



BRISBANE RADIO - SURVEY 6 2015

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	+/-
4BC	5.9	5.7	0.2	0.2	0.2	0.0	*	0.2	*	3.6	0.4	3.2	4.0	4.6	-0.6	7.5	9.2	-1.7	14.5	15.0	-0.5
MAGIC 882	4.7	4.9	-0.2	0.9	0.6	0.3	0.4	0.1	0.3	0.6	0.7	-0.1	2.6	3.5	-0.9	7.9	10.2	-2.3	13.0	11.1	1.9
4KQ	8.4	8.4	0.0	1.0	2.3	-1.3	1.6	0.9	0.7	0.6	0.7	-0.1	7.0	6.7	0.3	16.6	20.0	-3.4	18.4	15.3	3.1
hit105.3	9.8	8.6	1.2	22.2	20.5	1.7	28.8	20.6	8.2	14.3	13.2	1.1	6.9	7.7	-0.8	2.3	1.2	1.1	0.7	0.7	0.0
97.3FM	12.5	13.3	-0.8	17.6	20.0	-2.4	11.7	13.3	-1.6	13.1	14.7	-1.6	19.1	19.6	-0.5	10.1	9.0	1.1	3.5	3.6	-0.1
4MMM	10.3	9.4	0.9	11.9	9.7	2.2	12.0	9.6	2.4	11.1	12.3	-1.2	15.5	13.5	2.0	10.6	7.7	2.9	0.9	1.6	-0.7
NOVA106.9	10.9	12.5	-1.6	25.5	30.3	-4.8	23.0	23.6	-0.6	19.4	21.6	-2.2	8.1	9.5	-1.4	3.1	5.5	-2.4	0.3	0.2	0.1
ABC612	9.8	8.6	1.2	2.2	1.3	0.9	1.8	1.2	0.6	4.6	2.1	2.5	6.3	5.7	0.6	13.9	12.7	1.2	23.6	22.8	0.8
4RN	2.4	2.1	0.3	0.2	0.5	-0.3	0.5	*	*	0.5	0.5	0.0	2.7	1.2	1.5	3.9	5.0	-1.1	4.7	4.3	0.4
NEWSR	1.3	1.5	-0.2	0.6	1.0	-0.4	0.8	0.2	0.6	0.8	0.7	0.1	1.0	1.2	-0.2	1.9	1.5	0.4	2.5	3.4	-0.9
4JJJ	7.1	8.9	-1.8	7.0	4.0	3.0	12.5	20.4	-7.9	17.0	22.0	-5.0	5.8	6.9	-1.1	1.1	1.0	0.1	*	0.1	*
ABCFM	2.2	2.4	-0.2	0.8	0.5	0.3	0.1	0.4	-0.3	1.0	1.1	-0.1	1.2	1.5	-0.3	4.0	2.9	1.1	4.8	6.4	-1.6

Share Movement (%) by Session, P10+

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend								
	Mon-Fri 5:30am-12mn	This	Last	+/-	Mon-Fri 5:30am-9:00am	This	Last	+/-	Mon-Fri 9:00am-12:00md	This	Last	+/-	Mon-Fri 12:00md-4:00pm	This	Last	+/-	Mon-Fri 4:00pm-7:00pm	This	Last	+/-	Mon-Fri 7:00pm-12:00mn	This	Last	+/-	Sat-Sun 5:30am-12mn	This	Last
4BC	6.1	6.0	0.1	6.3	6.2	0.1	8.0	8.2	-0.2	4.4	4.9	-0.5	4.2	3.4	0.8	10.3	8.8	1.5	5.1	4.7	0.4						
MAGIC 882	4.5	4.7	-0.2	4.2	4.4	-0.2	5.3	6.4	-1.1	5.3	4.9	0.4	3.3	3.3	0.0	3.7	3.6	0.1	5.4	5.7	-0.3						
4KQ	8.1	7.9	0.2	8.0	7.4	0.6	10.3	9.2	1.1	8.6	9.0	-0.4	6.3	6.3	0.0	5.2	6.6	-1.4	9.4	9.8	-0.4						
hit105.3	10.1	8.7	1.4	9.4	7.7	1.7	8.7	8.1	0.6	10.7	9.3	1.4	13.0	10.1	2.9	8.7	8.1	0.6	8.8	8.6	0.2						
97.3FM	12.4	13.4	-1.0	12.5	13.0	-0.5	10.8	12.4	-1.6	12.3	14.6	-2.3	13.5	14.6	-1.1	14.4	11.7	2.7	12.7	12.7	0.0						
4MMM	10.8	9.6	1.2	9.7	9.1	0.6	11.3	9.5	1.8	13.0	11.0	2.0	10.1	9.3	0.8	8.3	7.5	0.8	8.8	8.8	0.0						
NOVA106.9	11.1	12.9	-1.8	11.4	13.5	-2.1	10.3	10.0	0.3	10.7	12.1	-1.4	12.4	15.9	-3.5	10.6	14.3	-3.7	10.4	11.1	-0.7						
ABC612	10.1	8.7	1.4	14.0	12.7	1.3	9.7	8.9	0.8	7.4	5.9	1.5	7.5	6.1	1.4	10.3	9.2	1.1	9.1	8.0	1.1						
4RN	2.3	2.1	0.2	3.2	2.8	0.4	1.7	1.8	-0.1	1.6	1.1	0.5	3.0	2.3	0.7	1.8	2.6	-0.8	2.6	2.2	0.4						
NEWSR	1.2	1.4	-0.2	1.7	1.8	-0.1	0.7	0.8	-0.1	0.6	0.8	-0.2	1.1	0.8	0.3	2.5	4.0	-1.5	1.7	1.8	-0.1						
4JJJ	6.8	9.0	-2.2	6.6	8.5	-1.9	5.7	8.0	-2.3	7.0	9.4	-2.4	8.9	11.3	-2.4	5.6	7.5	-1.9	8.0	8.5	-0.5						
ABCFM	2.2	2.3	-0.1	2.0	2.1	-0.1	2.5	2.7	-0.2	2.3	2.9	-0.6	2.2	1.6	0.6	1.4	1.6	-0.2	2.2	2.7	-0.5						

EMBARGOED UNTIL 9:30AM AEST



BRISBANE RADIO - SURVEY 6 2015

Average Audience (000's) by Demographic, Mon-Sun 5.30am-12midnight (Ave Qtr Hr Audience)

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	+/-
4BC	13	13	0	*	*	*	*	*	*	2	*	*	2	3	-1	3	3	0	6	6	0
MAGIC 882	11	11	0	*	*	*	*	*	*	*	*	*	2	2	0	3	4	-1	6	5	1
4KQ	19	19	0	*	*	*	*	*	*	*	*	*	4	4	0	6	7	-1	8	7	1
hit105.3	22	20	2	3	3	0	6	4	2	7	6	1	4	5	-1	1	*	*	*	*	*
97.3FM	28	30	-2	3	3	0	3	3	0	6	7	-1	11	12	-1	3	3	0	2	2	0
4MMM	23	21	2	2	2	0	3	2	1	5	6	-1	9	8	1	4	3	1	*	1	*
NOVA106.9	24	28	-4	4	5	-1	5	5	0	9	10	-1	5	6	-1	1	2	-1	*	*	*
ABC612	22	19	3	*	*	*	*	*	*	2	1	1	4	3	1	5	5	0	11	10	1
4RN	5	5	0	*	*	*	*	*	*	*	*	*	2	1	1	1	2	-1	2	2	0
NEWSR	3	3	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0
4JJJ	16	20	-4	1	1	0	3	4	-1	8	10	-2	3	4	-1	*	*	*	*	*	*
ABCFM	5	5	0	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0	2	3	-1
Total	224	227	-3	16	17	-1	22	22	0	49	48	1	59	61	-2	34	37	-3	45	43	2

Average Audience (000's) by Session, P10+ [Potential: 1927]

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	+/-
4BC	15	14	1	23	22	1	24	25	-1	12	14	-2	10	9	1	8	7	1	10	9	1
MAGIC 882	11	11	0	15	16	-1	16	20	-4	15	14	1	8	8	0	3	3	0	10	11	-1
4KQ	19	19	0	29	27	2	31	28	3	24	25	-1	15	16	-1	4	5	-1	18	19	-1
hit105.3	24	21	3	34	28	6	26	25	1	30	26	4	32	26	6	6	6	0	17	16	1
97.3FM	30	32	-2	46	47	-1	32	38	-6	35	41	-6	33	38	-5	11	9	2	24	24	0
4MMM	26	23	3	35	33	2	33	29	4	36	31	5	25	24	1	6	6	0	17	17	0
NOVA106.9	26	31	-5	42	49	-7	31	31	0	30	34	-4	30	41	-11	8	11	-3	20	21	-1
ABC612	24	21	3	51	46	5	29	27	2	21	17	4	18	16	2	8	7	1	17	15	2
4RN	6	5	1	12	10	2	5	5	0	5	3	2	7	6	1	1	2	-1	5	4	1
NEWSR	3	3	0	6	7	-1	2	2	0	2	2	0	3	2	1	2	3	-1	3	3	0
4JJJ	16	22	-6	24	31	-7	17	24	-7	20	27	-7	22	29	-7	4	6	-2	15	16	-1
ABCFM	5	6	-1	7	8	-1	7	8	-1	6	8	-2	5	4	1	1	1	0	4	5	-1
Total	238	241	-3	366	361	5	297	305	-8	281	283	-2	245	260	-15	74	75	-1	190	192	-2



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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	+/-
4BC	112	122	-10	2	3	-1	*	2	*	11	6	5	31	33	-2	24	28	-4	45	50	-5
MAGIC 882	115	114	1	6	5	1	4	1	3	8	5	3	21	21	0	29	33	-4	47	49	-2
4KQ	208	192	16	8	12	-4	5	5	0	15	14	1	51	45	6	65	55	10	65	61	4
hit105.3	443	410	33	85	80	5	110	98	12	150	137	13	77	78	-1	15	13	2	6	4	2
97.3FM	554	566	-12	84	86	-2	74	77	-3	153	149	4	154	166	-12	63	63	0	26	25	1
4MMM	338	354	-16	38	35	3	48	49	-1	107	117	-10	109	112	-3	27	32	-5	10	11	-1
NOVA106.9	528	551	-23	118	109	9	124	121	3	167	185	-18	92	102	-10	23	30	-7	5	4	1
ABC612	301	283	18	15	18	-3	11	9	2	43	38	5	68	63	5	65	61	4	98	93	5
4RN	81	77	4	4	5	-1	2	*	*	8	5	3	26	20	6	21	26	-5	21	22	-1
NEWSR	96	85	11	7	10	-3	8	2	6	17	12	5	20	18	2	16	17	-1	28	25	3
4JJJ	316	345	-29	37	28	9	71	84	-13	148	159	-11	49	59	-10	11	12	-1	1	3	-2
ABCFM	81	78	3	8	4	4	5	5	0	10	13	-3	11	14	-3	16	14	2	32	29	3
Total	1825	1830	-5	210	212	-2	230	228	2	476	477	-1	425	427	-2	240	241	-1	244	245	-1

Cumulative Audience (000's) by Session, P10+ [Potential: 1927]

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	+/-
4BC	107	117	-10	75	84	-9	68	73	-5	56	59	-3	50	50	0	37	39	-2	72	74	-2
MAGIC 882	104	100	4	62	67	-5	63	64	-1	70	64	6	48	50	-2	27	30	-3	77	84	-7
4KQ	179	166	13	121	110	11	103	103	0	117	111	6	89	88	1	46	45	1	162	139	23
hit105.3	412	367	45	260	217	43	153	146	7	223	189	34	258	218	40	113	105	8	272	258	14
97.3FM	504	509	-5	351	347	4	216	206	10	285	291	-6	297	323	-26	158	142	16	356	372	-16
4MMM	311	311	0	197	198	-1	139	140	-1	180	177	3	182	187	-5	84	89	-5	214	239	-25
NOVA106.9	486	512	-26	322	341	-19	197	221	-24	249	281	-32	291	317	-26	137	164	-27	333	358	-25
ABC612	273	258	15	208	201	7	137	122	15	144	129	15	135	124	11	72	67	5	195	176	19
4RN	75	71	4	54	49	5	38	34	4	38	34	4	50	44	6	22	22	0	55	54	1
NEWSR	83	75	8	52	46	6	25	25	0	28	28	0	31	24	7	25	26	-1	53	51	2
4JJJ	296	322	-26	178	206	-28	111	137	-26	151	163	-12	177	204	-27	83	108	-25	183	210	-27
ABCFM	75	70	5	49	38	11	37	40	-3	43	49	-6	37	29	8	22	17	5	53	53	0
Total	1769	1773	-4	1478	1465	13	1066	1106	-40	1261	1255	6	1315	1318	-3	750	741	9	1509	1524	-15