



# GOLD COAST / TWEED RADIO - SURVEY 1 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	11.8	13.8	-2.0	17.5	23.2	-5.7	16.1	8.7	7.4	12.3	16.6	-4.3	20.3	22.7	-2.4	9.6	10.5	-0.9	2.2	3.4	-1.2
GOLDFM	12.6	12.4	0.2	14.0	10.0	4.0	3.1	7.9	-4.8	12.4	10.0	2.4	14.2	16.1	-1.9	18.7	20.4	-1.7	9.7	7.9	1.8
SEAFM	13.3	11.3	2.0	32.7	29.3	3.4	33.0	24.5	8.5	20.8	18.3	2.5	12.5	10.3	2.2	6.7	4.5	2.2	1.5	1.1	0.4
4BC	1.0	1.2	-0.2	*	0.3	*	*	*	*	0.5	0.5	0.0	0.2	1.4	-1.2	0.6	2.0	-1.4	3.0	1.8	1.2
Magic 882 AM	0.3	0.1	0.2	*	0.2	*	0.1	*	*	*	*	*	0.8	*	*	0.3	0.2	0.1	0.2	0.3	-0.1
4KQ	1.3	0.7	0.6	*	*	*	*	*	*	2.6	0.9	1.7	0.3	0.2	0.1	3.0	0.5	2.5	0.8	1.6	-0.8
hit105.3	1.1	0.9	0.2	1.9	4.1	-2.2	4.4	3.0	1.4	0.9	1.1	-0.2	1.9	0.4	1.5	0.2	*	*	0.1	*	*
4MMM	1.8	1.9	-0.1	5.0	2.7	2.3	*	8.6	*	2.0	1.3	0.7	4.0	2.0	2.0	0.5	0.7	-0.2	0.3	0.5	-0.2
NOVA106.9	3.0	1.5	1.5	4.7	3.2	1.5	5.7	5.2	0.5	5.7	2.9	2.8	3.1	0.7	2.4	1.8	0.2	1.6	*	*	*
97.3FM	1.6	1.9	-0.3	3.6	3.6	0.0	0.6	2.9	-2.3	1.4	1.0	0.4	2.2	2.8	-0.6	0.6	2.4	-1.8	1.6	0.7	0.9
ABC91.7	4.9	4.8	0.1	1.3	1.8	-0.5	0.1	0.4	-0.3	2.6	4.3	-1.7	3.4	6.1	-2.7	9.4	7.9	1.5	7.6	4.3	3.3
ABC612	4.5	6.1	-1.6	0.2	0.2	0.0	5.5	0.2	5.3	0.8	4.0	-3.2	2.7	4.2	-1.5	5.3	3.9	1.4	9.5	14.8	-5.3
4RN	2.7	2.8	-0.1	1.2	0.3	0.9	1.5	*	*	0.9	2.1	-1.2	2.5	2.1	0.4	3.3	4.4	-1.1	4.9	4.9	0.0
NEWSR	1.3	1.6	-0.3	0.1	0.5	-0.4	0.4	1.5	-1.1	1.6	0.8	0.8	0.8	2.2	-1.4	1.6	0.9	0.7	1.9	2.5	-0.6
4JJJ	6.8	7.2	-0.4	5.9	10.3	-4.4	12.1	15.7	-3.6	12.5	14.9	-2.4	7.6	7.2	0.4	3.4	1.8	1.6	1.6	0.1	1.5
ABC FM	1.3	2.1	-0.8	1.6	0.2	1.4	0.1	*	*	0.7	0.6	0.1	0.5	1.2	-0.7	0.4	1.5	-1.1	3.5	5.9	-2.4

## 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	12.1	14.0	-1.9	13.0	12.9	0.1	10.9	13.0	-2.1	11.3	15.5	-4.2	14.7	16.6	-1.9	8.8	10.4	-1.6	10.8	13.3	-2.5
GOLDFM	12.9	12.9	0.0	12.4	13.6	-1.2	13.1	13.9	-0.8	14.2	14.1	0.1	12.4	10.7	1.7	10.0	6.9	3.1	11.5	10.7	0.8
SEAFM	13.8	11.8	2.0	11.4	9.6	1.8	12.4	11.5	0.9	15.7	13.8	1.9	17.7	14.0	3.7	12.2	10.0	2.2	11.8	9.6	2.2
4BC	1.1	1.4	-0.3	1.5	1.9	-0.4	1.4	2.0	-0.6	0.4	0.8	-0.4	0.4	0.9	-0.5	2.0	0.9	1.1	0.8	0.5	0.3
Magic 882 AM	0.3	0.1	0.2	0.2	*	*	0.4	0.1	0.3	0.5	0.1	0.4	0.1	0.2	-0.1	*	0.3	*	0.4	0.2	0.2
4KQ	1.3	0.6	0.7	1.5	0.6	0.9	1.5	0.5	1.0	1.3	0.6	0.7	0.8	0.6	0.2	0.6	0.3	0.3	1.4	1.2	0.2
hit105.3	1.1	0.8	0.3	1.0	0.8	0.2	1.0	0.7	0.3	1.3	0.8	0.5	1.6	1.2	0.4	0.9	0.4	0.5	1.1	0.9	0.2
4MMM	1.9	2.0	-0.1	1.5	2.6	-1.1	2.1	1.7	0.4	2.0	2.1	-0.1	2.3	1.9	0.4	2.0	0.8	1.2	1.5	1.3	0.2
NOVA106.9	3.4	1.4	2.0	3.4	1.4	2.0	2.9	0.7	2.2	4.0	1.1	2.9	3.3	2.8	0.5	1.9	1.8	0.1	1.7	1.7	0.0
97.3FM	1.5	1.9	-0.4	1.0	1.8	-0.8	1.3	2.0	-0.7	2.2	1.4	0.8	1.7	2.4	-0.7	1.6	2.4	-0.8	1.8	2.0	-0.2
ABC91.7	4.7	4.7	0.0	6.4	5.9	0.5	3.9	4.4	-0.5	3.7	3.3	0.4	3.2	3.5	-0.3	8.2	9.2	-1.0	5.3	5.2	0.1
ABC612	4.3	5.9	-1.6	7.2	8.0	-0.8	4.6	6.2	-1.6	1.9	4.9	-3.0	1.5	2.8	-1.3	6.4	6.5	-0.1	5.0	6.6	-1.6
4RN	2.8	2.8	0.0	3.8	4.2	-0.4	2.3	2.0	0.3	1.9	1.6	0.3	3.0	3.2	-0.2	2.7	3.4	-0.7	2.4	2.9	-0.5
NEWSR	1.1	1.5	-0.4	2.0	2.6	-0.6	0.6	0.9	-0.3	0.6	0.7	-0.1	0.8	0.8	0.0	1.0	3.3	-2.3	1.9	1.9	0.0
4JJJ	7.1	7.3	-0.2	6.4	7.0	-0.6	7.1	6.6	0.5	7.6	7.4	0.2	8.2	10.2	-2.0	6.1	4.7	1.4	5.6	6.9	-1.3
ABC FM	1.1	1.9	-0.8	1.8	1.5	0.3	0.9	2.0	-1.1	0.9	2.3	-1.4	0.7	1.7	-1.0	0.8	2.3	-1.5	1.9	2.6	-0.7

Note: Current survey results include listening via streaming to ABC, HOT TOMATO, SEAFM & GOLDFM for the entire survey.

EMBARGOED UNTIL 9:30AM AEST



# GOLD COAST / TWEED RADIO - SURVEY 1 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	10	-1	1	1	0	1	1	0	2	3	-1	3	4	-1	1	1	0	*	1	*
GOLDFM	9	9	0	1	*	*	*	*	*	2	2	0	2	3	-1	2	2	0	2	1	1
SEAFM	10	8	2	1	1	0	2	1	1	3	3	0	2	2	0	1	1	0	*	*	*
4BC	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*
Magic 882 AM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
4KQ	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
hit105.3	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
4MMM	1	1	0	*	*	*	*	1	*	*	*	*	1	*	*	*	*	*	*	*	*
NOVA106.9	2	1	1	*	*	*	*	*	*	1	*	*	1	*	*	*	*	*	*	*	*
97.3FM	1	1	0	*	*	*	*	*	*	*	*	*	*	1	*	*	*	*	*	*	*
ABC91.7	4	4	0	*	*	*	*	*	*	*	1	*	1	1	0	1	1	0	1	1	0
ABC612	3	5	-2	*	*	*	*	*	*	*	1	*	*	1	*	1	*	*	2	3	-1
4RN	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
NEWSR	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
4JJJ	5	5	0	*	*	*	1	1	0	2	2	0	1	1	0	*	*	*	*	*	*
ABC FM	1	2	-1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
<b>Total</b>	<b>73</b>	<b>74</b>	<b>-1</b>	<b>4</b>	<b>5</b>	<b>-1</b>	<b>5</b>	<b>6</b>	<b>-1</b>	<b>16</b>	<b>16</b>	<b>0</b>	<b>17</b>	<b>19</b>	<b>-2</b>	<b>12</b>	<b>11</b>	<b>1</b>	<b>18</b>	<b>18</b>	<b>0</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	9	11	-2	16	16	0	12	15	-3	10	15	-5	11	12	-1	2	2	0	6	8	-2
GOLDFM	10	10	0	15	17	-2	14	16	-2	13	14	-1	9	8	1	2	1	1	7	6	1
SEAFM	11	9	2	14	12	2	13	13	0	15	14	1	14	10	4	2	2	0	7	6	1
4BC	1	1	0	2	2	0	2	2	0	*	1	*	*	1	*	*	*	*	*	*	*
Magic 882 AM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
4KQ	1	*	*	2	1	1	2	1	1	1	1	0	1	*	*	*	*	1	1	0	
hit105.3	1	1	0	1	1	0	1	1	0	1	1	0	1	1	0	*	*	*	1	1	0
4MMM	2	2	0	2	3	-1	2	2	0	2	2	0	2	1	1	*	*	*	1	1	0
NOVA106.9	3	1	2	4	2	2	3	1	2	4	1	3	3	2	1	*	*	*	1	1	0
97.3FM	1	2	-1	1	2	-1	1	2	-1	2	1	1	1	2	-1	*	*	*	1	1	0
ABC91.7	4	4	0	8	7	1	4	5	-1	3	3	0	2	2	0	1	2	-1	3	3	0
ABC612	3	5	-2	9	10	-1	5	7	-2	2	5	-3	1	2	-1	1	1	0	3	4	-1
4RN	2	2	0	5	5	0	3	2	1	2	2	0	2	2	0	*	1	*	1	2	-1
NEWSR	1	1	0	3	3	0	1	1	0	1	1	0	1	1	0	*	1	*	1	1	0
4JJJ	6	6	0	8	9	-1	8	8	0	7	7	0	6	7	-1	1	1	0	3	4	-1
ABC FM	1	2	-1	2	2	0	1	2	-1	1	2	-1	1	1	0	*	*	*	1	2	-1
<b>Total</b>	<b>78</b>	<b>80</b>	<b>-2</b>	<b>123</b>	<b>123</b>	<b>0</b>	<b>108</b>	<b>117</b>	<b>-9</b>	<b>92</b>	<b>98</b>	<b>-6</b>	<b>76</b>	<b>71</b>	<b>5</b>	<b>18</b>	<b>19</b>	<b>-1</b>	<b>60</b>	<b>60</b>	<b>0</b>

Note: Current survey results include listening via streaming to ABC, HOT TOMATO, SEAFM & GOLDFM for the entire survey.

EMBARGOED UNTIL 9:30AM AEST



# GOLD COAST / TWEED RADIO - SURVEY 1 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	140	145	-5	22	26	-4	14	10	4	34	41	-7	45	44	1	14	16	-2	11	8	3
GOLDFM	141	138	3	14	16	-2	9	10	-1	32	26	6	39	41	-2	29	26	3	19	19	0
SEAFM	145	145	0	28	29	-1	24	30	-6	45	40	5	34	34	0	9	8	1	6	4	2
4BC	13	15	-2	*	3	*	*	*	*	2	2	0	2	4	-2	3	3	0	6	2	4
Magic 882 AM	4	6	-2	*	2	*	1	*	*	*	*	*	1	*	*	*	1	*	2	2	0
4KQ	13	15	-2	*	*	*	1	*	*	2	2	0	3	3	0	4	4	0	4	6	-2
hit105.3	21	20	1	3	6	-3	4	5	-1	6	5	1	6	3	3	1	*	*	1	*	*
4MMM	28	31	-3	5	6	-1	*	4	*	7	8	-1	13	9	4	3	3	0	1	1	0
NOVA106.9	38	34	4	4	6	-2	6	11	-5	13	10	3	8	5	3	4	2	2	2	*	*
97.3FM	24	32	-8	5	2	3	2	5	-3	4	6	-2	7	9	-2	3	7	-4	3	3	0
ABC91.7	63	67	-4	3	2	1	1	2	-1	9	14	-5	15	18	-3	15	15	0	20	15	5
ABC612	44	49	-5	2	1	1	5	2	3	4	11	-7	6	11	-5	11	8	3	17	17	0
4RN	30	30	0	3	2	1	2	*	*	4	5	-1	7	7	0	5	6	-1	9	10	-1
NEWSR	25	26	-1	*	2	*	1	2	-1	7	5	2	5	7	-2	4	2	2	6	8	-2
4JJJ	74	71	3	6	9	-3	16	14	2	27	30	-3	17	14	3	6	4	2	2	1	1
ABCFM	19	24	-5	2	2	0	1	*	*	3	4	-1	3	5	-2	2	3	-1	9	9	0
Total	552	546	6	56	57	-1	58	60	-2	127	125	2	127	128	-1	76	76	0	108	100	8

## 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	127	136	-9	89	92	-3	51	71	-20	68	80	-12	77	81	-4	32	37	-5	87	98	-11
GOLDFM	133	125	8	89	84	5	65	63	2	74	74	0	66	59	7	27	26	1	77	85	-8
SEAFM	138	132	6	103	84	19	59	64	-5	86	79	7	83	74	9	39	33	6	92	92	0
4BC	11	13	-2	6	9	-3	7	7	0	4	5	-1	3	4	-1	2	2	0	7	5	2
Magic 882 AM	4	5	-1	1	2	-1	2	2	0	4	2	2	1	2	-1	*	1	*	2	1	1
4KQ	11	11	0	6	5	1	5	5	0	7	5	2	4	4	0	2	1	1	7	9	-2
hit105.3	17	17	0	9	8	1	6	6	0	8	9	-1	10	8	2	6	3	3	12	11	1
4MMM	24	26	-2	17	18	-1	11	11	0	12	12	0	12	11	1	6	5	1	15	16	-1
NOVA106.9	33	30	3	25	17	8	11	9	2	21	15	6	20	17	3	9	5	4	19	21	-2
97.3FM	20	26	-6	9	15	-6	7	14	-7	13	11	2	10	14	-4	6	10	-4	16	15	1
ABC91.7	54	58	-4	39	39	0	27	27	0	25	26	-1	22	25	-3	13	15	-2	37	45	-8
ABC612	40	43	-3	29	29	0	21	26	-5	16	25	-9	12	19	-7	11	14	-3	29	35	-6
4RN	29	26	3	23	19	4	13	13	0	14	10	4	15	13	2	8	7	1	18	21	-3
NEWSR	20	24	-4	14	18	-4	5	8	-3	7	9	-2	7	8	-1	4	7	-3	18	19	-1
4JJJ	69	65	4	48	40	8	35	32	3	48	38	10	41	43	-2	23	14	9	50	48	2
ABCFM	17	20	-3	9	12	-3	7	10	-3	7	12	-5	5	10	-5	3	4	-1	12	17	-5
Total	540	535	5	465	452	13	344	363	-19	399	393	6	386	376	10	208	189	19	452	462	-10

Note: Current survey results include listening via streaming to ABC, HOT TOMATO, SEAFM & GOLDFM for the entire survey.