



BRISBANE RADIO - SURVEY 4 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	4.5	5.0	-0.5	0.5	0.7	-0.2	0.3	0.7	-0.4	1.2	1.3	-0.1	4.0	4.7	-0.7	6.4	6.0	0.4	11.1	13.4	-2.3
MAGIC 882	5.0	4.9	0.1	0.2	1.2	-1.0	0.4	0.3	0.1	0.1	0.3	-0.2	2.7	1.7	1.0	10.9	8.6	2.3	13.6	16.1	-2.5
4KQ	8.3	7.7	0.6	2.1	1.3	0.8	1.5	0.8	0.7	1.2	2.6	-1.4	9.9	7.8	2.1	18.8	17.0	1.8	11.9	12.5	-0.6
hit105.3	8.3	8.0	0.3	18.1	16.2	1.9	19.2	18.5	0.7	12.1	11.4	0.7	7.7	7.8	-0.1	1.1	1.2	-0.1	0.9	0.5	0.4
97.3FM	14.0	13.7	0.3	25.0	25.7	-0.7	11.8	10.3	1.5	13.2	12.4	0.8	21.6	21.4	0.2	10.8	10.8	0.0	3.2	3.5	-0.3
4MMM	9.8	9.1	0.7	7.7	6.1	1.6	8.9	7.6	1.3	18.2	15.9	2.3	12.7	11.7	1.0	4.3	6.8	-2.5	1.5	0.8	0.7
NOVA106.9	13.2	12.3	0.9	29.1	25.7	3.4	26.0	28.6	-2.6	22.9	20.9	2.0	9.8	9.3	0.5	5.4	2.5	2.9	0.1	0.2	-0.1
ABC612	10.0	10.8	-0.8	1.4	1.9	-0.5	0.9	1.3	-0.4	3.8	5.3	-1.5	6.2	9.0	-2.8	13.9	15.7	-1.8	27.9	24.8	3.1
4RN	1.9	2.0	-0.1	0.4	0.3	0.1	0.3	0.5	-0.2	0.3	0.6	-0.3	1.1	2.2	-1.1	5.0	4.4	0.6	3.8	2.7	1.1
NEWSR	1.3	1.2	0.1	0.5	0.9	-0.4	*	0.3	*	0.9	1.0	-0.1	1.1	1.3	-0.2	1.9	1.6	0.3	2.8	1.7	1.1
4JJJ	7.8	7.8	0.0	4.2	5.7	-1.5	19.8	20.1	-0.3	17.2	13.7	3.5	5.7	7.3	-1.6	1.6	1.6	0.0	0.5	0.6	-0.1
ABCFM	2.0	2.0	0.0	0.1	0.4	-0.3	0.4	0.2	0.2	0.7	1.0	-0.3	1.4	0.7	0.7	1.4	2.8	-1.4	6.5	6.1	0.4

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	4.7	5.3	-0.6	5.2	6.4	-1.2	5.9	5.8	0.1	4.0	4.5	-0.5	2.6	3.7	-1.1	6.2	5.0	1.2	3.7	4.1	-0.4						
MAGIC 882	4.9	4.7	0.2	4.9	5.3	-0.4	6.4	5.5	0.9	4.7	4.1	0.6	4.2	4.1	0.1	3.3	3.5	-0.2	5.4	5.5	-0.1						
4KQ	8.0	7.2	0.8	7.9	7.1	0.8	9.2	9.0	0.2	8.8	7.6	1.2	6.3	5.6	0.7	6.2	4.9	1.3	9.3	9.3	0.0						
hit105.3	8.0	8.0	0.0	6.8	7.3	-0.5	7.3	6.4	0.9	8.7	8.0	0.7	9.9	10.3	-0.4	8.2	9.8	-1.6	9.0	7.9	1.1						
97.3FM	14.0	13.4	0.6	13.7	13.6	0.1	13.4	13.3	0.1	15.7	13.9	1.8	14.5	13.4	1.1	10.3	11.9	-1.6	14.1	14.5	-0.4						
4MMM	10.4	10.0	0.4	9.6	9.3	0.3	11.7	11.1	0.6	12.5	12.0	0.5	8.8	8.9	-0.1	7.0	5.3	1.7	7.6	6.4	1.2						
NOVA106.9	13.7	12.7	1.0	13.3	12.7	0.6	10.7	11.1	-0.4	13.2	12.7	0.5	17.0	14.4	2.6	17.0	13.4	3.6	11.8	11.3	0.5						
ABC612	9.9	10.6	-0.7	12.8	12.6	0.2	11.2	11.7	-0.5	6.9	7.6	-0.7	6.9	8.5	-1.6	11.6	13.7	-2.1	10.5	11.4	-0.9						
4RN	2.0	1.9	0.1	3.0	2.7	0.3	1.3	1.1	0.2	1.0	1.4	-0.4	2.1	1.9	0.2	2.3	2.8	-0.5	1.7	2.0	-0.3						
NEWSR	1.3	1.2	0.1	2.2	1.8	0.4	0.6	0.4	0.2	0.7	0.6	0.1	0.7	1.2	-0.5	3.1	2.5	0.6	1.5	1.4	0.1						
4JJJ	8.2	8.3	-0.1	7.8	7.4	0.4	7.6	8.0	-0.4	8.3	8.9	-0.6	9.8	9.8	0.0	7.2	7.8	-0.6	6.7	6.1	0.6						
ABCFM	1.9	1.9	0.0	1.6	1.9	-0.3	1.9	1.9	0.0	2.3	1.6	0.7	2.0	2.6	-0.6	1.5	1.6	-0.1	2.3	2.3	0.0						