



BRISBANE RADIO - SURVEY 5 2018

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	5.3	0.0	0.8	0.4	0.4	0.2	0.1	0.1	1.9	2.3	-0.4	4.9	2.7	2.2	8.0	8.1	-0.1	12.5	14.8	-2.3
Macquarie Sports 882	1.0	1.1	-0.1	0.7	*	*	*	*	*	0.2	0.8	-0.6	2.3	2.9	-0.6	0.7	0.7	0.0	0.7	0.2	0.5
4KQ	8.5	9.9	-1.4	1.3	1.0	0.3	1.0	2.9	-1.9	0.9	2.4	-1.5	5.5	6.6	-1.1	21.0	17.6	3.4	19.7	24.8	-5.1
HIT 105	11.8	11.8	0.0	22.4	26.4	-4.0	29.9	28.0	1.9	17.8	15.7	2.1	8.9	9.0	-0.1	3.8	4.9	-1.1	0.7	1.4	-0.7
97.3FM	11.6	11.9	-0.3	15.2	19.0	-3.8	7.9	7.2	0.7	11.2	9.3	1.9	16.0	17.9	-1.9	11.4	15.0	-3.6	6.7	4.6	2.1
104.5 TRIPLE M	11.6	10.5	1.1	9.2	10.2	-1.0	13.7	11.8	1.9	10.5	12.4	-1.9	18.3	14.0	4.3	12.4	12.8	-0.4	2.8	2.0	0.8
NOVA106.9	11.4	12.2	-0.8	21.4	20.7	0.7	16.5	15.9	0.6	19.7	20.7	-1.0	10.5	13.5	-3.0	3.7	2.8	0.9	1.6	1.2	0.4
ABC BRI	7.3	7.2	0.1	1.3	0.9	0.4	1.1	1.4	-0.3	2.2	2.9	-0.7	3.0	3.8	-0.8	10.3	9.9	0.4	23.4	20.4	3.0
4RN	1.7	2.0	-0.3	0.2	0.3	-0.1	*	*	*	0.6	1.7	-1.1	1.6	2.0	-0.4	3.3	1.9	1.4	3.6	4.2	-0.6
ABC NEWS	1.1	0.8	0.3	0.4	0.4	0.0	1.5	1.0	0.5	0.8	0.3	0.5	0.5	0.5	0.0	1.7	1.2	0.5	1.7	1.6	0.1
4JJJ	7.9	7.6	0.3	6.2	4.5	1.7	16.2	18.2	-2.0	16.5	14.7	1.8	6.2	6.4	-0.2	2.0	2.1	-0.1	0.2	0.1	0.1
ABCFM	2.2	2.0	0.2	0.5	0.4	0.1	0.9	1.1	-0.2	1.4	0.9	0.5	1.0	1.0	0.0	1.2	1.0	0.2	7.2	6.4	0.8

Share Movement (%) by Session, P10+

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	5.5	5.4	0.1	6.4	6.4	0.0	7.2	6.6	0.6	4.5	4.8	-0.3	3.2	2.9	0.3	6.1	6.5	-0.4	4.5	4.7	-0.2
Macquarie Sports 882	0.9	1.0	-0.1	0.9	1.0	-0.1	0.9	0.9	0.0	0.7	0.6	0.1	1.0	1.6	-0.6	1.9	1.5	0.4	1.0	1.2	-0.2
4KQ	7.9	9.3	-1.4	7.0	8.2	-1.2	10.7	11.6	-0.9	8.9	10.6	-1.7	6.5	7.6	-1.1	3.8	6.5	-2.7	10.2	11.7	-1.5
HIT 105	12.4	12.3	0.1	13.1	12.5	0.6	11.8	11.7	0.1	13.3	12.8	0.5	12.6	14.1	-1.5	7.8	7.6	0.2	9.8	10.0	-0.2
97.3FM	11.5	11.6	-0.1	11.5	11.7	-0.2	11.4	10.9	0.5	12.1	11.8	0.3	11.1	11.8	-0.7	10.5	11.1	-0.6	12.0	13.1	-1.1
104.5 TRIPLE M	12.6	11.2	1.4	12.7	11.1	1.6	12.8	11.0	1.8	13.5	12.1	1.4	12.3	11.1	1.2	9.6	8.8	0.8	8.1	8.4	-0.3
NOVA106.9	11.7	12.8	-1.1	11.8	12.7	-0.9	10.5	11.2	-0.7	11.7	13.3	-1.6	14.0	15.2	-1.2	10.1	10.4	-0.3	10.5	10.0	0.5
ABC BRI	7.2	7.3	-0.1	9.5	9.1	0.4	6.5	7.2	-0.7	4.8	4.9	-0.1	5.6	6.2	-0.6	12.1	10.9	1.2	7.7	7.1	0.6
4RN	1.7	2.1	-0.4	2.4	3.1	-0.7	1.3	1.4	-0.1	1.1	1.5	-0.4	1.8	2.4	-0.6	2.5	1.4	1.1	1.6	1.9	-0.3
ABC NEWS	1.1	0.9	0.2	1.5	1.2	0.3	0.6	0.6	0.0	0.8	0.5	0.3	0.8	0.8	0.0	2.1	1.6	0.5	1.1	0.7	0.4
4JJJ	7.8	7.6	0.2	6.9	7.4	-0.5	7.6	7.7	-0.1	8.1	8.0	0.1	9.5	8.2	1.3	7.3	5.3	2.0	8.3	7.4	0.9
ABCFM	2.1	1.9	0.2	2.0	1.7	0.3	1.5	1.9	-0.4	1.5	1.6	-0.1	3.1	2.1	1.0	4.4	3.4	1.0	2.6	2.2	0.4



BRISBANE RADIO - SURVEY 5 2018

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	128	121	7	5	4	1	2	1	1	12	11	1	28	23	5	33	29	4	48	52	-4
Macquarie Sports 882	28	28	0	2	*	*	*	*	*	8	7	1	7	10	-3	4	5	-1	7	4	3
4KQ	233	252	-19	9	7	2	8	7	1	19	22	-3	43	40	3	64	63	1	90	113	-23
HIT 105	489	503	-14	87	97	-10	111	114	-3	174	174	0	91	89	2	21	23	-2	5	6	-1
97.3FM	549	533	16	84	84	0	56	51	5	156	130	26	147	155	-8	68	79	-11	38	35	3
104.5 TRIPLE M	437	429	8	53	55	-2	57	53	4	121	127	-6	138	134	4	50	49	1	18	11	7
NOVA106.9	593	592	1	104	99	5	118	122	-4	202	210	-8	136	131	5	22	23	-1	11	7	4
ABC BRI	229	230	-1	11	10	1	4	6	-2	29	38	-9	43	44	-1	54	50	4	87	83	4
4RN	63	82	-19	4	3	1	*	*	*	14	16	-2	16	23	-7	13	15	-2	16	24	-8
ABC NEWS	74	63	11	4	5	-1	8	6	2	19	12	7	13	13	0	14	12	2	16	15	1
4JJJ	322	323	-1	26	27	-1	73	66	7	147	147	0	61	68	-7	11	13	-2	4	3	1
ABCFM	90	80	10	5	2	3	9	11	-2	24	19	5	15	16	-1	11	7	4	26	26	0
Total	1905	1902	3	214	213	1	225	226	-1	498	499	-1	442	440	2	238	239	-1	288	285	3

Cumulative Audience (000's) by Session, P10+ [Potential: 2012]

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	117	110	7	90	83	7	84	77	7	72	68	4	64	51	13	33	36	-3	76	77	-1
Macquarie Sports 882	24	22	2	13	10	3	13	9	4	13	13	0	12	13	-1	10	6	4	15	17	-2
4KQ	207	226	-19	128	137	-9	128	137	-9	139	151	-12	99	117	-18	31	42	-11	164	176	-12
HIT 105	451	453	-2	321	310	11	190	194	-4	288	275	13	244	262	-18	104	108	-4	281	293	-12
97.3FM	477	472	5	289	296	-7	218	210	8	291	277	14	223	241	-18	109	114	-5	349	351	-2
104.5 TRIPLE M	403	386	17	269	231	38	180	156	24	237	216	21	218	200	18	107	95	12	224	245	-21
NOVA106.9	538	539	-1	347	335	12	209	210	-1	301	316	-15	306	299	7	135	131	4	342	336	6
ABC BRI	207	209	-2	137	148	-11	103	120	-17	108	117	-9	95	105	-10	61	56	5	154	137	17
4RN	58	71	-13	44	56	-12	28	28	0	27	39	-12	33	45	-12	16	18	-2	33	51	-18
ABC NEWS	67	60	7	41	33	8	22	16	6	32	26	6	24	19	5	21	17	4	42	31	11
4JJJ	285	285	0	165	185	-20	124	141	-17	157	171	-14	186	172	14	82	73	9	203	214	-11
ABCFM	82	73	9	48	44	4	33	33	0	42	37	5	48	43	5	34	34	0	62	55	7
Total	1854	1848	6	1530	1515	15	1120	1118	2	1329	1362	-33	1296	1303	-7	678	692	-14	1552	1566	-14



BRISBANE RADIO - SURVEY 5 2018

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	12	12	0	*	*	*	*	*	*	1	1	0	3	2	1	3	2	1	5	7	-2
Macquarie Sports 882	2	2	0	*	*	*	*	*	*	*	*	*	1	2	-1	*	*	*	*	*	*
4KQ	20	22	-2	*	*	*	*	1	*	*	1	*	3	4	-1	7	5	2	9	11	-2
HIT 105	28	27	1	4	5	-1	7	6	1	10	8	2	6	5	1	1	1	0	*	1	*
97.3FM	27	27	0	3	3	0	2	2	0	6	5	1	10	11	-1	4	4	0	3	2	1
104.5 TRIPLE M	27	24	3	2	2	0	3	3	0	6	7	-1	11	8	3	4	4	0	1	1	0
NOVA106.9	27	28	-1	4	4	0	4	4	0	11	11	0	6	8	-2	1	1	0	1	1	0
ABC BRI	17	16	1	*	*	*	*	*	*	1	2	-1	2	2	0	3	3	0	10	9	1
4RN	4	5	-1	*	*	*	*	*	*	*	1	*	1	1	0	1	1	0	2	2	0
ABC NEWS	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*	1	1	0
4JJJ	19	17	2	1	1	0	4	4	0	9	8	1	4	4	0	1	1	0	*	*	*
ABCFM	5	4	1	*	*	*	*	*	*	1	*	*	1	1	0	*	*	*	3	3	0
Total	234	227	7	17	18	-1	22	22	0	56	54	2	62	59	3	33	30	3	44	45	-1

Average Audience (000's) by Session, P10+ [Potential: 2012]

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
4BC	14	13	1	25	23	2	23	21	2	14	15	-1	8	7	1	4	5	-1	8	9	-1
Macquarie Sports 882	2	3	-1	4	4	0	3	3	0	2	2	0	2	4	-2	1	1	0	2	2	0
4KQ	20	23	-3	27	30	-3	34	36	-2	27	32	-5	17	19	-2	3	5	-2	19	21	-2
HIT 105	31	30	1	51	46	5	38	37	1	40	39	1	33	36	-3	6	5	1	19	18	1
97.3FM	29	28	1	44	43	1	36	34	2	37	36	1	29	30	-1	8	8	0	23	24	-1
104.5 TRIPLE M	32	27	5	49	41	8	41	34	7	41	37	4	32	28	4	7	6	1	15	15	0
NOVA106.9	30	31	-1	45	47	-2	34	35	-1	36	40	-4	36	39	-3	7	7	0	20	18	2
ABC BRI	18	18	0	37	33	4	21	23	-2	14	15	-1	15	16	-1	9	8	1	15	13	2
4RN	4	5	-1	9	11	-2	4	4	0	3	5	-2	5	6	-1	2	1	1	3	3	0
ABC NEWS	3	2	1	6	4	2	2	2	0	2	2	0	2	2	0	1	1	0	2	1	1
4JJJ	20	19	1	27	27	0	25	24	1	24	24	0	25	21	4	5	4	1	16	13	3
ABCFM	5	5	0	8	6	2	5	6	-1	5	5	0	8	5	3	3	2	1	5	4	1
Total	252	246	6	386	365	21	321	313	8	303	304	-1	260	255	5	72	70	2	189	181	8