

EMBARGOED UNTIL 9:30AM AEST



GOLD COAST / TWEED RADIO - SURVEY 2 2014

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	13.9	12.3	1.6	28.5	25.2	3.3	10.2	8.3	1.9	17.8	18.9	-1.1	19.0	16.8	2.2	12.4	8.7	3.7	1.3	1.3	0.0
GOLD-FM	15.0	17.1	-2.1	11.8	13.3	-1.5	14.0	14.3	-0.3	11.3	16.7	-5.4	20.0	23.0	-3.0	16.6	16.3	0.3	12.1	13.6	-1.5
SEAFM	8.8	10.9	-2.1	24.7	21.1	3.6	25.0	31.9	-6.9	11.1	14.8	-3.7	9.1	10.8	-1.7	1.6	2.3	-0.7	0.1	0.1	0.0
4BC	0.4	0.4	0.0	*	0.1	*	*	*	*	0.1	0.2	-0.1	0.1	*	*	1.2	1.2	0.0	0.6	1.1	-0.5
MAGIC 882	0.3	0.2	0.1	*	0.1	*	*	*	*	0.1	0.1	0.0	*	*	*	1.2	0.9	0.3	0.2	0.3	-0.1
4KQ	1.3	1.3	0.0	*	0.2	*	0.8	0.5	0.3	0.8	0.6	0.2	0.9	2.1	-1.2	3.5	2.1	1.4	1.1	1.1	0.0
B105	1.8	1.4	0.4	2.5	1.3	1.2	4.0	1.8	2.2	2.6	2.7	-0.1	2.3	1.4	0.9	0.4	0.5	-0.1	0.5	0.4	0.1
4MMM	1.5	1.7	-0.2	2.1	1.8	0.3	0.8	0.4	0.4	2.2	3.0	-0.8	2.6	2.5	0.1	0.8	1.3	-0.5	0.1	0.2	-0.1
NOVA106.9	2.4	2.4	0.0	3.6	1.6	2.0	9.2	10.0	-0.8	3.0	3.4	-0.4	2.1	1.9	0.2	0.7	*	*	0.1	*	*
97.3FM	1.5	1.6	-0.1	3.9	2.4	1.5	0.7	1.7	-1.0	1.4	1.7	-0.3	2.6	1.9	0.7	1.2	1.7	-0.5	0.2	0.8	-0.6
ABC91.7	6.6	5.6	1.0	1.4	2.3	-0.9	0.5	0.9	-0.4	4.9	1.9	3.0	5.8	5.3	0.5	12.4	11.7	0.7	9.1	8.4	0.7
ABC612	4.2	4.7	-0.5	0.2	0.9	-0.7	0.8	0.2	0.6	3.1	2.1	1.0	1.3	1.9	-0.6	6.1	5.6	0.5	10.4	13.4	-3.0
4RN	2.7	3.0	-0.3	*	*	*	0.9	0.5	0.4	3.4	2.2	1.2	1.3	1.8	-0.5	4.0	6.9	-2.9	4.2	4.6	-0.4
NEWSR	2.3	1.7	0.6	0.2	0.4	-0.2	0.1	*	*	1.8	0.7	1.1	2.1	1.9	0.2	3.7	2.6	1.1	3.4	3.0	0.4
4JJJ	7.6	8.0	-0.4	8.2	13.5	-5.3	15.6	16.2	-0.6	17.4	15.1	2.3	5.7	7.4	-1.7	3.1	2.1	1.0	0.3	*	*
ABC FM	2.2	2.6	-0.4	*	0.6	*	0.3	0.2	0.1	1.8	2.4	-0.6	1.6	1.9	-0.3	1.6	4.1	-2.5	5.3	4.2	1.1

Share Movement (%) by Session, P10+

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend								
	Mon-Fri 5:30am-12mn	This	Last	+/-	Mon-Fri 5:30am-9:00am	This	Last	+/-	Mon-Fri 9:00am-12:00md	This	Last	+/-	Mon-Fri 12:00md-4:00pm	This	Last	+/-	Mon-Fri 4:00pm-7:00pm	This	Last	+/-	Mon-Fri 7:00pm-12:00mn	This	Last	+/-	Sat-Sun 5:30am-12mn	This	Last
HOT TOMATO	14.0	12.2	1.8	12.1	10.8	1.3	13.1	10.9	2.2	16.3	13.9	2.4	16.5	15.1	1.4	10.2	9.7	0.5	13.6	12.5	1.1						
GOLD-FM	15.0	16.7	-1.7	15.0	17.0	-2.0	16.0	17.5	-1.5	15.9	16.6	-0.7	14.0	15.2	-1.2	9.8	16.9	-7.1	15.1	18.6	-3.5						
SEAFM	9.0	11.2	-2.2	9.5	10.1	-0.6	7.0	10.1	-3.1	9.8	13.8	-4.0	9.8	11.7	-1.9	8.4	9.0	-0.6	8.1	9.7	-1.6						
4BC	0.4	0.4	0.0	0.5	0.4	0.1	0.2	0.4	-0.2	0.5	0.4	0.1	0.4	0.4	0.0	0.5	0.5	0.0	0.2	0.5	-0.3						
MAGIC 882	0.3	0.2	0.1	0.1	0.1	0.0	0.4	0.3	0.1	0.3	0.4	-0.1	0.3	0.2	0.1	0.2	0.1	0.1	0.2	0.2	0.0						
4KQ	1.2	1.2	0.0	1.0	1.0	0.0	1.0	1.1	-0.1	1.2	1.1	0.1	1.7	1.4	0.3	1.7	2.6	-0.9	1.4	1.5	-0.1						
B105	1.8	1.4	0.4	1.9	1.5	0.4	1.3	0.9	0.4	1.5	1.3	0.2	2.8	2.1	0.7	2.1	1.7	0.4	1.8	1.2	0.6						
4MMM	1.6	1.9	-0.3	1.9	2.0	-0.1	1.6	2.2	-0.6	1.5	1.8	-0.3	1.8	2.0	-0.2	0.6	1.0	-0.4	1.0	0.9	0.1						
NOVA106.9	2.6	2.7	-0.1	2.7	3.2	-0.5	2.3	2.5	-0.2	2.6	2.5	0.1	2.8	2.6	0.2	2.6	2.3	0.3	1.5	1.4	0.1						
97.3FM	1.5	1.7	-0.2	1.7	1.5	0.2	0.9	1.3	-0.4	1.4	1.5	-0.1	2.5	2.5	0.0	1.2	2.2	-1.0	1.6	1.3	0.3						
ABC91.7	6.7	5.6	1.1	8.4	7.2	1.2	7.1	5.5	1.6	5.2	4.2	1.0	4.6	4.5	0.1	8.9	7.2	1.7	6.4	5.4	1.0						
ABC612	4.1	4.7	-0.6	5.4	7.2	-1.8	4.2	4.3	-0.1	3.4	3.7	-0.3	2.6	2.7	-0.1	5.1	4.2	0.9	4.5	4.8	-0.3						
4RN	2.6	3.1	-0.5	3.6	3.8	-0.2	2.0	2.7	-0.7	1.3	2.1	-0.8	2.3	3.6	-1.3	5.4	3.7	1.7	3.0	2.9	0.1						
NEWSR	2.2	1.6	0.6	4.2	3.4	0.8	1.1	0.8	0.3	0.7	0.5	0.2	1.0	0.8	0.2	4.9	3.1	1.8	2.6	2.0	0.6						
4JJJ	8.1	8.3	-0.2	6.1	6.4	-0.3	8.4	8.1	0.3	9.3	9.5	-0.2	9.0	9.5	-0.5	8.4	9.1	-0.7	6.1	7.0	-0.9						
ABC FM	2.1	2.5	-0.4	1.9	2.5	-0.6	2.4	2.9	-0.5	2.4	2.5	-0.1	1.2	1.8	-0.6	2.2	2.2	0.0	2.7	3.0	-0.3						