

EMBARGOED UNTIL 9:30AM AEST



## BRISBANE RADIO - SURVEY 7 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	4.5	4.1	0.4	0.3	0.5	-0.2	0.2	0.2	0.0	0.3	0.3	0.0	2.4	1.7	0.7	5.6	6.1	-0.5	15.2	12.6	2.6
MAGIC 882	5.2	5.4	-0.2	0.2	0.8	-0.6	0.8	0.8	0.0	0.3	0.6	-0.3	2.6	2.6	0.0	7.5	5.8	1.7	16.6	17.9	-1.3
4KQ	7.5	7.6	-0.1	5.2	1.1	4.1	0.1	0.6	-0.5	1.2	1.0	0.2	6.9	7.4	-0.5	22.3	23.9	-1.6	8.4	8.2	0.2
B105	9.0	8.6	0.4	33.5	24.8	8.7	20.1	17.1	3.0	11.5	12.4	-0.9	6.2	7.9	-1.7	2.1	2.7	-0.6	0.9	0.5	0.4
97.3FM	13.0	13.0	0.0	16.0	15.9	0.1	11.4	9.5	1.9	14.6	15.4	-0.8	20.3	20.2	0.1	9.6	10.6	-1.0	3.8	3.2	0.6
4MMM	8.7	9.6	-0.9	9.6	9.8	-0.2	8.4	10.4	-2.0	14.5	14.5	0.0	11.6	13.6	-2.0	5.7	7.1	-1.4	0.3	0.3	0.0
NOVA106.9	12.9	11.5	1.4	20.3	26.2	-5.9	25.1	21.3	3.8	24.5	21.7	2.8	11.5	8.8	2.7	3.3	3.7	-0.4	0.2	0.1	0.1
ABC612	9.4	11.5	-2.1	0.8	1.1	-0.3	1.0	1.6	-0.6	3.5	3.4	0.1	5.2	6.0	-0.8	13.9	16.3	-2.4	25.4	31.6	-6.2
4RN	2.0	1.9	0.1	0.4	0.2	0.2	0.5	0.3	0.2	0.5	0.5	0.0	1.7	0.9	0.8	3.8	3.1	0.7	4.3	5.1	-0.8
NEWSR	1.3	1.2	0.1	0.6	0.2	0.4	0.2	1.0	-0.8	1.0	0.6	0.4	0.8	0.7	0.1	2.6	2.5	0.1	2.3	1.8	0.5
4JJJ	8.0	8.4	-0.4	4.3	6.4	-2.1	21.1	21.0	0.1	14.6	17.4	-2.8	8.8	7.7	1.1	0.8	0.5	0.3	*	0.5	*
ABCFM	2.0	2.5	-0.5	0.4	0.5	-0.1	0.8	1.8	-1.0	0.5	0.5	0.0	0.6	1.2	-0.6	2.1	2.4	-0.3	6.9	7.2	-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	4.6	4.0	0.6	5.2	4.5	0.7	5.0	3.6	1.4	3.6	2.9	0.7	3.4	3.4	0.0	7.4	7.5	-0.1	4.2	4.4	-0.2						
MAGIC 882	5.0	5.2	-0.2	4.7	4.5	0.2	6.6	7.3	-0.7	5.6	6.0	-0.4	3.5	3.7	-0.2	3.5	2.9	0.6	5.9	6.1	-0.2						
4KQ	7.0	7.4	-0.4	7.0	7.0	0.0	7.6	9.3	-1.7	7.4	7.9	-0.5	6.4	6.2	0.2	5.1	4.4	0.7	9.1	8.3	0.8						
B105	9.0	8.8	0.2	8.9	8.7	0.2	7.7	7.7	0.0	9.5	8.8	0.7	10.9	10.5	0.4	7.8	8.1	-0.3	9.0	8.0	1.0						
97.3FM	13.2	13.1	0.1	12.6	12.9	-0.3	13.0	13.2	-0.2	13.9	13.8	0.1	14.0	13.9	0.1	12.8	9.0	3.8	12.2	12.6	-0.4						
4MMM	9.2	10.4	-1.2	8.7	9.4	-0.7	10.3	11.5	-1.2	10.8	12.4	-1.6	7.9	8.9	-1.0	5.9	7.8	-1.9	7.3	6.9	0.4						
NOVA106.9	13.4	11.7	1.7	12.4	11.7	0.7	12.7	10.4	2.3	14.0	11.3	2.7	16.5	14.1	2.4	10.2	11.4	-1.2	11.4	10.8	0.6						
ABC612	9.7	11.7	-2.0	12.2	15.1	-2.9	9.5	11.6	-2.1	8.2	9.7	-1.5	7.1	7.9	-0.8	10.7	13.4	-2.7	8.5	10.8	-2.3						
4RN	2.0	1.9	0.1	3.3	2.6	0.7	1.7	1.8	-0.1	0.9	0.9	0.0	2.0	2.0	0.0	1.6	2.4	-0.8	2.1	1.8	0.3						
NEWSR	1.3	1.2	0.1	1.7	1.5	0.2	0.5	0.7	-0.2	0.8	0.7	0.1	1.1	1.4	-0.3	2.9	2.3	0.6	1.5	1.1	0.4						
4JJJ	8.1	8.5	-0.4	7.7	8.1	-0.4	8.2	8.4	-0.2	7.9	8.5	-0.6	9.4	9.2	0.2	7.3	8.4	-1.1	7.6	8.3	-0.7						
ABCFM	1.8	2.4	-0.6	2.0	2.7	-0.7	1.3	1.7	-0.4	1.6	2.3	-0.7	2.3	3.2	-0.9	2.5	2.6	-0.1	2.7	2.5	0.2						

EMBARGOED UNTIL 9:30AM AEST



## BRISBANE RADIO - SURVEY 7 2014

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	10	9	1	*	*	*	*	*	*	*	*	*	1	1	0	2	2	0	7	6	1
MAGIC 882	12	12	0	*	*	*	*	*	*	*	*	*	2	2	0	3	2	1	7	8	-1
4KQ	17	17	0	1	*	*	*	*	*	1	1	0	4	4	0	8	8	0	4	4	0
B105	20	19	1	6	4	2	4	3	1	6	6	0	4	5	-1	1	1	0	*	*	*
97.3FM	29	29	0	3	2	1	2	2	0	8	8	0	12	12	0	3	4	-1	2	1	1
4MMM	20	22	-2	2	2	0	2	2	0	7	8	-1	7	8	-1	2	2	0	*	*	*
NOVA106.9	29	26	3	3	4	-1	5	4	1	13	11	2	7	5	2	1	1	0	*	*	*
ABC612	21	26	-5	*	*	*	*	*	*	2	2	0	3	3	0	5	6	-1	11	14	-3
4RN	5	4	1	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	2	2	0
NEWSR	3	3	0	*	*	*	*	*	*	1	*	*	*	*	*	1	1	0	1	1	0
4JJJ	18	19	-1	1	1	0	4	4	0	8	9	-1	5	4	1	*	*	*	*	*	*
ABCFM	5	6	-1	*	*	*	*	*	*	*	*	*	*	1	*	1	1	0	3	3	0
Total	225	226	-1	17	15	2	21	19	2	52	52	0	58	58	0	34	35	-1	44	46	-2

### 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	11	10	1	19	17	2	15	11	4	10	9	1	8	8	0	5	5	0	8	8	0
MAGIC 882	12	13	-1	17	17	0	20	22	-2	16	17	-1	9	9	0	2	2	0	11	12	-1
4KQ	17	18	-1	26	26	0	24	28	-4	21	23	-2	16	15	1	4	3	1	17	16	1
B105	22	21	1	33	32	1	24	23	1	27	25	2	27	26	1	5	5	0	17	15	2
97.3FM	32	31	1	47	48	-1	40	40	0	39	40	-1	34	34	0	9	6	3	23	24	-1
4MMM	22	25	-3	32	35	-3	32	35	-3	30	36	-6	20	22	-2	4	5	-1	14	13	1
NOVA106.9	32	28	4	46	44	2	39	32	7	39	33	6	41	35	6	7	8	-1	21	21	0
ABC612	23	28	-5	46	57	-11	29	35	-6	23	28	-5	18	19	-1	7	9	-2	16	20	-4
4RN	5	5	0	12	10	2	5	5	0	3	3	0	5	5	0	1	2	-1	4	3	1
NEWSR	3	3	0	6	6	0	2	2	0	2	2	0	3	3	0	2	2	0	3	2	1
4JJJ	19	20	-1	29	30	-1	25	25	0	22	25	-3	23	23	0	5	6	-1	14	16	-2
ABCFM	4	6	-2	7	10	-3	4	5	-1	4	7	-3	6	8	-2	2	2	0	5	5	0
Total	240	240	0	373	373	0	308	304	4	280	289	-9	247	245	2	70	67	3	189	189	0

EMBARGOED UNTIL 9:30AM AEST



## BRISBANE RADIO - SURVEY 7 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	117	114	3	5	12	-7	5	3	2	12	12	0	24	19	5	24	28	-4	47	40	7
MAGIC 882	137	142	-5	3	3	0	3	3	0	5	9	-4	24	24	0	40	36	4	62	67	-5
4KQ	202	219	-17	14	8	6	1	7	-6	16	23	-7	53	56	-3	78	81	-3	40	44	-4
B105	491	493	-2	123	109	14	109	106	3	149	150	-1	81	92	-11	19	28	-9	9	7	2
97.3FM	530	533	-3	86	81	5	59	53	6	136	150	-14	166	160	6	62	65	-3	20	24	-4
4MMM	326	340	-14	38	40	-2	47	43	4	114	126	-12	102	100	2	22	28	-6	2	3	-1
NOVA106.9	545	529	16	103	108	-5	116	107	9	201	197	4	100	92	8	22	23	-1	2	1	1
ABC612	277	312	-35	11	14	-3	6	11	-5	40	42	-2	60	64	-4	56	62	-6	103	120	-17
4RN	72	67	5	5	4	1	1	4	-3	13	12	1	16	10	6	14	14	0	23	23	0
NEWSR	80	82	-2	6	5	1	3	5	-2	20	15	5	14	15	-1	20	21	-1	18	20	-2
4JJJ	323	305	18	32	32	0	71	70	1	142	133	9	66	57	9	9	9	0	2	5	-3
ABCFM	88	99	-11	6	6	0	8	13	-5	11	15	-4	16	14	2	14	15	-1	32	35	-3
Total	1790	1793	-3	208	206	2	221	222	-1	473	473	0	413	416	-3	235	233	2	241	242	-1

### 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	109	97	12	77	64	13	59	48	11	57	46	11	46	43	3	40	36	4	67	76	-9
MAGIC 882	125	131	-6	82	83	-1	88	86	2	76	80	-4	65	63	2	32	33	-1	103	105	-2
4KQ	177	190	-13	119	127	-8	105	103	2	108	117	-9	94	98	-4	49	43	6	137	147	-10
B105	450	461	-11	270	289	-19	179	179	0	229	244	-15	257	245	12	110	112	-2	313	309	4
97.3FM	472	467	5	329	321	8	211	208	3	284	263	21	282	271	11	133	118	15	354	353	1
4MMM	286	307	-21	178	184	-6	118	131	-13	159	184	-25	153	170	-17	75	82	-7	192	193	-1
NOVA106.9	495	487	8	319	324	-5	211	204	7	276	282	-6	328	307	21	148	151	-3	345	350	-5
ABC612	258	290	-32	198	221	-23	133	165	-32	134	151	-17	113	139	-26	74	87	-13	182	224	-42
4RN	63	59	4	49	41	8	32	29	3	28	30	-2	32	34	-2	13	19	-6	53	46	7
NEWSR	71	72	-1	46	39	7	17	21	-4	31	32	-1	26	32	-6	27	23	4	51	51	0
4JJJ	293	286	7	187	186	1	138	133	5	157	167	-10	187	178	9	82	99	-17	203	198	5
ABCFM	74	88	-14	34	46	-12	33	39	-6	38	45	-7	35	52	-17	23	23	0	63	65	-2
Total	1749	1754	-5	1453	1440	13	1096	1074	22	1265	1280	-15	1307	1321	-14	734	729	5	1505	1513	-8