

# CENTRAL COAST (NSW)

SURVEY #1 2023



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# CENTRAL COAST - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL FRIDAY 1<sup>ST</sup> SEPTEMBER 2023 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	<b>15.1</b>	15.1	0.0	<b>28.1</b>	31.1	-3.0	<b>19.5</b>	25.8	-6.3	<b>26.2</b>	19.7	6.5	<b>16.7</b>	16.6	0.1	<b>7.7</b>	6.6	1.1	<b>1.7</b>	2.9	-1.2
TRIPLE M CENTRAL COAST 107.7	<b>11.0</b>	12.6	-1.6	<b>7.5</b>	6.5	1.0	<b>8.8</b>	13.6	-4.8	<b>8.6</b>	13.8	-5.2	<b>12.8</b>	14.4	-1.6	<b>21.1</b>	16.5	4.6	<b>7.6</b>	9.8	-2.2
STAR 104.5	<b>18.5</b>	19.1	-0.6	<b>33.1</b>	28.9	4.2	<b>30.6</b>	33.5	-2.9	<b>17.2</b>	23.2	-6.0	<b>23.0</b>	19.5	3.5	<b>15.2</b>	18.8	-3.6	<b>6.2</b>	4.7	1.5
ABC CENTRAL COAST	<b>4.2</b>	4.1	0.1	<b>2.3</b>	0.0	2.3	<b>0.0</b>	0.0	0.0	<b>1.2</b>	2.5	-1.3	<b>1.8</b>	3.3	-1.5	<b>6.7</b>	5.5	1.2	<b>9.6</b>	9.0	0.6
ABC RN (RADIO NATIONAL)	<b>1.2</b>	1.3	-0.1	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.4</b>	0.4	0.0	<b>2.3</b>	1.2	1.1	<b>3.1</b>	4.7	-1.6
ABC NEWSRADIO	<b>0.7</b>	1.1	-0.4	<b>0.0</b>	1.3	-1.3	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.9	-0.9	<b>0.4</b>	0.4	0.0	<b>0.0</b>	1.7	-1.7	<b>2.4</b>	2.1	0.3
triple j	<b>7.7</b>	6.9	0.8	<b>3.8</b>	5.7	-1.9	<b>22.2</b>	14.9	7.3	<b>14.9</b>	14.0	0.9	<b>7.5</b>	6.5	1.0	<b>3.5</b>	3.3	0.2	<b>1.0</b>	0.7	0.3
ABC CLASSIC	<b>1.3</b>	0.9	0.4	<b>1.6</b>	2.2	-0.6	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.0	0.0	<b>0.4</b>	0.4	0.0	<b>1.8</b>	0.6	1.2	<b>3.1</b>	2.2	0.9
KIIS 106.5	<b>5.6</b>	5.5	0.1	<b>8.4</b>	7.9	0.5	<b>4.9</b>	5.3	-0.4	<b>11.7</b>	7.0	4.7	<b>6.7</b>	9.4	-2.7	<b>2.3</b>	3.9	-1.6	<b>0.7</b>	0.4	0.3
WSFM	<b>1.2</b>	1.1	0.1	<b>0.0</b>	1.3	-1.3	<b>0.0</b>	0.9	-0.9	<b>2.0</b>	0.0	2.0	<b>0.7</b>	1.8	-1.1	<b>1.6</b>	0.6	1.0	<b>1.7</b>	1.4	0.3
2DAYFM 104.1	<b>0.3</b>	1.2	-0.9	<b>0.0</b>	2.8	-2.8	<b>0.0</b>	0.0	0.0	<b>0.0</b>	0.9	-0.9	<b>0.4</b>	1.8	-1.4	<b>0.0</b>	1.1	-1.1	<b>0.7</b>	0.7	0.0
TRIPLE M SYDNEY	<b>1.8</b>	1.7	0.1	<b>0.0</b>	1.4	-1.4	<b>2.4</b>	0.0	2.4	<b>1.6</b>	1.7	-0.1	<b>5.7</b>	3.6	2.1	<b>0.6</b>	2.3	-1.7	<b>0.0</b>	0.4	-0.4
NOVA 96.9	<b>1.4</b>	1.6	-0.2	<b>3.9</b>	0.7	3.2	<b>3.0</b>	0.0	3.0	<b>0.9</b>	4.3	-3.4	<b>2.2</b>	2.9	-0.7	<b>0.0</b>	0.5	-0.5	<b>0.0</b>	0.0	0.0
SMOOTHFM 95.3	<b>1.8</b>	2.2	-0.4	<b>0.0</b>	3.0	-3.0	<b>0.9</b>	1.4	-0.5	<b>1.9</b>	0.4	1.5	<b>2.6</b>	0.7	1.9	<b>1.7</b>	4.2	-2.5	<b>2.1</b>	4.0	-1.9

**Please note:** Last Central Coast Survey conducted September 2022.

\*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: 31st July 2023 – 19th August 2023

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# CENTRAL COAST - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL FRIDAY 1<sup>ST</sup> SEPTEMBER 2023 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	<b>14.7</b>	15.3	-0.6	<b>12.7</b>	12.2	0.5	<b>16.5</b>	14.2	2.3	<b>16.0</b>	15.5	0.5	<b>14.9</b>	11.9	3.0	<b>15.3</b>	16.6	-1.3
TRIPLE M CENTRAL COAST 107.7	<b>11.3</b>	12.3	-1.0	<b>12.3</b>	13.9	-1.6	<b>11.5</b>	14.6	-3.1	<b>11.9</b>	11.7	0.2	<b>8.8</b>	7.7	1.1	<b>11.9</b>	10.9	1.0
STAR 104.5	<b>19.4</b>	18.9	0.5	<b>16.2</b>	18.0	-1.8	<b>19.1</b>	19.1	0.0	<b>20.9</b>	20.1	0.8	<b>15.4</b>	17.3	-1.9	<b>16.2</b>	17.5	-1.3
ABC CENTRAL COAST	<b>4.7</b>	4.6	0.1	<b>4.2</b>	3.9	0.3	<b>3.8</b>	3.4	0.4	<b>3.7</b>	2.8	0.9	<b>6.5</b>	3.6	2.9	<b>4.8</b>	3.5	1.3
ABC RN (RADIO NATIONAL)	<b>1.4</b>	1.3	0.1	<b>1.1</b>	1.1	0.0	<b>0.5</b>	1.0	-0.5	<b>1.0</b>	1.2	-0.2	<b>1.6</b>	1.4	0.2	<b>1.1</b>	1.4	-0.3
ABC NEWSRADIO	<b>1.0</b>	1.2	-0.2	<b>0.5</b>	0.8	-0.3	<b>0.6</b>	0.7	-0.1	<b>0.7</b>	1.2	-0.5	<b>0.4</b>	1.4	-1.0	<b>0.7</b>	0.9	-0.2
triple j	<b>6.9</b>	7.2	-0.3	<b>6.5</b>	7.2	-0.7	<b>7.1</b>	7.8	-0.7	<b>7.7</b>	9.9	-2.2	<b>5.2</b>	11.1	-5.9	<b>7.8</b>	8.2	-0.4
ABC CLASSIC	<b>0.9</b>	0.9	0.0	<b>1.4</b>	1.1	0.3	<b>1.1</b>	1.4	-0.3	<b>1.0</b>	1.2	-0.2	<b>1.2</b>	1.5	-0.3	<b>1.1</b>	1.5	-0.4
KIIS 1065	<b>6.1</b>	7.0	-0.9	<b>4.5</b>	5.8	-1.3	<b>4.5</b>	5.5	-1.0	<b>4.8</b>	5.0	-0.2	<b>4.6</b>	5.5	-0.9	<b>3.6</b>	4.1	-0.5
WSFM	<b>1.6</b>	1.3	0.3	<b>1.3</b>	1.1	0.2	<b>1.2</b>	0.7	0.5	<b>1.1</b>	0.9	0.2	<b>0.7</b>	1.1	-0.4	<b>1.6</b>	1.1	0.5
2DAYFM 104.1	<b>0.2</b>	1.2	-1.0	<b>0.9</b>	0.7	0.2	<b>0.5</b>	1.1	-0.6	<b>0.4</b>	1.2	-0.8	<b>0.4</b>	0.7	-0.3	<b>0.2</b>	1.2	-1.0
TRIPLE M SYDNEY	<b>2.0</b>	1.3	0.7	<b>1.6</b>	1.2	0.4	<b>1.9</b>	1.5	0.4	<b>2.1</b>	2.8	-0.7	<b>1.9</b>	2.8	-0.9	<b>2.2</b>	3.0	-0.8
NOVA 96.9	<b>1.4</b>	1.5	-0.1	<b>0.6</b>	1.0	-0.4	<b>0.6</b>	1.7	-1.1	<b>1.4</b>	1.6	-0.2	<b>0.4</b>	1.8	-1.4	<b>1.3</b>	1.1	0.2
SMOOTHFM 95.3	<b>1.5</b>	1.8	-0.3	<b>2.2</b>	1.9	0.3	<b>2.5</b>	2.7	-0.2	<b>1.9</b>	2.2	-0.3	<b>2.3</b>	2.7	-0.4	<b>2.3</b>	2.2	0.1

**Please note:** Last Central Coast Survey conducted September 2022.

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### 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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# CENTRAL COAST - XTRA INSIGHTS - SURVEY 1: 2023



EMBARGOED UNTIL FRIDAY 1<sup>ST</sup> SEPTEMBER 2023 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	<b>763</b>	775	-12	<b>138</b>	153	-15	<b>128</b>	122	6	<b>239</b>	238	1	<b>179</b>	178	1	<b>61</b>	54	7	<b>18</b>	31	-13
TRIPLE M CENTRAL COAST 107.7	<b>660</b>	659	1	<b>63</b>	66	-3	<b>58</b>	66	-8	<b>131</b>	124	7	<b>170</b>	186	-16	<b>135</b>	112	23	<b>102</b>	105	-3
STAR 104.5	<b>903</b>	927	-24	<b>152</b>	150	2	<b>132</b>	131	1	<b>192</b>	211	-19	<b>223</b>	242	-19	<b>112</b>	136	-24	<b>92</b>	57	35
ABC CENTRAL COAST	<b>220</b>	210	10	<b>13</b>	3	10	<b>0</b>	4	-4	<b>12</b>	23	-11	<b>40</b>	35	5	<b>51</b>	46	5	<b>105</b>	100	5
ABC RN (RADIO NATIONAL)	<b>64</b>	71	-7	<b>0</b>	3	-3	<b>0</b>	0	0	<b>0</b>	2	-2	<b>7</b>	7	0	<b>10</b>	7	3	<b>46</b>	51	-5
ABC NEWSRADIO	<b>66</b>	70	-4	<b>3</b>	7	-4	<b>0</b>	0	0	<b>2</b>	10	-8	<b>18</b>	2	16	<b>5</b>	12	-7	<b>38</b>	38	0
triple j	<b>379</b>	385	-6	<b>26</b>	39	-13	<b>70</b>	75	-5	<b>139</b>	150	-11	<b>88</b>	82	6	<b>44</b>	29	15	<b>13</b>	10	3
ABC CLASSIC	<b>55</b>	53	2	<b>5</b>	8	-3	<b>0</b>	0	0	<b>0</b>	0	0	<b>5</b>	7	-2	<b>16</b>	10	6	<b>28</b>	28	0
KIIS 1065	<b>294</b>	290	4	<b>45</b>	35	10	<b>42</b>	29	13	<b>89</b>	89	0	<b>94</b>	102	-8	<b>18</b>	22	-4	<b>5</b>	13	-8
WSFM	<b>99</b>	93	6	<b>0</b>	10	-10	<b>3</b>	3	0	<b>19</b>	12	7	<b>20</b>	32	-12	<b>27</b>	17	10	<b>31</b>	18	13
2DAYFM 104.1	<b>52</b>	68	-16	<b>8</b>	12	-4	<b>7</b>	4	3	<b>5</b>	10	-5	<b>15</b>	25	-10	<b>5</b>	10	-5	<b>13</b>	8	5
TRIPLE M SYDNEY	<b>117</b>	142	-25	<b>3</b>	23	-20	<b>11</b>	0	11	<b>21</b>	30	-9	<b>58</b>	55	3	<b>22</b>	29	-7	<b>2</b>	5	-3
NOVA 96.9	<b>102</b>	105	-3	<b>24</b>	10	14	<b>14</b>	17	-3	<b>21</b>	33	-12	<b>39</b>	37	2	<b>3</b>	7	-4	<b>0</b>	3	-3
SMOOTHFM 95.3	<b>151</b>	171	-20	<b>11</b>	13	-2	<b>6</b>	15	-9	<b>27</b>	22	5	<b>30</b>	22	8	<b>34</b>	30	4	<b>44</b>	69	-25

**Please note:** Last Central Coast Survey conducted September 2022.

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### 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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# CENTRAL COAST - XTRA INSIGHTS - SURVEY 1: 2023

EMBARGOED UNTIL FRIDAY 1<sup>ST</sup> SEPTEMBER 2023 AT 11AM AEST

Cumulative Audience (00's) by Session, P10+ [Potential: 3060]

	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	<b>478</b>	521	-43	<b>289</b>	299	-10	<b>432</b>	383	49	<b>398</b>	384	14	<b>116</b>	107	9	<b>445</b>	470	-25
TRIPLE M CENTRAL COAST 107.7	<b>373</b>	409	-36	<b>285</b>	322	-37	<b>313</b>	370	-57	<b>295</b>	267	28	<b>71</b>	73	-2	<b>355</b>	335	20
STAR 104.5	<b>622</b>	603	19	<b>370</b>	422	-52	<b>494</b>	492	2	<b>470</b>	484	-14	<b>116</b>	141	-25	<b>474</b>	512	-38
ABC CENTRAL COAST	<b>151</b>	146	5	<b>105</b>	82	23	<b>93</b>	80	13	<b>89</b>	69	20	<b>48</b>	25	23	<b>140</b>	106	34
ABC RN (RADIO NATIONAL)	<b>41</b>	48	-7	<b>28</b>	28	0	<b>16</b>	20	-4	<b>21</b>	23	-2	<b>13</b>	20	-7	<b>31</b>	36	-5
ABC NEWSRADIO	<b>36</b>	40	-4	<b>23</b>	25	-2	<b>21</b>	22	-1	<b>26</b>	33	-7	<b>5</b>	13	-8	<b>38</b>	33	5
triple j	<b>242</b>	247	-5	<b>162</b>	172	-10	<b>179</b>	208	-29	<b>191</b>	227	-36	<b>44</b>	79	-35	<b>225</b>	228	-3
ABC CLASSIC	<b>29</b>	35	-6	<b>28</b>	20	8	<b>31</b>	36	-5	<b>18</b>	25	-7	<b>10</b>	10	0	<b>34</b>	38	-4
KIIS 106.5	<b>208</b>	217	-9	<b>111</b>	126	-15	<b>113</b>	128	-15	<b>128</b>	119	9	<b>30</b>	48	-18	<b>116</b>	120	-4
WSFM	<b>49</b>	43	6	<b>40</b>	30	10	<b>47</b>	27	20	<b>40</b>	30	10	<b>7</b>	10	-3	<b>48</b>	53	-5
2DAYFM 104.1	<b>20</b>	40	-20	<b>20</b>	24	-4	<b>13</b>	25	-12	<b>23</b>	23	0	<b>3</b>	5	-2	<b>15</b>	33	-18
TRIPLE M SYDNEY	<b>76</b>	65	11	<b>45</b>	37	8	<b>45</b>	50	-5	<b>65</b>	70	-5	<b>15</b>	27	-12	<b>59</b>	88	-29
NOVA 96.9	<b>59</b>	51	8	<b>15</b>	31	-16	<b>18</b>	44	-26	<b>51</b>	39	12	<b>10</b>	16	-6	<b>53</b>	49	4
SMOOTHFM 95.3	<b>55</b>	63	-8	<b>66</b>	75	-9	<b>70</b>	65	5	<b>61</b>	58	3	<b>25</b>	21	4	<b>79</b>	89	-10

**Please note:** Last Central Coast Survey conducted September 2022.

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## 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: 2023

EMBARGOED UNTIL FRIDAY 1<sup>ST</sup> SEPTEMBER 2023 AT 11AM AEST



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