



# BRISBANE RADIO - SURVEY 3 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	5.0	4.6	0.4	0.7	0.3	0.4	0.7	0.9	-0.2	1.3	1.2	0.1	4.7	3.8	0.9	6.0	6.6	-0.6	13.4	12.3	1.1
MAGIC 882	4.9	4.3	0.6	1.2	1.2	0.0	0.3	*	*	0.3	0.5	-0.2	1.7	1.7	0.0	8.6	6.4	2.2	16.1	14.7	1.4
4KQ	7.7	8.7	-1.0	1.3	1.3	0.0	0.8	0.9	-0.1	2.6	3.3	-0.7	7.8	8.3	-0.5	17.0	20.2	-3.2	12.5	14.1	-1.6
hit105.3	8.0	8.2	-0.2	16.2	19.0	-2.8	18.5	19.4	-0.9	11.4	12.5	-1.1	7.8	6.2	1.6	1.2	1.6	-0.4	0.5	0.4	0.1
97.3FM	13.7	14.3	-0.6	25.7	20.8	4.9	10.3	8.9	1.4	12.4	16.3	-3.9	21.4	22.2	-0.8	10.8	10.0	0.8	3.5	5.2	-1.7
4MMM	9.1	7.6	1.5	6.1	8.5	-2.4	7.6	8.0	-0.4	15.9	9.9	6.0	11.7	10.5	1.2	6.8	7.5	-0.7	0.8	0.2	0.6
NOVA106.9	12.3	11.6	0.7	25.7	25.8	-0.1	28.6	24.5	4.1	20.9	19.2	1.7	9.3	9.4	-0.1	2.5	1.0	1.5	0.2	0.5	-0.3
ABC612	10.8	10.7	0.1	1.9	1.6	0.3	1.3	0.7	0.6	5.3	4.4	0.9	9.0	8.6	0.4	15.7	17.9	-2.2	24.8	24.8	0.0
4RN	2.0	2.0	0.0	0.3	0.3	0.0	0.5	0.2	0.3	0.6	0.7	-0.1	2.2	2.3	-0.1	4.4	4.6	-0.2	2.7	2.9	-0.2
NEWSR	1.2	1.6	-0.4	0.9	0.9	0.0	0.3	0.4	-0.1	1.0	1.6	-0.6	1.3	1.5	-0.2	1.6	0.9	0.7	1.7	3.6	-1.9
4JJJ	7.8	8.9	-1.1	5.7	6.2	-0.5	20.1	26.3	-6.2	13.7	13.6	0.1	7.3	8.7	-1.4	1.6	1.5	0.1	0.6	0.3	0.3
ABCFM	2.0	2.2	-0.2	0.4	0.4	0.0	0.2	0.7	-0.5	1.0	1.1	-0.1	0.7	0.9	-0.2	2.8	4.4	-1.6	6.1	4.9	1.2

## 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	5.3	5.0	0.3	6.4	6.1	0.3	5.8	5.4	0.4	4.5	4.2	0.3	3.7	3.9	-0.2	5.0	4.2	0.8	4.1	3.4	0.7						
MAGIC 882	4.7	4.0	0.7	5.3	4.7	0.6	5.5	4.7	0.8	4.1	3.2	0.9	4.1	3.5	0.6	3.5	3.5	0.0	5.5	5.1	0.4						
4KQ	7.2	8.0	-0.8	7.1	8.0	-0.9	9.0	9.6	-0.6	7.6	8.6	-1.0	5.6	6.6	-1.0	4.9	5.6	-0.7	9.3	10.9	-1.6						
hit105.3	8.0	8.4	-0.4	7.3	8.3	-1.0	6.4	6.2	0.2	8.0	8.4	-0.4	10.3	10.2	0.1	9.8	11.0	-1.2	7.9	7.6	0.3						
97.3FM	13.4	14.3	-0.9	13.6	13.6	0.0	13.3	15.8	-2.5	13.9	15.3	-1.4	13.4	14.2	-0.8	11.9	10.7	1.2	14.5	14.1	0.4						
4MMM	10.0	8.0	2.0	9.3	7.6	1.7	11.1	8.8	2.3	12.0	9.3	2.7	8.9	8.0	0.9	5.3	3.9	1.4	6.4	6.3	0.1						
NOVA106.9	12.7	11.9	0.8	12.7	11.7	1.0	11.1	10.4	0.7	12.7	12.3	0.4	14.4	13.7	0.7	13.4	11.8	1.6	11.3	10.5	0.8						
ABC612	10.6	10.9	-0.3	12.6	13.7	-1.1	11.7	10.9	0.8	7.6	7.5	0.1	8.5	8.5	0.0	13.7	15.6	-1.9	11.4	10.0	1.4						
4RN	1.9	1.9	0.0	2.7	2.3	0.4	1.1	1.3	-0.2	1.4	1.6	-0.2	1.9	1.7	0.2	2.8	3.7	-0.9	2.0	2.4	-0.4						
NEWSR	1.2	1.6	-0.4	1.8	2.5	-0.7	0.4	0.9	-0.5	0.6	0.8	-0.2	1.2	1.2	0.0	2.5	3.3	-0.8	1.4	1.8	-0.4						
4JJJ	8.3	9.5	-1.2	7.4	7.9	-0.5	8.0	9.6	-1.6	8.9	10.6	-1.7	9.8	11.1	-1.3	7.8	8.7	-0.9	6.1	7.0	-0.9						
ABCFM	1.9	1.9	0.0	1.9	1.7	0.2	1.9	2.1	-0.2	1.6	1.8	-0.2	2.6	2.6	0.0	1.6	1.7	-0.1	2.3	2.8	-0.5						

# EMBARGOED UNTIL 9:30AM AEST



## BRISBANE RADIO - SURVEY 3 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	11	0	*	*	*	*	*	*	1	1	0	3	2	1	2	2	0	5	5	0
MAGIC 882	11	10	1	*	*	*	*	*	*	*	*	*	1	1	0	3	2	1	7	6	1
4KQ	17	20	-3	*	*	*	*	*	*	1	2	-1	5	5	0	6	7	-1	5	6	-1
hit105.3	18	19	-1	3	3	0	4	5	-1	6	7	-1	5	4	1	*	1	*	*	*	*
97.3FM	30	33	-3	4	3	1	2	2	0	6	9	-3	12	13	-1	4	4	0	1	2	-1
4MMM	20	18	2	1	1	0	2	2	0	8	5	3	7	6	1	2	3	-1	*	*	*
NOVA106.9	27	27	0	4	4	0	6	6	0	11	10	1	5	5	0	1	*	*	*	*	*
ABC612	24	25	-1	*	*	*	*	*	*	3	2	1	5	5	0	5	6	-1	10	10	0
4RN	4	5	-1	*	*	*	*	*	*	*	*	*	1	1	0	1	2	-1	1	1	0
NEWSR	3	4	-1	*	*	*	*	*	*	1	1	0	1	1	0	1	*	*	1	1	0
4JJJ	17	21	-4	1	1	0	4	7	-3	7	7	0	4	5	-1	1	1	0	*	*	*
ABCFM	4	5	-1	*	*	*	*	*	*	1	1	0	*	1	*	1	2	-1	2	2	0
Total	222	230	-8	17	16	1	21	25	-4	51	54	-3	58	58	0	34	36	-2	40	42	-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	12	0	24	24	0	18	17	1	12	12	0	9	10	-1	4	3	1	8	7	1
MAGIC 882	11	10	1	20	18	2	17	15	2	11	9	2	10	9	1	2	3	-1	10	10	0
4KQ	17	20	-3	27	31	-4	28	30	-2	21	24	-3	13	16	-3	3	4	-1	17	21	-4
hit105.3	19	21	-2	27	32	-5	20	19	1	22	24	-2	24	25	-1	7	8	-1	15	15	0
97.3FM	32	35	-3	51	53	-2	41	49	-8	38	43	-5	31	35	-4	8	8	0	27	27	0
4MMM	24	20	4	35	30	5	34	27	7	33	26	7	21	20	1	4	3	1	12	12	0
NOVA106.9	30	29	1	47	46	1	34	32	2	35	35	0	34	34	0	9	9	0	21	20	1
ABC612	25	27	-2	47	53	-6	36	34	2	21	21	0	20	21	-1	10	11	-1	21	19	2
4RN	5	5	0	10	9	1	3	4	-1	4	5	-1	4	4	0	2	3	-1	4	5	-1
NEWSR	3	4	-1	7	10	-3	1	3	-2	2	2	0	3	3	0	2	2	0	3	4	-1
4JJJ	20	23	-3	28	31	-3	24	30	-6	24	30	-6	23	27	-4	5	6	-1	11	14	-3
ABCFM	4	5	-1	7	7	0	6	7	-1	4	5	-1	6	6	0	1	1	0	4	5	-1
Total	236	246	-10	373	391	-18	306	311	-5	273	284	-11	234	245	-11	70	74	-4	185	193	-8



# BRISBANE RADIO - SURVEY 3 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	132	125	7	5	4	1	4	4	0	8	13	-5	32	31	1	29	24	5	53	49	4
MAGIC 882	142	129	13	7	6	1	3	1	2	11	13	-2	19	28	-9	34	34	0	68	47	21
4KQ	214	226	-12	9	10	-1	8	8	0	22	25	-3	41	47	-6	76	75	1	58	61	-3
hit105.3	417	452	-35	82	88	-6	99	109	-10	131	142	-11	81	80	1	18	26	-8	6	8	-2
97.3FM	569	555	14	91	77	14	70	71	-1	156	155	1	171	172	-1	61	52	9	19	29	-10
4MMM	375	348	27	49	43	6	39	40	-1	131	112	19	113	114	-1	37	35	2	7	4	3
NOVA106.9	567	554	13	108	104	4	125	120	5	203	208	-5	104	102	2	20	12	8	9	8	1
ABC612	349	332	17	19	15	4	16	9	7	59	55	4	79	81	-2	75	76	-1	101	97	4
4RN	84	86	-2	4	4	0	6	4	2	17	14	3	21	23	-2	18	20	-2	17	21	-4
NEWSR	113	113	0	12	11	1	3	4	-1	30	29	1	23	25	-2	17	12	5	27	31	-4
4JJJ	315	333	-18	29	27	2	74	86	-12	137	139	-2	58	62	-4	10	12	-2	7	5	2
ABCFM	86	102	-16	9	11	-2	6	10	-4	19	22	-3	12	13	-1	15	20	-5	26	26	0
Total	1828	1828	0	211	206	5	228	228	0	477	477	0	427	428	-1	238	237	1	246	251	-5

## 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	116	117	-1	80	86	-6	66	65	1	65	70	-5	56	61	-5	37	28	9	90	81	9
MAGIC 882	130	116	14	87	79	8	78	67	11	75	55	20	66	66	0	36	39	-3	99	91	8
4KQ	190	198	-8	125	130	-5	111	120	-9	121	132	-11	101	106	-5	52	60	-8	157	164	-7
hit105.3	378	407	-29	244	278	-34	152	160	-8	202	229	-27	222	234	-12	117	135	-18	259	279	-20
97.3FM	514	506	8	331	341	-10	206	237	-31	278	297	-19	295	303	-8	147	148	-1	376	368	8
4MMM	338	317	21	193	181	12	155	144	11	210	194	16	191	184	7	73	57	16	209	201	8
NOVA106.9	518	510	8	347	324	23	216	196	20	297	284	13	324	310	14	160	153	7	368	346	22
ABC612	302	298	4	228	227	1	157	152	5	146	148	-2	150	152	-2	109	104	5	239	217	22
4RN	67	66	1	51	47	4	21	31	-10	29	38	-9	36	35	1	25	29	-4	56	61	-5
NEWSR	91	96	-5	51	63	-12	17	27	-10	34	31	3	33	34	-1	28	31	-3	58	68	-10
4JJJ	290	312	-22	188	192	-4	120	136	-16	149	171	-22	174	198	-24	99	103	-4	188	208	-20
ABCFM	78	91	-13	47	56	-9	32	34	-2	36	45	-9	46	48	-2	23	25	-2	55	69	-14
Total	1779	1793	-14	1492	1530	-38	1099	1130	-31	1301	1314	-13	1345	1348	-3	752	745	7	1531	1534	-3