

CENTRAL COAST (NSW)

SURVEY #1 2024



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	12.8	15.1	-2.3	20.8	28.1	-7.3	19.1	19.5	-0.4	27.7	26.2	1.5	9.8	16.7	-6.9	6.3	7.7	-1.4	1.7	1.7	0.0
TRIPLE M CENTRAL COAST 107.7	14.9	11.0	3.9	13.4	7.5	5.9	14.6	8.8	5.8	11.6	8.6	3.0	13.5	12.8	0.7	22.4	21.1	1.3	15.0	7.6	7.4
STAR 104.5	17.9	18.5	-0.6	34.5	33.1	1.4	32.6	30.6	2.0	18.8	17.2	1.6	21.0	23.0	-2.0	11.5	15.2	-3.7	5.4	6.2	-0.8
ABC CENTRAL COAST	5.0	4.2	0.8	0.0	2.3	-2.3	0.0	0.0	0.0	2.1	1.2	0.9	3.1	1.8	1.3	8.3	6.7	1.6	11.0	9.6	1.4
ABC RN (RADIO NATIONAL)	1.5	1.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.4	1.1	1.2	2.3	-1.1	4.1	3.1	1.0
ABC NEWSRADIO	0.8	0.7	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.6	0.8	0.4	0.4	1.1	0.0	1.1	1.3	2.4	-1.1
triple J	4.6	7.7	-3.1	2.1	3.8	-1.7	12.4	22.2	-9.8	7.0	14.9	-7.9	5.0	7.5	-2.5	5.3	3.5	1.8	0.4	1.0	-0.6
ABC CLASSIC	0.8	1.3	-0.5	0.7	1.6	-0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	-0.4	1.1	1.8	-0.7	2.4	3.1	-0.7
KIIS 1065	7.7	5.6	2.1	13.4	8.4	5.0	5.1	4.9	0.2	11.8	11.7	0.1	14.0	6.7	7.3	3.6	2.3	1.3	0.0	0.7	-0.7
WSFM	1.1	1.2	-0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	2.0	-1.7	1.5	0.7	0.8	3.2	1.6	1.6	1.0	1.7	-0.7
2DAYFM 104.1	0.4	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.7	0.0	0.4	-0.4	0.5	0.0	0.5	0.7	0.7	0.0
TRIPLE M SYDNEY	3.1	1.8	1.3	1.2	0.0	1.2	1.6	2.4	-0.8	2.7	1.6	1.1	7.3	5.7	1.6	4.9	0.6	4.3	0.3	0.0	0.3
NOVA 96.9	1.3	1.4	-0.1	0.7	3.9	-3.2	2.4	3.0	-0.6	3.3	0.9	2.4	1.6	2.2	-0.6	0.0	0.0	0.0	0.0	0.0	0.0
SMOOTHFM 95.3	2.1	1.8	0.3	0.0	0.0	0.0	0.0	0.9	-0.9	3.8	1.9	1.9	1.2	2.6	-1.4	2.2	1.7	0.5	3.1	2.1	1.0

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.

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	14.5	14.7	-0.2	12.5	12.7	-0.2	14.6	16.5	-1.9	16.1	16.0	0.1	14.5	14.9	-0.4	15.7	15.3	0.4
TRIPLE M CENTRAL COAST 107.7	13.4	11.3	2.1	16.0	12.3	3.7	16.0	11.5	4.5	14.9	11.9	3.0	9.2	8.8	0.4	14.0	11.9	2.1
STAR 104.5	18.6	19.4	-0.8	17.5	16.2	1.3	19.0	19.1	-0.1	18.7	20.9	-2.2	19.6	15.4	4.2	19.2	16.2	3.0
ABC CENTRAL COAST	6.4	4.7	1.7	4.5	4.2	0.3	4.6	3.8	0.8	4.8	3.7	1.1	6.2	6.5	-0.3	4.4	4.8	-0.4
ABC RN (RADIO NATIONAL)	1.8	1.4	0.4	1.5	1.1	0.4	1.3	0.5	0.8	1.4	1.0	0.4	3.6	1.6	2.0	1.1	1.1	0.0
ABC NEWSRADIO	0.9	1.0	-0.1	0.6	0.5	0.1	0.5	0.6	-0.1	0.9	0.7	0.2	1.1	0.4	0.7	1.1	0.7	0.4
triple J	4.9	6.9	-2.0	4.3	6.5	-2.2	4.4	7.1	-2.7	6.6	7.7	-1.1	6.4	5.2	1.2	4.8	7.8	-3.0
ABC CLASSIC	0.9	0.9	0.0	1.2	1.4	-0.2	1.1	1.1	0.0	1.6	1.0	0.6	2.4	1.2	1.2	1.5	1.1	0.4
KIIS 1065	8.5	6.1	2.4	5.6	4.5	1.1	4.1	4.5	-0.4	4.4	4.8	-0.4	3.8	4.6	-0.8	5.1	3.6	1.5
WSFM	1.3	1.6	-0.3	1.2	1.3	-0.1	1.0	1.2	-0.2	1.1	1.1	0.0	1.8	0.7	1.1	0.5	1.6	-1.1
2DAYFM 104.1	0.4	0.2	0.2	0.4	0.9	-0.5	0.6	0.5	0.1	0.8	0.4	0.4	0.2	0.4	-0.2	1.0	0.2	0.8
TRIPLE M SYDNEY	2.7	2.0	0.7	2.5	1.6	0.9	2.6	1.9	0.7	2.1	2.1	0.0	0.9	1.9	-1.0	2.3	2.2	0.1
NOVA 96.9	1.4	1.4	0.0	1.5	0.6	0.9	1.8	0.6	1.2	1.6	1.4	0.2	0.9	0.4	0.5	1.0	1.3	-0.3
SMOOTHFM 95.3	1.4	1.5	-0.1	2.5	2.2	0.3	2.8	2.5	0.3	2.0	1.9	0.1	0.9	2.3	-1.4	2.1	2.3	-0.2

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.

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	821	763	58	132	138	-6	118	128	-10	305	239	66	167	179	-12	68	61	7	32	18	14
TRIPLE M CENTRAL COAST 107.7	867	660	207	66	63	3	131	58	73	202	131	71	181	170	11	137	135	2	151	102	49
STAR 104.5	1006	903	103	162	152	10	168	132	36	269	192	77	226	223	3	96	112	-16	85	92	-7
ABC CENTRAL COAST	339	220	119	2	13	-11	33	0	33	62	12	50	46	40	6	57	51	6	138	105	33
ABC RN (RADIO NATIONAL)	97	64	33	0	0	0	16	0	16	3	0	3	15	7	8	10	10	0	53	46	7
ABC NEWSRADIO	87	66	21	5	3	2	12	0	12	13	2	11	15	18	-3	12	5	7	29	38	-9
triple J	365	379	-14	25	26	-1	96	70	26	145	139	6	58	88	-30	26	44	-18	14	13	1
ABC CLASSIC	95	55	40	5	5	0	16	0	16	11	0	11	5	5	0	7	16	-9	50	28	22
KIIS 1065	388	294	94	64	45	19	41	42	-1	116	89	27	126	94	32	26	18	8	16	5	11
WSFM	117	99	18	0	0	0	0	3	-3	10	19	-9	28	20	8	41	27	14	37	31	6
2DAYFM 104.1	100	52	48	11	8	3	8	7	1	25	5	20	39	15	24	9	5	4	8	13	-5
TRIPLE M SYDNEY	177	117	60	20	3	17	16	11	5	24	21	3	71	58	13	39	22	17	8	2	6
NOVA 96.9	122	102	20	10	24	-14	15	14	1	49	21	28	36	39	-3	10	3	7	3	0	3
SMOOTHFM 95.3	182	151	31	11	11	0	8	6	2	42	27	15	39	30	9	34	34	0	49	44	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.

CENTRAL COAST - XTRA INSIGHTS - SURVEY 1: 2024



EMBARGOED UNTIL TUESDAY 17TH DECEMBER 2024 AT 11AM AEDT

Cumulative Audience (00's) by Session, P10+ [Potential: 3120]

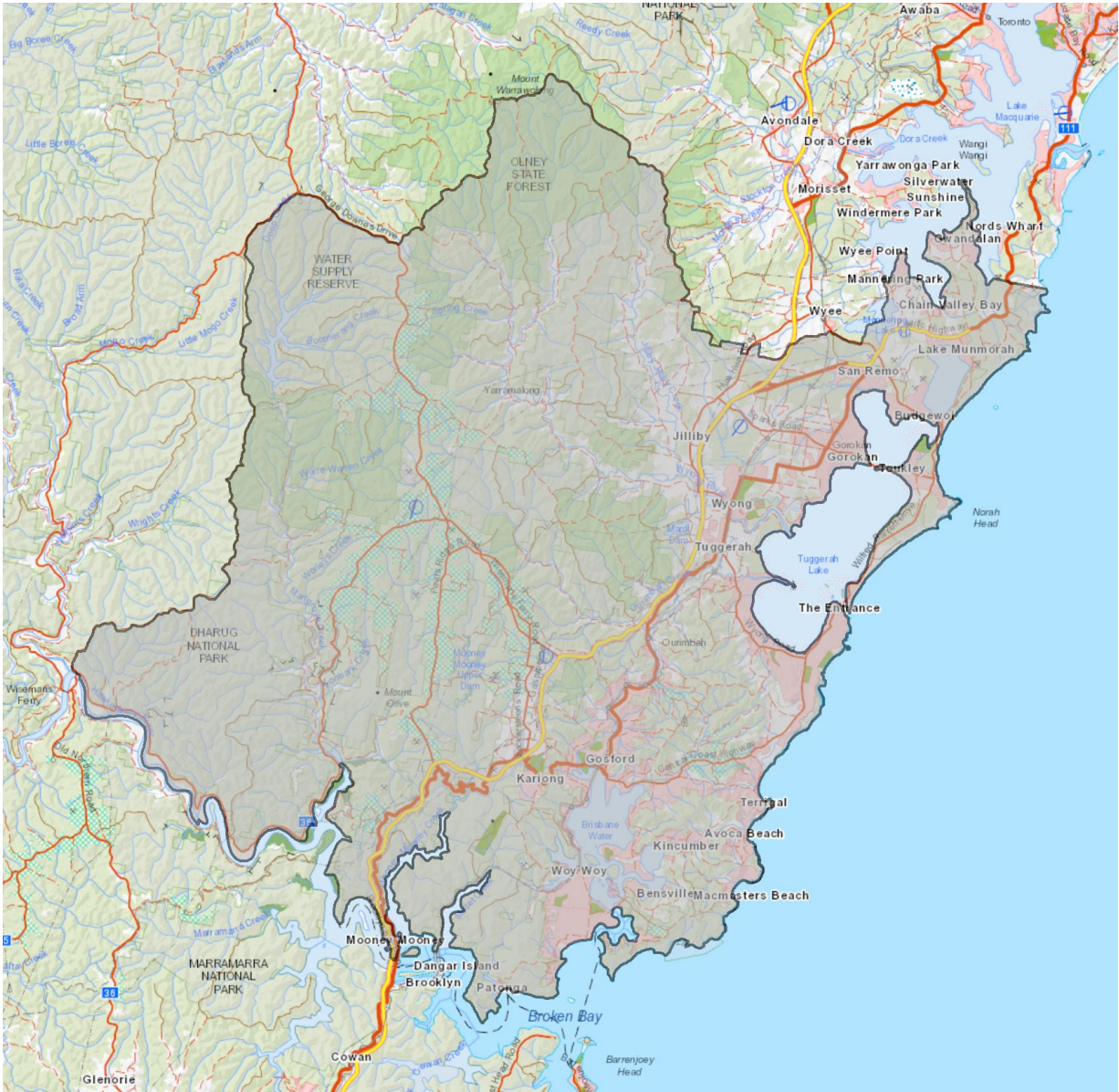
	Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5.30am-9.00am			Mon-Fri 9.00am-12.00pm			Mon-Fri 12.00pm-4.00pm			Mon-Fri 4.00pm-7.00pm			Mon-Fri 7.00pm-12.00mn			Sat-Sun 5.30am-12.00mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HIT101.3 CENTRAL COAST	544	478	66	396	289	107	479	432	47	423	398	25	183	116	67	517	445	72
TRIPLE M CENTRAL COAST 107.7	524	373	151	459	285	174	501	313	188	366	295	71	132	71	61	460	355	105
STAR 104.5	690	622	68	521	370	151	591	494	97	460	470	-10	230	116	114	604	474	130
ABC CENTRAL COAST	202	151	51	134	105	29	145	93	52	127	89	38	76	48	28	132	140	-8
ABC RN (RADIO NATIONAL)	55	41	14	42	28	14	37	16	21	35	21	14	40	13	27	57	31	26
ABC NEWSRADIO	50	36	14	28	23	5	23	21	2	32	26	6	17	5	12	38	38	0
triple J	212	242	-30	165	162	3	179	179	0	191	191	0	102	44	58	182	225	-43
ABC CLASSIC	39	29	10	43	28	15	31	31	0	38	18	20	29	10	19	53	34	19
KIIS 1065	310	208	102	166	111	55	167	113	54	132	128	4	46	30	16	161	116	45
WSFM	54	49	5	37	40	-3	33	47	-14	40	40	0	18	7	11	43	48	-5
2DAYFM 104.1	19	20	-1	22	20	2	33	13	20	21	23	-2	7	3	4	45	15	30
TRIPLE M SYDNEY	105	76	29	66	45	21	70	45	25	45	65	-20	8	15	-7	75	59	16
NOVA 96.9	58	59	-1	54	15	39	56	18	38	43	51	-8	19	10	9	55	53	2
SMOOTHFM 95.3	61	55	6	75	66	9	73	70	3	51	61	-10	14	25	-11	89	79	10

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: 11th November 2024 - 7th December 2024

Copyright (c) Commercial Radio & Audio Ltd. All Rights. This data may not be used for, or in association with, any commercial purposes.



CENTRAL COAST Survey Coverage Area based on Commercial Radio & Audio’s Gosford Licence Area Profile.