



GOSFORD

101.3 SEA FM, 107.7 2GO & STAR 104.5

ACMA	2CFM	2GGO	2GOS
On-Air Name	101.3 Sea FM	107.7 2GO	Star 104.5
Frequency	101.3 MHz	107.7 MHz	104.5 MHz
Postal Address	PO Box 564	PO Box 564	PO Box 3535
Suburb/State/Postcode	GOSFORD NSW 2250	GOSFORD NSW 2250	ERINA NSW 2250
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WWW	www.myseafm.com.au	www.2gofm.com.au	www.star1045.com.au
Format	Hot Adult Contemporary	Adult Contemporary	Variety Music
Primary Station Area Coverage	Central Coast, Gosford, Wyong	Central Coast, Gosford, Wyong	Central Coast, Gosford, Wyong
Demographic Profile of Station Audience	18-39	35-54	25-54

More info: Click [here](#) for updated Station contacts and non-metro Agency representation

GOSFORD

Gosford is located at the head of Brisbane Water, 79 km north of Sydney via the Newcastle Freeway and Pacific Highway. Its main business centres are at Gosford and Wyong with major retail shopping centres at Erina, Tuggerah and Lakehaven.

The area has a strong local economy with a number of large businesses such as Masterfoods based in the area. Many people from the Central Coast commute to Sydney, being less than an hour away by rail commute or freeway. Sport also plays an integral part of the Gosford lifestyle and is the home of Bluetongue Stadium and the Central Coast Mariners

In comparison to the 2006 census, the population of the radio licence area of Gosford has increased by 6.313% to 316,199. There was an increase in all of the age groups listed except for the age group of 0-9 years which decreased slightly since the 2006 census. The birthplace for 82.4% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Young families move to the Central Coast to take advantage of the cheaper housing and clean lifestyle, while older couples tend to move there to retire. 41% of families in the area have children, while over 51% of the population in Gosford is aged over 40 years.

Of the 63,665 people attending an educational institution, 41% were either in infants or primary, 34% were attending a secondary educational institution, 14% attending University or another tertiary institution and 11% attending TAFE. Of the 107,565 people who already have a tertiary qualification, 76% have a certificate, diploma or another tertiary qualification and 24% have a degree.

The stability of the area is reflected in a high level of home ownership. Of the total dwellings (118,667) 35% are owned outright and 34% are mortgaged. Private rental properties represent 24% of total dwellings.

22% of the total households (118,655) in Gosford have a household income range between \$21,000 – \$41,999pa, 16% between \$42,000 – \$64,999pa and 18% between \$65,000 – \$103,999pa.

All major banks, car dealers, fast-food restaurants and an extensive selection of national retail, chain and independent stores are represented in the area.

AGRICULTURE

The Gosford/Central Coast area has over 185 thousand orchard trees (including nuts). Figures from the current census show that the area produced over 375 thousand kilograms of avocados.

Tourism is a vital part of the economy. Many visitors come to the area to take advantage of the beaches during summer. Major tourism areas include the beachside suburbs of Terrigal and The Entrance.

EMPLOYMENT

The majority (55.7%) of the labour force (142,514) is employed full time. The main industries of employment are:

- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants;
- Manufacturing, Construction, Electricity, Gas & Water Supply; and
- Education, Health, & Community Services.

GOSFORD

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	132036	143870	275906	87.26
Aged 0-9 Years	20753	19540	40293	12.74
Aged 10-17 Years	17529	16937	34466	10.90
Aged 18-24 Years	13026	12529	25555	8.08
Aged 25-39 Years	25277	27155	52432	16.58
Aged 40-54 Years	30817	33720	64537	20.41
Aged 55+ Years	45387	53529	98916	31.28
Total 2011 Population	152789	163410	316199	100.00
Total 2006 Population	143769	153654	297423	
% Change 2006-2011			6.31%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	79435	55.74
Part-time Employed	44694	31.36
Not Stated Employed	3113	2.18
Unemployed	9632	6.76
Total Labour Force	142514	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	3061	2.58
\$10000-\$20999pa	13384	11.28
\$21000-\$41999pa	26114	22.01
\$42000-\$64999pa	19491	16.43
\$65000-\$103999pa	21092	17.78
\$104000-\$155999pa	15293	12.89
\$156000+pa	7513	6.33
Not Stated	3819	3.22
Total Households	118655	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	35459	41.46
Couple Families-No Children	32359	37.83
Single Parents	16606	19.42
Other Families	1106	1.29
Total Families	85530	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	38559	28.99
Technicians/Trade Workers/Community Personal Service Workers	36230	27.24
Clerical & Administrative Workers	19404	14.59
Sales Workers	14732	11.08
Machinery Operation/Driver/& Labourers	21808	16.40
Not Stated	2281	1.71
Total	133014	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	1007	0.76
Mining	768	0.58
Construction/Electricity gas water and waste services/Manufacturing	26261	19.81
Wholesale/Retail Trade, Accom + Food	30511	23.02
Transport Postal & Warehouse/Telecomms	8358	6.31
Finance & Insurance Services	11060	8.34
Professional scientific and technical services	7354	5.55
Public administration and safety	8333	6.29
Education & Health	28238	21.30
Arts and recreation services	1992	1.50
Other services	5509	4.16
Inadequately described or not stated	3158	2.38
Total	132549	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	1,374,753
Total Alcoholic beverages	197,689
Total Clothing and Footwear	315,012
Total Household Linen Furnishings & Equipment	302,775
Furniture and Floor Covering	100,702
Household Appliances	75,922
Household Services and Operation	464,664
Total Medical Care and Pharmacy	415,592
Motor Vehicle Purchase	258,147
Total Motor Vehicle Running Cost incl Rego	541,560
Audio Visual Equipment and Parts	318,178
Recreation	985,889
Holidays Australia and Overseas	327,006
Total Personal care and Hygiene	165,664
Total Super and Life Insurance	475,684

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	13197	12725	25922	8.20
Secondary	10932	10700	21632	6.84
TAFE	3263	3729	6992	2.21
University & Other	3369	5750	9119	2.88
Total	30761	32904	63665	20.14

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	41092	34.63
Mortgaged	40811	34.39
Private Rental	28229	23.79
Housing Authority/Not Stated	6992	5.89
Other Tenure Type	1543	1.30
Total Dwellings	118667	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	26262	8.31
Certificate	81303	25.71
Total	107565	34.02

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	2467	6.04
\$500-\$799 per month	2190	5.36
\$800-\$999 per month	1953	4.78
\$1000-\$1399 per month	5339	13.08
\$1400+ per month	26727	65.47
Not Stated	2145	5.25
Total Mortgaged Dwellings	40821	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	10551	0.09
1 Vehicle	46453	0.39
2+ Vehicles	57360	0.48
Not Stated	4300	1.85
Total	103813	0.87

AGRICULTURE COMMODITY	VALUE
Area of holding - total area (ha)	13,695
Land Use - Grazing land (including pastures and rangelands) area (ha)	4,171
Cereal Crops - Wheat for grain production (t)	0
Cereals for grain total production (t)	0
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	0
Sorghum for grain production (t)	0
Vegetables for human consumption, total area (ha)	252
Tomatoes total production (t)	964
Avocados, total production (kg)	375,765
Nuts total trees (n)	1,476
Total grapes total area of vines (ha)	56
Orchard trees (incl. nuts) total trees - number (n)	185,964
Sheep and lambs total number (n)	1,227
Milk cattle (n)	24
Meat cattle (n)	3,766
Apples production (kg)	72
Nectarines production (kg)	108,906
Peaches production (kg)	65,343

INTERNET USAGE

Connection	Total	% Market Population
No Connection	27150	22.88
Broadband	79171	66.72
Dial-up	3618	3.05
Other	4219	3.56
Not Stated	4506	3.80
Total	118664	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	125919	134747	260666	82.44
Europe	12179	12148	24327	7.69
Africa & Middle East	982	942	1924	0.61
Asia	1989	3376	5365	1.70
Americas	672	735	1407	0.45
Other	11035	11451	22486	7.11
Total Population Total	152776	163399	316175	100.00