



BRISBANE RADIO - SURVEY 1 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	4.0	5.1	-1.1	*	0.2	*	0.4	0.5	-0.1	1.2	0.3	0.9	3.7	2.6	1.1	7.4	8.0	-0.6	8.5	18.2	-9.7
MAGIC 882	4.4	4.6	-0.2	0.2	0.8	-0.6	0.5	0.2	0.3	0.3	0.5	-0.2	2.1	3.2	-1.1	9.6	5.4	4.2	12.7	15.9	-3.2
4KQ	8.6	7.1	1.5	0.4	6.7	-6.3	1.1	0.5	0.6	2.7	1.1	1.6	10.5	9.0	1.5	19.3	17.4	1.9	12.1	8.3	3.8
hit105.3 B105	9.3	9.7	-0.4	25.9	30.1	-4.2	19.1	20.5	-1.4	14.3	10.6	3.7	6.8	7.6	-0.8	1.8	3.3	-1.5	0.7	0.7	0.0
97.3FM	14.6	12.3	2.3	15.6	12.7	2.9	10.2	8.9	1.3	14.9	15.0	-0.1	23.9	19.2	4.7	10.1	10.0	0.1	7.2	2.7	4.5
4MMM	8.7	8.8	-0.1	10.3	4.8	5.5	12.9	6.7	6.2	10.9	12.7	-1.8	11.8	14.8	-3.0	6.2	6.1	0.1	0.3	0.3	0.0
NOVA106.9	10.8	13.5	-2.7	25.7	20.9	4.8	20.1	29.2	-9.1	17.7	22.4	-4.7	8.9	11.0	-2.1	2.2	3.2	-1.0	0.7	0.2	0.5
ABC612	10.7	8.5	2.2	1.4	0.6	0.8	0.5	1.7	-1.2	3.9	3.3	0.6	7.3	5.5	1.8	18.4	14.9	3.5	28.0	22.5	5.5
4RN	2.4	2.3	0.1	0.6	0.5	0.1	0.1	0.5	-0.4	0.4	0.3	0.1	2.0	2.9	-0.9	5.3	3.4	1.9	4.9	5.3	-0.4
NEWSR	1.7	1.5	0.2	0.2	0.4	-0.2	0.1	0.1	0.0	1.6	1.6	0.0	1.2	0.9	0.3	0.8	2.7	-1.9	4.7	2.7	2.0
4JJJ	9.4	9.0	0.4	6.6	5.1	1.5	25.4	24.5	0.9	17.4	17.6	-0.2	6.9	5.4	1.5	1.3	1.5	-0.2	0.8	0.2	0.6
ABCFM	1.8	2.2	-0.4	0.5	0.4	0.1	1.2	0.3	0.9	0.7	1.8	-1.1	0.9	0.7	0.2	2.4	3.7	-1.3	4.7	5.7	-1.0

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	4.2	5.1	-0.9	5.1	5.8	-0.7	4.3	5.4	-1.1	3.6	4.1	-0.5	3.5	3.3	0.2	4.0	8.7	-4.7	3.1	5.3	-2.2						
MAGIC 882	4.2	4.4	-0.2	4.3	4.5	-0.2	5.1	5.5	-0.4	4.0	4.5	-0.5	3.9	3.2	0.7	2.9	3.4	-0.5	5.1	5.1	0.0						
4KQ	8.2	6.7	1.5	8.7	6.9	1.8	9.1	7.7	1.4	8.1	7.2	0.9	6.9	5.4	1.5	7.4	4.8	2.6	9.9	8.2	1.7						
hit105.3 B105	9.5	9.6	-0.1	9.5	9.1	0.4	7.6	8.1	-0.5	9.2	10.2	-1.0	11.4	11.8	-0.4	11.9	9.7	2.2	8.7	9.9	-1.2						
97.3FM	15.0	12.2	2.8	14.0	12.0	2.0	16.6	11.2	5.4	16.9	12.2	4.7	13.9	14.0	-0.1	10.3	11.4	-1.1	13.4	12.8	0.6						
4MMM	9.0	9.4	-0.4	8.0	8.6	-0.6	9.5	10.6	-1.1	10.6	11.3	-0.7	9.4	8.0	1.4	5.7	5.6	0.1	7.6	6.9	0.7						
NOVA106.9	11.2	14.0	-2.8	10.3	13.2	-2.9	10.8	12.3	-1.5	11.8	14.3	-2.5	12.4	17.7	-5.3	11.1	13.0	-1.9	9.6	11.9	-2.3						
ABC612	11.0	8.7	2.3	15.2	12.2	3.0	10.6	8.6	2.0	6.7	6.0	0.7	8.4	6.2	2.2	14.8	9.3	5.5	10.0	7.9	2.1						
4RN	2.2	2.3	-0.1	3.3	3.8	-0.5	1.4	1.9	-0.5	1.3	1.1	0.2	2.3	2.7	-0.4	3.6	1.4	2.2	2.8	2.2	0.6						
NEWSR	1.6	1.4	0.2	2.7	1.5	1.2	1.0	0.6	0.4	0.8	1.3	-0.5	0.8	1.5	-0.7	2.7	3.2	-0.5	1.9	1.8	0.1						
4JJJ	9.7	9.3	0.4	7.2	8.4	-1.2	9.7	10.0	-0.3	11.7	9.9	1.8	11.8	9.7	2.1	8.1	8.1	0.0	8.6	7.9	0.7						
ABCFM	1.6	2.1	-0.5	1.3	1.9	-0.6	1.6	2.7	-1.1	1.6	2.2	-0.6	1.9	2.0	-0.1	2.0	1.7	0.3	2.3	2.6	-0.3						

Please note: hit105.3 B105 on air from January 12 2015. Previously known as B105.



BRISBANE RADIO - SURVEY 1 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	9	12	-3	*	*	*	*	*	*	1	*	*	2	1	1	3	3	0	3	7	-4
MAGIC 882	10	11	-1	*	*	*	*	*	*	*	*	*	1	2	-1	4	2	2	5	6	-1
4KQ	20	16	4	*	1	*	*	*	*	1	1	0	6	5	1	7	6	1	5	3	2
hit105.3 B105	21	23	-2	4	6	-2	5	5	0	8	6	2	4	4	0	1	1	0	*	*	*
97.3FM	34	29	5	2	2	0	3	2	1	8	8	0	14	11	3	4	3	1	3	1	2
4MMM	20	20	0	2	1	1	3	2	1	6	7	-1	7	8	-1	2	2	0	*	*	*
NOVA106.9	25	31	-6	4	4	0	5	8	-3	10	13	-3	5	6	-1	1	1	0	*	*	*
ABC612	25	20	5	*	*	*	*	*	*	2	2	0	4	3	1	7	5	2	11	9	2
4RN	5	5	0	*	*	*	*	*	*	*	*	*	1	2	-1	2	1	1	2	2	0
NEWSR	4	3	1	*	*	*	*	*	*	1	1	0	1	1	0	*	1	*	2	1	1
4JJJ	22	21	1	1	1	0	6	6	0	10	10	0	4	3	1	*	1	*	*	*	*
ABCFM	4	5	-1	*	*	*	*	*	*	*	1	*	1	*	*	1	1	0	2	2	0
Total	230	232	-2	15	18	-3	25	26	-1	56	56	0	58	57	1	37	34	3	40	40	0

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	10	13	-3	20	22	-2	14	17	-3	11	12	-1	9	8	1	3	6	-3	6	10	-4
MAGIC 882	10	11	-1	17	17	0	16	18	-2	11	13	-2	10	8	2	2	3	-1	10	10	0
4KQ	20	17	3	34	27	7	28	25	3	23	21	2	17	14	3	6	4	2	19	15	4
hit105.3 B105	23	24	-1	37	35	2	24	26	-2	26	30	-4	28	30	-2	9	7	2	16	19	-3
97.3FM	37	30	7	55	46	9	52	36	16	49	35	14	34	35	-1	8	9	-1	25	24	1
4MMM	22	23	-1	31	33	-2	30	34	-4	31	33	-2	23	20	3	4	4	0	14	13	1
NOVA106.9	28	35	-7	40	51	-11	34	40	-6	34	41	-7	31	44	-13	8	10	-2	18	23	-5
ABC612	27	22	5	59	47	12	33	28	5	19	17	2	21	16	5	11	7	4	19	15	4
4RN	6	6	0	13	15	-2	4	6	-2	4	3	1	6	7	-1	3	1	2	5	4	1
NEWSR	4	3	1	11	6	5	3	2	1	2	4	-2	2	4	-2	2	2	0	4	3	1
4JJJ	24	23	1	28	32	-4	30	32	-2	34	29	5	29	24	5	6	6	0	16	15	1
ABCFM	4	5	-1	5	7	-2	5	9	-4	5	6	-1	5	5	0	1	1	0	4	5	-1
Total	247	249	-2	390	387	3	312	324	-12	289	290	-1	247	250	-3	75	75	0	188	189	-1

Please note: hit105.3 B105 on air from January 12 2015. Previously known as B105.



BRISBANE RADIO - SURVEY 1 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	116	131	-15	1	5	-4	3	6	-3	18	10	8	28	32	-4	30	28	2	36	50	-14
MAGIC 882	146	132	14	2	6	-4	4	2	2	9	9	0	31	25	6	51	31	20	49	59	-10
4KQ	228	207	21	7	13	-6	7	4	3	23	15	8	55	60	-5	78	71	7	58	43	15
hit105.3 B105	503	486	17	101	114	-13	104	109	-5	165	138	27	95	94	1	30	22	8	8	9	-1
97.3FM	565	515	50	69	80	-11	71	69	2	161	140	21	176	159	17	59	51	8	30	15	15
4MMM	356	333	23	38	33	5	53	43	10	119	113	6	103	116	-13	39	25	14	5	3	2
NOVA106.9	514	554	-40	96	105	-9	110	122	-12	209	201	8	81	98	-17	15	25	-10	3	3	0
ABC612	328	293	35	10	9	1	5	8	-3	54	43	11	77	64	13	79	72	7	102	97	5
4RN	92	78	14	2	7	-5	1	4	-3	10	9	1	26	25	1	24	13	11	28	20	8
NEWSR	92	71	21	3	4	-1	1	3	-2	26	21	5	21	14	7	14	15	-1	27	14	13
4JJJ	343	343	0	28	33	-5	95	80	15	144	166	-22	60	51	9	12	11	1	5	1	4
ABCFM	96	93	3	8	5	3	9	6	3	18	16	2	17	15	2	15	22	-7	30	29	1
Total	1829	1792	37	203	209	-6	226	225	1	482	473	9	429	416	13	240	232	8	251	238	13

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	109	121	-12	78	89	-11	62	69	-7	64	63	1	55	52	3	25	41	-16	73	80	-7
MAGIC 882	129	124	5	84	78	6	79	75	4	65	76	-11	73	55	18	42	33	9	96	88	8
4KQ	200	175	25	135	113	22	117	101	16	120	102	18	113	86	27	56	49	7	162	147	15
hit105.3 B105	464	437	27	323	279	44	187	169	18	261	231	30	270	263	7	144	122	22	311	308	3
97.3FM	521	471	50	361	313	48	243	197	46	302	271	31	292	276	16	140	140	0	366	334	32
4MMM	332	295	37	206	185	21	146	132	14	200	172	28	180	145	35	79	77	2	212	197	15
NOVA106.9	470	508	-38	292	332	-40	209	213	-4	263	290	-27	273	339	-66	142	158	-16	308	357	-49
ABC612	305	265	40	241	188	53	154	135	19	144	131	13	152	123	29	97	77	20	218	189	29
4RN	79	69	10	52	58	-6	36	37	-1	41	27	14	38	39	-1	35	14	21	63	50	13
NEWSR	78	62	16	59	41	18	26	18	8	29	34	-5	28	23	5	25	25	0	65	48	17
4JJJ	318	305	13	183	190	-7	151	146	5	178	163	15	203	183	20	106	80	26	207	216	-9
ABCFM	85	80	5	47	41	6	36	36	0	42	40	2	33	36	-3	28	20	8	58	57	1
Total	1803	1751	52	1521	1458	63	1146	1106	40	1332	1265	67	1327	1303	24	756	751	5	1525	1494	31

Please note: hit105.3 B105 on air from January 12 2015. Previously known as B105.