



BRISBANE RADIO - SURVEY 2 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	6.7	5.9	0.8	0.2	0.1	0.1	0.1	0.4	-0.3	1.2	1.0	0.2	3.8	2.2	1.6	11.0	9.8	1.2	19.8	19.4	0.4
MAGIC 882	4.6	4.7	-0.1	0.5	1.7	-1.2	0.1	0.3	-0.2	0.7	0.7	0.0	3.5	2.4	1.1	7.3	7.2	0.1	12.9	14.8	-1.9
4KQ	8.0	8.1	-0.1	1.3	2.0	-0.7	0.3	0.3	0.0	3.8	3.3	0.5	8.2	9.6	-1.4	21.6	23.4	-1.8	8.6	7.8	0.8
B105	10.5	10.1	0.4	30.5	23.7	6.8	24.7	23.4	1.3	13.4	11.5	1.9	7.7	10.7	-3.0	2.1	1.8	0.3	0.6	1.3	-0.7
97.3FM	12.6	13.4	-0.8	11.0	13.8	-2.8	10.8	9.8	1.0	15.7	15.5	0.2	18.7	20.4	-1.7	11.8	12.4	-0.6	3.7	4.2	-0.5
4MMM	8.2	9.4	-1.2	5.9	9.6	-3.7	9.2	12.2	-3.0	9.5	12.3	-2.8	15.7	14.9	0.8	4.9	4.5	0.4	0.2	0.8	-0.6
NOVA106.9	12.4	11.9	0.5	24.5	24.4	0.1	22.9	22.5	0.4	22.1	21.3	0.8	10.8	8.9	1.9	2.0	1.9	0.1	0.2	0.2	0.0
ABC612	9.3	9.0	0.3	1.9	1.7	0.2	0.4	0.9	-0.5	3.3	3.1	0.2	7.6	7.2	0.4	13.3	12.7	0.6	23.5	23.4	0.1
4RN	2.0	1.8	0.2	0.2	0.1	0.1	*	*	*	0.7	0.6	0.1	1.0	1.3	-0.3	3.1	3.2	-0.1	5.8	4.9	0.9
NEWSR	1.2	0.9	0.3	0.2	0.3	-0.1	0.2	0.3	-0.1	1.0	1.0	0.0	1.2	0.7	0.5	1.4	0.7	0.7	2.1	1.7	0.4
4JJJ	8.2	9.4	-1.2	8.9	7.4	1.5	20.9	21.7	-0.8	15.3	18.7	-3.4	5.1	5.9	-0.8	2.1	2.1	0.0	0.4	1.2	-0.8
ABCFM	2.1	2.0	0.1	1.0	0.6	0.4	1.5	0.8	0.7	0.5	0.6	-0.1	1.4	1.3	0.1	2.4	1.9	0.5	5.5	5.9	-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	6.8	6.1	0.7	8.0	6.9	1.1	7.5	7.3	0.2	5.2	5.1	0.1	4.6	4.3	0.3	9.0	7.1	1.9	6.5	5.2	1.3						
MAGIC 882	4.4	4.5	-0.1	4.2	4.6	-0.4	5.8	5.6	0.2	4.5	4.2	0.3	3.4	3.8	-0.4	3.4	4.1	-0.7	5.4	5.4	0.0						
4KQ	8.1	8.2	-0.1	8.5	8.2	0.3	9.1	10.0	-0.9	8.5	8.7	-0.2	6.2	6.2	0.0	5.9	5.8	0.1	7.7	7.9	-0.2						
B105	10.9	10.8	0.1	10.2	10.2	0.0	9.8	9.9	-0.1	11.8	11.5	0.3	12.4	11.5	0.9	10.8	10.9	-0.1	9.0	8.1	0.9						
97.3FM	12.5	13.3	-0.8	11.6	12.2	-0.6	13.3	14.1	-0.8	13.9	15.3	-1.4	12.9	13.1	-0.2	9.1	9.5	-0.4	12.8	13.5	-0.7						
4MMM	8.6	10.4	-1.8	8.6	9.8	-1.2	9.6	11.4	-1.8	9.3	12.2	-2.9	8.4	9.7	-1.3	4.9	5.6	-0.7	6.7	6.3	0.4						
NOVA106.9	12.9	12.1	0.8	12.3	11.1	1.2	11.5	10.8	0.7	13.4	12.2	1.2	15.4	15.0	0.4	12.4	12.8	-0.4	10.8	11.3	-0.5						
ABC612	9.3	9.0	0.3	12.0	12.1	-0.1	8.8	8.2	0.6	7.1	6.6	0.5	7.2	7.2	0.0	11.3	11.0	0.3	9.3	8.8	0.5						
4RN	2.1	1.9	0.2	2.7	2.7	0.0	1.8	1.6	0.2	1.5	1.4	0.1	2.3	1.7	0.6	2.7	1.9	0.8	1.6	1.6	0.0						
NEWSR	1.1	0.9	0.2	1.4	0.8	0.6	0.9	0.8	0.1	0.8	0.9	-0.1	0.8	0.8	0.0	2.1	1.1	1.0	1.3	0.9	0.4						
4JJJ	8.2	8.8	-0.6	7.2	7.8	-0.6	8.0	8.3	-0.3	9.2	8.7	0.5	9.3	10.6	-1.3	8.1	10.2	-2.1	7.9	11.5	-3.6						
ABCFM	2.1	1.9	0.2	2.5	2.5	0.0	1.4	1.3	0.1	1.8	1.3	0.5	2.7	2.2	0.5	2.0	2.6	-0.6	2.2	2.3	-0.1						

EMBARGOED UNTIL 9:30AM AEST



BRISBANE RADIO - SURVEY 2 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	16	14	2	*	*	*	*	*	*	1	1	0	2	1	1	4	3	1	9	9	0
MAGIC 882	11	11	0	*	*	*	*	*	*	*	*	*	2	1	1	3	2	1	6	7	-1
4KQ	19	19	0	*	*	*	*	*	*	2	2	0	5	5	0	8	8	0	4	3	1
B105	24	24	0	5	4	1	7	6	1	7	7	0	4	6	-2	1	1	0	*	1	*
97.3FM	29	31	-2	2	2	0	3	2	1	8	9	-1	10	11	-1	4	4	0	2	2	0
4MMM	19	22	-3	1	2	-1	3	3	0	5	7	-2	9	8	1	2	1	1	*	*	*
NOVA106.9	29	28	1	4	4	0	6	6	0	12	12	0	6	5	1	1	1	0	*	*	*
ABC612	22	21	1	*	*	*	*	*	*	2	2	0	4	4	0	5	4	1	10	10	0
4RN	5	4	1	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	3	2	1
NEWSR	3	2	1	*	*	*	*	*	*	1	1	0	1	*	*	1	*	*	1	1	0
4JJJ	19	22	-3	2	1	1	6	5	1	8	11	-3	3	3	0	1	1	0	*	1	*
ABCFM	5	5	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	2	3	-1
Total	233	235	-2	18	17	1	27	25	2	52	58	-6	55	56	-1	37	33	4	44	45	-1

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	17	15	2	32	27	5	24	23	1	15	15	0	12	11	1	7	5	2	13	10	3						
MAGIC 882	11	11	0	17	18	-1	18	18	0	13	12	1	9	10	-1	3	3	0	10	11	-1						
4KQ	20	20	0	34	32	2	29	32	-3	24	26	-2	15	16	-1	4	4	0	15	16	-1						
B105	27	27	0	41	40	1	31	32	-1	34	34	0	31	30	1	8	8	0	17	16	1						
97.3FM	31	33	-2	46	47	-1	42	45	-3	40	45	-5	32	33	-1	7	7	0	25	26	-1						
4MMM	22	26	-4	35	38	-3	31	37	-6	26	36	-10	21	25	-4	4	4	0	13	12	1						
NOVA106.9	32	30	2	49	43	6	36	35	1	38	36	2	38	38	0	9	9	0	21	22	-1						
ABC612	23	22	1	48	47	1	28	26	2	20	19	1	18	18	0	8	8	0	18	17	1						
4RN	5	5	0	11	11	0	6	5	1	4	4	0	6	4	2	2	1	1	3	3	0						
NEWSR	3	2	1	6	3	3	3	3	0	2	3	-1	2	2	0	2	1	1	3	2	1						
4JJJ	21	22	-1	29	30	-1	25	27	-2	26	26	0	23	27	-4	6	7	-1	15	23	-8						
ABCFM	5	5	0	10	10	0	5	4	1	5	4	1	7	6	1	1	2	-1	4	4	0						
Total	249	250	-1	400	387	13	318	321	-3	285	294	-9	249	256	-7	74	73	1	194	197	-3						

EMBARGOED UNTIL 9:30AM AEST



BRISBANE RADIO - SURVEY 2 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	145	129	16	4	2	2	1	2	-1	16	13	3	31	28	3	33	33	0	59	51	8
MAGIC 882	140	138	2	6	8	-2	3	6	-3	8	9	-1	28	20	8	33	32	1	62	63	-1
4KQ	233	222	11	15	13	2	7	6	1	25	25	0	52	57	-5	82	83	-1	51	38	13
B105	472	483	-11	111	103	8	97	102	-5	145	148	-3	85	97	-12	26	28	-2	9	6	3
97.3FM	526	523	3	82	87	-5	56	52	4	154	163	-9	163	154	9	53	50	3	19	18	1
4MMM	319	347	-28	43	55	-12	38	38	0	104	118	-14	109	108	1	23	22	1	3	7	-4
NOVA106.9	498	519	-21	95	102	-7	108	109	-1	189	194	-5	91	94	-3	12	17	-5	2	3	-1
ABC612	283	299	-16	8	13	-5	7	7	0	48	47	1	75	80	-5	60	63	-3	85	89	-4
4RN	67	77	-10	4	3	1	*	*	*	16	16	0	14	21	-7	14	17	-3	20	20	0
NEWSR	77	67	10	5	4	1	2	4	-2	20	17	3	20	16	4	15	14	1	15	13	2
4JJJ	310	342	-32	33	31	2	85	88	-3	128	145	-17	47	56	-9	17	18	-1	2	3	-1
ABCFM	77	75	2	7	6	1	9	5	4	11	14	-3	16	16	0	10	7	3	24	27	-3
Total	1790	1790	0	204	209	-5	224	219	5	471	468	3	421	423	-2	232	232	0	238	237	1

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	136	121	15	99	85	14	85	71	14	82	71	11	66	66	0	52	38	14	100	81	19
MAGIC 882	127	125	2	81	82	-1	78	77	1	73	73	0	55	61	-6	31	38	-7	100	95	5
4KQ	211	203	8	148	141	7	111	116	-5	121	116	5	107	96	11	57	49	8	157	142	15
B105	435	444	-9	281	289	-8	181	195	-14	239	257	-18	257	254	3	135	139	-4	296	285	11
97.3FM	477	473	4	304	303	1	216	215	1	270	283	-13	273	261	12	141	134	7	356	355	1
4MMM	287	314	-27	174	195	-21	131	153	-22	160	179	-19	158	181	-23	72	74	-2	191	211	-20
NOVA106.9	476	475	1	315	306	9	186	199	-13	260	267	-7	305	317	-12	164	162	2	314	354	-40
ABC612	255	270	-15	194	211	-17	142	129	13	132	139	-7	128	142	-14	77	77	0	198	202	-4
4RN	64	70	-6	41	44	-3	30	35	-5	31	36	-5	33	35	-2	14	16	-2	39	42	-3
NEWSR	68	57	11	43	33	10	28	25	3	26	20	6	23	21	2	25	16	9	43	31	12
4JJJ	292	306	-14	177	196	-19	122	145	-23	163	172	-9	189	200	-11	107	112	-5	194	222	-28
ABCFM	75	69	6	51	45	6	30	32	-2	41	32	9	47	35	12	26	22	4	51	50	1
Total	1757	1753	4	1477	1462	15	1082	1120	-38	1265	1289	-24	1293	1332	-39	772	746	26	1504	1513	-9