



GOLD COAST / TWEED RADIO - SURVEY 3 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	14.1	13.9	0.2	31.3	28.5	2.8	13.0	10.2	2.8	14.2	17.8	-3.6	18.7	19.0	-0.3	15.7	12.4	3.3	2.7	1.3	1.4
GOLD-FM	14.3	15.0	-0.7	9.2	11.8	-2.6	5.3	14.0	-8.7	12.4	11.3	1.1	21.3	20.0	1.3	19.2	16.6	2.6	8.7	12.1	-3.4
SEAFM	9.5	8.8	0.7	21.9	24.7	-2.8	23.8	25.0	-1.2	14.4	11.1	3.3	8.4	9.1	-0.7	2.1	1.6	0.5	2.1	0.1	2.0
4BC	1.2	0.4	0.8	*	*	*	0.1	*	*	0.2	0.1	0.1	0.1	0.1	0.0	1.1	1.2	-0.1	4.7	0.6	4.1
MAGIC 882	0.2	0.3	-0.1	*	*	*	*	*	*	*	0.1	*	0.1	*	*	0.8	1.2	-0.4	0.2	0.2	0.0
4KQ	1.2	1.3	-0.1	0.2	*	*	0.1	0.8	-0.7	0.4	0.8	-0.4	1.8	0.9	0.9	2.9	3.5	-0.6	0.6	1.1	-0.5
B105	1.6	1.8	-0.2	2.5	2.5	0.0	4.8	4.0	0.8	1.7	2.6	-0.9	1.9	2.3	-0.4	0.4	0.4	0.0	0.2	0.5	-0.3
4MMM	1.4	1.5	-0.1	3.8	2.1	1.7	1.0	0.8	0.2	2.6	2.2	0.4	1.0	2.6	-1.6	0.8	0.8	0.0	0.4	0.1	0.3
NOVA106.9	2.0	2.4	-0.4	5.1	3.6	1.5	4.7	9.2	-4.5	4.2	3.0	1.2	0.7	2.1	-1.4	0.9	0.7	0.2	0.4	0.1	0.3
97.3FM	1.4	1.5	-0.1	2.4	3.9	-1.5	0.6	0.7	-0.1	1.6	1.4	0.2	2.0	2.6	-0.6	1.7	1.2	0.5	0.3	0.2	0.1
ABC91.7	6.7	6.6	0.1	1.1	1.4	-0.3	1.2	0.5	0.7	4.8	4.9	-0.1	8.1	5.8	2.3	8.2	12.4	-4.2	9.6	9.1	0.5
ABC612	3.3	4.2	-0.9	0.9	0.2	0.7	0.6	0.8	-0.2	2.2	3.1	-0.9	1.6	1.3	0.3	5.6	6.1	-0.5	6.4	10.4	-4.0
4RN	2.3	2.7	-0.4	0.4	*	*	0.3	0.9	-0.6	2.1	3.4	-1.3	1.7	1.3	0.4	2.1	4.0	-1.9	4.6	4.2	0.4
NEWSR	1.9	2.3	-0.4	*	0.2	*	0.1	0.1	0.0	1.7	1.8	-0.1	2.6	2.1	0.5	2.4	3.7	-1.3	2.3	3.4	-1.1
4JJJ	9.4	7.6	1.8	11.2	8.2	3.0	22.1	15.6	6.5	18.1	17.4	0.7	8.1	5.7	2.4	3.4	3.1	0.3	0.6	0.3	0.3
ABCFM	2.9	2.2	0.7	0.2	*	*	0.1	0.3	-0.2	1.6	1.8	-0.2	1.2	1.6	-0.4	2.8	1.6	1.2	8.4	5.3	3.1

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	14.6	14.0	0.6	15.0	12.1	2.9	12.7	13.1	-0.4	15.7	16.3	-0.6	16.9	16.5	0.4	10.8	10.2	0.6	12.4	13.6	-1.2
GOLD-FM	14.5	15.0	-0.5	15.0	15.0	0.0	15.8	16.0	-0.2	15.3	15.9	-0.6	13.2	14.0	-0.8	8.4	9.8	-1.4	13.5	15.1	-1.6
SEAFM	9.8	9.0	0.8	9.3	9.5	-0.2	8.9	7.0	1.9	10.5	9.8	0.7	11.5	9.8	1.7	8.3	8.4	-0.1	8.6	8.1	0.5
4BC	1.2	0.4	0.8	1.6	0.5	1.1	1.7	0.2	1.5	0.9	0.5	0.4	0.4	0.4	0.0	1.2	0.5	0.7	1.0	0.2	0.8
MAGIC 882	0.2	0.3	-0.1	*	0.1	*	0.4	0.4	0.0	0.2	0.3	-0.1	0.1	0.3	-0.2	*	0.2	*	0.2	0.2	0.0
4KQ	1.0	1.2	-0.2	1.2	1.0	0.2	0.6	1.0	-0.4	0.4	1.2	-0.8	2.0	1.7	0.3	2.0	1.7	0.3	1.8	1.4	0.4
B105	1.6	1.8	-0.2	1.5	1.9	-0.4	1.5	1.3	0.2	1.5	1.5	0.0	2.3	2.8	-0.5	0.8	2.1	-1.3	1.4	1.8	-0.4
4MMM	1.5	1.6	-0.1	1.7	1.9	-0.2	1.1	1.6	-0.5	1.5	1.5	0.0	2.0	1.8	0.2	1.4	0.6	0.8	0.9	1.0	-0.1
NOVA106.9	2.0	2.6	-0.6	1.9	2.7	-0.8	1.4	2.3	-0.9	2.1	2.6	-0.5	2.4	2.8	-0.4	2.8	2.6	0.2	2.1	1.5	0.6
97.3FM	1.4	1.5	-0.1	1.3	1.7	-0.4	1.2	0.9	0.3	1.6	1.4	0.2	1.3	2.5	-1.2	1.4	1.2	0.2	1.6	1.6	0.0
ABC91.7	6.7	6.7	0.0	7.4	8.4	-1.0	6.8	7.1	-0.3	5.9	5.2	0.7	4.6	4.6	0.0	11.9	8.9	3.0	6.6	6.4	0.2
ABC612	3.1	4.1	-1.0	3.7	5.4	-1.7	3.3	4.2	-0.9	2.4	3.4	-1.0	2.1	2.6	-0.5	4.2	5.1	-0.9	3.9	4.5	-0.6
4RN	2.2	2.6	-0.4	3.2	3.6	-0.4	1.6	2.0	-0.4	1.1	1.3	-0.2	1.9	2.3	-0.4	5.0	5.4	-0.4	2.6	3.0	-0.4
NEWSR	1.9	2.2	-0.3	3.4	4.2	-0.8	1.2	1.1	0.1	0.8	0.7	0.1	1.2	1.0	0.2	3.4	4.9	-1.5	2.1	2.6	-0.5
4JJJ	10.2	8.1	2.1	8.8	6.1	2.7	10.7	8.4	2.3	11.8	9.3	2.5	10.8	9.0	1.8	7.2	8.4	-1.2	6.5	6.1	0.4
ABCFM	2.8	2.1	0.7	2.7	1.9	0.8	3.0	2.4	0.6	2.9	2.4	0.5	2.5	1.2	1.3	2.2	2.2	0.0	3.4	2.7	0.7

Please note:

- Previous 2014 survey results included listening via streaming for all ABC Radio and metropolitan commercial stations but no listening to local streaming for any Gold Coast commercial radio stations as they were not streaming locally
- Current Survey 3, 2014 results include listening via streaming to ABC Radio and metropolitan commercial stations for the entire survey period (24 weeks), and listening via local streaming to SEA FM and GOLD FM for almost half of the survey period (11 weeks), and listening via streaming to HOT TOMATO for no weeks in the survey period as HOT TOMATO is not streaming