

GOLD COAST/TWEED RADIO - SURVEY #1 2013



Share Movement (%) by Demographic, Mon-Sun 5.30am-12.00 Midnight

Station	P10+			P10-17			P18-24			P25-39			P40-54			P55-64			P65+		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
HOT TOMATO	14.0	14.7	-0.7	22.6	20.1	2.5	8.6	16.0	-7.4	14.4	18.2	-3.8	26.3	22.0	4.3	8.9	10.3	-1.4	2.5	3.3	-0.8
GOLD-FM	15.1	14.9	0.2	9.7	6.6	3.1	7.8	6.6	1.2	12.8	14.4	-1.6	18.3	19.3	-1.0	31.0	26.5	4.5	7.3	8.8	-1.5
SEAFM	16.3	12.6	3.7	36.8	28.3	8.5	33.4	25.4	8.0	26.2	22.1	4.1	14.5	11.3	3.2	4.9	2.8	2.1	0.9	0.9	0.0
4BC	0.4	1.0	-0.6	0.1	*	0.1	*	*	0.0	0.2	0.1	0.1	0.4	0.5	-0.1	1.3	1.1	0.2	0.5	2.9	-2.4
4BH	0.2	0.1	0.1	0.2	0.1	0.1	*	*	0.0	0.1	*	0.1	0.1	*	0.1	0.4	0.4	0.0	0.3	0.2	0.1
4KQ	0.6	0.9	-0.3	0.1	*	0.1	*	*	0.0	*	*	0.0	0.9	0.5	0.4	0.8	0.9	-0.1	1.1	2.7	-1.6
B105	0.7	0.8	-0.1	0.5	*	0.5	1.4	1.9	-0.5	1.6	1.7	-0.1	0.4	0.5	-0.1	*	0.2	-0.2	0.2	0.1	0.1
4MMM	1.7	2.1	-0.4	0.2	0.3	-0.1	*	0.9	-0.9	2.7	4.9	-2.2	3.9	2.4	1.5	0.1	0.9	-0.8	0.1	*	0.1
NOVA106.9	2.1	2.1	0.0	2.8	3.5	-0.7	5.4	6.4	-1.0	3.5	3.3	0.2	2.1	1.9	0.2	*	0.2	-0.2	0.2	0.1	0.1
97.3FM	1.7	1.6	0.1	0.4	4.2	-3.8	3.2	2.0	1.2	2.2	1.9	0.3	1.5	1.4	0.1	1.5	1.2	0.3	1.1	0.9	0.2
ABC91.7	5.9	4.8	1.1	1.6	2.1	-0.5	0.2	0.5	-0.3	3.8	1.0	2.8	5.7	4.8	0.9	8.2	11.8	-3.6	11.0	7.3	3.7
ABC612	4.0	4.6	-0.6	0.3	1.0	-0.7	0.4	1.1	-0.7	0.9	1.9	-1.0	1.9	4.2	-2.3	5.7	4.4	1.3	12.0	10.4	1.6
4RN	3.3	3.1	0.2	0.2	0.7	-0.5	0.1	0.6	-0.5	0.9	0.3	0.6	1.1	4.4	-3.3	7.7	6.2	1.5	7.8	4.3	3.5
NEWS'R	1.2	1.6	-0.4	0.3	2.1	-1.8	0.2	*	0.2	0.5	0.2	0.3	0.8	2.4	-1.6	1.1	2.5	-1.4	3.2	2.1	1.1
4JJJ	8.9	8.9	0.0	2.7	4.9	-2.2	19.7	19.3	0.4	16.5	19.7	-3.2	7.7	7.2	0.5	4.7	1.3	3.4	0.3	0.1	0.2
ABCFM	1.5	1.7	-0.2	0.2	*	0.2	0.9	0.7	0.2	1.3	0.2	1.1	0.6	1.0	-0.4	0.5	4.0	-3.5	4.1	3.5	0.6

Share Movement (%) by Session, P10+

Station	Mon-Fri 5.30am-12.00Mdnt			Breakfast 5.30am-9.00am			Morning 9.00am-12.00Noon			Afternoon 12.00Noon-4.00pm			Drive 4.00pm-7.00pm			Evening 7.00pm-12.00Mdnt			Saturday & Sunday 5.30am-12.00Mdnt		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
HOT TOMATO	14.3	15.1	-0.8	13.1	13.8	-0.7	13.5	15.1	-1.6	16.3	17.4	-1.1	15.8	15.5	0.3	10.7	10.4	0.3	12.7	13.5	-0.8
GOLD-FM	15.4	15.0	0.4	14.8	15.3	-0.5	18.3	16.3	2.0	17.0	15.2	1.8	12.5	13.9	-1.4	7.9	10.8	-2.9	13.9	14.6	-0.7
SEAFM	16.7	13.2	3.5	16.4	12.6	3.8	13.9	12.5	1.4	17.3	15.0	2.3	19.9	14.4	5.5	17.4	9.1	8.3	15.0	10.3	4.7
4BC	0.5	1.1	-0.6	0.5	1.0	-0.5	0.7	1.2	-0.5	0.5	1.3	-0.8	0.4	1.3	-0.9	0.3	0.1	0.2	0.2	0.5	-0.3
4BH	0.2	0.1	0.1	0.1	0.1	0.0	0.2	*	0.2	0.2	0.1	0.1	0.2	0.1	0.1	0.2	*	0.2	0.3	0.2	0.1
4KQ	0.6	0.7	-0.1	0.6	1.4	-0.8	0.6	0.5	0.1	0.7	0.5	0.2	0.6	0.5	0.1	0.4	0.2	0.2	0.5	1.4	-0.9
B105	0.8	0.9	-0.1	1.2	0.7	0.5	0.6	0.9	-0.3	0.6	1.0	-0.4	0.8	0.9	-0.1	0.4	0.7	-0.3	0.5	0.4	0.1
4MMM	1.9	2.5	-0.6	2.1	2.2	-0.1	2.0	3.0	-1.0	1.8	3.5	-1.7	1.7	0.8	0.9	1.0	1.2	-0.2	1.0	0.7	0.3
NOVA106.9	2.3	2.2	0.1	2.0	2.3	-0.3	2.7	1.6	1.1	2.7	1.8	0.9	2.0	3.8	-1.8	1.7	2.0	-0.3	1.3	1.8	-0.5
97.3FM	1.8	1.5	0.3	1.5	1.0	0.5	1.7	1.3	0.4	1.9	1.7	0.2	2.5	2.8	-0.3	1.7	1.6	0.1	1.3	1.7	-0.4
ABC91.7	5.8	4.9	0.9	7.0	6.1	0.9	5.4	4.4	1.0	4.4	3.6	0.8	5.6	4.6	1.0	8.4	6.7	1.7	6.3	4.5	1.8
ABC612	3.9	4.5	-0.6	5.5	6.4	-0.9	3.7	3.5	0.2	2.6	3.1	-0.5	2.9	4.3	-1.4	5.0	6.5	-1.5	4.7	5.1	-0.4
4RN	3.1	2.8	0.3	3.5	4.0	-0.5	2.6	2.5	0.1	1.9	1.7	0.2	3.2	2.7	0.5	8.1	4.1	4.0	3.8	3.9	-0.1
NEWS'R	1.2	1.5	-0.3	1.8	2.5	-0.7	0.5	0.9	-0.4	0.7	1.0	-0.3	0.9	1.0	-0.1	3.5	2.9	0.6	1.1	1.8	-0.7
4JJJ	9.1	9.1	0.0	8.2	7.3	0.9	10.4	9.6	0.8	9.9	11.2	-1.3	8.5	9.4	-0.9	6.3	6.4	-0.1	8.2	8.2	0.0
ABCFM	1.3	1.5	-0.2	1.7	1.9	-0.2	1.1	1.1	0.0	0.7	1.1	-0.4	2.2	2.3	-0.1	1.7	0.7	1.0	1.9	2.3	-0.4

Survey Period: Sun Jan 27 - Sat Feb 16, Sun Feb 24 - Sat Mar 23 and Sun Mar 31 - Sat Apr 6, 2013

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