



# GOLD COAST/TWEED RADIO - SURVEY 2 2016

## Share Movement (%) by Demographic, Mon-Sun 5.30am-12midnight

Station	People 10+			People 10-17			People 18-24			People 25-39			People 40-54			People 55-64			People 65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HOT TOMATO	12.0	11.8	0.2	20.4	17.5	2.9	16.1	16.1	0.0	13.0	12.3	0.7	19.1	20.3	-1.2	11.6	9.6	2.0	1.9	2.2	-0.3
GOLDFM	12.7	12.6	0.1	17.0	14.0	3.0	5.7	3.1	2.6	8.7	12.4	-3.7	17.2	14.2	3.0	19.7	18.7	1.0	8.3	9.7	-1.4
SEAFM	12.9	13.3	-0.4	28.1	32.7	-4.6	39.9	33.0	6.9	19.5	20.8	-1.3	12.1	12.5	-0.4	6.1	6.7	-0.6	1.2	1.5	-0.3
4BC	0.9	1.0	-0.1	*	*	*	*	*	*	0.5	0.5	0.0	0.8	0.2	0.6	1.5	0.6	0.9	1.4	3.0	-1.6
Magic 882	0.3	0.3	0.0	0.2	*	*	*	0.1	*	*	*	*	0.7	0.8	-0.1	0.3	0.3	0.0	0.2	0.2	0.0
4KQ	0.6	1.3	-0.7	*	*	*	*	*	*	*	2.6	*	0.6	0.3	0.3	2.1	3.0	-0.9	0.4	0.8	-0.4
HIT 105	0.7	1.1	-0.4	0.1	1.9	-1.8	1.4	4.4	-3.0	1.5	0.9	0.6	1.3	1.9	-0.6	0.1	0.2	-0.1	*	0.1	*
104.5 TRIPLE M	1.6	1.8	-0.2	2.0	5.0	-3.0	0.1	*	*	3.4	2.0	1.4	2.4	4.0	-1.6	0.8	0.5	0.3	0.2	0.3	-0.1
NOVA106.9	2.7	3.0	-0.3	6.4	4.7	1.7	3.0	5.7	-2.7	4.6	5.7	-1.1	3.6	3.1	0.5	1.6	1.8	-0.2	0.1	*	*
97.3FM	1.6	1.6	0.0	2.5	3.6	-1.1	0.6	0.6	0.0	1.7	1.4	0.3	3.1	2.2	0.9	0.6	0.6	0.0	0.8	1.6	-0.8
ABC91.7	6.2	4.9	1.3	7.7	1.3	6.4	1.7	0.1	1.6	3.2	2.6	0.6	4.0	3.4	0.6	7.2	9.4	-2.2	10.8	7.6	3.2
ABC612	3.5	4.5	-1.0	0.8	0.2	0.6	*	5.5	*	0.6	0.8	-0.2	1.4	2.7	-1.3	4.5	5.3	-0.8	8.4	9.5	-1.1
4RN	2.0	2.7	-0.7	0.3	1.2	-0.9	*	1.5	*	0.7	0.9	-0.2	1.5	2.5	-1.0	3.5	3.3	0.2	3.4	4.9	-1.5
NEWSR	2.3	1.3	1.0	0.2	0.1	0.1	2.1	0.4	1.7	3.1	1.6	1.5	0.5	0.8	-0.3	2.5	1.6	0.9	3.7	1.9	1.8
4JJJ	7.3	6.8	0.5	5.5	5.9	-0.4	14.8	12.1	2.7	16.3	12.5	3.8	8.6	7.6	1.0	2.3	3.4	-1.1	0.8	1.6	-0.8
ABC FM	1.7	1.3	0.4	0.7	1.6	-0.9	0.1	0.1	0.0	1.2	0.7	0.5	0.7	0.5	0.2	0.4	0.4	0.0	4.4	3.5	0.9

## Share Movement (%) by Session, P10+

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5:30am-12mn			Mon-Fri 5:30am-9:00am			Mon-Fri 9:00am-12:00md			Mon-Fri 12:00md-4:00pm			Mon-Fri 4:00pm-7:00pm			Mon-Fri 7:00pm-12:00mn			Sat-Sun 5:30am-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HOT TOMATO	12.2	12.1	0.1	12.3	13.0	-0.7	11.8	10.9	0.9	13.2	11.3	1.9	13.3	14.7	-1.4	7.2	8.8	-1.6	11.2	10.8	0.4
GOLDFM	13.2	12.9	0.3	13.5	12.4	1.1	13.4	13.1	0.3	14.6	14.2	0.4	12.1	12.4	-0.3	8.1	10.0	-1.9	11.0	11.5	-0.5
SEAFM	13.4	13.8	-0.4	11.4	11.4	0.0	12.9	12.4	0.5	14.8	15.7	-0.9	16.8	17.7	-0.9	10.4	12.2	-1.8	10.9	11.8	-0.9
4BC	0.9	1.1	-0.2	1.2	1.5	-0.3	1.0	1.4	-0.4	0.5	0.4	0.1	1.2	0.4	0.8	1.1	2.0	-0.9	0.7	0.8	-0.1
Magic 882	0.2	0.3	-0.1	0.2	0.2	0.0	0.3	0.4	-0.1	0.3	0.5	-0.2	0.1	0.1	0.0	0.1	*	*	0.5	0.4	0.1
4KQ	0.6	1.3	-0.7	0.7	1.5	-0.8	0.6	1.5	-0.9	0.5	1.3	-0.8	0.5	0.8	-0.3	0.5	0.6	-0.1	0.6	1.4	-0.8
HIT 105	0.7	1.1	-0.4	0.6	1.0	-0.4	0.3	1.0	-0.7	0.8	1.3	-0.5	1.4	1.6	-0.2	0.3	0.9	-0.6	0.8	1.1	-0.3
104.5 TRIPLE M	1.6	1.9	-0.3	1.7	1.5	0.2	1.6	2.1	-0.5	1.5	2.0	-0.5	2.1	2.3	-0.2	1.1	2.0	-0.9	1.3	1.5	-0.2
NOVA106.9	2.9	3.4	-0.5	2.8	3.4	-0.6	1.9	2.9	-1.0	2.7	4.0	-1.3	4.4	3.3	1.1	3.7	1.9	1.8	2.0	1.7	0.3
97.3FM	1.5	1.5	0.0	1.1	1.0	0.1	1.5	1.3	0.2	1.9	2.2	-0.3	1.6	1.7	-0.1	1.9	1.6	0.3	1.9	1.8	0.1
ABC91.7	6.0	4.7	1.3	7.8	6.4	1.4	5.2	3.9	1.3	4.2	3.7	0.5	4.1	3.2	0.9	12.5	8.2	4.3	7.1	5.3	1.8
ABC612	3.2	4.3	-1.1	4.8	7.2	-2.4	3.6	4.6	-1.0	1.5	1.9	-0.4	1.6	1.5	0.1	5.9	6.4	-0.5	4.2	5.0	-0.8
4RN	2.0	2.8	-0.8	2.5	3.8	-1.3	1.8	2.3	-0.5	1.6	1.9	-0.3	1.6	3.0	-1.4	2.7	2.7	0.0	2.0	2.4	-0.4
NEWSR	2.1	1.1	1.0	3.2	2.0	1.2	1.5	0.6	0.9	1.4	0.6	0.8	1.5	0.8	0.7	4.5	1.0	3.5	2.8	1.9	0.9
4JJJ	7.6	7.1	0.5	7.3	6.4	0.9	7.7	7.1	0.6	7.5	7.6	-0.1	8.7	8.2	0.5	6.3	6.1	0.2	6.3	5.6	0.7
ABC FM	1.6	1.1	0.5	1.9	1.8	0.1	1.6	0.9	0.7	1.3	0.9	0.4	1.9	0.7	1.2	1.3	0.8	0.5	1.9	1.9	0.0

Note: Survey results include listening via streaming to ABC, HOT TOMATO, SEAFM & GOLDFM.



# GOLD COAST/TWEED RADIO - SURVEY 2 2016

Average Audience (000's) by Demographic, Mon-Sun 5.30am-12midnight

Station	People 10+			People 10-17			People 18-24			People 25-39			People 40-54			People 55-64			People 65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HOT TOMATO	9	9	0	1	1	0	1	1	0	2	2	0	3	3	0	1	1	0	*	*	*
GOLDFM	9	9	0	1	1	0	*	*	*	1	2	-1	3	2	1	2	2	0	2	2	0
SEAFM	10	10	0	1	1	0	2	2	0	3	3	0	2	2	0	1	1	0	*	*	*
4BC	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*
Magic 882	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
4KQ	*	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
HIT 105	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
104.5 TRIPLE M	1	1	0	*	*	*	*	*	*	*	*	*	*	1	*	*	*	*	*	*	*
NOVA106.9	2	2	0	*	*	*	*	*	*	1	1	0	1	1	0	*	*	*	*	*	*
97.3FM	1	1	0	*	*	*	*	*	*	*	*	*	1	*	*	*	*	*	*	*	*
ABC91.7	5	4	1	*	*	*	*	*	1	*	*	*	1	1	0	1	1	0	2	1	1
ABC612	3	3	0	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	2	2	0
4RN	1	2	-1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
NEWSR	2	1	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*
4JJJ	5	5	0	*	*	*	1	1	0	2	2	0	2	1	1	*	*	*	*	*	*
ABC FM	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
<b>Total</b>	<b>74</b>	<b>73</b>	<b>1</b>	<b>4</b>	<b>4</b>	<b>0</b>	<b>6</b>	<b>5</b>	<b>1</b>	<b>14</b>	<b>16</b>	<b>-2</b>	<b>18</b>	<b>17</b>	<b>1</b>	<b>12</b>	<b>12</b>	<b>0</b>	<b>20</b>	<b>18</b>	<b>2</b>

## Average Audience (000's) by Session, P10+ [Potential: 581]

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5:30am-12mn			Mon-Fri 5:30am-9:00am			Mon-Fri 9:00am-12:00md			Mon-Fri 12:00md-4:00pm			Mon-Fri 4:00pm-7:00pm			Mon-Fri 7:00pm-12:00mn			Sat-Sun 5:30am-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HOT TOMATO	10	9	1	15	16	-1	13	12	1	13	10	3	10	11	-1	1	2	-1	7	6	1
GOLDFM	10	10	0	16	15	1	15	14	1	14	13	1	9	9	0	2	2	0	7	7	0
SEAFM	11	11	0	13	14	-1	14	13	1	15	15	0	13	14	-1	2	2	0	7	7	0
4BC	1	1	0	1	2	-1	1	2	-1	*	*	*	1	*	*	*	*	*	*	*	*
Magic 882	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
4KQ	*	1	*	1	2	-1	1	2	-1	1	1	0	*	1	*	*	*	*	*	1	*
HIT 105	1	1	0	1	1	0	*	1	*	1	1	0	1	1	0	*	*	*	*	1	*
104.5 TRIPLE M	1	2	-1	2	2	0	2	2	0	1	2	-1	2	2	0	*	*	*	1	1	0
NOVA106.9	2	3	-1	3	4	-1	2	3	-1	3	4	-1	3	3	0	1	*	*	1	1	0
97.3FM	1	1	0	1	1	0	2	1	1	2	2	0	1	1	0	*	*	*	1	1	0
ABC91.7	5	4	1	9	8	1	6	4	2	4	3	1	3	2	1	2	1	1	4	3	1
ABC612	3	3	0	6	9	-3	4	5	-1	2	2	0	1	1	0	1	1	0	3	3	0
4RN	2	2	0	3	5	-2	2	3	-1	2	2	0	1	2	-1	1	*	*	1	1	0
NEWSR	2	1	1	4	3	1	2	1	1	1	1	0	1	1	0	1	*	*	2	1	1
4JJJ	6	6	0	9	8	1	9	8	1	7	7	0	7	6	1	1	1	0	4	3	1
ABC FM	1	1	0	2	2	0	2	1	1	1	1	0	1	1	0	*	*	*	1	1	0
<b>Total</b>	<b>79</b>	<b>78</b>	<b>1</b>	<b>118</b>	<b>123</b>	<b>-5</b>	<b>110</b>	<b>108</b>	<b>2</b>	<b>99</b>	<b>92</b>	<b>7</b>	<b>77</b>	<b>76</b>	<b>1</b>	<b>19</b>	<b>18</b>	<b>1</b>	<b>61</b>	<b>60</b>	<b>1</b>

Note: Survey results include listening via streaming to ABC, HOT TOMATO, SEAFM & GOLDFM.



# GOLD COAST/TWEED RADIO - SURVEY 2 2016

Cumulative Audience (000's) by Demographic, Mon-Sun 5.30am-12midnight

Station	People 10+			People 10-17			People 18-24			People 25-39			People 40-54			People 55-64			People 65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HOT TOMATO	139	140	-1	26	22	4	18	14	4	36	34	2	41	45	-4	13	14	-1	6	11	-5
GOLDFM	142	141	1	15	14	1	11	9	2	30	32	-2	43	39	4	27	29	-2	17	19	-2
SEAFM	155	145	10	25	28	-3	29	24	5	51	45	6	37	34	3	9	9	0	5	6	-1
4BC	13	13	0	*	*	*	*	*	*	2	2	0	3	2	1	4	3	1	4	6	-2
Magic 882	5	4	1	1	*	*	*	1	*	*	*	*	1	1	0	1	*	*	1	2	-1
4KQ	12	13	-1	*	*	*	*	1	*	*	2	*	4	3	1	4	4	0	3	4	-1
HIT 105	21	21	0	1	3	-2	3	4	-1	8	6	2	7	6	1	*	1	*	1	1	0
104.5 TRIPLE M	31	28	3	5	5	0	1	*	*	10	7	3	11	13	-2	3	3	0	1	1	0
NOVA106.9	45	38	7	6	4	2	7	6	1	17	13	4	10	8	2	3	4	-1	1	2	-1
97.3FM	23	24	-1	5	5	0	1	2	-1	6	4	2	7	7	0	3	3	0	1	3	-2
ABC91.7	67	63	4	4	3	1	1	1	0	7	9	-2	15	15	0	15	15	0	25	20	5
ABC612	36	44	-8	3	2	1	*	5	*	3	4	-1	5	6	-1	9	11	-2	16	17	-1
4RN	23	30	-7	1	3	-2	*	2	*	2	4	-2	5	7	-2	6	5	1	9	9	0
NEWSR	30	25	5	1	*	*	3	1	2	7	7	0	4	5	-1	6	4	2	11	6	5
4JJJ	75	74	1	9	6	3	14	16	-2	27	27	0	17	17	0	6	6	0	2	2	0
ABC FM	20	19	1	1	2	-1	1	1	0	3	3	0	3	3	0	2	2	0	10	9	1
Total	552	552	0	58	56	2	57	58	-1	125	127	-2	129	127	2	76	76	0	107	108	-1

## Cumulative Audience (000's) by Session, P10+ [Potential: 581]

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5:30am-12mn			Mon-Fri 5:30am-9:00am			Mon-Fri 9:00am-12:00md			Mon-Fri 12:00md-4:00pm			Mon-Fri 4:00pm-7:00pm			Mon-Fri 7:00pm-12:00mn			Sat-Sun 5:30am-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
HOT TOMATO	129	127	2	92	89	3	52	51	1	74	68	6	78	77	1	32	32	0	87	87	0
GOLDFM	132	133	-1	88	89	-1	60	65	-5	73	74	-1	70	66	4	27	27	0	78	77	1
SEAFM	144	138	6	99	103	-4	68	59	9	87	86	1	87	83	4	34	39	-5	100	92	8
4BC	11	11	0	7	6	1	6	7	-1	5	4	1	5	3	2	3	2	1	6	7	-1
Magic 882	4	4	0	2	1	1	2	2	0	2	4	-2	2	1	1	1	*	*	2	2	0
4KQ	9	11	-2	5	6	-1	4	5	-1	4	7	-3	5	4	1	1	2	-1	6	7	-1
HIT 105	17	17	0	9	9	0	5	6	-1	8	8	0	10	10	0	2	6	-4	11	12	-1
104.5 TRIPLE M	26	24	2	17	17	0	10	11	-1	11	12	-1	13	12	1	6	6	0	17	15	2
NOVA106.9	41	33	8	25	25	0	15	11	4	22	21	1	28	20	8	11	9	2	19	19	0
97.3FM	19	20	-1	8	9	-1	8	7	1	13	13	0	8	10	-2	5	6	-1	16	16	0
ABC91.7	59	54	5	43	39	4	28	27	1	28	25	3	25	22	3	17	13	4	45	37	8
ABC612	32	40	-8	22	29	-7	18	21	-3	15	16	-1	13	12	1	9	11	-2	23	29	-6
4RN	22	29	-7	17	23	-6	11	13	-2	13	14	-1	11	15	-4	6	8	-2	16	18	-2
NEWSR	26	20	6	18	14	4	9	5	4	11	7	4	10	7	3	8	4	4	21	18	3
4JJJ	71	69	2	46	48	-2	36	35	1	40	48	-8	43	41	2	20	23	-3	48	50	-2
ABC FM	17	17	0	13	9	4	10	7	3	11	7	4	7	5	2	4	3	1	15	12	3
Total	540	540	0	460	465	-5	351	344	7	397	399	-2	401	386	15	197	208	-11	457	452	5

Note: Survey results include listening via streaming to ABC, HOT TOMATO, SEAFM & GOLDFM.