



BRISBANE RADIO - SURVEY 4 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	4.5	5.0	-0.5	0.5	0.7	-0.2	0.3	0.7	-0.4	1.2	1.3	-0.1	4.0	4.7	-0.7	6.4	6.0	0.4	11.1	13.4	-2.3
MAGIC 882	5.0	4.9	0.1	0.2	1.2	-1.0	0.4	0.3	0.1	0.1	0.3	-0.2	2.7	1.7	1.0	10.9	8.6	2.3	13.6	16.1	-2.5
4KQ	8.3	7.7	0.6	2.1	1.3	0.8	1.5	0.8	0.7	1.2	2.6	-1.4	9.9	7.8	2.1	18.8	17.0	1.8	11.9	12.5	-0.6
hit105.3	8.3	8.0	0.3	18.1	16.2	1.9	19.2	18.5	0.7	12.1	11.4	0.7	7.7	7.8	-0.1	1.1	1.2	-0.1	0.9	0.5	0.4
97.3FM	14.0	13.7	0.3	25.0	25.7	-0.7	11.8	10.3	1.5	13.2	12.4	0.8	21.6	21.4	0.2	10.8	10.8	0.0	3.2	3.5	-0.3
4MMM	9.8	9.1	0.7	7.7	6.1	1.6	8.9	7.6	1.3	18.2	15.9	2.3	12.7	11.7	1.0	4.3	6.8	-2.5	1.5	0.8	0.7
NOVA106.9	13.2	12.3	0.9	29.1	25.7	3.4	26.0	28.6	-2.6	22.9	20.9	2.0	9.8	9.3	0.5	5.4	2.5	2.9	0.1	0.2	-0.1
ABC612	10.0	10.8	-0.8	1.4	1.9	-0.5	0.9	1.3	-0.4	3.8	5.3	-1.5	6.2	9.0	-2.8	13.9	15.7	-1.8	27.9	24.8	3.1
4RN	1.9	2.0	-0.1	0.4	0.3	0.1	0.3	0.5	-0.2	0.3	0.6	-0.3	1.1	2.2	-1.1	5.0	4.4	0.6	3.8	2.7	1.1
NEWSR	1.3	1.2	0.1	0.5	0.9	-0.4	*	0.3	*	0.9	1.0	-0.1	1.1	1.3	-0.2	1.9	1.6	0.3	2.8	1.7	1.1
4JJJ	7.8	7.8	0.0	4.2	5.7	-1.5	19.8	20.1	-0.3	17.2	13.7	3.5	5.7	7.3	-1.6	1.6	1.6	0.0	0.5	0.6	-0.1
ABCFM	2.0	2.0	0.0	0.1	0.4	-0.3	0.4	0.2	0.2	0.7	1.0	-0.3	1.4	0.7	0.7	1.4	2.8	-1.4	6.5	6.1	0.4

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	4.7	5.3	-0.6	5.2	6.4	-1.2	5.9	5.8	0.1	4.0	4.5	-0.5	2.6	3.7	-1.1	6.2	5.0	1.2	3.7	4.1	-0.4						
MAGIC 882	4.9	4.7	0.2	4.9	5.3	-0.4	6.4	5.5	0.9	4.7	4.1	0.6	4.2	4.1	0.1	3.3	3.5	-0.2	5.4	5.5	-0.1						
4KQ	8.0	7.2	0.8	7.9	7.1	0.8	9.2	9.0	0.2	8.8	7.6	1.2	6.3	5.6	0.7	6.2	4.9	1.3	9.3	9.3	0.0						
hit105.3	8.0	8.0	0.0	6.8	7.3	-0.5	7.3	6.4	0.9	8.7	8.0	0.7	9.9	10.3	-0.4	8.2	9.8	-1.6	9.0	7.9	1.1						
97.3FM	14.0	13.4	0.6	13.7	13.6	0.1	13.4	13.3	0.1	15.7	13.9	1.8	14.5	13.4	1.1	10.3	11.9	-1.6	14.1	14.5	-0.4						
4MMM	10.4	10.0	0.4	9.6	9.3	0.3	11.7	11.1	0.6	12.5	12.0	0.5	8.8	8.9	-0.1	7.0	5.3	1.7	7.6	6.4	1.2						
NOVA106.9	13.7	12.7	1.0	13.3	12.7	0.6	10.7	11.1	-0.4	13.2	12.7	0.5	17.0	14.4	2.6	17.0	13.4	3.6	11.8	11.3	0.5						
ABC612	9.9	10.6	-0.7	12.8	12.6	0.2	11.2	11.7	-0.5	6.9	7.6	-0.7	6.9	8.5	-1.6	11.6	13.7	-2.1	10.5	11.4	-0.9						
4RN	2.0	1.9	0.1	3.0	2.7	0.3	1.3	1.1	0.2	1.0	1.4	-0.4	2.1	1.9	0.2	2.3	2.8	-0.5	1.7	2.0	-0.3						
NEWSR	1.3	1.2	0.1	2.2	1.8	0.4	0.6	0.4	0.2	0.7	0.6	0.1	0.7	1.2	-0.5	3.1	2.5	0.6	1.5	1.4	0.1						
4JJJ	8.2	8.3	-0.1	7.8	7.4	0.4	7.6	8.0	-0.4	8.3	8.9	-0.6	9.8	9.8	0.0	7.2	7.8	-0.6	6.7	6.1	0.6						
ABCFM	1.9	1.9	0.0	1.6	1.9	-0.3	1.9	1.9	0.0	2.3	1.6	0.7	2.0	2.6	-0.6	1.5	1.6	-0.1	2.3	2.3	0.0						

EMBARGOED UNTIL 9:30AM AEST



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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	10	11	-1	*	*	*	*	*	*	1	1	0	2	3	-1	2	2	0	5	5	0
MAGIC 882	11	11	0	*	*	*	*	*	*	*	*	*	2	1	1	4	3	1	6	7	-1
4KQ	18	17	1	*	*	*	*	*	*	1	1	0	6	5	1	6	6	0	5	5	0
hit105.3	18	18	0	3	3	0	4	4	0	6	6	0	5	5	0	*	*	*	*	*	*
97.3FM	31	30	1	4	4	0	2	2	0	6	6	0	13	12	1	4	4	0	1	1	0
4MMM	21	20	1	1	1	0	2	2	0	9	8	1	7	7	0	1	2	-1	1	*	*
NOVA106.9	29	27	2	5	4	1	5	6	-1	11	11	0	6	5	1	2	1	1	*	*	*
ABC612	22	24	-2	*	*	*	*	*	*	2	3	-1	4	5	-1	5	5	0	11	10	1
4RN	4	4	0	*	*	*	*	*	*	*	*	*	1	1	0	2	1	1	2	1	1
NEWSR	3	3	0	*	*	*	*	*	*	*	1	*	1	1	0	1	1	0	1	1	0
4JJJ	17	17	0	1	1	0	4	4	0	8	7	1	3	4	-1	1	1	0	*	*	*
ABC FM	4	4	0	*	*	*	*	*	*	*	1	*	1	*	*	1	*	*	3	2	1
Total	220	222	-2	17	17	0	20	21	-1	48	51	-3	59	58	1	34	34	0	41	40	1

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	11	12	-1	19	24	-5	18	18	0	11	12	-1	7	9	-2	4	4	0	7	8	-1
MAGIC 882	12	11	1	18	20	-2	19	17	2	13	11	2	11	10	1	2	2	0	10	10	0
4KQ	19	17	2	28	27	1	28	28	0	24	21	3	16	13	3	4	3	1	17	17	0
hit105.3	19	19	0	25	27	-2	22	20	2	24	22	2	25	24	1	6	7	-1	16	15	1
97.3FM	33	32	1	49	51	-2	40	41	-1	43	38	5	36	31	5	7	8	-1	26	27	-1
4MMM	24	24	0	35	35	0	35	34	1	34	33	1	22	21	1	5	4	1	14	12	2
NOVA106.9	32	30	2	48	47	1	32	34	-2	36	35	1	42	34	8	12	9	3	21	21	0
ABC612	23	25	-2	46	47	-1	34	36	-2	19	21	-2	17	20	-3	8	10	-2	19	21	-2
4RN	5	5	0	11	10	1	4	3	1	3	4	-1	5	4	1	2	2	0	3	4	-1
NEWSR	3	3	0	8	7	1	2	1	1	2	2	0	2	3	-1	2	2	0	3	3	0
4JJJ	19	20	-1	28	28	0	23	24	-1	23	24	-1	24	23	1	5	5	0	12	11	1
ABC FM	4	4	0	6	7	-1	6	6	0	6	4	2	5	6	-1	1	1	0	4	4	0
Total	235	236	-1	359	373	-14	300	306	-6	272	273	-1	248	234	14	70	70	0	182	185	-3



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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	123	132	-9	3	5	-2	5	4	1	6	8	-2	29	32	-3	33	29	4	46	53	-7
MAGIC 882	138	142	-4	4	7	-3	4	3	1	5	11	-6	20	19	1	38	34	4	68	68	0
4KQ	208	214	-6	9	9	0	8	8	0	15	22	-7	42	41	1	74	76	-2	61	58	3
hit105.3	403	417	-14	81	82	-1	91	99	-8	134	131	3	76	81	-5	16	18	-2	5	6	-1
97.3FM	584	569	15	98	91	7	70	70	0	156	156	0	171	171	0	69	61	8	20	19	1
4MMM	360	375	-15	38	49	-11	47	39	8	129	131	-2	105	113	-8	33	37	-4	8	7	1
NOVA106.9	564	567	-3	103	108	-5	124	125	-1	199	203	-4	107	104	3	27	20	7	4	9	-5
ABC612	303	349	-46	17	19	-2	14	16	-2	47	59	-12	59	79	-20	68	75	-7	97	101	-4
4RN	79	84	-5	3	4	-1	3	6	-3	9	17	-8	18	21	-3	23	18	5	22	17	5
NEWSR	83	113	-30	6	12	-6	2	3	-1	22	30	-8	16	23	-7	19	17	2	18	27	-9
4JJJ	320	315	5	25	29	-4	83	74	9	141	137	4	54	58	-4	12	10	2	5	7	-2
ABCFM	73	86	-13	4	9	-5	5	6	-1	16	19	-3	13	12	1	9	15	-6	27	26	1
Total	1830	1828	2	211	211	0	227	228	-1	478	477	1	428	427	1	239	238	1	248	246	2

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	111	116	-5	71	80	-9	63	66	-3	55	65	-10	46	56	-10	34	37	-3	79	90	-11
MAGIC 882	127	130	-3	79	87	-8	79	78	1	77	75	2	65	66	-1	34	36	-2	99	99	0
4KQ	185	190	-5	124	125	-1	112	111	1	120	121	-1	102	101	1	49	52	-3	148	157	-9
hit105.3	363	378	-15	224	244	-20	147	152	-5	209	202	7	212	222	-10	99	117	-18	258	259	-1
97.3FM	524	514	10	352	331	21	201	206	-5	294	278	16	313	295	18	139	147	-8	390	376	14
4MMM	320	338	-18	198	193	5	153	155	-2	199	210	-11	179	191	-12	90	73	17	218	209	9
NOVA106.9	513	518	-5	346	347	-1	229	216	13	313	297	16	330	324	6	170	160	10	365	368	-3
ABC612	274	302	-28	214	228	-14	133	157	-24	131	146	-15	132	150	-18	86	109	-23	197	239	-42
4RN	70	67	3	53	51	2	29	21	8	32	29	3	38	36	2	22	25	-3	52	56	-4
NEWSR	65	91	-26	43	51	-8	13	17	-4	25	34	-9	19	33	-14	19	28	-9	49	58	-9
4JJJ	292	290	2	187	188	-1	119	120	-1	144	149	-5	175	174	1	100	99	1	183	188	-5
ABCFM	65	78	-13	31	47	-16	35	32	3	40	36	4	32	46	-14	18	23	-5	48	55	-7
Total	1771	1779	-8	1476	1492	-16	1087	1099	-12	1295	1301	-6	1323	1345	-22	746	752	-6	1524	1531	-7