



BRISBANE RADIO - SURVEY 1 2014

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	4.9	1.0	0.1	0.1	0.0	0.4	0.7	-0.3	1.0	1.1	-0.1	2.2	2.9	-0.7	9.8	8.2	1.6	19.4	14.5	4.9
MAGIC 882	4.7	6.0	-1.3	1.7	0.1	1.6	0.3	2.1	-1.8	0.7	1.5	-0.8	2.4	2.2	0.2	7.2	10.1	-2.9	14.8	18.3	-3.5
4KQ	8.1	6.9	1.2	2.0	1.2	0.8	0.3	1.1	-0.8	3.3	1.2	2.1	9.6	5.1	4.5	23.4	20.9	2.5	7.8	10.6	-2.8
B105	10.1	9.8	0.3	23.7	27.7	-4.0	23.4	15.6	7.8	11.5	13.5	-2.0	10.7	8.7	2.0	1.8	3.8	-2.0	1.3	1.4	-0.1
97.3FM	13.4	12.0	1.4	13.8	20.2	-6.4	9.8	9.2	0.6	15.5	14.1	1.4	20.4	17.6	2.8	12.4	9.5	2.9	4.2	2.4	1.8
4MMM	9.4	8.0	1.4	9.6	6.8	2.8	12.2	8.7	3.5	12.3	9.9	2.4	14.9	15.3	-0.4	4.5	2.4	2.1	0.8	0.5	0.3
NOVA106.9	11.9	13.6	-1.7	24.4	25.4	-1.0	22.5	30.1	-7.6	21.3	22.9	-1.6	8.9	9.9	-1.0	1.9	2.5	-0.6	0.2	0.8	-0.6
ABC612	9.0	10.9	-1.9	1.7	1.5	0.2	0.9	1.5	-0.6	3.1	5.3	-2.2	7.2	7.0	0.2	12.7	17.1	-4.4	23.4	28.1	-4.7
4RN	1.8	2.4	-0.6	0.1	*	*	*	0.2	*	0.6	0.9	-0.3	1.3	2.5	-1.2	3.2	4.4	-1.2	4.9	5.1	-0.2
NEWSR	0.9	1.2	-0.3	0.3	0.4	-0.1	0.3	0.2	0.1	1.0	0.7	0.3	0.7	1.5	-0.8	0.7	2.2	-1.5	1.7	1.4	0.3
4JJJ	9.4	10.5	-1.1	7.4	2.6	4.8	21.7	25.3	-3.6	18.7	18.7	0.0	5.9	11.1	-5.2	2.1	1.2	0.9	1.2	0.4	0.8
ABCFM	2.0	1.7	0.3	0.6	0.7	-0.1	0.8	0.2	0.6	0.6	1.3	-0.7	1.3	1.3	0.0	1.9	2.3	-0.4	5.9	3.6	2.3

Share Movement (%) by Session, P10+

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	6.1	5.2	0.9	6.9	5.8	1.1	7.3	5.7	1.6	5.1	3.7	1.4	4.3	4.2	0.1	7.1	8.1	-1.0	5.2	4.1	1.1
MAGIC 882	4.5	5.6	-1.1	4.6	5.6	-1.0	5.6	6.2	-0.6	4.2	6.2	-2.0	3.8	3.9	-0.1	4.1	5.6	-1.5	5.4	7.2	-1.8
4KQ	8.2	6.6	1.6	8.2	7.5	0.7	10.0	7.1	2.9	8.7	7.0	1.7	6.2	5.0	1.2	5.8	3.6	2.2	7.9	7.6	0.3
B105	10.8	9.8	1.0	10.2	9.8	0.4	9.9	8.3	1.6	11.5	10.0	1.5	11.5	11.7	-0.2	10.9	9.9	1.0	8.1	9.8	-1.7
97.3FM	13.3	11.8	1.5	12.2	10.6	1.6	14.1	11.7	2.4	15.3	12.9	2.4	13.1	13.7	-0.6	9.5	9.4	0.1	13.5	12.5	1.0
4MMM	10.4	8.4	2.0	9.8	8.0	1.8	11.4	10.2	1.2	12.2	9.3	2.9	9.7	6.5	3.2	5.6	6.4	-0.8	6.3	6.7	-0.4
NOVA106.9	12.1	14.0	-1.9	11.1	12.1	-1.0	10.8	13.8	-3.0	12.2	16.3	-4.1	15.0	16.0	-1.0	12.8	10.8	2.0	11.3	12.3	-1.0
ABC612	9.0	11.3	-2.3	12.1	15.4	-3.3	8.2	11.3	-3.1	6.6	7.5	-0.9	7.2	8.1	-0.9	11.0	13.3	-2.3	8.8	9.8	-1.0
4RN	1.9	2.3	-0.4	2.7	3.5	-0.8	1.6	1.5	0.1	1.4	1.2	0.2	1.7	2.9	-1.2	1.9	2.4	-0.5	1.6	2.8	-1.2
NEWSR	0.9	1.2	-0.3	0.8	1.9	-1.1	0.8	0.7	0.1	0.9	0.5	0.4	0.8	0.8	0.0	1.1	2.6	-1.5	0.9	1.2	-0.3
4JJJ	8.8	10.8	-2.0	7.8	8.8	-1.0	8.3	11.0	-2.7	8.7	11.2	-2.5	10.6	13.3	-2.7	10.2	12.3	-2.1	11.5	9.5	2.0
ABCFM	1.9	1.6	0.3	2.5	1.8	0.7	1.3	1.7	-0.4	1.3	1.2	0.1	2.2	1.6	0.6	2.6	2.2	0.4	2.3	1.9	0.4

Please note: Survey 1 2014 supplied by GfK; Survey 8 2013 supplied by Nielsen. Please take into account if comparing Survey 8 2013 and Survey 1 2014 results
 Please note: reported results for MAGIC882 under 'last' column were for 4BH (Nielsen Survey 8 2013)



BRISBANE RADIO - SURVEY 1 2014

Average 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	14	11	3	*	*	*	*	*	*	1	1	0	1	2	-1	3	3	0	9	6	3
MAGIC 882	11	13	-2	*	*	*	*	1	*	*	1	*	1	1	0	2	4	-2	7	7	0
4KQ	19	16	3	*	*	*	*	*	*	2	1	1	5	3	2	8	7	1	3	4	-1
B105	24	22	2	4	4	0	6	4	2	7	7	0	6	5	1	1	1	0	1	1	0
97.3FM	31	27	4	2	3	-1	2	2	0	9	8	1	11	10	1	4	3	1	2	1	1
4MMM	22	18	4	2	1	1	3	2	1	7	5	2	8	8	0	1	1	0	*	*	*
NOVA106.9	28	31	-3	4	4	0	6	8	-2	12	13	-1	5	5	0	1	1	0	*	*	*
ABC612	21	25	-4	*	*	*	*	*	*	2	3	-1	4	4	0	4	6	-2	10	11	-1
4RN	4	6	-2	*	*	*	*	*	*	*	*	*	1	1	0	1	2	-1	2	2	0
NEWSR	2	3	-1	*	*	*	*	*	*	1	*	*	*	1	*	*	1	*	1	1	0
4JJJ	22	24	-2	1	*	*	5	7	-2	11	10	1	3	6	-3	1	*	*	1	*	*
ABCFM	5	4	1	*	*	*	*	*	*	*	1	*	1	1	0	1	1	0	3	1	2
Total	235	226	9	17	15	2	25	26	-1	58	55	3	56	55	1	33	35	-2	45	40	5

Average Audience (000's) by Session, P10+ [Potential: 1892]

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	15	12	3	27	23	4	23	18	5	15	10	5	11	10	1	5	5	0	10	8	2						
MAGIC 882	11	13	-2	18	22	-4	18	19	-1	12	17	-5	10	9	1	3	4	-1	11	14	-3						
4KQ	20	16	4	32	29	3	32	22	10	26	19	7	16	12	4	4	2	2	16	15	1						
B105	27	24	3	40	38	2	32	26	6	34	28	6	30	27	3	8	7	1	16	19	-3						
97.3FM	33	28	5	47	41	6	45	36	9	45	36	9	33	32	1	7	6	1	26	24	2						
4MMM	26	20	6	38	31	7	37	32	5	36	26	10	25	15	10	4	4	0	12	13	-1						
NOVA106.9	30	34	-4	43	47	-4	35	43	-8	36	45	-9	38	38	0	9	7	2	22	23	-1						
ABC612	22	27	-5	47	60	-13	26	35	-9	19	21	-2	18	19	-1	8	9	-1	17	19	-2						
4RN	5	6	-1	11	14	-3	5	5	0	4	3	1	4	7	-3	1	2	-1	3	5	-2						
NEWSR	2	3	-1	3	7	-4	3	2	1	3	1	2	2	2	0	1	2	-1	2	2	0						
4JJJ	22	26	-4	30	35	-5	27	34	-7	26	31	-5	27	31	-4	7	8	-1	23	18	5						
ABCFM	5	4	1	10	7	3	4	5	-1	4	3	1	6	4	2	2	1	1	4	4	0						
Total	250	240	10	387	390	-3	321	312	9	294	277	17	256	236	20	73	66	7	197	190	7						

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 Please note: reported results for MAGIC882 under 'last' column were for 4BH (Nielsen Survey 8 2013)



BRISBANE RADIO - SURVEY 1 2014

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	129	110	19	2	2	0	2	3	-1	13	7	6	28	23	5	33	32	1	51	44	7
MAGIC 882	138	150	-12	8	1	7	6	4	2	9	8	1	20	22	-2	32	48	-16	63	67	-4
4KQ	222	197	25	13	9	4	6	3	3	25	24	1	57	43	14	83	68	15	38	50	-12
B105	483	459	24	103	99	4	102	109	-7	148	133	15	97	87	10	28	19	9	6	11	-5
97.3FM	523	504	19	87	83	4	52	58	-6	163	149	14	154	152	2	50	48	2	18	13	5
4MMM	347	317	30	55	35	20	38	55	-17	118	114	4	108	89	19	22	20	2	7	4	3
NOVA106.9	519	517	2	102	99	3	109	119	-10	194	191	3	94	88	6	17	15	2	3	6	-3
ABC612	299	293	6	13	18	-5	7	8	-1	47	39	8	80	67	13	63	68	-5	89	93	-4
4RN	77	87	-10	3	2	1	*	3	*	16	12	4	21	30	-9	17	19	-2	20	21	-1
NEWSR	67	62	5	4	1	3	4	3	1	17	8	9	16	22	-6	14	15	-1	13	13	0
4JJJ	342	317	25	31	21	10	88	87	1	145	133	12	56	68	-12	18	3	15	3	5	-2
ABCFM	75	82	-7	6	6	0	5	3	2	14	15	-1	16	22	-6	7	11	-4	27	26	1
Total	1790	1753	37	209	205	4	219	233	-14	468	459	9	423	409	14	232	217	15	237	231	6

Cumulative Audience (000's) by Session, P10+ [Potential: 1892]

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	121	106	15	85	80	5	71	61	10	71	59	12	66	57	9	38	38	0	81	67	14
MAGIC 882	125	130	-5	82	84	-2	77	83	-6	73	88	-15	61	67	-6	38	36	2	95	115	-20
4KQ	203	169	34	141	109	32	116	92	24	116	103	13	96	82	14	49	36	13	142	135	7
B105	444	423	21	289	276	13	195	176	19	257	253	4	254	247	7	139	125	14	285	291	-6
97.3FM	473	454	19	303	285	18	215	211	4	283	287	-4	261	257	4	134	120	14	355	316	39
4MMM	314	296	18	195	178	17	153	139	14	179	165	14	181	148	33	74	74	0	211	182	29
NOVA106.9	475	478	-3	306	315	-9	199	212	-13	267	285	-18	317	311	6	162	144	18	354	354	0
ABC612	270	269	1	211	208	3	129	159	-30	139	151	-12	142	136	6	77	73	4	202	196	6
4RN	70	83	-13	44	62	-18	35	26	9	36	29	7	35	49	-14	16	28	-12	42	59	-17
NEWSR	57	54	3	33	44	-11	25	21	4	20	19	1	21	24	-3	16	17	-1	31	38	-7
4JJJ	306	294	12	196	175	21	145	142	3	172	167	5	200	188	12	112	101	11	222	204	18
ABCFM	69	75	-6	45	42	3	32	31	1	32	35	-3	35	35	0	22	15	7	50	48	2
Total	1753	1704	49	1462	1407	55	1120	1077	43	1289	1249	40	1332	1284	48	746	713	33	1513	1459	54

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 Please note: reported results for MAGIC882 under 'last' column were for 4BH (Nielsen Survey 8 2013)