



BRISBANE RADIO - SURVEY 2 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	4.6	4.0	0.6	0.3	*	*	0.9	0.4	0.5	1.2	1.2	0.0	3.8	3.7	0.1	6.6	7.4	-0.8	12.3	8.5	3.8
MAGIC 882	4.3	4.4	-0.1	1.2	0.2	1.0	*	0.5	*	0.5	0.3	0.2	1.7	2.1	-0.4	6.4	9.6	-3.2	14.7	12.7	2.0
4KQ	8.7	8.6	0.1	1.3	0.4	0.9	0.9	1.1	-0.2	3.3	2.7	0.6	8.3	10.5	-2.2	20.2	19.3	0.9	14.1	12.1	2.0
hit105.3	8.2	9.3	-1.1	19.0	25.9	-6.9	19.4	19.1	0.3	12.5	14.3	-1.8	6.2	6.8	-0.6	1.6	1.8	-0.2	0.4	0.7	-0.3
97.3FM	14.3	14.6	-0.3	20.8	15.6	5.2	8.9	10.2	-1.3	16.3	14.9	1.4	22.2	23.9	-1.7	10.0	10.1	-0.1	5.2	7.2	-2.0
4MMM	7.6	8.7	-1.1	8.5	10.3	-1.8	8.0	12.9	-4.9	9.9	10.9	-1.0	10.5	11.8	-1.3	7.5	6.2	1.3	0.2	0.3	-0.1
NOVA106.9	11.6	10.8	0.8	25.8	25.7	0.1	24.5	20.1	4.4	19.2	17.7	1.5	9.4	8.9	0.5	1.0	2.2	-1.2	0.5	0.7	-0.2
ABC612	10.7	10.7	0.0	1.6	1.4	0.2	0.7	0.5	0.2	4.4	3.9	0.5	8.6	7.3	1.3	17.9	18.4	-0.5	24.8	28.0	-3.2
4RN	2.0	2.4	-0.4	0.3	0.6	-0.3	0.2	0.1	0.1	0.7	0.4	0.3	2.3	2.0	0.3	4.6	5.3	-0.7	2.9	4.9	-2.0
NEWSR	1.6	1.7	-0.1	0.9	0.2	0.7	0.4	0.1	0.3	1.6	1.6	0.0	1.5	1.2	0.3	0.9	0.8	0.1	3.6	4.7	-1.1
4JJJ	8.9	9.4	-0.5	6.2	6.6	-0.4	26.3	25.4	0.9	13.6	17.4	-3.8	8.7	6.9	1.8	1.5	1.3	0.2	0.3	0.8	-0.5
ABCFM	2.2	1.8	0.4	0.4	0.5	-0.1	0.7	1.2	-0.5	1.1	0.7	0.4	0.9	0.9	0.0	4.4	2.4	2.0	4.9	4.7	0.2

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	5.0	4.2	0.8	6.1	5.1	1.0	5.4	4.3	1.1	4.2	3.6	0.6	3.9	3.5	0.4	4.2	4.0	0.2	3.4	3.1	0.3	3.4	3.1	0.3	5.1	5.1	0.0
MAGIC 882	4.0	4.2	-0.2	4.7	4.3	0.4	4.7	5.1	-0.4	3.2	4.0	-0.8	3.5	3.9	-0.4	3.5	2.9	0.6	5.1	5.1	0.0	5.6	7.4	-1.8	10.9	9.9	1.0
4KQ	8.0	8.2	-0.2	8.0	8.7	-0.7	9.6	9.1	0.5	8.6	8.1	0.5	6.6	6.9	-0.3	10.2	11.4	-1.2	11.0	11.9	-0.9	7.6	8.7	-1.1	14.1	13.4	0.7
hit105.3	8.4	9.5	-1.1	8.3	9.5	-1.2	6.2	7.6	-1.4	8.4	9.2	-0.8	10.2	11.4	-1.2	11.0	11.9	-0.9	7.6	8.7	-1.1	11.0	11.9	-0.9	14.1	13.4	0.7
97.3FM	14.3	15.0	-0.7	13.6	14.0	-0.4	15.8	16.6	-0.8	15.3	16.9	-1.6	14.2	13.9	0.3	10.7	10.3	0.4	14.1	13.4	0.7	10.7	10.3	0.4	14.1	13.4	0.7
4MMM	8.0	9.0	-1.0	7.6	8.0	-0.4	8.8	9.5	-0.7	9.3	10.6	-1.3	8.0	9.4	-1.4	3.9	5.7	-1.8	6.3	7.6	-1.3	3.9	5.7	-1.8	6.3	7.6	-1.3
NOVA106.9	11.9	11.2	0.7	11.7	10.3	1.4	10.4	10.8	-0.4	12.3	11.8	0.5	13.7	12.4	1.3	11.8	11.1	0.7	10.5	9.6	0.9	11.8	11.1	0.7	10.5	9.6	0.9
ABC612	10.9	11.0	-0.1	13.7	15.2	-1.5	10.9	10.6	0.3	7.5	6.7	0.8	8.5	8.4	0.1	15.6	14.8	0.8	10.0	10.0	0.0	15.6	14.8	0.8	10.0	10.0	0.0
4RN	1.9	2.2	-0.3	2.3	3.3	-1.0	1.3	1.4	-0.1	1.6	1.3	0.3	1.7	2.3	-0.6	3.7	3.6	0.1	2.4	2.8	-0.4	3.7	3.6	0.1	2.4	2.8	-0.4
NEWSR	1.6	1.6	0.0	2.5	2.7	-0.2	0.9	1.0	-0.1	0.8	0.8	0.0	1.2	0.8	0.4	3.3	2.7	0.6	1.8	1.9	-0.1	3.3	2.7	0.6	1.8	1.9	-0.1
4JJJ	9.5	9.7	-0.2	7.9	7.2	0.7	9.6	9.7	-0.1	10.6	11.7	-1.1	11.1	11.8	-0.7	8.7	8.1	0.6	7.0	8.6	-1.6	8.7	8.1	0.6	7.0	8.6	-1.6
ABCFM	1.9	1.6	0.3	1.7	1.3	0.4	2.1	1.6	0.5	1.8	1.6	0.2	2.6	1.9	0.7	1.7	2.0	-0.3	2.8	2.3	0.5	1.7	2.0	-0.3	2.8	2.3	0.5

Please note: hit105.3 on air from 8 March 2015. Previously known as hit105.3 B105.

EMBARGOED UNTIL 9:30AM AEST



BRISBANE RADIO - SURVEY 2 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	11	9	2	*	*	*	*	*	*	1	1	0	2	2	0	2	3	-1	5	3	2
MAGIC 882	10	10	0	*	*	*	*	*	*	*	*	*	1	1	0	2	4	-2	6	5	1
4KQ	20	20	0	*	*	*	*	*	*	2	1	1	5	6	-1	7	7	0	6	5	1
hit105.3	19	21	-2	3	4	-1	5	5	0	7	8	-1	4	4	0	1	1	0	*	*	*
97.3FM	33	34	-1	3	2	1	2	3	-1	9	8	1	13	14	-1	4	4	0	2	3	-1
4MMM	18	20	-2	1	2	-1	2	3	-1	5	6	-1	6	7	-1	3	2	1	*	*	*
NOVA106.9	27	25	2	4	4	0	6	5	1	10	10	0	5	5	0	*	1	*	*	*	*
ABC612	25	25	0	*	*	*	*	*	*	2	2	0	5	4	1	6	7	-1	10	11	-1
4RN	5	5	0	*	*	*	*	*	*	*	*	*	1	1	0	2	2	0	1	2	-1
NEWSR	4	4	0	*	*	*	*	*	*	1	1	0	1	1	0	*	*	*	1	2	-1
4JJJ	21	22	-1	1	1	0	7	6	1	7	10	-3	5	4	1	1	*	*	*	*	*
ABCFM	5	4	1	*	*	*	*	*	*	1	*	*	1	1	0	2	1	1	2	2	0
Total	230	230	0	16	15	1	25	25	0	54	56	-2	58	58	0	36	37	-1	42	40	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	12	10	2	24	20	4	17	14	3	12	11	1	10	9	1	3	3	0	7	6	1
MAGIC 882	10	10	0	18	17	1	15	16	-1	9	11	-2	9	10	-1	3	2	1	10	10	0
4KQ	20	20	0	31	34	-3	30	28	2	24	23	1	16	17	-1	4	6	-2	21	19	2
hit105.3	21	23	-2	32	37	-5	19	24	-5	24	26	-2	25	28	-3	8	9	-1	15	16	-1
97.3FM	35	37	-2	53	55	-2	49	52	-3	43	49	-6	35	34	1	8	8	0	27	25	2
4MMM	20	22	-2	30	31	-1	27	30	-3	26	31	-5	20	23	-3	3	4	-1	12	14	-2
NOVA106.9	29	28	1	46	40	6	32	34	-2	35	34	1	34	31	3	9	8	1	20	18	2
ABC612	27	27	0	53	59	-6	34	33	1	21	19	2	21	21	0	11	11	0	19	19	0
4RN	5	6	-1	9	13	-4	4	4	0	5	4	1	4	6	-2	3	3	0	5	5	0
NEWSR	4	4	0	10	11	-1	3	3	0	2	2	0	3	2	1	2	2	0	4	4	0
4JJJ	23	24	-1	31	28	3	30	30	0	30	34	-4	27	29	-2	6	6	0	14	16	-2
ABCFM	5	4	1	7	5	2	7	5	2	5	5	0	6	5	1	1	1	0	5	4	1
Total	246	247	-1	391	390	1	311	312	-1	284	289	-5	245	247	-2	74	75	-1	193	188	5

Please note: hit105.3 on air from 8 March 2015. Previously known as hit105.3 B105.



BRISBANE RADIO - SURVEY 2 2015

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	125	116	9	4	1	3	4	3	1	13	18	-5	31	28	3	24	30	-6	49	36	13
MAGIC 882	129	146	-17	6	2	4	1	4	-3	13	9	4	28	31	-3	34	51	-17	47	49	-2
4KQ	226	228	-2	10	7	3	8	7	1	25	23	2	47	55	-8	75	78	-3	61	58	3
hit105.3	452	503	-51	88	101	-13	109	104	5	142	165	-23	80	95	-15	26	30	-4	8	8	0
97.3FM	555	565	-10	77	69	8	71	71	0	155	161	-6	172	176	-4	52	59	-7	29	30	-1
4MMM	348	356	-8	43	38	5	40	53	-13	112	119	-7	114	103	11	35	39	-4	4	5	-1
NOVA106.9	554	514	40	104	96	8	120	110	10	208	209	-1	102	81	21	12	15	-3	8	3	5
ABC612	332	328	4	15	10	5	9	5	4	55	54	1	81	77	4	76	79	-3	97	102	-5
4RN	86	92	-6	4	2	2	4	1	3	14	10	4	23	26	-3	20	24	-4	21	28	-7
NEWSR	113	92	21	11	3	8	4	1	3	29	26	3	25	21	4	12	14	-2	31	27	4
4JJJ	333	343	-10	27	28	-1	86	95	-9	139	144	-5	62	60	2	12	12	0	5	5	0
ABCFM	102	96	6	11	8	3	10	9	1	22	18	4	13	17	-4	20	15	5	26	30	-4
Total	1828	1829	-1	206	203	3	228	226	2	477	482	-5	428	429	-1	237	240	-3	251	251	0

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	117	109	8	86	78	8	65	62	3	70	64	6	61	55	6	28	25	3	81	73	8
MAGIC 882	116	129	-13	79	84	-5	67	79	-12	55	65	-10	66	73	-7	39	42	-3	91	96	-5
4KQ	198	200	-2	130	135	-5	120	117	3	132	120	12	106	113	-7	60	56	4	164	162	2
hit105.3	407	464	-57	278	323	-45	160	187	-27	229	261	-32	234	270	-36	135	144	-9	279	311	-32
97.3FM	506	521	-15	341	361	-20	237	243	-6	297	302	-5	303	292	11	148	140	8	368	366	2
4MMM	317	332	-15	181	206	-25	144	146	-2	194	200	-6	184	180	4	57	79	-22	201	212	-11
NOVA106.9	510	470	40	324	292	32	196	209	-13	284	263	21	310	273	37	153	142	11	346	308	38
ABC612	298	305	-7	227	241	-14	152	154	-2	148	144	4	152	152	0	104	97	7	217	218	-1
4RN	66	79	-13	47	52	-5	31	36	-5	38	41	-3	35	38	-3	29	35	-6	61	63	-2
NEWSR	96	78	18	63	59	4	27	26	1	31	29	2	34	28	6	31	25	6	68	65	3
4JJJ	312	318	-6	192	183	9	136	151	-15	171	178	-7	198	203	-5	103	106	-3	208	207	1
ABCFM	91	85	6	56	47	9	34	36	-2	45	42	3	48	33	15	25	28	-3	69	58	11
Total	1793	1803	-10	1530	1521	9	1130	1146	-16	1314	1332	-18	1348	1327	21	745	756	-11	1534	1525	9

Please note: hit105.3 on air from 8 March 2015. Previously known as hit105.3 B105.