



BRISBANE RADIO - SURVEY 4 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	4.9	5.5	-0.6	0.4	0.3	0.1	0.6	0.5	0.1	1.0	1.1	-0.1	3.9	4.4	-0.5	6.2	8.1	-1.9	14.2	15.3	-1.1
MAGIC 882	5.2	4.5	0.7	0.2	0.3	-0.1	0.1	0.1	0.0	0.7	0.2	0.5	2.7	3.3	-0.6	11.4	9.2	2.2	13.5	11.4	2.1
4KQ	7.3	6.8	0.5	0.9	0.8	0.1	1.5	0.8	0.7	2.1	1.9	0.2	5.4	5.2	0.2	20.8	19.5	1.3	10.5	10.2	0.3
B105	10.1	10.6	-0.5	29.6	30.0	-0.4	22.6	21.8	0.8	14.0	14.9	-0.9	7.0	7.5	-0.5	2.2	2.1	0.1	2.4	1.6	0.8
97.3FM	15.3	13.9	1.4	14.6	14.0	0.6	8.8	10.9	-2.1	16.9	17.3	-0.4	23.2	20.0	3.2	16.4	14.4	2.0	4.4	3.4	1.0
4MMM	9.3	8.6	0.7	8.7	8.8	-0.1	11.5	8.1	3.4	12.5	9.9	2.6	13.9	14.8	-0.9	5.0	6.0	-1.0	1.7	1.4	0.3
NOVA106.9	11.6	12.8	-1.2	28.9	26.6	2.3	23.8	25.9	-2.1	19.1	21.0	-1.9	9.8	11.8	-2.0	1.4	1.4	0.0	0.3	0.1	0.2
ABC612	9.2	9.2	0.0	1.6	1.9	-0.3	0.8	0.2	0.6	2.5	2.9	-0.4	6.8	7.0	-0.2	12.6	11.9	0.7	25.7	26.2	-0.5
4RN	2.8	2.6	0.2	0.1	0.2	-0.1	*	*	*	0.5	0.6	-0.1	2.1	2.0	0.1	4.5	2.7	1.8	7.5	8.1	-0.6
NEWSR	1.0	1.2	-0.2	0.1	0.2	-0.1	1.1	0.8	0.3	0.9	1.1	-0.2	0.4	1.3	-0.9	1.2	1.3	-0.1	2.0	1.7	0.3
4JJJ	7.2	8.0	-0.8	4.0	6.7	-2.7	13.9	20.6	-6.7	15.5	15.8	-0.3	7.0	6.2	0.8	1.4	1.3	0.1	*	0.1	*
ABCFM	1.8	2.0	-0.2	0.1	0.6	-0.5	0.5	0.7	-0.2	1.1	0.6	0.5	0.4	0.7	-0.3	1.2	2.7	-1.5	6.6	6.1	0.5

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	4.9	5.6	-0.7	5.1	6.2	-1.1	4.3	5.2	-0.9	4.5	4.5	0.0	4.4	4.8	-0.4	8.6	9.1	-0.5	4.7	5.3	-0.6						
MAGIC 882	4.9	4.2	0.7	5.5	4.5	1.0	6.2	5.2	1.0	4.7	4.6	0.1	3.5	2.6	0.9	3.1	2.3	0.8	6.1	5.4	0.7						
4KQ	7.2	6.7	0.5	7.1	7.4	-0.3	8.5	7.5	1.0	7.7	6.6	1.1	5.7	4.7	1.0	5.6	6.8	-1.2	7.7	7.2	0.5						
B105	10.4	10.9	-0.5	9.5	9.7	-0.2	9.6	10.5	-0.9	11.3	12.1	-0.8	11.5	12.3	-0.8	10.0	10.2	-0.2	9.5	9.5	0.0						
97.3FM	15.3	14.0	1.3	14.3	12.6	1.7	15.6	14.0	1.6	16.6	16.0	0.6	16.2	15.1	1.1	12.8	10.5	2.3	15.0	13.9	1.1						
4MMM	10.2	9.4	0.8	9.6	9.4	0.2	11.9	11.1	0.8	12.2	10.3	1.9	7.1	7.5	-0.4	8.2	5.9	2.3	6.5	6.1	0.4						
NOVA106.9	12.0	13.4	-1.4	11.3	12.0	-0.7	10.0	12.2	-2.2	11.6	13.8	-2.2	16.3	17.0	-0.7	12.3	13.2	-0.9	10.2	10.9	-0.7						
ABC612	9.4	9.2	0.2	13.2	12.9	0.3	8.8	8.8	0.0	6.3	6.2	0.1	7.1	6.8	0.3	11.9	10.5	1.4	8.7	9.4	-0.7						
4RN	2.7	2.6	0.1	3.5	3.2	0.3	2.9	2.4	0.5	1.6	1.4	0.2	3.0	2.6	0.4	2.5	4.0	-1.5	2.8	2.5	0.3						
NEWSR	1.0	1.1	-0.1	1.6	1.7	-0.1	0.5	0.7	-0.2	0.5	0.7	-0.2	1.1	0.9	0.2	1.2	2.2	-1.0	1.0	1.3	-0.3						
4JJJ	7.1	7.9	-0.8	6.9	7.5	-0.6	6.2	7.2	-1.0	7.2	8.7	-1.5	7.7	8.0	-0.3	8.4	9.4	-1.0	7.7	8.4	-0.7						
ABCFM	1.7	1.9	-0.2	1.9	2.2	-0.3	2.0	1.6	0.4	1.5	1.8	-0.3	1.6	2.4	-0.8	1.7	1.5	0.2	2.0	2.0	0.0						

EMBARGOED UNTIL 9:30AM AEST



BRISBANE RADIO - SURVEY 4 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	11	13	-2	*	*	*	*	*	*	1	1	0	2	3	-1	2	3	-1	6	7	-1
MAGIC 882	12	10	2	*	*	*	*	*	*	*	*	*	2	2	0	4	3	1	6	5	1
4KQ	17	16	1	*	*	*	*	*	*	1	1	0	3	3	0	8	7	1	4	4	0
B105	23	25	-2	5	6	-1	5	6	-1	7	8	-1	4	4	0	1	1	0	1	1	0
97.3FM	35	32	3	2	3	-1	2	3	-1	9	9	0	14	11	3	6	5	1	2	1	1
4MMM	21	20	1	1	2	-1	2	2	0	7	5	2	8	8	0	2	2	0	1	1	0
NOVA106.9	26	30	-4	5	5	0	5	7	-2	10	11	-1	6	7	-1	*	1	*	*	*	*
ABC612	21	21	0	*	*	*	*	*	*	1	1	0	4	4	0	5	4	1	11	11	0
4RN	6	6	0	*	*	*	*	*	*	*	*	*	1	1	0	2	1	1	3	3	0
NEWSR	2	3	-1	*	*	*	*	*	*	*	1	*	*	1	*	*	*	*	1	1	0
4JJJ	16	19	-3	1	1	0	3	5	-2	8	8	0	4	4	0	1	*	*	*	*	*
ABCFM	4	5	-1	*	*	*	*	*	-1	1	*	*	*	*	*	*	1	*	3	3	0
Total	227	232	-5	17	19	-2	21	26	-5	53	51	2	59	57	2	37	37	0	41	43	-2

Average 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	12	14	-2	19	24	-5	14	17	-3	13	13	0	11	12	-1	6	7	-1	9	10	-1
MAGIC 882	12	10	2	20	17	3	20	17	3	13	13	0	9	6	3	2	2	0	12	10	2
4KQ	17	17	0	26	29	-3	27	25	2	22	19	3	14	11	3	4	5	-1	15	14	1
B105	25	27	-2	35	38	-3	31	35	-4	32	34	-2	29	30	-1	7	8	-1	18	19	-1
97.3FM	37	34	3	52	49	3	49	46	3	47	45	2	40	36	4	9	8	1	29	27	2
4MMM	25	23	2	35	37	-2	38	37	1	35	29	6	18	18	0	6	4	2	12	12	0
NOVA106.9	29	33	-4	41	47	-6	32	40	-8	33	39	-6	41	41	0	9	10	-1	20	21	-1
ABC612	23	23	0	48	50	-2	28	29	-1	18	17	1	18	16	2	8	8	0	17	18	-1
4RN	7	6	1	13	12	1	9	8	1	5	4	1	7	6	1	2	3	-1	5	5	0
NEWSR	2	3	-1	6	6	0	1	2	-1	1	2	-1	3	2	1	1	2	-1	2	2	0
4JJJ	17	20	-3	25	29	-4	20	24	-4	20	25	-5	19	19	0	6	7	-1	15	16	-1
ABCFM	4	5	-1	7	9	-2	6	5	1	4	5	-1	4	6	-2	1	1	0	4	4	0
Total	242	247	-5	367	389	-22	318	329	-11	285	281	4	249	241	8	70	75	-5	191	195	-4

EMBARGOED UNTIL 9:30AM AEST



BRISBANE RADIO - SURVEY 4 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	117	127	-10	8	5	3	2	2	0	15	12	3	24	29	-5	29	31	-2	40	49	-9
MAGIC 882	136	132	4	4	4	0	3	2	1	8	8	0	23	25	-2	48	38	10	50	56	-6
4KQ	213	218	-5	11	11	0	9	9	0	16	17	-1	42	44	-2	82	80	2	53	57	-4
B105	496	482	14	108	122	-14	101	95	6	156	143	13	89	83	6	28	23	5	15	16	-1
97.3FM	558	543	15	83	81	2	54	58	-4	166	151	15	162	165	-3	69	67	2	23	22	1
4MMM	343	334	9	50	48	2	56	49	7	117	103	14	86	96	-10	26	30	-4	8	8	0
NOVA106.9	527	520	7	125	109	16	114	119	-5	172	178	-6	100	100	0	15	13	2	2	1	1
ABC612	277	268	9	14	9	5	6	5	1	38	42	-4	69	70	-1	47	50	-3	102	91	11
4RN	82	75	7	3	2	1	*	*	*	8	9	-1	26	23	3	12	12	0	33	29	4
NEWSR	81	86	-5	3	4	-1	10	6	4	24	21	3	15	23	-8	14	16	-2	16	16	0
4JJJ	297	293	4	27	30	-3	67	83	-16	127	120	7	60	46	14	15	14	1	*	1	*
ABCFM	67	71	-4	4	5	-1	2	5	-3	15	10	5	15	17	-2	9	11	-2	22	23	-1
Total	1791	1793	-2	213	206	7	215	223	-8	473	471	2	421	423	-2	229	229	0	240	240	0

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	104	120	-16	71	90	-19	53	70	-17	55	70	-15	55	63	-8	45	54	-9	76	88	-12
MAGIC 882	129	122	7	85	78	7	77	72	5	76	72	4	62	51	11	35	24	11	101	99	2
4KQ	193	194	-1	129	128	1	109	107	2	121	113	8	96	94	2	48	54	-6	151	156	-5
B105	448	441	7	285	279	6	188	179	9	251	236	15	250	254	-4	134	136	-2	317	308	9
97.3FM	514	504	10	336	313	23	242	237	5	300	292	8	302	295	7	159	149	10	374	375	-1
4MMM	311	294	17	206	193	13	149	149	0	188	164	24	156	154	2	84	77	7	193	190	3
NOVA106.9	484	494	-10	300	322	-22	190	206	-16	274	267	7	297	300	-3	149	158	-9	326	318	8
ABC612	248	239	9	193	175	18	123	131	-8	123	118	5	130	120	10	82	85	-3	190	193	-3
4RN	73	68	5	55	50	5	35	29	6	30	26	4	41	34	7	20	23	-3	52	48	4
NEWSR	70	76	-6	39	50	-11	16	22	-6	25	28	-3	25	25	0	15	27	-12	42	49	-7
4JJJ	271	275	-4	180	176	4	114	110	4	147	156	-9	172	167	5	90	102	-12	196	192	4
ABCFM	58	65	-7	38	46	-8	33	30	3	29	33	-4	24	36	-12	18	21	-3	45	49	-4
Total	1750	1753	-3	1460	1464	-4	1100	1095	5	1271	1240	31	1321	1281	40	774	777	-3	1503	1511	-8