



BRISBANE RADIO - SURVEY 5 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	5.7	4.5	1.2	0.2	0.5	-0.3	0.2	0.3	-0.1	0.4	1.2	-0.8	4.6	4.0	0.6	9.2	6.4	2.8	15.0	11.1	3.9
MAGIC 882	4.9	5.0	-0.1	0.6	0.2	0.4	0.1	0.4	-0.3	0.7	0.1	0.6	3.5	2.7	0.8	10.2	10.9	-0.7	11.1	13.6	-2.5
4KQ	8.4	8.3	0.1	2.3	2.1	0.2	0.9	1.5	-0.6	0.7	1.2	-0.5	6.7	9.9	-3.2	20.0	18.8	1.2	15.3	11.9	3.4
hit105.3	8.6	8.3	0.3	20.5	18.1	2.4	20.6	19.2	1.4	13.2	12.1	1.1	7.7	7.7	0.0	1.2	1.1	0.1	0.7	0.9	-0.2
97.3FM	13.3	14.0	-0.7	20.0	25.0	-5.0	13.3	11.8	1.5	14.7	13.2	1.5	19.6	21.6	-2.0	9.0	10.8	-1.8	3.6	3.2	0.4
4MMM	9.4	9.8	-0.4	9.7	7.7	2.0	9.6	8.9	0.7	12.3	18.2	-5.9	13.5	12.7	0.8	7.7	4.3	3.4	1.6	1.5	0.1
NOVA106.9	12.5	13.2	-0.7	30.3	29.1	1.2	23.6	26.0	-2.4	21.6	22.9	-1.3	9.5	9.8	-0.3	5.5	5.4	0.1	0.2	0.1	0.1
ABC612	8.6	10.0	-1.4	1.3	1.4	-0.1	1.2	0.9	0.3	2.1	3.8	-1.7	5.7	6.2	-0.5	12.7	13.9	-1.2	22.8	27.9	-5.1
4RN	2.1	1.9	0.2	0.5	0.4	0.1	*	0.3	*	0.5	0.3	0.2	1.2	1.1	0.1	5.0	5.0	0.0	4.3	3.8	0.5
NEWSR	1.5	1.3	0.2	1.0	0.5	0.5	0.2	*	*	0.7	0.9	-0.2	1.2	1.1	0.1	1.5	1.9	-0.4	3.4	2.8	0.6
4JJJ	8.9	7.8	1.1	4.0	4.2	-0.2	20.4	19.8	0.6	22.0	17.2	4.8	6.9	5.7	1.2	1.0	1.6	-0.6	0.1	0.5	-0.4
ABCFM	2.4	2.0	0.4	0.5	0.1	0.4	0.4	0.4	0.0	1.1	0.7	0.4	1.5	1.4	0.1	2.9	1.4	1.5	6.4	6.5	-0.1

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	6.0	4.7	1.3	6.2	5.2	1.0	8.2	5.9	2.3	4.9	4.0	0.9	3.4	2.6	0.8	8.8	6.2	2.6	4.7	3.7	1.0						
MAGIC 882	4.7	4.9	-0.2	4.4	4.9	-0.5	6.4	6.4	0.0	4.9	4.7	0.2	3.3	4.2	-0.9	3.6	3.3	0.3	5.7	5.4	0.3						
4KQ	7.9	8.0	-0.1	7.4	7.9	-0.5	9.2	9.2	0.0	9.0	8.8	0.2	6.3	6.3	0.0	6.6	6.2	0.4	9.8	9.3	0.5						
hit105.3	8.7	8.0	0.7	7.7	6.8	0.9	8.1	7.3	0.8	9.3	8.7	0.6	10.1	9.9	0.2	8.1	8.2	-0.1	8.6	9.0	-0.4						
97.3FM	13.4	14.0	-0.6	13.0	13.7	-0.7	12.4	13.4	-1.0	14.6	15.7	-1.1	14.6	14.5	0.1	11.7	10.3	1.4	12.7	14.1	-1.4						
4MMM	9.6	10.4	-0.8	9.1	9.6	-0.5	9.5	11.7	-2.2	11.0	12.5	-1.5	9.3	8.8	0.5	7.5	7.0	0.5	8.8	7.6	1.2						
NOVA106.9	12.9	13.7	-0.8	13.5	13.3	0.2	10.0	10.7	-0.7	12.1	13.2	-1.1	15.9	17.0	-1.1	14.3	17.0	-2.7	11.1	11.8	-0.7						
ABC612	8.7	9.9	-1.2	12.7	12.8	-0.1	8.9	11.2	-2.3	5.9	6.9	-1.0	6.1	6.9	-0.8	9.2	11.6	-2.4	8.0	10.5	-2.5						
4RN	2.1	2.0	0.1	2.8	3.0	-0.2	1.8	1.3	0.5	1.1	1.0	0.1	2.3	2.1	0.2	2.6	2.3	0.3	2.2	1.7	0.5						
NEWSR	1.4	1.3	0.1	1.8	2.2	-0.4	0.8	0.6	0.2	0.8	0.7	0.1	0.8	0.7	0.1	4.0	3.1	0.9	1.8	1.5	0.3						
4JJJ	9.0	8.2	0.8	8.5	7.8	0.7	8.0	7.6	0.4	9.4	8.3	1.1	11.3	9.8	1.5	7.5	7.2	0.3	8.5	6.7	1.8						
ABCFM	2.3	1.9	0.4	2.1	1.6	0.5	2.7	1.9	0.8	2.9	2.3	0.6	1.6	2.0	-0.4	1.6	1.5	0.1	2.7	2.3	0.4						

EMBARGOED UNTIL 9:30AM AEST



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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	13	10	3	*	*	*	*	*	*	*	1	*	3	2	1	3	2	1	6	5	1
MAGIC 882	11	11	0	*	*	*	*	*	*	*	*	*	2	2	0	4	4	0	5	6	-1
4KQ	19	18	1	*	*	*	*	*	*	*	1	*	4	6	-2	7	6	1	7	5	2
hit105.3	20	18	2	3	3	0	4	4	0	6	6	0	5	5	0	*	*	*	*	*	*
97.3FM	30	31	-1	3	4	-1	3	2	1	7	6	1	12	13	-1	3	4	-1	2	1	1
4MMM	21	21	0	2	1	1	2	2	0	6	9	-3	8	7	1	3	1	2	1	1	0
NOVA106.9	28	29	-1	5	5	0	5	5	0	10	11	-1	6	6	0	2	2	0	*	*	*
ABC612	19	22	-3	*	*	*	*	*	*	1	2	-1	3	4	-1	5	5	0	10	11	-1
4RN	5	4	1	*	*	*	*	*	*	*	*	*	1	1	0	2	2	0	2	2	0
NEWSR	3	3	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0
4JJJ	20	17	3	1	1	0	4	4	0	10	8	2	4	3	1	*	1	*	*	*	*
ABCFM	5	4	1	*	*	*	*	*	*	1	*	*	1	1	0	1	*	*	3	3	0
Total	227	220	7	17	17	0	22	20	2	48	48	0	61	59	2	37	34	3	43	41	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	14	11	3	22	19	3	25	18	7	14	11	3	9	7	2	7	4	3	9	7	2
MAGIC 882	11	12	-1	16	18	-2	20	19	1	14	13	1	8	11	-3	3	2	1	11	10	1
4KQ	19	19	0	27	28	-1	28	28	0	25	24	1	16	16	0	5	4	1	19	17	2
hit105.3	21	19	2	28	25	3	25	22	3	26	24	2	26	25	1	6	6	0	16	16	0
97.3FM	32	33	-1	47	49	-2	38	40	-2	41	43	-2	38	36	2	9	7	2	24	26	-2
4MMM	23	24	-1	33	35	-2	29	35	-6	31	34	-3	24	22	2	6	5	1	17	14	3
NOVA106.9	31	32	-1	49	48	1	31	32	-1	34	36	-2	41	42	-1	11	12	-1	21	21	0
ABC612	21	23	-2	46	46	0	27	34	-7	17	19	-2	16	17	-1	7	8	-1	15	19	-4
4RN	5	5	0	10	11	-1	5	4	1	3	3	0	6	5	1	2	2	0	4	3	1
NEWSR	3	3	0	7	8	-1	2	2	0	2	2	0	2	2	0	3	2	1	3	3	0
4JJJ	22	19	3	31	28	3	24	23	1	27	23	4	29	24	5	6	5	1	16	12	4
ABCFM	6	4	2	8	6	2	8	6	2	8	6	2	4	5	-1	1	1	0	5	4	1
Total	241	235	6	361	359	2	305	300	5	283	272	11	260	248	12	75	70	5	192	182	10



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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	122	123	-1	3	3	0	2	5	-3	6	6	0	33	29	4	28	33	-5	50	46	4
MAGIC 882	114	138	-24	5	4	1	1	4	-3	5	5	0	21	20	1	33	38	-5	49	68	-19
4KQ	192	208	-16	12	9	3	5	8	-3	14	15	-1	45	42	3	55	74	-19	61	61	0
hit105.3	410	403	7	80	81	-1	98	91	7	137	134	3	78	76	2	13	16	-3	4	5	-1
97.3FM	566	584	-18	86	98	-12	77	70	7	149	156	-7	166	171	-5	63	69	-6	25	20	5
4MMM	354	360	-6	35	38	-3	49	47	2	117	129	-12	112	105	7	32	33	-1	11	8	3
NOVA106.9	551	564	-13	109	103	6	121	124	-3	185	199	-14	102	107	-5	30	27	3	4	4	0
ABC612	283	303	-20	18	17	1	9	14	-5	38	47	-9	63	59	4	61	68	-7	93	97	-4
4RN	77	79	-2	5	3	2	*	3	*	5	9	-4	20	18	2	26	23	3	22	22	0
NEWSR	85	83	2	10	6	4	2	2	0	12	22	-10	18	16	2	17	19	-2	25	18	7
4JJJ	345	320	25	28	25	3	84	83	1	159	141	18	59	54	5	12	12	0	3	5	-2
ABCFM	78	73	5	4	4	0	5	5	0	13	16	-3	14	13	1	14	9	5	29	27	2
Total	1830	1830	0	212	211	1	228	227	1	477	478	-1	427	428	-1	241	239	2	245	248	-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	117	111	6	84	71	13	73	63	10	59	55	4	50	46	4	39	34	5	74	79	-5
MAGIC 882	100	127	-27	67	79	-12	64	79	-15	64	77	-13	50	65	-15	30	34	-4	84	99	-15
4KQ	166	185	-19	110	124	-14	103	112	-9	111	120	-9	88	102	-14	45	49	-4	139	148	-9
hit105.3	367	363	4	217	224	-7	146	147	-1	189	209	-20	218	212	6	105	99	6	258	258	0
97.3FM	509	524	-15	347	352	-5	206	201	5	291	294	-3	323	313	10	142	139	3	372	390	-18
4MMM	311	320	-9	198	198	0	140	153	-13	177	199	-22	187	179	8	89	90	-1	239	218	21
NOVA106.9	512	513	-1	341	346	-5	221	229	-8	281	313	-32	317	330	-13	164	170	-6	358	365	-7
ABC612	258	274	-16	201	214	-13	122	133	-11	129	131	-2	124	132	-8	67	86	-19	176	197	-21
4RN	71	70	1	49	53	-4	34	29	5	34	32	2	44	38	6	22	22	0	54	52	2
NEWSR	75	65	10	46	43	3	25	13	12	28	25	3	24	19	5	26	19	7	51	49	2
4JJJ	322	292	30	206	187	19	137	119	18	163	144	19	204	175	29	108	100	8	210	183	27
ABCFM	70	65	5	38	31	7	40	35	5	49	40	9	29	32	-3	17	18	-1	53	48	5
Total	1773	1771	2	1465	1476	-11	1106	1087	19	1255	1295	-40	1318	1323	-5	741	746	-5	1524	1524	0