

BRISBANE RADIO - SURVEY 2 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	4.6	4.0	0.6	0.3	*	*	0.9	0.4	0.5	1.2	1.2	0.0	3.8	3.7	0.1	6.6	7.4	-0.8	12.3	8.5	3.8
MAGIC 882	4.3	4.4	-0.1	1.2	0.2	1.0	*	0.5	*	0.5	0.3	0.2	1.7	2.1	-0.4	6.4	9.6	-3.2	14.7	12.7	2.0
4KQ	8.7	8.6	0.1	1.3	0.4	0.9	0.9	1.1	-0.2	3.3	2.7	0.6	8.3	10.5	-2.2	20.2	19.3	0.9	14.1	12.1	2.0
hit105.3	8.2	9.3	-1.1	19.0	25.9	-6.9	19.4	19.1	0.3	12.5	14.3	-1.8	6.2	6.8	-0.6	1.6	1.8	-0.2	0.4	0.7	-0.3
97.3FM	14.3	14.6	-0.3	20.8	15.6	5.2	8.9	10.2	-1.3	16.3	14.9	1.4	22.2	23.9	-1.7	10.0	10.1	-0.1	5.2	7.2	-2.0
4MMM	7.6	8.7	-1.1	8.5	10.3	-1.8	8.0	12.9	-4.9	9.9	10.9	-1.0	10.5	11.8	-1.3	7.5	6.2	1.3	0.2	0.3	-0.1
NOVA106.9	11.6	10.8	0.8	25.8	25.7	0.1	24.5	20.1	4.4	19.2	17.7	1.5	9.4	8.9	0.5	1.0	2.2	-1.2	0.5	0.7	-0.2
ABC612	10.7	10.7	0.0	1.6	1.4	0.2	0.7	0.5	0.2	4.4	3.9	0.5	8.6	7.3	1.3	17.9	18.4	-0.5	24.8	28.0	-3.2
4RN	2.0	2.4	-0.4	0.3	0.6	-0.3	0.2	0.1	0.1	0.7	0.4	0.3	2.3	2.0	0.3	4.6	5.3	-0.7	2.9	4.9	-2.0
NEWSR	1.6	1.7	-0.1	0.9	0.2	0.7	0.4	0.1	0.3	1.6	1.6	0.0	1.5	1.2	0.3	0.9	0.8	0.1	3.6	4.7	-1.1
4JJJ	8.9	9.4	-0.5	6.2	6.6	-0.4	26.3	25.4	0.9	13.6	17.4	-3.8	8.7	6.9	1.8	1.5	1.3	0.2	0.3	0.8	-0.5
ABCFM	2.2	1.8	0.4	0.4	0.5	-0.1	0.7	1.2	-0.5	1.1	0.7	0.4	0.9	0.9	0.0	4.4	2.4	2.0	4.9	4.7	0.2

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	5.0	4.2	0.8	6.1	5.1	1.0	5.4	4.3	1.1	4.2	3.6	0.6	3.9	3.5	0.4	4.2	4.0	0.2	3.4	3.1	0.3
MAGIC 882	4.0	4.2	-0.2	4.7	4.3	0.4	4.7	5.1	-0.4	3.2	4.0	-0.8	3.5	3.9	-0.4	3.5	2.9	0.6	5.1	5.1	0.0
4KQ	8.0	8.2	-0.2	8.0	8.7	-0.7	9.6	9.1	0.5	8.6	8.1	0.5	6.6	6.9	-0.3	5.6	7.4	-1.8	10.9	9.9	1.0
hit105.3	8.4	9.5	-1.1	8.3	9.5	-1.2	6.2	7.6	-1.4	8.4	9.2	-0.8	10.2	11.4	-1.2	11.0	11.9	-0.9	7.6	8.7	-1.1
97.3FM	14.3	15.0	-0.7	13.6	14.0	-0.4	15.8	16.6	-0.8	15.3	16.9	-1.6	14.2	13.9	0.3	10.7	10.3	0.4	14.1	13.4	0.7
4MMM	8.0	9.0	-1.0	7.6	8.0	-0.4	8.8	9.5	-0.7	9.3	10.6	-1.3	8.0	9.4	-1.4	3.9	5.7	-1.8	6.3	7.6	-1.3
NOVA106.9	11.9	11.2	0.7	11.7	10.3	1.4	10.4	10.8	-0.4	12.3	11.8	0.5	13.7	12.4	1.3	11.8	11.1	0.7	10.5	9.6	0.9
ABC612	10.9	11.0	-0.1	13.7	15.2	-1.5	10.9	10.6	0.3	7.5	6.7	0.8	8.5	8.4	0.1	15.6	14.8	0.8	10.0	10.0	0.0
4RN	1.9	2.2	-0.3	2.3	3.3	-1.0	1.3	1.4	-0.1	1.6	1.3	0.3	1.7	2.3	-0.6	3.7	3.6	0.1	2.4	2.8	-0.4
NEWSR	1.6	1.6	0.0	2.5	2.7	-0.2	0.9	1.0	-0.1	0.8	0.8	0.0	1.2	0.8	0.4	3.3	2.7	0.6	1.8	1.9	-0.1
4JJJ	9.5	9.7	-0.2	7.9	7.2	0.7	9.6	9.7	-0.1	10.6	11.7	-1.1	11.1	11.8	-0.7	8.7	8.1	0.6	7.0	8.6	-1.6
ABCFM	1.9	1.6	0.3	1.7	1.3	0.4	2.1	1.6	0.5	1.8	1.6	0.2	2.6	1.9	0.7	1.7	2.0	-0.3	2.8	2.3	0.5

Please note: hit105.3 on air from 8 March 2015. Previously known as hit105.3 B105.

EMBARGOED UNTIL 9:30AM AEST



BRISBANE RADIO - SURVEY 2 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	9	2	*	*	*	*	*	*	1	1	0	2	2	0	2	3	-1	5	3	2
MAGIC 882	10	10	0	*	*	*	*	*	*	*	*	*	1	1	0	2	4	-2	6	5	1
4KQ	20	20	0	*	*	*	*	*	*	2	1	1	5	6	-1	7	7	0	6	5	1
hit105.3	19	21	-2	3	4	-1	5	5	0	7	8	-1	4	4	0	1	1	0	*	*	*
97.3FM	33	34	-1	3	2	1	2	3	-1	9	8	1	13	14	-1	4	4	0	2	3	-1
4MMM	18	20	-2	1	2	-1	2	3	-1	5	6	-1	6	7	-1	3	2	1	*	*	*
NOVA106.9	27	25	2	4	4	0	6	5	1	10	10	0	5	5	0	*	1	*	*	*	*
ABC612	25	25	0	*	*	*	*	*	*	2	2	0	5	4	1	6	7	-1	10	11	-1
4RN	5	5	0	*	*	*	*	*	*	*	*	*	1	1	0	2	2	0	1	2	-1
NEWSR	4	4	0	*	*	*	*	*	*	1	1	0	1	1	0	*	*	*	1	2	-1
4JJJ	21	22	-1	1	1	0	7	6	1	7	10	-3	5	4	1	1	*	*	*	*	*
ABCFM	5	4	1	*	*	*	*	*	*	1	*	*	1	1	0	2	1	1	2	2	0
Total	230	230	0	16	15	1	25	25	0	54	56	-2	58	58	0	36	37	-1	42	40	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	10	2	24	20	4	17	14	3	12	11	1	10	9	1	3	3	0	7	6	1
MAGIC 882	10	10	0	18	17	1	15	16	-1	9	11	-2	9	10	-1	3	2	1	10	10	0
4KQ	20	20	0	31	34	-3	30	28	2	24	23	1	16	17	-1	4	6	-2	21	19	2
hit105.3	21	23	-2	32	37	-5	19	24	-5	24	26	-2	25	28	-3	8	9	-1	15	16	-1
97.3FM	35	37	-2	53	55	-2	49	52	-3	43	49	-6	35	34	1	8	8	0	27	25	2
4MMM	20	22	-2	30	31	-1	27	30	-3	26	31	-5	20	23	-3	3	4	-1	12	14	-2
NOVA106.9	29	28	1	46	40	6	32	34	-2	35	34	1	34	31	3	9	8	1	20	18	2
ABC612	27	27	0	53	59	-6	34	33	1	21	19	2	21	21	0	11	11	0	19	19	0
4RN	5	6	-1	9	13	-4	4	4	0	5	4	1	4	6	-2	3	3	0	5	5	0
NEWSR	4	4	0	10	11	-1	3	3	0	2	2	0	3	2	1	2	2	0	4	4	0
4JJJ	23	24	-1	31	28	3	30	30	0	30	34	-4	27	29	-2	6	6	0	14	16	-2
ABCFM	5	4	1	7	5	2	7	5	2	5	5	0	6	5	1	1	1	0	5	4	1
Total	246	247	-1	391	390	1	311	312	-1	284	289	-5	245	247	-2	74	75	-1	193	188	5

Please note: hit105.3 on air from 8 March 2015. Previously known as hit105.3 B105.



BRISBANE RADIO - SURVEY 2 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	125	116	9	4	1	3	4	3	1	13	18	-5	31	28	3	24	30	-6	49	36	13
MAGIC 882	129	146	-17	6	2	4	1	4	-3	13	9	4	28	31	-3	34	51	-17	47	49	-2
4KQ	226	228	-2	10	7	3	8	7	1	25	23	2	47	55	-8	75	78	-3	61	58	3
hit105.3	452	503	-51	88	101	-13	109	104	5	142	165	-23	80	95	-15	26	30	-4	8	8	0
97.3FM	555	565	-10	77	69	8	71	71	0	155	161	-6	172	176	-4	52	59	-7	29	30	-1
4MMM	348	356	-8	43	38	5	40	53	-13	112	119	-7	114	103	11	35	39	-4	4	5	-1
NOVA106.9	554	514	40	104	96	8	120	110	10	208	209	-1	102	81	21	12	15	-3	8	3	5
ABC612	332	328	4	15	10	5	9	5	4	55	54	1	81	77	4	76	79	-3	97	102	-5
4RN	86	92	-6	4	2	2	4	1	3	14	10	4	23	26	-3	20	24	-4	21	28	-7
NEWSR	113	92	21	11	3	8	4	1	3	29	26	3	25	21	4	12	14	-2	31	27	4
4JJJ	333	343	-10	27	28	-1	86	95	-9	139	144	-5	62	60	2	12	12	0	5	5	0
ABCFM	102	96	6	11	8	3	10	9	1	22	18	4	13	17	-4	20	15	5	26	30	-4
Total	1828	1829	-1	206	203	3	228	226	2	477	482	-5	428	429	-1	237	240	-3	251	251	0

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	117	109	8	86	78	8	65	62	3	70	64	6	61	55	6	28	25	3	81	73	8
MAGIC 882	116	129	-13	79	84	-5	67	79	-12	55	65	-10	66	73	-7	39	42	-3	91	96	-5
4KQ	198	200	-2	130	135	-5	120	117	3	132	120	12	106	113	-7	60	56	4	164	162	2
hit105.3	407	464	-57	278	323	-45	160	187	-27	229	261	-32	234	270	-36	135	144	-9	279	311	-32
97.3FM	506	521	-15	341	361	-20	237	243	-6	297	302	-5	303	292	11	148	140	8	368	366	2
4MMM	317	332	-15	181	206	-25	144	146	-2	194	200	-6	184	180	4	57	79	-22	201	212	-11
NOVA106.9	510	470	40	324	292	32	196	209	-13	284	263	21	310	273	37	153	142	11	346	308	38
ABC612	298	305	-7	227	241	-14	152	154	-2	148	144	4	152	152	0	104	97	7	217	218	-1
4RN	66	79	-13	47	52	-5	31	36	-5	38	41	-3	35	38	-3	29	35	-6	61	63	-2
NEWSR	96	78	18	63	59	4	27	26	1	31	29	2	34	28	6	31	25	6	68	65	3
4JJJ	312	318	-6	192	183	9	136	151	-15	171	178	-7	198	203	-5	103	106	-3	208	207	1
ABCFM	91	85	6	56	47	9	34	36	-2	45	42	3	48	33	15	25	28	-3	69	58	11
Total	1793	1803	-10	1530	1521	9	1130	1146	-16	1314	1332	-18	1348	1327	21	745	756	-11	1534	1525	9

Please note: hit105.3 on air from 8 March 2015. Previously known as hit105.3 B105.