

GOLD COAST TWEED RADIO - SURVEY #2 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	12.3	14.0	-1.7	12.8	22.6	-9.8	5.9	8.6	-2.7	14.3	14.4	-0.1	20.7	26.3	-5.6	10.9	8.9	2.0	4.0	2.5	1.5
GOLD-FM	16.2	15.1	1.1	14.2	9.7	4.5	8.7	7.8	0.9	16.4	12.8	3.6	22.1	18.3	3.8	23.9	31.0	-7.1	7.5	7.3	0.2
SEAFM	16.1	16.3	-0.2	37.5	36.8	0.7	35.5	33.4	2.1	25.6	26.2	-0.6	15.4	14.5	0.9	4.1	4.9	-0.8	1.3	0.9	0.4
4BC	0.8	0.4	0.4	0.1	0.1	0.0	*	*	0.0	0.3	0.2	0.1	0.8	0.4	0.4	1.8	1.3	0.5	1.4	0.5	0.9
4BH	0.1	0.2	-0.1	0.3	0.2	0.1	*	*	0.0	*	0.1	-0.1	*	0.1	-0.1	*	0.4	-0.4	0.4	0.3	0.1
4KQ	0.3	0.6	-0.3	0.2	0.1	0.1	*	*	0.0	*	*	0.0	0.7	0.9	-0.2	0.3	0.8	-0.5	0.2	1.1	-0.9
B105	0.7	0.7	0.0	0.9	0.5	0.4	1.7	1.4	0.3	1.2	1.6	-0.4	0.7	0.4	0.3	*	*	0.0	0.2	0.2	0.0
4MMM	0.9	1.7	-0.8	1.5	0.2	1.3	0.9	*	0.9	1.3	2.7	-1.4	1.4	3.9	-2.5	0.1	0.1	0.0	*	0.1	-0.1
NOVA106.9	2.4	2.1	0.3	3.4	2.8	0.6	2.5	5.4	-2.9	5.6	3.5	2.1	2.2	2.1	0.1	0.1	*	0.1	0.3	0.2	0.1
97.3FM	1.2	1.7	-0.5	2.0	0.4	1.6	0.6	3.2	-2.6	2.3	2.2	0.1	1.6	1.5	0.1	0.4	1.5	-1.1	0.3	1.1	-0.8
ABC91.7	6.6	5.9	0.7	2.8	1.6	1.2	3.7	0.2	3.5	6.1	3.8	2.3	6.2	5.7	0.5	8.3	8.2	0.1	8.4	11.0	-2.6
ABC612	4.0	4.0	0.0	0.1	0.3	-0.2	0.5	0.4	0.1	1.3	0.9	0.4	1.9	1.9	0.0	5.5	5.7	-0.2	11.0	12.0	-1.0
4RN	3.6	3.3	0.3	*	0.2	-0.2	0.2	0.1	0.1	1.5	0.9	0.6	2.2	1.1	1.1	7.1	7.7	-0.6	7.3	7.8	-0.5
NEWS'R	1.4	1.2	0.2	0.9	0.3	0.6	0.4	0.2	0.2	0.5	0.5	0.0	1.1	0.8	0.3	0.6	1.1	-0.5	3.7	3.2	0.5
4JJJ	8.2	8.9	-0.7	4.5	2.7	1.8	16.8	19.7	-2.9	13.6	16.5	-2.9	8.8	7.7	1.1	5.6	4.7	0.9	0.2	0.3	-0.1
ABCFM	1.9	1.5	0.4	0.1	0.2	-0.1	0.5	0.9	-0.4	1.9	1.3	0.6	0.5	0.6	-0.1	3.2	0.5	2.7	3.8	4.1	-0.3

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	12.5	14.3	-1.8	11.3	13.1	-1.8	12.4	13.5	-1.1	14.7	16.3	-1.6	12.3	15.8	-3.5	8.4	10.7	-2.3	11.5	12.7	-1.2
GOLD-FM	16.6	15.4	1.2	15.4	14.8	0.6	19.1	18.3	0.8	18.7	17.0	1.7	14.4	12.5	1.9	8.9	7.9	1.0	14.6	13.9	0.7
SEAFM	16.6	16.7	-0.1	16.3	16.4	-0.1	15.1	13.9	1.2	17.9	17.3	0.6	18.5	19.9	-1.4	14.0	17.4	-3.4	14.1	15.0	-0.9
4BC	0.9	0.5	0.4	0.6	0.5	0.1	1.2	0.7	0.5	0.9	0.5	0.4	1.0	0.4	0.6	0.2	0.3	-0.1	0.6	0.2	0.4
4BH	0.1	0.2	-0.1	*	0.1	-0.1	0.1	0.2	-0.1	0.2	0.2	0.0	0.1	0.2	-0.1	0.1	0.2	-0.1	0.1	0.3	-0.2
4KQ	0.3	0.6	-0.3	0.4	0.6	-0.2	0.2	0.6	-0.4	0.3	0.7	-0.4	0.2	0.6	-0.4	*	0.4	-0.4	0.3	0.5	-0.2
B105	0.7	0.8	-0.1	0.8	1.2	-0.4	0.5	0.6	-0.1	0.4	0.6	-0.2	1.1	0.8	0.3	1.8	0.4	1.4	0.7	0.5	0.2
4MMM	1.0	1.9	-0.9	0.8	2.1	-1.3	1.1	2.0	-0.9	1.2	1.8	-0.6	1.1	1.7	-0.6	0.7	1.0	-0.3	0.3	1.0	-0.7
NOVA106.9	2.6	2.3	0.3	2.2	2.0	0.2	2.9	2.7	0.2	2.7	2.7	0.0	2.5	2.0	0.5	2.6	1.7	0.9	1.7	1.3	0.4
97.3FM	1.3	1.8	-0.5	1.1	1.5	-0.4	0.8	1.7	-0.9	1.3	1.9	-0.6	2.4	2.5	-0.1	1.0	1.7	-0.7	1.0	1.3	-0.3
ABC91.7	6.5	5.8	0.7	8.2	7.0	1.2	5.6	5.4	0.2	5.1	4.4	0.7	6.4	5.6	0.8	7.8	8.4	-0.6	7.0	6.3	0.7
ABC612	3.9	3.9	0.0	5.4	5.5	-0.1	4.3	3.7	0.6	2.3	2.6	-0.3	2.7	2.9	-0.2	6.3	5.0	1.3	4.5	4.7	-0.2
4RN	3.3	3.1	0.2	4.9	3.5	1.4	2.9	2.6	0.3	2.1	1.9	0.2	2.1	3.2	-1.1	6.3	8.1	-1.8	4.4	3.8	0.6
NEWS'R	1.4	1.2	0.2	2.7	1.8	0.9	0.5	0.5	0.0	0.8	0.7	0.1	1.1	0.9	0.2	2.0	3.5	-1.5	1.5	1.1	0.4
4JJJ	8.1	9.1	-1.0	7.2	8.2	-1.0	7.2	10.4	-3.2	8.6	9.9	-1.3	9.9	8.5	1.4	9.2	6.3	2.9	8.3	8.2	0.1
ABCFM	1.8	1.3	0.5	2.1	1.7	0.4	2.0	1.1	0.9	1.3	0.7	0.6	2.0	2.2	-0.2	1.7	1.7	0.0	2.2	1.9	0.3