8	-0.4	1.2	1.4	-0.2	1.5	3.2	-1.7	1.5	1.9	-0.4
KIIS 1065	7.0	6.2	0.8	5.8	4.1	1.7	5.5	3.8	1.7	5.0	4.3	0.7	5.5	2.7	2.8	4.1	3.3	0.8
WSFM	1.3	1.4	-0.1	1.1	1.2	-0.1	0.7	1.7	-1.0	0.9	1.3	-0.4	1.1	1.8	-0.7	1.1	1.3	-0.2
2DAYFM 104.1	1.2	0.6	0.6	0.7	0.7	0.0	1.1	0.9	0.2	1.2	0.6	0.6	0.7	0.0	0.7	1.2	0.4	0.8
TRIPLE M SYDNEY	1.3	2.1	-0.8	1.2	1.4	-0.2	1.5	2.3	-0.8	2.8	3.4	-0.6	2.8	1.0	1.8	3.0	2.8	0.2
NOVA 96.9	1.5	1.2	0.3	1.0	0.5	0.5	1.7	0.6	1.1	1.6	1.6	0.0	1.8	0.5	1.3	1.1	1.0	0.1
SMOOTHFM 95.3	1.8	1.2	0.6	1.9	2.1	-0.2	2.7	2.3	0.4	2.2	2.0	0.2	2.7	1.8	0.9	2.2	3.1	-0.9

Please note: Last Gosford Survey conducted July 2021.

*A minimum sample of n=50 is required within a sub cell to be able to produce a result.

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: 1st August 2022 – 20th August 2022

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THE CENTRAL COAST - XTRA INSIGHTS - SURVEY 1: 2022



EMBARGOED UNTIL THURSDAY 1ST SEPTEMBER 2022 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	775	746	29	153	133	20	122	141	-19	238	244	-6	178	170	8	54	35	19	31	23	8
TRIPLE M CENTRAL COAST 107.7	659	606	53	66	59	7	66	43	23	124	133	-9	186	178	8	112	115	-3	105	78	27
STAR 104.5	927	855	72	150	160	-10	131	95	36	211	184	27	242	249	-7	136	96	40	57	71	-14
ABC CENTRAL COAST	210	189	21	3	15	-12	4	0	4	23	7	16	35	30	5	46	40	6	100	96	4
ABC RN (RADIO NATIONAL)	71	51	20	3	0	3	0	0	0	2	0	2	7	3	4	7	15	-8	51	33	18
ABC NEWSRADIO	70	53	17	7	2	5	0	0	0	10	0	10	2	15	-13	12	8	4	38	28	10
triple j	385	379	6	39	32	7	75	91	-16	150	160	-10	82	84	-2	29	8	21	10	5	5
ABC CLASSIC	53	78	-25	8	3	5	0	0	0	0	2	-2	7	13	-6	10	15	-5	28	46	-18
KIIS 1065	290	252	38	35	32	3	29	35	-6	89	78	11	102	84	18	22	18	4	13	5	8
WSFM	93	86	7	10	3	7	3	4	-1	12	7	5	32	30	2	17	33	-16	18	10	8
2DAYFM 104.1	68	43	25	12	5	7	4	8	-4	10	17	-7	25	5	20	10	0	10	8	8	0
TRIPLE M SYDNEY	142	153	-11	23	24	-1	0	13	-13	30	30	0	55	38	17	29	43	-14	5	5	0
NOVA 96.9	105	94	11	10	10	0	17	15	2	33	44	-11	37	18	19	7	8	-1	3	0	3
SMOOTHFM 95.3	171	174	-3	13	15	-2	15	4	11	22	26	-4	22	36	-14	30	53	-23	69	41	28

Please note: Last Gosford Survey conducted July 2021.

*A minimum sample of n=50 is required within a sub cell to be able to produce a result.

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: 1st August 2022 – 20th August 2022

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EMBARGOED UNTIL THURSDAY 1ST SEPTEMBER 2022 AT 11AM AEST

Cumulative Audience (00's) by Session, P10+ [Potential: 3066]

	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	+/-
HIT101.3 CENTRAL COAST	521	537	-16	299	295	4	383	399	-16	384	416	-32	107	109	-2	470	389	81
TRIPLE M CENTRAL COAST 107.7	409	375	34	322	298	24	370	353	17	267	262	5	73	59	14	335	290	45
STAR 104.5	603	583	20	422	351	71	492	439	53	484	456	28	141	90	51	512	465	47
ABC CENTRAL COAST	146	123	23	82	71	11	80	79	1	69	66	3	25	30	-5	106	98	8
ABC RN (RADIO NATIONAL)	48	30	18	28	25	3	20	15	5	23	25	-2	20	8	12	36	38	-2
ABC NEWSRADIO	40	33	7	25	18	7	22	15	7	33	13	20	13	18	-5	33	25	8
triple j	247	257	-10	172	182	-10	208	194	14	227	200	27	79	48	31	228	212	16
ABC CLASSIC	35	40	-5	20	41	-21	36	51	-15	25	38	-13	10	20	-10	38	48	-10
KIIS 106.5	217	185	32	126	96	30	128	100	28	119	106	13	48	17	31	120	108	12
WSFM	43	53	-10	30	35	-5	27	40	-13	30	41	-11	10	10	0	53	47	6
2DAYFM 104.1	40	15	25	24	15	9	25	23	2	23	15	8	5	0	5	33	8	25
TRIPLE M SYDNEY	65	91	-26	37	38	-1	50	62	-12	70	67	3	27	6	21	88	82	6
NOVA 96.9	51	47	4	31	15	16	44	23	21	39	51	-12	16	6	10	49	45	4
SMOOTHFM 95.3	63	81	-18	75	66	9	65	76	-11	58	59	-1	21	13	8	89	95	-6

Please note: Last Gosford Survey conducted July 2021.

*A minimum sample of n=50 is required within a sub cell to be able to produce a result.

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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THE CENTRAL COAST - XTRA INSIGHTS - SURVEY 1: 2022

EMBARGOED UNTIL THURSDAY 1ST SEPTEMBER 2022 AT 11AM AEST



GOSFORD/THE CENTRAL COAST Survey Coverage Area based on Commercial Radio Australia's Licence Area Profile.