



BRISBANE RADIO - SURVEY 7 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	5.3	5.9	-0.6	0.1	0.2	-0.1	0.1	*	*	4.0	3.6	0.4	3.5	4.0	-0.5	5.6	7.5	-1.9	13.5	14.5	-1.0
MAGIC 882	4.2	4.7	-0.5	0.7	0.9	-0.2	0.5	0.4	0.1	0.1	0.6	-0.5	2.5	2.6	-0.1	5.9	7.9	-2.0	13.0	13.0	0.0
4KQ	7.8	8.4	-0.6	1.0	1.0	0.0	2.0	1.6	0.4	0.6	0.6	0.0	6.5	7.0	-0.5	18.6	16.6	2.0	14.7	18.4	-3.7
hit105.3	10.9	9.8	1.1	21.2	22.2	-1.0	32.2	28.8	3.4	16.4	14.3	2.1	6.4	6.9	-0.5	4.3	2.3	2.0	1.2	0.7	0.5
97.3FM	13.8	12.5	1.3	22.3	17.6	4.7	10.1	11.7	-1.6	11.4	13.1	-1.7	20.9	19.1	1.8	15.8	10.1	5.7	3.8	3.5	0.3
4MMM	9.1	10.3	-1.2	9.1	11.9	-2.8	7.9	12.0	-4.1	11.3	11.1	0.2	15.2	15.5	-0.3	6.7	10.6	-3.9	1.0	0.9	0.1
NOVA106.9	11.3	10.9	0.4	25.4	25.5	-0.1	22.4	23.0	-0.6	18.8	19.4	-0.6	10.0	8.1	1.9	2.8	3.1	-0.3	0.3	0.3	0.0
ABC612	11.3	9.8	1.5	2.2	2.2	0.0	0.7	1.8	-1.1	4.4	4.6	-0.2	7.3	6.3	1.0	16.4	13.9	2.5	29.0	23.6	5.4
4RN	2.4	2.4	0.0	0.3	0.2	0.1	0.7	0.5	0.2	0.6	0.5	0.1	2.8	2.7	0.1	3.0	3.9	-0.9	5.0	4.7	0.3
NEWSR	1.3	1.3	0.0	0.2	0.6	-0.4	0.9	0.8	0.1	1.0	0.8	0.2	1.0	1.0	0.0	2.5	1.9	0.6	1.8	2.5	-0.7
4JJJ	6.6	7.1	-0.5	6.9	7.0	-0.1	13.7	12.5	1.2	16.4	17.0	-0.6	3.9	5.8	-1.9	1.0	1.1	-0.1	0.1	*	*
ABCFM	1.9	2.2	-0.3	0.3	0.8	-0.5	1.3	0.1	1.2	0.5	1.0	-0.5	1.3	1.2	0.1	2.5	4.0	-1.5	4.5	4.8	-0.3

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	5.5	6.1	-0.6	6.5	6.3	0.2	6.8	8.0	-1.2	3.4	4.4	-1.0	3.8	4.2	-0.4	9.1	10.3	-1.2	4.4	5.1	-0.7						
MAGIC 882	4.2	4.5	-0.3	4.2	4.2	0.0	4.7	5.3	-0.6	4.7	5.3	-0.6	3.1	3.3	-0.2	3.2	3.7	-0.5	4.3	5.4	-1.1						
4KQ	7.4	8.1	-0.7	7.4	8.0	-0.6	9.4	10.3	-0.9	7.6	8.6	-1.0	5.7	6.3	-0.6	5.1	5.2	-0.1	9.1	9.4	-0.3						
hit105.3	11.1	10.1	1.0	9.2	9.4	-0.2	10.0	8.7	1.3	12.6	10.7	1.9	14.0	13.0	1.0	10.1	8.7	1.4	10.2	8.8	1.4						
97.3FM	13.7	12.4	1.3	13.1	12.5	0.6	13.4	10.8	2.6	14.9	12.3	2.6	13.5	13.5	0.0	12.9	14.4	-1.5	14.1	12.7	1.4						
4MMM	9.7	10.8	-1.1	9.3	9.7	-0.4	10.6	11.3	-0.7	10.8	13.0	-2.2	9.1	10.1	-1.0	6.9	8.3	-1.4	7.1	8.8	-1.7						
NOVA106.9	11.5	11.1	0.4	10.7	11.4	-0.7	10.8	10.3	0.5	11.5	10.7	0.8	13.3	12.4	0.9	13.3	10.6	2.7	10.6	10.4	0.2						
ABC612	11.5	10.1	1.4	15.5	14.0	1.5	11.6	9.7	1.9	9.4	7.4	2.0	7.1	7.5	-0.4	11.8	10.3	1.5	10.7	9.1	1.6						
4RN	2.4	2.3	0.1	3.7	3.2	0.5	1.2	1.7	-0.5	1.5	1.6	-0.1	3.1	3.0	0.1	1.8	1.8	0.0	2.3	2.6	-0.3						
NEWSR	1.2	1.2	0.0	2.0	1.7	0.3	0.6	0.7	-0.1	0.6	0.6	0.0	1.1	1.1	0.0	2.2	2.5	-0.3	1.6	1.7	-0.1						
4JJJ	6.8	6.8	0.0	6.7	6.6	0.1	6.4	5.7	0.7	6.5	7.0	-0.5	8.6	8.9	-0.3	4.9	5.6	-0.7	6.2	8.0	-1.8						
ABCFM	1.8	2.2	-0.4	1.3	2.0	-0.7	1.6	2.5	-0.9	1.8	2.3	-0.5	2.7	2.2	0.5	2.4	1.4	1.0	2.0	2.2	-0.2						



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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	12	13	-1	*	*	*	*	*	*	2	2	0	2	2	0	2	3	-1	6	6	0
MAGIC 882	9	11	-2	*	*	*	*	*	*	*	*	*	1	2	-1	2	3	-1	6	6	0
4KQ	17	19	-2	*	*	*	*	*	*	*	*	*	4	4	0	6	6	0	6	8	-2
hit105.3	24	22	2	4	3	1	7	6	1	8	7	1	4	4	0	1	1	0	1	*	*
97.3FM	30	28	2	4	3	1	2	3	-1	5	6	-1	12	11	1	5	3	2	2	2	0
4MMM	20	23	-3	2	2	0	2	3	-1	5	5	0	9	9	0	2	4	-2	*	*	*
NOVA106.9	25	24	1	4	4	0	5	5	0	9	9	0	6	5	1	1	1	0	*	*	*
ABC612	25	22	3	*	*	*	*	*	*	2	2	0	4	4	0	6	5	1	12	11	1
4RN	5	5	0	*	*	*	*	*	*	*	*	*	2	2	0	1	1	0	2	2	0
NEWSR	3	3	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0
4JJJ	15	16	-1	1	1	0	3	3	0	8	8	0	2	3	-1	*	*	*	*	*	*
ABCFM	4	5	-1	*	*	*	*	*	*	*	1	*	1	1	0	1	1	0	2	2	0
Total	221	224	-3	17	16	1	22	22	0	48	49	-1	58	59	-1	34	34	0	43	45	-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	13	15	-2	24	23	1	20	24	-4	9	12	-3	9	10	-1	6	8	-2	8	10	-2
MAGIC 882	10	11	-1	15	15	0	14	16	-2	13	15	-2	8	8	0	2	3	-1	8	10	-2
4KQ	17	19	-2	27	29	-2	28	31	-3	21	24	-3	14	15	-1	3	4	-1	17	18	-1
hit105.3	26	24	2	34	34	0	30	26	4	35	30	5	34	32	2	7	6	1	19	17	2
97.3FM	32	30	2	48	46	2	40	32	8	42	35	7	33	33	0	9	11	-2	26	24	2
4MMM	23	26	-3	34	35	-1	32	33	-1	30	36	-6	22	25	-3	5	6	-1	13	17	-4
NOVA106.9	27	26	1	39	42	-3	32	31	1	32	30	2	32	30	2	9	8	1	19	20	-1
ABC612	27	24	3	57	51	6	35	29	6	26	21	5	17	18	-1	8	8	0	20	17	3
4RN	6	6	0	14	12	2	4	5	-1	4	5	-1	8	7	1	1	1	0	4	5	-1
NEWSR	3	3	0	7	6	1	2	2	0	2	2	0	3	3	0	1	2	-1	3	3	0
4JJJ	16	16	0	25	24	1	19	17	2	18	20	-2	21	22	-1	3	4	-1	11	15	-4
ABCFM	4	5	-1	5	7	-2	5	7	-2	5	6	-1	6	5	1	2	1	1	4	4	0
Total	236	238	-2	369	366	3	299	297	2	278	281	-3	242	245	-3	67	74	-7	184	190	-6



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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	102	112	-10	2	2	0	1	*	*	11	11	0	26	31	-5	21	24	-3	40	45	-5
MAGIC 882	122	115	7	9	6	3	6	4	2	6	8	-2	21	21	0	30	29	1	51	47	4
4KQ	218	208	10	8	8	0	10	5	5	11	15	-4	45	51	-6	83	65	18	62	65	-3
hit105.3	460	443	17	86	85	1	117	110	7	159	150	9	75	77	-2	18	15	3	6	6	0
97.3FM	533	554	-21	89	84	5	58	74	-16	139	153	-14	151	154	-3	74	63	11	21	26	-5
4MMM	330	338	-8	37	38	-1	44	48	-4	108	107	1	107	109	-2	25	27	-2	8	10	-2
NOVA106.9	517	528	-11	105	118	-13	113	124	-11	168	167	1	103	92	11	23	23	0	7	5	2
ABC612	298	301	-3	14	15	-1	9	11	-2	40	43	-3	67	68	-1	68	65	3	101	98	3
4RN	94	81	13	4	4	0	5	2	3	14	8	6	27	26	1	18	21	-3	26	21	5
NEWSR	83	96	-13	4	7	-3	8	8	0	19	17	2	18	20	-2	15	16	-1	19	28	-9
4JJJ	303	316	-13	33	37	-4	76	71	5	139	148	-9	40	49	-9	12	11	1	2	1	1
ABCFM	82	81	1	7	8	-1	10	5	5	12	10	2	14	11	3	12	16	-4	28	32	-4
Total	1824	1825	-1	209	210	-1	229	230	-1	480	476	4	425	425	0	238	240	-2	243	244	-1

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	94	107	-13	66	75	-9	60	68	-8	47	56	-9	46	50	-4	29	37	-8	66	72	-6
MAGIC 882	114	104	10	63	62	1	64	63	1	69	70	-1	55	48	7	28	27	1	83	77	6
4KQ	193	179	14	132	121	11	107	103	4	118	117	1	99	89	10	51	46	5	168	162	6
hit105.3	420	412	8	268	260	8	176	153	23	258	223	35	265	258	7	113	113	0	290	272	18
97.3FM	483	504	-21	332	351	-19	228	216	12	298	285	13	285	297	-12	153	158	-5	346	356	-10
4MMM	300	311	-11	192	197	-5	132	139	-7	166	180	-14	169	182	-13	74	84	-10	197	214	-17
NOVA106.9	465	486	-21	306	322	-16	197	197	0	262	249	13	287	291	-4	128	137	-9	328	333	-5
ABC612	271	273	-2	210	208	2	148	137	11	146	144	2	131	135	-4	77	72	5	191	195	-4
4RN	85	75	10	66	54	12	37	38	-1	38	38	0	53	50	3	25	22	3	54	55	-1
NEWSR	69	83	-14	50	52	-2	17	25	-8	21	28	-7	26	31	-5	18	25	-7	45	53	-8
4JJJ	283	296	-13	164	178	-14	111	111	0	142	151	-9	176	177	-1	72	83	-11	164	183	-19
ABCFM	75	75	0	42	49	-7	32	37	-5	39	43	-4	42	37	5	24	22	2	48	53	-5
Total	1779	1769	10	1483	1478	5	1075	1066	9	1300	1261	39	1340	1315	25	740	750	-10	1517	1509	8