

EMBARGOED UNTIL 9:30AM AEST



BRISBANE RADIO - SURVEY 5 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	4.4	4.9	-0.5	0.7	0.4	0.3	*	0.6	*	0.5	1.0	-0.5	3.3	3.9	-0.6	6.5	6.2	0.3	12.7	14.2	-1.5
MAGIC 882	5.0	5.2	-0.2	0.7	0.2	0.5	0.1	0.1	0.0	1.2	0.7	0.5	2.5	2.7	-0.2	7.6	11.4	-3.8	15.1	13.5	1.6
4KQ	8.0	7.3	0.7	0.7	0.9	-0.2	1.5	1.5	0.0	1.3	2.1	-0.8	8.0	5.4	2.6	22.2	20.8	1.4	9.7	10.5	-0.8
B105	9.4	10.1	-0.7	27.1	29.6	-2.5	18.6	22.6	-4.0	13.4	14.0	-0.6	8.1	7.0	1.1	2.6	2.2	0.4	1.1	2.4	-1.3
97.3FM	13.8	15.3	-1.5	14.1	14.6	-0.5	9.3	8.8	0.5	15.1	16.9	-1.8	22.2	23.2	-1.0	12.1	16.4	-4.3	3.9	4.4	-0.5
4MMM	9.1	9.3	-0.2	4.5	8.7	-4.2	11.1	11.5	-0.4	13.3	12.5	0.8	13.6	13.9	-0.3	6.0	5.0	1.0	0.7	1.7	-1.0
NOVA106.9	11.7	11.6	0.1	29.7	28.9	0.8	25.1	23.8	1.3	19.0	19.1	-0.1	9.4	9.8	-0.4	2.6	1.4	1.2	0.4	0.3	0.1
ABC612	10.8	9.2	1.6	1.9	1.6	0.3	1.6	0.8	0.8	2.8	2.5	0.3	6.8	6.8	0.0	16.2	12.6	3.6	29.4	25.7	3.7
4RN	2.6	2.8	-0.2	0.3	0.1	0.2	0.2	*	*	0.3	0.5	-0.2	1.2	2.1	-0.9	4.9	4.5	0.4	7.6	7.5	0.1
NEWSR	1.1	1.0	0.1	0.1	0.1	0.0	0.9	1.1	-0.2	0.7	0.9	-0.2	0.6	0.4	0.2	2.1	1.2	0.9	1.8	2.0	-0.2
4JJJ	7.5	7.2	0.3	7.7	4.0	3.7	13.2	13.9	-0.7	18.3	15.5	2.8	5.1	7.0	-1.9	0.9	1.4	-0.5	0.5	*	*
ABCFM	2.3	1.8	0.5	0.6	0.1	0.5	1.8	0.5	1.3	1.1	1.1	0.0	1.2	0.4	0.8	2.2	1.2	1.0	6.4	6.6	-0.2

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	4.3	4.9	-0.6	4.6	5.1	-0.5	3.7	4.3	-0.6	3.5	4.5	-1.0	3.9	4.4	-0.5	8.3	8.6	-0.3	4.9	4.7	0.2						
MAGIC 882	4.9	4.9	0.0	4.4	5.5	-1.1	6.9	6.2	0.7	5.0	4.7	0.3	3.7	3.5	0.2	3.3	3.1	0.2	5.5	6.1	-0.6						
4KQ	8.0	7.2	0.8	7.8	7.1	0.7	10.2	8.5	1.7	8.7	7.7	1.0	6.2	5.7	0.5	4.3	5.6	-1.3	8.0	7.7	0.3						
B105	9.6	10.4	-0.8	9.1	9.5	-0.4	8.0	9.6	-1.6	9.9	11.3	-1.4	11.4	11.5	-0.1	10.3	10.0	0.3	8.8	9.5	-0.7						
97.3FM	13.7	15.3	-1.6	13.2	14.3	-1.1	14.0	15.6	-1.6	14.0	16.6	-2.6	15.1	16.2	-1.1	10.8	12.8	-2.0	14.2	15.0	-0.8						
4MMM	9.9	10.2	-0.3	8.5	9.6	-1.1	10.7	11.9	-1.2	12.5	12.2	0.3	7.7	7.1	0.6	9.2	8.2	1.0	6.5	6.5	0.0						
NOVA106.9	12.0	12.0	0.0	12.5	11.3	1.2	9.5	10.0	-0.5	10.8	11.6	-0.8	15.4	16.3	-0.9	13.0	12.3	0.7	10.7	10.2	0.5						
ABC612	11.0	9.4	1.6	15.0	13.2	1.8	10.9	8.8	2.1	8.4	6.3	2.1	7.5	7.1	0.4	12.5	11.9	0.6	10.1	8.7	1.4						
4RN	2.7	2.7	0.0	3.5	3.5	0.0	2.6	2.9	-0.3	1.6	1.6	0.0	3.0	3.0	0.0	3.1	2.5	0.6	2.4	2.8	-0.4						
NEWSR	1.1	1.0	0.1	1.7	1.6	0.1	0.7	0.5	0.2	0.7	0.5	0.2	1.1	1.1	0.0	1.6	1.2	0.4	1.0	1.0	0.0						
4JJJ	7.4	7.1	0.3	6.8	6.9	-0.1	7.2	6.2	1.0	7.7	7.2	0.5	8.4	7.7	0.7	6.6	8.4	-1.8	7.9	7.7	0.2						
ABCFM	2.4	1.7	0.7	2.5	1.9	0.6	2.5	2.0	0.5	2.3	1.5	0.8	2.3	1.6	0.7	1.8	1.7	0.1	2.1	2.0	0.1						

EMBARGOED UNTIL 9:30AM AEST



BRISBANE RADIO - SURVEY 5 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	10	11	-1	*	*	*	*	*	*	*	1	*	2	2	0	2	2	0	5	6	-1
MAGIC 882	11	12	-1	*	*	*	*	*	*	1	*	*	1	2	-1	3	4	-1	6	6	0
4KQ	18	17	1	*	*	*	*	*	*	1	1	0	5	3	2	8	8	0	4	4	0
B105	21	23	-2	4	5	-1	4	5	-1	7	7	0	5	4	1	1	1	0	*	1	*
97.3FM	30	35	-5	2	2	0	2	2	0	8	9	-1	13	14	-1	4	6	-2	2	2	0
4MMM	20	21	-1	1	1	0	2	2	0	7	7	0	8	8	0	2	2	0	*	1	*
NOVA106.9	26	26	0	5	5	0	5	5	0	10	10	0	5	6	-1	1	*	*	*	*	*
ABC612	24	21	3	*	*	*	*	*	*	1	1	0	4	4	0	6	5	1	12	11	1
4RN	6	6	0	*	*	*	*	*	*	*	*	*	1	1	0	2	2	0	3	3	0
NEWSR	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*	1	1	0
4JJJ	17	16	1	1	1	0	3	3	0	9	8	1	3	4	-1	*	1	*	*	*	*
ABCFM	5	4	1	*	*	*	*	*	*	1	1	0	1	*	*	1	*	*	3	3	0
Total	220	227	-7	16	17	-1	19	21	-2	51	53	-2	58	59	-1	36	37	-1	40	41	-1

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	10	12	-2	16	19	-3	11	14	-3	10	13	-3	10	11	-1	5	6	-1	9	9	0
MAGIC 882	11	12	-1	16	20	-4	21	20	1	14	13	1	9	9	0	2	2	0	10	12	-2
4KQ	19	17	2	28	26	2	30	27	3	24	22	2	15	14	1	3	4	-1	15	15	0
B105	22	25	-3	33	35	-2	24	31	-7	27	32	-5	28	29	-1	7	7	0	17	18	-1
97.3FM	32	37	-5	47	52	-5	42	49	-7	39	47	-8	37	40	-3	7	9	-2	27	29	-2
4MMM	23	25	-2	31	35	-4	32	38	-6	34	35	-1	19	18	1	6	6	0	12	12	0
NOVA106.9	28	29	-1	45	41	4	28	32	-4	30	33	-3	38	41	-3	9	9	0	20	20	0
ABC612	26	23	3	54	48	6	32	28	4	23	18	5	19	18	1	8	8	0	19	17	2
4RN	6	7	-1	12	13	-1	8	9	-1	4	5	-1	7	7	0	2	2	0	4	5	-1
NEWSR	3	2	1	6	6	0	2	1	1	2	1	1	3	3	0	1	1	0	2	2	0
4JJJ	17	17	0	24	25	-1	22	20	2	21	20	1	21	19	2	4	6	-2	15	15	0
ABCFM	6	4	2	9	7	2	7	6	1	6	4	2	6	4	2	1	1	0	4	4	0
Total	234	242	-8	359	367	-8	297	318	-21	276	285	-9	247	249	-2	66	70	-4	187	191	-4

EMBARGOED UNTIL 9:30AM AEST



BRISBANE RADIO - SURVEY 5 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	123	117	6	15	8	7	2	2	0	15	15	0	27	24	3	27	29	-2	37	40	-3
MAGIC 882	138	136	2	3	4	-1	3	3	0	11	8	3	25	23	2	41	48	-7	56	50	6
4KQ	230	213	17	8	11	-3	11	9	2	22	16	6	53	42	11	83	82	1	53	53	0
B105	504	496	8	98	108	-10	103	101	2	163	156	7	100	89	11	33	28	5	7	15	-8
97.3FM	531	558	-27	79	83	-4	53	54	-1	157	166	-9	158	162	-4	61	69	-8	24	23	1
4MMM	342	343	-1	40	50	-10	47	56	-9	132	117	15	92	86	6	25	26	-1	4	8	-4
NOVA106.9	547	527	20	126	125	1	112	114	-2	191	172	19	96	100	-4	19	15	4	3	2	1
ABC612	311	277	34	16	14	2	11	6	5	43	38	5	64	69	-5	60	47	13	118	102	16
4RN	75	82	-7	5	3	2	4	*	*	9	8	1	14	26	-12	15	12	3	28	33	-5
NEWSR	77	81	-4	4	3	1	7	10	-3	19	24	-5	12	15	-3	19	14	5	15	16	-1
4JJJ	301	297	4	34	27	7	65	67	-2	137	127	10	51	60	-9	13	15	-2	2	*	*
ABCFM	90	67	23	7	4	3	9	2	7	19	15	4	11	15	-4	16	9	7	29	22	7
Total	1793	1791	2	211	213	-2	221	215	6	471	473	-2	420	421	-1	231	229	2	239	240	-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	102	104	-2	65	71	-6	48	53	-5	50	55	-5	49	55	-6	38	45	-7	87	76	11
MAGIC 882	130	129	1	82	85	-3	76	77	-1	81	76	5	62	62	0	39	35	4	97	101	-4
4KQ	206	193	13	143	129	14	110	109	1	130	121	9	105	96	9	47	48	-1	161	151	10
B105	456	448	8	294	285	9	186	188	-2	262	251	11	253	250	3	132	134	-2	324	317	7
97.3FM	479	514	-35	325	336	-11	213	242	-29	250	300	-50	283	302	-19	134	159	-25	342	374	-32
4MMM	313	311	2	180	206	-26	139	149	-10	190	188	2	164	156	8	90	84	6	200	193	7
NOVA106.9	501	484	17	318	300	18	189	190	-1	294	274	20	314	297	17	160	149	11	353	326	27
ABC612	281	248	33	213	193	20	156	123	33	147	123	24	147	130	17	80	82	-2	222	190	32
4RN	66	73	-7	49	55	-6	36	35	1	33	30	3	40	41	-1	21	20	1	45	52	-7
NEWSR	68	70	-2	34	39	-5	22	16	6	32	25	7	27	25	2	17	15	2	46	42	4
4JJJ	276	271	5	173	180	-7	127	114	13	159	147	12	176	172	4	90	90	0	196	196	0
ABCFM	80	58	22	48	38	10	41	33	8	42	29	13	42	24	18	19	18	1	59	45	14
Total	1754	1750	4	1443	1460	-17	1078	1100	-22	1291	1271	20	1336	1321	15	748	774	-26	1511	1503	8