

Gold Coast/Tweed Radio - Survey #2 2011



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	+/-
H/TOMATO	15.2	14.9	0.3	28.7	35.8	-7.1	9.2	10.0	-0.8	24.9	18.2	6.7	23.8	23.8	0.0	6.9	7.2	-0.3	2.2	2.5	-0.3
GOLD-FM	14.8	17.0	-2.2	8.7	11.6	-2.9	10.1	4.5	5.6	11.9	17.8	-5.9	25.6	23.4	2.2	16.5	26.3	-9.8	7.9	8.0	-0.1
SEAFM	16.0	14.5	1.5	35.8	30.4	5.4	34.6	32.2	2.4	27.3	22.7	4.6	14.1	13.2	0.9	7.4	6.0	1.4	1.2	0.6	0.6
4BC	1.1	0.9	0.2	*	0.5	-0.5	0.1	0.1	0.0	*	0.1	-0.1	0.4	1.0	-0.6	2.8	1.7	1.1	2.3	1.6	0.7
4BH-882	0.8	0.3	0.5	*	*	0.0	1.0	1.5	-0.5	1.5	*	1.5	0.1	0.1	0.0	1.8	0.7	1.1	0.3	0.3	0.0
4KQ	0.7	0.9	-0.2	0.1	*	0.1	*	*	0.0	*	0.1	-0.1	0.5	2.6	-2.1	1.2	0.9	0.3	1.7	0.2	1.5
B105	0.9	0.7	0.2	0.2	0.5	-0.3	2.2	1.5	0.7	2.0	1.1	0.9	0.9	0.7	0.2	*	0.5	-0.5	*	0.1	-0.1
FM104 MMM	1.1	2.0	-0.9	0.7	2.1	-1.4	0.8	0.1	0.7	3.5	4.6	-1.1	0.8	2.0	-1.2	*	0.6	-0.6	0.1	0.5	-0.4
NOVA 106.9	2.4	2.2	0.2	2.0	2.4	-0.4	2.3	5.6	-3.3	6.9	5.0	1.9	2.3	1.0	1.3	*	0.2	-0.2	*	*	0.0
97.3 FM	0.9	1.6	-0.7	0.6	0.2	0.4	0.9	3.4	-2.5	0.9	0.6	0.3	0.5	2.0	-1.5	1.0	1.0	0.0	1.4	2.1	-0.7
ABC91.7	5.0	3.8	1.2	0.1	*	0.1	1.4	*	1.4	0.1	0.9	-0.8	4.5	4.5	0.0	11.3	8.8	2.5	8.2	5.5	2.7
ABC612	5.9	4.7	1.2	*	0.1	-0.1	0.5	0.2	0.3	0.5	0.4	0.1	3.2	2.0	1.2	8.0	11.3	-3.3	16.3	11.7	4.6
4RN	3.1	4.0	-0.9	1.5	0.2	1.3	1.7	*	1.7	0.2	0.3	-0.1	3.3	2.9	0.4	5.0	9.4	-4.4	5.4	8.8	-3.4
NEWSR	1.4	1.5	-0.1	0.7	0.4	0.3	0.5	*	0.5	0.4	0.4	0.0	1.4	1.3	0.1	0.9	3.0	-2.1	3.4	2.8	0.6
4JJJ	5.2	7.2	-2.0	10.5	6.0	4.5	13.6	18.0	-4.4	9.1	13.3	-4.2	3.7	5.8	-2.1	2.9	2.3	0.6	0.2	0.3	-0.1
ABC CL-FM	2.3	1.8	0.5	0.3	*	0.3	1.2	0.1	1.1	0.4	0.1	0.3	1.4	2.0	-0.6	4.8	0.4	4.4	4.1	5.6	-1.5

Share Movement (%) by Session, P10+

Station	Mon-Fri 5.30am-12.00Mdn			Breakfast 5.30am-9.00am			Morning 9.00am-12.00Noon			Afternoon 12.00Noon-4.00pm			Drive 4.00pm-7.00pm			Evening 7.00pm-12.00Mdn			Saturday & Sunday 5.30am-12.00Mdn		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
H/TOMATO	15.5	15.3	0.2	15.5	16.0	-0.5	13.8	13.1	0.7	17.3	16.9	0.4	17.2	17.5	-0.3	10.7	8.8	1.9	13.9	13.5	0.4
GOLD-FM	14.8	17.2	-2.4	16.5	18.2	-1.7	16.1	18.4	-2.3	16.0	17.7	-1.7	11.3	13.7	-2.4	5.0	14.3	-9.3	15.0	15.9	-0.9
SEAFM	16.7	15.0	1.7	17.1	14.5	2.6	14.8	14.6	0.2	17.1	16.0	1.1	17.7	16.3	1.4	17.7	11.3	6.4	13.3	12.8	0.5
4BC	1.1	0.9	0.2	1.0	0.7	0.3	0.9	1.5	-0.6	0.9	1.0	-0.1	0.9	0.7	0.2	3.4	0.3	3.1	1.1	0.6	0.5
4BH-882	0.7	0.3	0.4	0.6	0.2	0.4	0.8	0.6	0.2	0.7	0.2	0.5	0.9	0.3	0.6	0.9	0.7	0.2	1.0	0.3	0.7
4KQ	0.7	0.8	-0.1	0.6	1.0	-0.4	0.8	1.0	-0.2	0.9	0.8	0.1	0.4	0.5	-0.1	0.5	0.2	0.3	0.7	1.1	-0.4
B105	0.9	0.8	0.1	0.7	0.9	-0.2	0.9	0.6	0.3	0.9	0.6	0.3	1.5	1.7	-0.2	0.4	0.2	0.2	0.9	0.5	0.4
FM104 MMM	1.2	2.2	-1.0	1.1	1.7	-0.6	1.2	3.1	-1.9	1.3	2.5	-1.2	1.0	1.8	-0.8	1.1	0.6	0.5	1.0	1.3	-0.3
NOVA 106.9	2.6	2.4	0.2	2.6	2.0	0.6	2.4	2.2	0.2	2.9	3.1	-0.2	3.3	2.7	0.6	0.9	2.0	-1.1	1.6	1.3	0.3
97.3 FM	0.9	1.5	-0.6	0.9	1.7	-0.8	1.1	1.3	-0.2	1.0	1.7	-0.7	0.7	1.2	-0.5	0.8	1.3	-0.5	0.7	1.7	-1.0
ABC91.7	4.8	3.8	1.0	5.2	4.1	1.1	4.8	3.6	1.2	4.1	3.1	1.0	4.4	3.7	0.7	6.7	6.6	0.1	5.8	3.5	2.3
ABC612	5.9	4.4	1.5	7.3	5.5	1.8	6.5	3.8	2.7	4.6	3.2	1.4	3.1	3.9	-0.8	8.6	7.2	1.4	6.3	5.7	0.6
4RN	3.0	3.9	-0.9	4.2	5.8	-1.6	2.4	2.7	-0.3	1.8	2.0	-0.2	2.9	3.1	-0.2	4.8	8.9	-4.1	3.8	4.5	-0.7
NEWSR	1.2	1.3	-0.1	2.2	1.7	0.5	0.7	0.8	-0.1	0.7	0.8	-0.1	0.8	1.7	-0.9	2.1	2.5	-0.4	2.1	2.0	0.1
4JJJ	5.5	7.4	-1.9	3.8	5.9	-2.1	5.1	7.6	-2.5	6.5	8.8	-2.3	7.3	8.8	-1.5	5.5	4.5	1.0	4.3	6.6	-2.3
ABC CL-FM	2.2	1.7	0.5	1.9	1.6	0.3	2.2	2.0	0.2	1.3	1.6	-0.3	3.6	1.8	1.8	4.3	1.8	2.5	2.6	1.9	0.7

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Average Audience (00's) 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	+/-
Potential	5394	5394	0	585	585	0	607	607	0	1280	1280	0	1240	1240	0	730	730	0	952	952	0
H/TOMATO	105	114	-9	9	13	-4	6	7	-1	39	36	3	40	47	-7	8	8	0	3	4	-1
GOLD-FM	102	129	-27	3	4	-1	7	3	4	18	35	-17	43	46	-3	19	28	-9	12	13	-1
SEAFM	110	110	0	11	11	0	23	22	1	42	44	-2	24	26	-2	8	6	2	2	1	1
4BC	8	7	1	*	*	0	*	*	0	*	*	0	1	2	-1	3	2	1	4	2	2
4BH-882	6	2	4	*	*	0	1	1	0	2	*	2	*	*	0	2	1	1	*	1	-1
4KQ	5	7	-2	*	*	0	*	*	0	*	*	0	1	5	-4	1	1	0	3	*	3
B105	6	6	0	*	*	0	1	1	0	3	2	1	2	1	1	*	*	0	*	*	0
FM104 MMM	8	15	-7	*	1	-1	*	*	0	5	9	-4	1	4	-3	*	1	-1	*	1	-1
NOVA 106.9	17	17	0	1	1	0	1	4	-3	11	10	1	4	2	2	*	*	0	*	*	0
97.3 FM	6	12	-6	*	*	0	1	2	-1	1	1	0	1	4	-3	1	1	0	2	3	-1
ABC91.7	34	29	5	*	*	0	1	*	1	*	2	-2	8	9	-1	13	9	4	13	9	4
ABC612	41	35	6	*	*	0	*	*	0	1	1	0	5	4	1	9	12	-3	25	18	7
4RN	22	31	-9	*	*	0	1	*	1	*	1	-1	6	6	0	6	10	-4	8	14	-6
NEWSR	10	11	-1	*	*	0	*	*	0	1	1	0	2	3	-1	1	3	-2	5	4	1
4JJJ	36	55	-19	3	2	1	9	12	-3	14	26	-12	6	11	-5	3	2	1	*	*	0
ABC CL-FM	16	14	2	*	*	0	1	*	1	1	*	1	2	4	-2	5	*	5	6	9	-3
ALL	689	762	-73	30	36	-6	65	68	-3	155	196	-41	169	197	-28	115	107	8	155	158	-3

Average Audience (00's) by Session, P10+ [Potential: 5394]

Station	Mon-Fri 5.30am-12.00Mndt			Breakfast 5.30am-9.00am			Morning 9.00am-12.00Noon			Afternoon 12.00Noon-4.00pm			Drive 4.00pm-7.00pm			Evening 7.00pm-12.00Mndt			Saturday & Sunday 5.30am-12.00Mndt		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
H/TOMATO	119	129	-10	174	214	-40	155	152	3	166	182	-16	119	122	-3	20	18	2	70	75	-5
GOLD-FM	113	145	-32	185	243	-58	181	214	-33	154	190	-36	78	95	-17	9	30	-21	75	89	-14
SEAFM	127	126	1	191	194	-3	166	169	-3	164	172	-8	122	113	9	33	23	10	67	72	-5
4BC	8	8	0	11	9	2	10	17	-7	9	11	-2	6	5	1	6	1	5	5	3	2
4BH-882	6	3	3	7	3	4	9	7	2	6	2	4	6	2	4	2	1	1	5	2	3
4KQ	5	7	-2	7	13	-6	9	11	-2	9	8	1	3	3	0	1	*	1	3	6	-3
B105	7	7	0	8	11	-3	10	7	3	9	6	3	10	12	-2	1	*	1	4	3	1
FM104 MMM	9	19	-10	13	23	-10	13	36	-23	12	27	-15	7	13	-6	2	1	1	5	7	-2
NOVA 106.9	20	20	0	29	26	3	27	25	2	28	33	-5	23	18	5	2	4	-2	8	7	1
97.3 FM	7	13	-6	11	23	-12	12	15	-3	10	18	-8	5	8	-3	1	3	-2	4	9	-5
ABC91.7	36	32	4	58	54	4	53	42	11	40	33	7	30	26	4	12	14	-2	29	20	9
ABC612	45	37	8	81	74	7	74	44	30	44	35	9	22	27	-5	16	15	1	32	32	0
4RN	23	33	-10	47	77	-30	27	31	-4	18	21	-3	20	22	-2	9	18	-9	19	25	-6
NEWSR	9	11	-2	25	23	2	8	9	-1	7	9	-2	6	12	-6	4	5	-1	11	11	0
4JJJ	42	62	-20	42	79	-37	57	88	-31	62	95	-33	51	61	-10	10	9	1	22	37	-15
ABC CL-FM	17	15	2	21	21	0	25	23	2	12	18	-6	25	13	12	8	4	4	13	11	2
ALL	764	843	-79	1120	1338	-218	1124	1159	-35	962	1074	-112	691	696	-5	185	209	-24	501	559	-58

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Cumulative Audience (00's) 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	+/-
Potential	5394	5394	0	585	585	0	607	607	0	1280	1280	0	1240	1240	0	730	730	0	952	952	0
H/TOMATO	1429	1362	67	199	227	-28	191	145	46	453	404	49	403	417	-14	114	108	6	69	59	10
GOLD-FM	1432	1348	84	118	101	17	146	94	52	273	291	-18	471	463	8	262	267	-5	162	132	30
SEAFM	1707	1397	310	278	205	73	304	258	46	590	456	134	367	352	15	130	103	27	38	22	16
4BC	82	95	-13	*	4	-4	9	10	-1	5	5	0	16	17	-1	19	16	3	32	43	-11
4BH-882	102	56	46	*	*	0	12	10	2	45	*	45	6	6	0	15	17	-2	24	22	2
4KQ	71	109	-38	4	*	4	*	*	0	4	10	-6	23	42	-19	9	36	-27	32	20	12
B105	209	135	74	10	7	3	51	27	24	90	56	34	58	27	31	*	12	-12	*	5	-5
FM104 MMM	168	201	-33	19	14	5	31	6	25	73	91	-18	31	51	-20	*	18	-18	14	21	-7
NOVA 106.9	277	271	6	21	34	-13	69	77	-8	146	111	35	37	35	2	3	9	-6	2	4	-2
97.3 FM	138	211	-73	11	12	-1	16	21	-5	43	30	13	18	57	-39	13	32	-19	38	58	-20
ABC91.7	510	409	101	3	*	3	29	*	29	18	29	-11	158	94	64	142	124	18	160	162	-2
ABC612	405	358	47	6	4	2	12	10	2	29	34	-5	82	62	20	76	116	-40	201	133	68
4RN	364	415	-51	25	5	20	21	*	21	22	28	-6	94	106	-12	81	95	-14	120	180	-60
NEWSR	305	297	8	18	8	10	20	*	20	29	12	17	82	69	13	35	83	-48	121	125	-4
4J JJ	474	629	-155	51	72	-21	132	146	-14	139	230	-91	97	119	-22	42	47	-5	13	15	-2
ABC CL-FM	208	196	12	15	4	11	11	21	-10	20	15	5	36	48	-12	47	25	22	80	83	-3
ALL	5104	5084	20	534	542	-8	553	534	19	1226	1213	13	1188	1188	0	700	703	-3	902	904	-2

Cumulative Audience (00's) by Session, P10+ [Potential: 5394]

Station	Mon-Fri 5.30am-12.00Mndt			Breakfast 5.30am-9.00am			Morning 9.00am-12.00Noon			Afternoon 12.00Noon-4.00pm			Drive 4.00pm-7.00pm			Evening 7.00pm-12.00Mndt			Saturday & Sunday 5.30am-12.00Mndt		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
H/TOMATO	1317	1244	73	916	910	6	631	507	124	851	842	9	773	671	102	293	267	26	833	834	-1
GOLD-FM	1247	1240	7	932	973	-41	653	658	-5	771	749	22	642	552	90	235	291	-56	911	817	94
SEAFM	1605	1238	367	1126	931	195	738	578	160	971	799	172	853	730	123	390	264	126	920	885	35
4BC	77	81	-4	46	47	-1	26	41	-15	34	61	-27	25	27	-2	25	8	17	38	46	-8
4BH-882	73	42	31	38	17	21	37	25	12	33	27	6	50	19	31	33	16	17	54	29	25
4KQ	63	84	-21	29	58	-29	44	43	1	38	53	-15	25	31	-6	10	9	1	52	64	-12
B105	185	114	71	108	81	27	63	24	39	89	58	31	113	72	41	33	7	26	97	61	36
FM104 MMM	145	164	-19	84	98	-14	57	88	-31	86	98	-12	41	72	-31	37	30	7	64	85	-21
NOVA 106.9	251	250	1	160	142	18	120	108	12	158	178	-20	151	147	4	45	61	-16	120	157	-37
97.3 FM	136	200	-64	83	125	-42	73	99	-26	85	119	-34	54	72	-18	20	44	-24	66	117	-51
ABC91.7	441	366	75	296	251	45	245	161	84	233	184	49	193	174	19	116	105	11	313	273	40
ABC612	357	309	48	262	217	45	227	160	67	197	184	13	139	163	-24	105	75	30	250	243	7
4RN	315	371	-56	208	254	-46	132	151	-19	140	153	-13	119	141	-22	73	131	-58	232	252	-20
NEWSR	251	251	0	179	152	27	77	84	-7	88	115	-27	77	89	-12	58	85	-27	186	173	13
4J JJ	398	548	-150	264	364	-100	202	276	-74	263	325	-62	281	352	-71	110	190	-80	295	391	-96
ABC CL-FM	192	172	20	100	105	-5	94	87	7	84	91	-7	96	64	32	60	52	8	116	106	10
ALL	4983	4975	8	4202	4292	-90	3332	3156	176	3743	3716	27	3436	3287	149	1739	1771	-32	4075	4082	-7

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