

EMBARGOED UNTIL 9:30AM AEST



BRISBANE RADIO - SURVEY 6 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	4.1	4.4	-0.3	0.5	0.7	-0.2	0.2	*	*	0.3	0.5	-0.2	1.7	3.3	-1.6	6.1	6.5	-0.4	12.6	12.7	-0.1
MAGIC 882	5.4	5.0	0.4	0.8	0.7	0.1	0.8	0.1	0.7	0.6	1.2	-0.6	2.6	2.5	0.1	5.8	7.6	-1.8	17.9	15.1	2.8
4KQ	7.6	8.0	-0.4	1.1	0.7	0.4	0.6	1.5	-0.9	1.0	1.3	-0.3	7.4	8.0	-0.6	23.9	22.2	1.7	8.2	9.7	-1.5
B105	8.6	9.4	-0.8	24.8	27.1	-2.3	17.1	18.6	-1.5	12.4	13.4	-1.0	7.9	8.1	-0.2	2.7	2.6	0.1	0.5	1.1	-0.6
97.3FM	13.0	13.8	-0.8	15.9	14.1	1.8	9.5	9.3	0.2	15.4	15.1	0.3	20.2	22.2	-2.0	10.6	12.1	-1.5	3.2	3.9	-0.7
4MMM	9.6	9.1	0.5	9.8	4.5	5.3	10.4	11.1	-0.7	14.5	13.3	1.2	13.6	13.6	0.0	7.1	6.0	1.1	0.3	0.7	-0.4
NOVA106.9	11.5	11.7	-0.2	26.2	29.7	-3.5	21.3	25.1	-3.8	21.7	19.0	2.7	8.8	9.4	-0.6	3.7	2.6	1.1	0.1	0.4	-0.3
ABC612	11.5	10.8	0.7	1.1	1.9	-0.8	1.6	1.6	0.0	3.4	2.8	0.6	6.0	6.8	-0.8	16.3	16.2	0.1	31.6	29.4	2.2
4RN	1.9	2.6	-0.7	0.2	0.3	-0.1	0.3	0.2	0.1	0.5	0.3	0.2	0.9	1.2	-0.3	3.1	4.9	-1.8	5.1	7.6	-2.5
NEWSR	1.2	1.1	0.1	0.2	0.1	0.1	1.0	0.9	0.1	0.6	0.7	-0.1	0.7	0.6	0.1	2.5	2.1	0.4	1.8	1.8	0.0
4JJJ	8.4	7.5	0.9	6.4	7.7	-1.3	21.0	13.2	7.8	17.4	18.3	-0.9	7.7	5.1	2.6	0.5	0.9	-0.4	0.5	0.5	0.0
ABCFM	2.5	2.3	0.2	0.5	0.6	-0.1	1.8	1.8	0.0	0.5	1.1	-0.6	1.2	1.2	0.0	2.4	2.2	0.2	7.2	6.4	0.8

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	4.0	4.3	-0.3	4.5	4.6	-0.1	3.6	3.7	-0.1	2.9	3.5	-0.6	3.4	3.9	-0.5	7.5	8.3	-0.8	4.4	4.9	-0.5							
MAGIC 882	5.2	4.9	0.3	4.5	4.4	0.1	7.3	6.9	0.4	6.0	5.0	1.0	3.7	3.7	0.0	2.9	3.3	-0.4	6.1	5.5	0.6							
4KQ	7.4	8.0	-0.6	7.0	7.8	-0.8	9.3	10.2	-0.9	7.9	8.7	-0.8	6.2	6.2	0.0	4.4	4.3	0.1	8.3	8.0	0.3							
B105	8.8	9.6	-0.8	8.7	9.1	-0.4	7.7	8.0	-0.3	8.8	9.9	-1.1	10.5	11.4	-0.9	8.1	10.3	-2.2	8.0	8.8	-0.8							
97.3FM	13.1	13.7	-0.6	12.9	13.2	-0.3	13.2	14.0	-0.8	13.8	14.0	-0.2	13.9	15.1	-1.2	9.0	10.8	-1.8	12.6	14.2	-1.6							
4MMM	10.4	9.9	0.5	9.4	8.5	0.9	11.5	10.7	0.8	12.4	12.5	-0.1	8.9	7.7	1.2	7.8	9.2	-1.4	6.9	6.5	0.4							
NOVA106.9	11.7	12.0	-0.3	11.7	12.5	-0.8	10.4	9.5	0.9	11.3	10.8	0.5	14.1	15.4	-1.3	11.4	13.0	-1.6	10.8	10.7	0.1							
ABC612	11.7	11.0	0.7	15.1	15.0	0.1	11.6	10.9	0.7	9.7	8.4	1.3	7.9	7.5	0.4	13.4	12.5	0.9	10.8	10.1	0.7							
4RN	1.9	2.7	-0.8	2.6	3.5	-0.9	1.8	2.6	-0.8	0.9	1.6	-0.7	2.0	3.0	-1.0	2.4	3.1	-0.7	1.8	2.4	-0.6							
NEWSR	1.2	1.1	0.1	1.5	1.7	-0.2	0.7	0.7	0.0	0.7	0.7	0.0	1.4	1.1	0.3	2.3	1.6	0.7	1.1	1.0	0.1							
4JJJ	8.5	7.4	1.1	8.1	6.8	1.3	8.4	7.2	1.2	8.5	7.7	0.8	9.2	8.4	0.8	8.4	6.6	1.8	8.3	7.9	0.4							
ABCFM	2.4	2.4	0.0	2.7	2.5	0.2	1.7	2.5	-0.8	2.3	2.3	0.0	3.2	2.3	0.9	2.6	1.8	0.8	2.5	2.1	0.4							

EMBARGOED UNTIL 9:30AM AEST



BRISBANE RADIO - SURVEY 6 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	9	10	-1	*	*	*	*	*	*	*	*	*	1	2	-1	2	2	0	6	5	1
MAGIC 882	12	11	1	*	*	*	*	*	*	*	1	*	2	1	1	2	3	-1	8	6	2
4KQ	17	18	-1	*	*	*	*	*	*	1	1	0	4	5	-1	8	8	0	4	4	0
B105	19	21	-2	4	4	0	3	4	-1	6	7	-1	5	5	0	1	1	0	*	*	*
97.3FM	29	30	-1	2	2	0	2	2	0	8	8	0	12	13	-1	4	4	0	1	2	-1
4MMM	22	20	2	2	1	1	2	2	0	8	7	1	8	8	0	2	2	0	*	*	*
NOVA106.9	26	26	0	4	5	-1	4	5	-1	11	10	1	5	5	0	1	1	0	*	*	*
ABC612	26	24	2	*	*	*	*	*	*	2	1	1	3	4	-1	6	6	0	14	12	2
4RN	4	6	-2	*	*	*	*	*	*	*	*	*	1	1	0	1	2	-1	2	3	-1
NEWSR	3	2	1	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0
4JJJ	19	17	2	1	1	0	4	3	1	9	9	0	4	3	1	*	*	*	*	*	*
ABCFM	6	5	1	*	*	*	*	*	*	*	1	*	1	1	0	1	1	0	3	3	0
Total	226	220	6	15	16	-1	19	19	0	52	51	1	58	58	0	35	36	-1	46	40	6

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	10	0	17	16	1	11	11	0	9	10	-1	8	10	-2	5	5	0	8	9	-1
MAGIC 882	13	11	2	17	16	1	22	21	1	17	14	3	9	9	0	2	2	0	12	10	2
4KQ	18	19	-1	26	28	-2	28	30	-2	23	24	-1	15	15	0	3	3	0	16	15	1
B105	21	22	-1	32	33	-1	23	24	-1	25	27	-2	26	28	-2	5	7	-2	15	17	-2
97.3FM	31	32	-1	48	47	1	40	42	-2	40	39	1	34	37	-3	6	7	-1	24	27	-3
4MMM	25	23	2	35	31	4	35	32	3	36	34	2	22	19	3	5	6	-1	13	12	1
NOVA106.9	28	28	0	44	45	-1	32	28	4	33	30	3	35	38	-3	8	9	-1	21	20	1
ABC612	28	26	2	57	54	3	35	32	3	28	23	5	19	19	0	9	8	1	20	19	1
4RN	5	6	-1	10	12	-2	5	8	-3	3	4	-1	5	7	-2	2	2	0	3	4	-1
NEWSR	3	3	0	6	6	0	2	2	0	2	2	0	3	3	0	2	1	1	2	2	0
4JJJ	20	17	3	30	24	6	25	22	3	25	21	4	23	21	2	6	4	2	16	15	1
ABCFM	6	6	0	10	9	1	5	7	-2	7	6	1	8	6	2	2	1	1	5	4	1
Total	240	234	6	373	359	14	304	297	7	289	276	13	245	247	-2	67	66	1	189	187	2

EMBARGOED UNTIL 9:30AM AEST



BRISBANE RADIO - SURVEY 6 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	114	123	-9	12	15	-3	3	2	1	12	15	-3	19	27	-8	28	27	1	40	37	3
MAGIC 882	142	138	4	3	3	0	3	3	0	9	11	-2	24	25	-1	36	41	-5	67	56	11
4KQ	219	230	-11	8	8	0	7	11	-4	23	22	1	56	53	3	81	83	-2	44	53	-9
B105	493	504	-11	109	98	11	106	103	3	150	163	-13	92	100	-8	28	33	-5	7	7	0
97.3FM	533	531	2	81	79	2	53	53	0	150	157	-7	160	158	2	65	61	4	24	24	0
4MMM	340	342	-2	40	40	0	43	47	-4	126	132	-6	100	92	8	28	25	3	3	4	-1
NOVA106.9	529	547	-18	108	126	-18	107	112	-5	197	191	6	92	96	-4	23	19	4	1	3	-2
ABC612	312	311	1	14	16	-2	11	11	0	42	43	-1	64	64	0	62	60	2	120	118	2
4RN	67	75	-8	4	5	-1	4	4	0	12	9	3	10	14	-4	14	15	-1	23	28	-5
NEWSR	82	77	5	5	4	1	5	7	-2	15	19	-4	15	12	3	21	19	2	20	15	5
4JJJ	305	301	4	32	34	-2	70	65	5	133	137	-4	57	51	6	9	13	-4	5	2	3
ABCFM	99	90	9	6	7	-1	13	9	4	15	19	-4	14	11	3	15	16	-1	35	29	6
Total	1793	1793	0	206	211	-5	222	221	1	473	471	2	416	420	-4	233	231	2	242	239	3

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	97	102	-5	64	65	-1	48	48	0	46	50	-4	43	49	-6	36	38	-2	76	87	-11
MAGIC 882	131	130	1	83	82	1	86	76	10	80	81	-1	63	62	1	33	39	-6	105	97	8
4KQ	190	206	-16	127	143	-16	103	110	-7	117	130	-13	98	105	-7	43	47	-4	147	161	-14
B105	461	456	5	289	294	-5	179	186	-7	244	262	-18	245	253	-8	112	132	-20	309	324	-15
97.3FM	467	479	-12	321	325	-4	208	213	-5	263	250	13	271	283	-12	118	134	-16	353	342	11
4MMM	307	313	-6	184	180	4	131	139	-8	184	190	-6	170	164	6	82	90	-8	193	200	-7
NOVA106.9	487	501	-14	324	318	6	204	189	15	282	294	-12	307	314	-7	151	160	-9	350	353	-3
ABC612	290	281	9	221	213	8	165	156	9	151	147	4	139	147	-8	87	80	7	224	222	2
4RN	59	66	-7	41	49	-8	29	36	-7	30	33	-3	34	40	-6	19	21	-2	46	45	1
NEWSR	72	68	4	39	34	5	21	22	-1	32	32	0	32	27	5	23	17	6	51	46	5
4JJJ	286	276	10	186	173	13	133	127	6	167	159	8	178	176	2	99	90	9	198	196	2
ABCFM	88	80	8	46	48	-2	39	41	-2	45	42	3	52	42	10	23	19	4	65	59	6
Total	1754	1754	0	1440	1443	-3	1074	1078	-4	1280	1291	-11	1321	1336	-15	729	748	-19	1513	1511	2