



# 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						