

GOSFORD (NSW)

SURVEY #1 2019



GOSFORD - XTRA INSIGHTS - SURVEY 1: 2019



EMBARGOED UNTIL THURSDAY 3RD OCTOBER 2019 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	+/-
101.3 SEA FM	18.0	16.6	1.4	30.9	30.9	0.0	48.7	31.9	16.8	29.6	30.9	-1.3	12.7	14.5	-1.8	9.3	2.9	6.4	0.0	1.8	-1.8
107.7 2GO	12.1	10.8	1.3	7.3	2.9	4.4	8.0	7.1	0.9	5.2	6.9	-1.7	18.7	15.7	3.0	20.2	19.1	1.1	10.5	9.8	0.7
STAR 104.5	16.6	16.7	-0.1	29.4	30.2	-0.8	15.0	15.0	0.0	24.9	20.2	4.7	23.1	21.3	1.8	8.1	15.5	-7.4	2.9	4.0	-1.1
ABC CENTRAL COAST	4.7	4.9	-0.2	0.7	2.9	-2.2	0.0	0.0	0.0	0.9	1.7	-0.8	3.7	3.0	0.7	9.3	8.6	0.7	10.1	10.1	0.0
ABC RN (RADIO NATIONAL)	0.9	0.8	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	-0.4	0.4	0.0	0.4	4.0	0.0	4.0	1.1	3.2	-2.1
ABC NEWS	0.2	0.6	-0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.4	0.0	0.4	0.4	0.0	0.0	0.0	0.0	0.4	1.8	-1.4
triple j	7.5	8.7	-1.2	6.6	12.4	-5.8	15.0	22.1	-7.1	13.7	15.4	-1.7	7.5	7.8	-0.3	6.3	2.9	3.4	0.4	0.0	0.4
ABC CLASSIC	1.3	1.2	0.1	0.0	0.7	-0.7	0.0	0.0	0.0	0.4	0.4	0.0	0.0	0.0	0.0	1.1	0.0	1.1	4.7	4.7	0.0

Please note: Last Gosford Survey conducted October 2018. ABC CLASSIC on air from 21 January 2019. Previously known as ABC CLASSIC FM.

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.

GOSFORD - XTRA INSIGHTS - SURVEY 1: 2019



EMBARGOED UNTIL THURSDAY 3RD OCTOBER 2019 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	+/-
101.3 SEA FM	18.6	17.6	1.0	12.4	13.0	-0.6	16.2	17.6	-1.4	21.3	19.4	1.9	13.1	10.9	2.2	16.9	15.8	1.1
107.7 2GO	11.7	9.7	2.0	13.0	12.6	0.4	12.7	11.8	0.9	12.3	10.6	1.7	7.2	7.9	-0.7	11.2	8.4	2.8
STAR 104.5	16.4	16.4	0.0	14.4	14.2	0.2	16.2	16.6	-0.4	17.8	17.0	0.8	11.1	11.5	-0.4	14.1	16.7	-2.6
ABC CENTRAL COAST	4.8	5.0	-0.2	4.5	4.9	-0.4	4.4	4.5	-0.1	3.5	3.6	-0.1	13.1	9.1	4.0	5.7	5.5	0.2
ABC RN (RADIO NATIONAL)	1.0	1.1	-0.1	1.0	0.6	0.4	0.6	0.4	0.2	0.5	0.4	0.1	0.6	3.0	-2.4	1.0	1.6	-0.6
ABC NEWS	0.3	0.4	-0.1	0.1	0.3	-0.2	0.1	0.4	-0.3	0.3	0.3	0.0	0.7	1.2	-0.5	0.5	0.3	0.2
triple j	7.7	9.8	-2.1	8.2	6.3	1.9	8.1	7.6	0.5	8.9	10.4	-1.5	4.6	7.9	-3.3	7.3	9.6	-2.3
ABC CLASSIC	1.2	1.2	0.0	2.2	1.7	0.5	1.5	1.7	-0.2	0.9	1.0	-0.1	2.0	2.4	-0.4	1.7	1.6	0.1

Please note: Last Gosford Survey conducted October 2018. ABC CLASSIC on air from 21 January 2019. Previously known as ABC CLASSIC FM.

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.

GOSFORD - XTRA INSIGHTS - SURVEY 1: 2019



EMBARGOED UNTIL THURSDAY 3RD OCTOBER 2019 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	+/-
101.3 SEA FM	777	700	77	145	124	21	168	125	43	262	235	27	143	169	-26	57	30	27	3	17	-14
107.7 2GO	585	533	52	55	37	18	30	27	3	75	84	-9	198	176	22	132	117	15	95	92	3
STAR 104.5	735	721	14	120	136	-16	65	72	-7	209	178	31	230	216	14	73	84	-11	37	35	2
ABC CENTRAL COAST	220	213	7	2	20	-18	0	0	0	12	12	0	40	42	-2	62	40	22	102	99	3
ABC RN (RADIO NATIONAL)	52	67	-15	0	2	-2	0	2	-2	2	2	0	5	7	-2	22	7	15	22	45	-23
ABC NEWS	22	30	-8	0	0	0	0	3	-3	2	5	-3	8	7	1	2	0	2	10	15	-5
triple j	322	347	-25	35	42	-7	68	82	-14	110	129	-19	65	77	-12	42	17	25	2	0	2
ABC CLASSIC	52	62	-10	2	5	-3	0	0	0	2	5	-3	2	2	0	7	5	2	37	45	-8

Please note: Last Gosford Survey conducted October 2018. ABC CLASSIC on air from 21 January 2019. Previously known as ABC CLASSIC FM.

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.

GOSFORD - XTRA INSIGHTS - SURVEY 1: 2019



EMBARGOED UNTIL THURSDAY 3RD OCTOBER 2019 AT 11AM AEST

Cumulative Audience (00's) by Session, P10+ [Potential: 2997]

	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	670	600	70	313	312	1	413	436	-23	555	521	34	62	57	5	520	466	54
107.7 2GO	467	406	61	325	310	15	355	332	23	370	327	43	52	42	10	382	320	62
STAR 104.5	625	607	18	365	359	6	427	468	-41	502	496	6	70	69	1	480	516	-36
ABC CENTRAL COAST	160	176	-16	120	109	11	115	124	-9	100	109	-9	57	42	15	177	168	9
ABC RN (RADIO NATIONAL)	37	49	-12	32	25	7	20	20	0	22	27	-5	7	17	-10	37	54	-17
ABC NEWS	17	22	-5	7	10	-3	7	15	-8	10	17	-7	2	7	-5	17	12	5
triple j	272	305	-33	185	151	34	190	196	-6	227	263	-36	18	40	-22	222	265	-43
ABC CLASSIC	37	40	-3	50	37	13	35	47	-12	25	32	-7	10	12	-2	45	45	0

Please note: Last Gosford Survey conducted October 2018. ABC CLASSIC on air from 21 January 2019. Previously known as ABC CLASSIC FM.

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.

EMBARGOED UNTIL THURSDAY 3RD OCTOBER 2019 AT 11AM AEST



Gosford Survey Coverage Area based on Commercial Radio Australia's Licence Area Profile.