

EMBARGOED UNTIL 9:30AM AEST



BRISBANE RADIO - SURVEY 3 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	5.5	6.7	-1.2	0.3	0.2	0.1	0.5	0.1	0.4	1.1	1.2	-0.1	4.4	3.8	0.6	8.1	11.0	-2.9	15.3	19.8	-4.5
MAGIC 882	4.5	4.6	-0.1	0.3	0.5	-0.2	0.1	0.1	0.0	0.2	0.7	-0.5	3.3	3.5	-0.2	9.2	7.3	1.9	11.4	12.9	-1.5
4KQ	6.8	8.0	-1.2	0.8	1.3	-0.5	0.8	0.3	0.5	1.9	3.8	-1.9	5.2	8.2	-3.0	19.5	21.6	-2.1	10.2	8.6	1.6
B105	10.6	10.5	0.1	30.0	30.5	-0.5	21.8	24.7	-2.9	14.9	13.4	1.5	7.5	7.7	-0.2	2.1	2.1	0.0	1.6	0.6	1.0
97.3FM	13.9	12.6	1.3	14.0	11.0	3.0	10.9	10.8	0.1	17.3	15.7	1.6	20.0	18.7	1.3	14.4	11.8	2.6	3.4	3.7	-0.3
4MMM	8.6	8.2	0.4	8.8	5.9	2.9	8.1	9.2	-1.1	9.9	9.5	0.4	14.8	15.7	-0.9	6.0	4.9	1.1	1.4	0.2	1.2
NOVA106.9	12.8	12.4	0.4	26.6	24.5	2.1	25.9	22.9	3.0	21.0	22.1	-1.1	11.8	10.8	1.0	1.4	2.0	-0.6	0.1	0.2	-0.1
ABC612	9.2	9.3	-0.1	1.9	1.9	0.0	0.2	0.4	-0.2	2.9	3.3	-0.4	7.0	7.6	-0.6	11.9	13.3	-1.4	26.2	23.5	2.7
4RN	2.6	2.0	0.6	0.2	0.2	0.0	*	*	*	0.6	0.7	-0.1	2.0	1.0	1.0	2.7	3.1	-0.4	8.1	5.8	2.3
NEWSR	1.2	1.2	0.0	0.2	0.2	0.0	0.8	0.2	0.6	1.1	1.0	0.1	1.3	1.2	0.1	1.3	1.4	-0.1	1.7	2.1	-0.4
4JJJ	8.0	8.2	-0.2	6.7	8.9	-2.2	20.6	20.9	-0.3	15.8	15.3	0.5	6.2	5.1	1.1	1.3	2.1	-0.8	0.1	0.4	-0.3
ABCFM	2.0	2.1	-0.1	0.6	1.0	-0.4	0.7	1.5	-0.8	0.6	0.5	0.1	0.7	1.4	-0.7	2.7	2.4	0.3	6.1	5.5	0.6

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	5.6	6.8	-1.2	6.2	8.0	-1.8	5.2	7.5	-2.3	4.5	5.2	-0.7	4.8	4.6	0.2	9.1	9.0	0.1	5.3	6.5	-1.2						
MAGIC 882	4.2	4.4	-0.2	4.5	4.2	0.3	5.2	5.8	-0.6	4.6	4.5	0.1	2.6	3.4	-0.8	2.3	3.4	-1.1	5.4	5.4	0.0						
4KQ	6.7	8.1	-1.4	7.4	8.5	-1.1	7.5	9.1	-1.6	6.6	8.5	-1.9	4.7	6.2	-1.5	6.8	5.9	0.9	7.2	7.7	-0.5						
B105	10.9	10.9	0.0	9.7	10.2	-0.5	10.5	9.8	0.7	12.1	11.8	0.3	12.3	12.4	-0.1	10.2	10.8	-0.6	9.5	9.0	0.5						
97.3FM	14.0	12.5	1.5	12.6	11.6	1.0	14.0	13.3	0.7	16.0	13.9	2.1	15.1	12.9	2.2	10.5	9.1	1.4	13.9	12.8	1.1						
4MMM	9.4	8.6	0.8	9.4	8.6	0.8	11.1	9.6	1.5	10.3	9.3	1.0	7.5	8.4	-0.9	5.9	4.9	1.0	6.1	6.7	-0.6						
NOVA106.9	13.4	12.9	0.5	12.0	12.3	-0.3	12.2	11.5	0.7	13.8	13.4	0.4	17.0	15.4	1.6	13.2	12.4	0.8	10.9	10.8	0.1						
ABC612	9.2	9.3	-0.1	12.9	12.0	0.9	8.8	8.8	0.0	6.2	7.1	-0.9	6.8	7.2	-0.4	10.5	11.3	-0.8	9.4	9.3	0.1						
4RN	2.6	2.1	0.5	3.2	2.7	0.5	2.4	1.8	0.6	1.4	1.5	-0.1	2.6	2.3	0.3	4.0	2.7	1.3	2.5	1.6	0.9						
NEWSR	1.1	1.1	0.0	1.7	1.4	0.3	0.7	0.9	-0.2	0.7	0.8	-0.1	0.9	0.8	0.1	2.2	2.1	0.1	1.3	1.3	0.0						
4JJJ	7.9	8.2	-0.3	7.5	7.2	0.3	7.2	8.0	-0.8	8.7	9.2	-0.5	8.0	9.3	-1.3	9.4	8.1	1.3	8.4	7.9	0.5						
ABCFM	1.9	2.1	-0.2	2.2	2.5	-0.3	1.6	1.4	0.2	1.8	1.8	0.0	2.4	2.7	-0.3	1.5	2.0	-0.5	2.0	2.2	-0.2						

EMBARGOED UNTIL 9:30AM AEST



BRISBANE RADIO - SURVEY 3 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	13	16	-3	*	*	*	*	*	*	1	1	0	3	2	1	3	4	-1	7	9	-2
MAGIC 882	10	11	-1	*	*	*	*	*	*	*	*	*	2	2	0	3	3	0	5	6	-1
4KQ	16	19	-3	*	*	*	*	*	*	1	2	-1	3	5	-2	7	8	-1	4	4	0
B105	25	24	1	6	5	1	6	7	-1	8	7	1	4	4	0	1	1	0	1	*	*
97.3FM	32	29	3	3	2	1	3	3	0	9	8	1	11	10	1	5	4	1	1	2	-1
4MMM	20	19	1	2	1	1	2	3	-1	5	5	0	8	9	-1	2	2	0	1	*	*
NOVA106.9	30	29	1	5	4	1	7	6	1	11	12	-1	7	6	1	1	1	0	*	*	*
ABC612	21	22	-1	*	*	*	*	*	*	1	2	-1	4	4	0	4	5	-1	11	10	1
4RN	6	5	1	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	3	3	0
NEWSR	3	3	0	*	*	*	*	*	*	1	1	0	1	1	0	*	1	*	1	1	0
4JJJ	19	19	0	1	2	-1	5	6	-1	8	8	0	4	3	1	*	1	*	*	*	*
ABCFM	5	5	0	*	*	*	*	*	*	*	*	*	*	1	*	1	1	0	3	2	1
Total	232	233	-1	19	18	1	26	27	-1	51	52	-1	57	55	2	37	37	0	43	44	-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	14	17	-3	24	32	-8	17	24	-7	13	15	-2	12	12	0	7	7	0	10	13	-3
MAGIC 882	10	11	-1	17	17	0	17	18	-1	13	13	0	6	9	-3	2	3	-1	10	10	0
4KQ	17	20	-3	29	34	-5	25	29	-4	19	24	-5	11	15	-4	5	4	1	14	15	-1
B105	27	27	0	38	41	-3	35	31	4	34	34	0	30	31	-1	8	8	0	19	17	2
97.3FM	34	31	3	49	46	3	46	42	4	45	40	5	36	32	4	8	7	1	27	25	2
4MMM	23	22	1	37	35	2	37	31	6	29	26	3	18	21	-3	4	4	0	12	13	-1
NOVA106.9	33	32	1	47	49	-2	40	36	4	39	38	1	41	38	3	10	9	1	21	21	0
ABC612	23	23	0	50	48	2	29	28	1	17	20	-3	16	18	-2	8	8	0	18	18	0
4RN	6	5	1	12	11	1	8	6	2	4	4	0	6	6	0	3	2	1	5	3	2
NEWSR	3	3	0	6	6	0	2	3	-1	2	2	0	2	2	0	2	2	0	2	3	-1
4JJJ	20	21	-1	29	29	0	24	25	-1	25	26	-1	19	23	-4	7	6	1	16	15	1
ABCFM	5	5	0	9	10	-1	5	5	0	5	5	0	6	7	-1	1	1	0	4	4	0
Total	247	249	-2	389	400	-11	329	318	11	281	285	-4	241	249	-8	75	74	1	195	194	1

EMBARGOED UNTIL 9:30AM AEST



BRISBANE RADIO - SURVEY 3 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	127	145	-18	5	4	1	2	1	1	12	16	-4	29	31	-2	31	33	-2	49	59	-10
MAGIC 882	132	140	-8	4	6	-2	2	3	-1	8	8	0	25	28	-3	38	33	5	56	62	-6
4KQ	218	233	-15	11	15	-4	9	7	2	17	25	-8	44	52	-8	80	82	-2	57	51	6
B105	482	472	10	122	111	11	95	97	-2	143	145	-2	83	85	-2	23	26	-3	16	9	7
97.3FM	543	526	17	81	82	-1	58	56	2	151	154	-3	165	163	2	67	53	14	22	19	3
4MMM	334	319	15	48	43	5	49	38	11	103	104	-1	96	109	-13	30	23	7	8	3	5
NOVA106.9	520	498	22	109	95	14	119	108	11	178	189	-11	100	91	9	13	12	1	1	2	-1
ABC612	268	283	-15	9	8	1	5	7	-2	42	48	-6	70	75	-5	50	60	-10	91	85	6
4RN	75	67	8	2	4	-2	*	*	*	9	16	-7	23	14	9	12	14	-2	29	20	9
NEWSR	86	77	9	4	5	-1	6	2	4	21	20	1	23	20	3	16	15	1	16	15	1
4JJJ	293	310	-17	30	33	-3	83	85	-2	120	128	-8	46	47	-1	14	17	-3	1	2	-1
ABC FM	71	77	-6	5	7	-2	5	9	-4	10	11	-1	17	16	1	11	10	1	23	24	-1
Total	1793	1790	3	206	204	2	223	224	-1	471	471	0	423	421	2	229	232	-3	240	238	2

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	120	136	-16	90	99	-9	70	85	-15	70	82	-12	63	66	-3	54	52	2	88	100	-12
MAGIC 882	122	127	-5	78	81	-3	72	78	-6	72	73	-1	51	55	-4	24	31	-7	99	100	-1
4KQ	194	211	-17	128	148	-20	107	111	-4	113	121	-8	94	107	-13	54	57	-3	156	157	-1
B105	441	435	6	279	281	-2	179	181	-2	236	239	-3	254	257	-3	136	135	1	308	296	12
97.3FM	504	477	27	313	304	9	237	216	21	292	270	22	295	273	22	149	141	8	375	356	19
4MMM	294	287	7	193	174	19	149	131	18	164	160	4	154	158	-4	77	72	5	190	191	-1
NOVA106.9	494	476	18	322	315	7	206	186	20	267	260	7	300	305	-5	158	164	-6	318	314	4
ABC612	239	255	-16	175	194	-19	131	142	-11	118	132	-14	120	128	-8	85	77	8	193	198	-5
4RN	68	64	4	50	41	9	29	30	-1	26	31	-5	34	33	1	23	14	9	48	39	9
NEWSR	76	68	8	50	43	7	22	28	-6	28	26	2	25	23	2	27	25	2	49	43	6
4JJJ	275	292	-17	176	177	-1	110	122	-12	156	163	-7	167	189	-22	102	107	-5	192	194	-2
ABC FM	65	75	-10	46	51	-5	30	30	0	33	41	-8	36	47	-11	21	26	-5	49	51	-2
Total	1753	1757	-4	1464	1477	-13	1095	1082	13	1240	1265	-25	1281	1293	-12	777	772	5	1511	1504	7