



BRISBANE RADIO - SURVEY 8 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	5.3	-0.7	0.1	0.1	0.0	0.3	0.1	0.2	1.1	4.0	-2.9	3.3	3.5	-0.2	7.7	5.6	2.1	11.9	13.5	-1.6
MAGIC 882	3.2	4.2	-1.0	0.7	0.7	0.0	0.2	0.5	-0.3	*	0.1	*	2.8	2.5	0.3	4.7	5.9	-1.2	8.5	13.0	-4.5
4KQ	8.0	7.8	0.2	1.3	1.0	0.3	0.6	2.0	-1.4	2.1	0.6	1.5	4.9	6.5	-1.6	21.3	18.6	2.7	13.9	14.7	-0.8
hit105.3	10.7	10.9	-0.2	20.9	21.2	-0.3	29.5	32.2	-2.7	16.1	16.4	-0.3	6.7	6.4	0.3	6.2	4.3	1.9	0.8	1.2	-0.4
97.3FM	13.5	13.8	-0.3	20.5	22.3	-1.8	11.1	10.1	1.0	13.9	11.4	2.5	20.0	20.9	-0.9	12.5	15.8	-3.3	3.0	3.8	-0.8
4MMM	8.4	9.1	-0.7	6.7	9.1	-2.4	4.5	7.9	-3.4	11.9	11.3	0.6	14.4	15.2	-0.8	4.5	6.7	-2.2	1.6	1.0	0.6
NOVA106.9	12.7	11.3	1.4	30.1	25.4	4.7	23.5	22.4	1.1	19.5	18.8	0.7	11.9	10.0	1.9	4.7	2.8	1.9	0.6	0.3	0.3
ABC612	12.6	11.3	1.3	2.2	2.2	0.0	0.5	0.7	-0.2	3.2	4.4	-1.2	9.7	7.3	2.4	17.1	16.4	0.7	33.8	29.0	4.8
4RN	1.9	2.4	-0.5	0.2	0.3	-0.1	0.3	0.7	-0.4	0.7	0.6	0.1	1.5	2.8	-1.3	2.7	3.0	-0.3	4.7	5.0	-0.3
NEWSR	1.2	1.3	-0.1	0.3	0.2	0.1	0.5	0.9	-0.4	1.0	1.0	0.0	1.3	1.0	0.3	2.1	2.5	-0.4	1.2	1.8	-0.6
4JJJ	7.3	6.6	0.7	4.9	6.9	-2.0	18.2	13.7	4.5	17.0	16.4	0.6	5.7	3.9	1.8	0.7	1.0	-0.3	0.1	0.1	0.0
ABCFM	1.8	1.9	-0.1	0.2	0.3	-0.1	1.9	1.3	0.6	0.5	0.5	0.0	0.4	1.3	-0.9	2.0	2.5	-0.5	5.9	4.5	1.4

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	4.9	5.5	-0.6	6.1	6.5	-0.4	6.6	6.8	-0.2	2.6	3.4	-0.8	3.2	3.8	-0.6	6.1	9.1	-3.0	3.9	4.4	-0.5						
MAGIC 882	3.2	4.2	-1.0	3.1	4.2	-1.1	3.6	4.7	-1.1	3.2	4.7	-1.5	2.6	3.1	-0.5	3.5	3.2	0.3	3.2	4.3	-1.1						
4KQ	7.7	7.4	0.3	7.8	7.4	0.4	8.3	9.4	-1.1	8.0	7.6	0.4	6.5	5.7	0.8	6.4	5.1	1.3	9.2	9.1	0.1						
hit105.3	10.9	11.1	-0.2	8.7	9.2	-0.5	10.8	10.0	0.8	12.2	12.6	-0.4	12.5	14.0	-1.5	12.0	10.1	1.9	10.2	10.2	0.0						
97.3FM	13.6	13.7	-0.1	13.6	13.1	0.5	14.3	13.4	0.9	14.5	14.9	-0.4	13.0	13.5	-0.5	10.6	12.9	-2.3	13.1	14.1	-1.0						
4MMM	8.8	9.7	-0.9	7.8	9.3	-1.5	9.8	10.6	-0.8	10.1	10.8	-0.7	9.0	9.1	-0.1	4.8	6.9	-2.1	7.0	7.1	-0.1						
NOVA106.9	13.1	11.5	1.6	11.9	10.7	1.2	12.0	10.8	1.2	14.5	11.5	3.0	14.5	13.3	1.2	13.5	13.3	0.2	11.3	10.6	0.7						
ABC612	12.7	11.5	1.2	17.2	15.5	1.7	12.7	11.6	1.1	10.5	9.4	1.1	8.3	7.1	1.2	12.1	11.8	0.3	12.2	10.7	1.5						
4RN	1.8	2.4	-0.6	3.0	3.7	-0.7	0.9	1.2	-0.3	0.7	1.5	-0.8	2.1	3.1	-1.0	3.0	1.8	1.2	2.1	2.3	-0.2						
NEWSR	1.1	1.2	-0.1	1.7	2.0	-0.3	0.4	0.6	-0.2	0.6	0.6	0.0	1.1	1.1	0.0	2.1	2.2	-0.1	1.6	1.6	0.0						
4JJJ	7.8	6.8	1.0	7.3	6.7	0.6	7.3	6.4	0.9	7.3	6.5	0.8	9.9	8.6	1.3	8.0	4.9	3.1	5.9	6.2	-0.3						
ABCFM	1.7	1.8	-0.1	1.3	1.3	0.0	1.8	1.6	0.2	1.6	1.8	-0.2	2.3	2.7	-0.4	2.6	2.4	0.2	2.1	2.0	0.1						



BRISBANE RADIO - SURVEY 8 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	10	12	-2	*	*	*	*	*	*	1	2	-1	2	2	0	3	2	1	5	6	-1
MAGIC 882	7	9	-2	*	*	*	*	*	*	*	*	*	2	1	1	2	2	0	4	6	-2
4KQ	18	17	1	*	*	*	*	*	*	1	*	*	3	4	-1	8	6	2	6	6	0
hit105.3	24	24	0	4	4	0	6	7	-1	8	8	0	4	4	0	2	1	1	*	1	*
97.3FM	30	30	0	3	4	-1	2	2	0	7	5	2	12	12	0	5	5	0	1	2	-1
4MMM	19	20	-1	1	2	-1	1	2	-1	6	5	1	9	9	0	2	2	0	1	*	*
NOVA106.9	28	25	3	5	4	1	5	5	0	9	9	0	7	6	1	2	1	1	*	*	*
ABC612	28	25	3	*	*	*	*	*	*	2	2	0	6	4	2	6	6	0	14	12	2
4RN	4	5	-1	*	*	*	*	*	*	*	*	*	1	2	-1	1	1	0	2	2	0
NEWSR	3	3	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0
4JJJ	16	15	1	1	1	0	4	3	1	8	8	0	3	2	1	*	*	*	*	*	*
ABCFM	4	4	0	*	*	*	*	*	*	*	*	*	*	1	*	1	1	0	2	2	0
Total	223	221	2	17	17	0	20	22	-2	48	48	0	59	58	1	37	34	3	41	43	-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	13	-1	23	24	-1	21	20	1	7	9	-2	8	9	-1	4	6	-2	7	8	-1
MAGIC 882	8	10	-2	12	15	-3	11	14	-3	9	13	-4	6	8	-2	2	2	0	6	8	-2
4KQ	18	17	1	30	27	3	26	28	-2	22	21	1	16	14	2	4	3	1	16	17	-1
hit105.3	26	26	0	33	34	-1	34	30	4	34	35	-1	30	34	-4	8	7	1	18	19	-1
97.3FM	33	32	1	51	48	3	45	40	5	41	42	-1	31	33	-2	7	9	-2	23	26	-3
4MMM	21	23	-2	30	34	-4	31	32	-1	28	30	-2	22	22	0	3	5	-2	13	13	0
NOVA106.9	32	27	5	45	39	6	38	32	6	41	32	9	35	32	3	9	9	0	20	19	1
ABC612	31	27	4	65	57	8	40	35	5	29	26	3	20	17	3	8	8	0	22	20	2
4RN	4	6	-2	11	14	-3	3	4	-1	2	4	-2	5	8	-3	2	1	1	4	4	0
NEWSR	3	3	0	6	7	-1	1	2	-1	2	2	0	3	3	0	1	1	0	3	3	0
4JJJ	19	16	3	28	25	3	23	19	4	21	18	3	24	21	3	5	3	2	10	11	-1
ABCFM	4	4	0	5	5	0	6	5	1	5	5	0	5	6	-1	2	2	0	4	4	0
Total	241	236	5	378	369	9	314	299	15	281	278	3	241	242	-1	68	67	1	179	184	-5



BRISBANE RADIO - SURVEY 8 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	107	102	5	3	2	1	2	1	1	9	11	-2	24	26	-2	27	21	6	41	40	1
MAGIC 882	107	122	-15	11	9	2	3	6	-3	2	6	-4	16	21	-5	29	30	-1	46	51	-5
4KQ	222	218	4	11	8	3	9	10	-1	15	11	4	43	45	-2	83	83	0	61	62	-1
hit105.3	482	460	22	85	86	-1	123	117	6	162	159	3	82	75	7	25	18	7	5	6	-1
97.3FM	530	533	-3	79	89	-10	63	58	5	149	139	10	158	151	7	67	74	-7	14	21	-7
4MMM	340	330	10	39	37	2	40	44	-4	116	108	8	109	107	2	27	25	2	9	8	1
NOVA106.9	519	517	2	103	105	-2	103	113	-10	175	168	7	106	103	3	25	23	2	6	7	-1
ABC612	324	298	26	17	14	3	8	9	-1	35	40	-5	83	67	16	68	68	0	113	101	12
4RN	97	94	3	4	4	0	5	5	0	14	14	0	25	27	-2	22	18	4	27	26	1
NEWSR	82	83	-1	7	4	3	9	8	1	18	19	-1	22	18	4	15	15	0	11	19	-8
4JJJ	303	303	0	28	33	-5	81	76	5	129	139	-10	50	40	10	11	12	-1	4	2	2
ABCFM	83	82	1	5	7	-2	12	10	2	15	12	3	14	14	0	13	12	1	25	28	-3
Total	1827	1824	3	211	209	2	228	229	-1	479	480	-1	424	425	-1	238	238	0	246	243	3

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	99	94	5	72	66	6	58	60	-2	51	47	4	44	46	-2	27	29	-2	66	66	0
MAGIC 882	99	114	-15	57	63	-6	54	64	-10	57	69	-12	49	55	-6	26	28	-2	71	83	-12
4KQ	203	193	10	139	132	7	112	107	5	123	118	5	113	99	14	49	51	-2	153	168	-15
hit105.3	431	420	11	256	268	-12	196	176	20	266	258	8	248	265	-17	132	113	19	292	290	2
97.3FM	486	483	3	321	332	-11	222	228	-6	294	298	-4	272	285	-13	134	153	-19	337	346	-9
4MMM	310	300	10	182	192	-10	132	132	0	183	166	17	166	169	-3	72	74	-2	204	197	7
NOVA106.9	477	465	12	309	306	3	205	197	8	299	262	37	303	287	16	151	128	23	338	328	10
ABC612	291	271	20	229	210	19	163	148	15	168	146	22	137	131	6	91	77	14	214	191	23
4RN	90	85	5	68	66	2	29	37	-8	23	38	-15	42	53	-11	32	25	7	52	54	-2
NEWSR	65	69	-4	45	50	-5	16	17	-1	24	21	3	24	26	-2	19	18	1	48	45	3
4JJJ	285	283	2	167	164	3	123	111	12	151	142	9	185	176	9	87	72	15	173	164	9
ABCFM	75	75	0	34	42	-8	29	32	-3	40	39	1	40	42	-2	26	24	2	42	48	-6
Total	1797	1779	18	1470	1483	-13	1095	1075	20	1333	1300	33	1338	1340	-2	752	740	12	1524	1517	7