



# BRISBANE RADIO - SURVEY 8 2017

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	6.2	5.6	0.6	0.1	0.5	-0.4	*	0.1	*	1.5	1.8	-0.3	5.3	5.0	0.3	4.7	6.4	-1.7	18.8	14.6	4.2
TalkingLifestyle882	0.5	0.3	0.2	*	*	*	*	*	*	*	*	*	0.1	*	*	0.8	0.4	0.4	1.7	1.3	0.4
4KQ	10.2	8.1	2.1	3.3	2.4	0.9	0.9	1.1	-0.2	0.4	0.2	0.2	8.3	3.7	4.6	23.8	20.0	3.8	20.9	19.2	1.7
HIT 105	10.6	11.2	-0.6	21.4	22.7	-1.3	22.2	24.1	-1.9	19.7	19.5	0.2	7.6	7.7	-0.1	1.7	3.4	-1.7	1.1	0.8	0.3
97.3FM	10.4	11.1	-0.7	16.9	19.2	-2.3	13.0	12.1	0.9	9.6	10.3	-0.7	13.1	17.1	-4.0	12.2	11.1	1.1	3.0	2.2	0.8
104.5 TRIPLE M	9.9	9.5	0.4	10.8	12.0	-1.2	9.7	9.5	0.2	11.5	12.7	-1.2	14.0	12.7	1.3	10.6	9.8	0.8	1.9	1.1	0.8
NOVA106.9	13.3	13.9	-0.6	30.1	25.1	5.0	23.1	23.1	0.0	21.4	21.5	-0.1	13.7	15.8	-2.1	3.0	5.6	-2.6	0.5	0.6	-0.1
ABC BRI	8.5	9.3	-0.8	0.7	1.5	-0.8	0.7	0.4	0.3	2.2	1.6	0.6	5.7	6.7	-1.0	11.6	10.7	0.9	23.5	26.7	-3.2
4RN	2.5	3.1	-0.6	1.3	0.4	0.9	0.2	*	*	0.3	0.1	0.2	2.0	3.0	-1.0	5.7	6.0	-0.3	4.8	7.2	-2.4
ABC NEWS	1.1	1.2	-0.1	0.3	0.1	0.2	0.4	1.0	-0.6	0.8	0.4	0.4	0.5	0.8	-0.3	2.6	1.8	0.8	1.8	2.6	-0.8
4JJJ	8.8	7.9	0.9	3.1	3.9	-0.8	16.3	16.9	-0.6	17.4	16.0	1.4	9.2	7.2	2.0	2.9	1.9	1.0	0.3	0.5	-0.2
ABCFM	2.0	1.9	0.1	0.2	0.2	0.0	1.1	0.9	0.2	0.9	1.2	-0.3	1.4	1.5	-0.1	2.1	1.8	0.3	5.1	4.2	0.9

## 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	6.7	6.1	0.6	8.1	6.8	1.3	8.7	8.0	0.7	5.2	5.1	0.1	3.5	3.6	-0.1	7.6	7.2	0.4	4.3	4.0	0.3
TalkingLifestyle882	0.3	0.3	0.0	0.2	0.2	0.0	0.5	0.4	0.1	0.5	0.3	0.2	0.2	0.2	0.0	0.4	0.1	0.3	1.0	0.5	0.5
4KQ	9.8	7.7	2.1	8.9	7.8	1.1	11.4	9.3	2.1	10.9	8.1	2.8	8.4	6.2	2.2	7.5	5.3	2.2	11.5	9.4	2.1
HIT 105	11.2	11.8	-0.6	10.9	10.6	0.3	10.0	12.1	-2.1	11.7	13.1	-1.4	13.2	12.3	0.9	9.6	9.8	-0.2	8.8	9.3	-0.5
97.3FM	10.3	11.1	-0.8	10.0	10.4	-0.4	9.4	10.8	-1.4	12.1	12.9	-0.8	10.4	11.2	-0.8	7.3	7.6	-0.3	10.6	11.2	-0.6
104.5 TRIPLE M	10.7	9.9	0.8	10.1	9.2	0.9	11.9	9.9	2.0	12.3	11.2	1.1	9.8	9.8	0.0	5.1	7.8	-2.7	7.3	8.3	-1.0
NOVA106.9	13.6	14.2	-0.6	14.1	14.4	-0.3	12.3	12.7	-0.4	13.3	14.2	-0.9	14.8	17.2	-2.4	13.4	11.4	2.0	12.6	12.8	-0.2
ABC BRI	8.5	9.0	-0.5	11.6	12.9	-1.3	9.1	9.1	0.0	5.3	5.0	0.3	6.1	6.0	0.1	10.7	13.8	-3.1	8.3	10.0	-1.7
4RN	2.5	3.2	-0.7	3.2	4.2	-1.0	1.6	2.8	-1.2	2.0	2.7	-0.7	2.6	2.8	-0.2	2.9	3.0	-0.1	2.6	3.0	-0.4
ABC NEWS	1.1	1.2	-0.1	1.8	1.8	0.0	0.5	0.6	-0.1	0.8	0.7	0.1	0.5	0.8	-0.3	1.7	3.1	-1.4	1.3	1.2	0.1
4JJJ	9.1	8.2	0.9	7.6	7.2	0.4	9.7	8.1	1.6	10.3	9.3	1.0	10.2	9.3	0.9	7.0	6.2	0.8	7.5	6.9	0.6
ABCFM	2.0	1.8	0.2	1.5	1.3	0.2	1.8	1.4	0.4	1.8	1.7	0.1	2.5	2.6	-0.1	4.2	3.1	1.1	2.1	2.3	-0.2



# BRISBANE RADIO - SURVEY 8 2017

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	14	12	2	*	*	*	*	*	*	1	1	0	3	3	0	2	2	0	8	7	1
TalkingLifestyle882	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
4KQ	23	18	5	*	*	*	*	*	*	*	*	*	5	2	3	8	6	2	9	9	0
HIT 105	24	25	-1	3	4	-1	5	5	0	11	11	0	4	4	0	1	1	0	*	*	*
97.3FM	23	24	-1	3	3	0	3	2	1	5	6	-1	7	9	-2	4	4	0	1	1	0
104.5 TRIPLE M	22	21	1	2	2	0	2	2	0	6	7	-1	8	6	2	4	3	1	1	1	0
NOVA106.9	30	31	-1	4	4	0	5	5	0	12	12	0	8	8	0	1	2	-1	*	*	*
ABC BRI	19	20	-1	*	*	*	*	*	*	1	1	0	3	3	0	4	3	1	11	12	-1
4RN	6	7	-1	*	*	*	*	*	*	*	*	*	1	2	-1	2	2	0	2	3	-1
ABC NEWS	3	3	0	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0
4JJJ	20	17	3	*	1	*	3	3	0	9	9	0	5	4	1	1	1	0	*	*	*
ABCFM	5	4	1	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0	2	2	0
Total	226	221	5	15	16	-1	21	20	1	54	56	-2	57	50	7	33	32	1	45	46	-1

## Average Audience (000's) by Session, P10+ [Potential: 1976]

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	16	15	1	31	25	6	28	24	4	15	15	0	8	8	0	5	5	0	8	7	1	
TalkingLifestyle882	1	1	0	1	1	0	1	1	0	1	1	0	1	*	*	*	*	*	*	2	1	1
4KQ	24	18	6	34	29	5	36	28	8	32	23	9	20	14	6	5	4	1	21	17	4	
HIT 105	27	28	-1	42	40	2	32	36	-4	34	37	-3	31	28	3	6	7	-1	16	17	-1	
97.3FM	25	26	-1	39	39	0	30	32	-2	36	37	-1	25	26	-1	5	5	0	20	20	0	
104.5 TRIPLE M	26	23	3	39	34	5	38	30	8	36	32	4	23	22	1	3	5	-2	13	15	-2	
NOVA106.9	33	34	-1	54	54	0	39	38	1	39	41	-2	35	39	-4	8	8	0	23	23	0	
ABC BRI	21	21	0	45	48	-3	29	27	2	16	14	2	14	14	0	7	9	-2	15	18	-3	
4RN	6	8	-2	12	15	-3	5	8	-3	6	8	-2	6	6	0	2	2	0	5	5	0	
ABC NEWS	3	3	0	7	7	0	2	2	0	2	2	0	1	2	-1	1	2	-1	2	2	0	
4JJJ	22	19	3	30	27	3	31	24	7	30	27	3	24	21	3	4	4	0	14	12	2	
ABCFM	5	4	1	6	5	1	6	4	2	5	5	0	6	6	0	3	2	1	4	4	0	
Total	244	236	8	386	372	14	317	300	17	294	287	7	237	227	10	63	67	-4	184	182	2	



# BRISBANE RADIO - SURVEY 8 2017

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	126	2	3	3	0	1	1	0	12	15	-3	33	27	6	18	25	-7	61	56	5
TalkingLifestyle882	33	23	10	*	*	*	2	*	*	4	1	3	2	*	*	7	4	3	18	19	-1
4KQ	253	202	51	11	8	3	11	10	1	9	3	6	45	26	19	80	63	17	97	92	5
HIT 105	487	481	6	90	82	8	108	111	-3	179	181	-2	81	73	8	16	23	-7	13	11	2
97.3FM	482	521	-39	74	89	-15	62	63	-1	131	120	11	130	165	-35	59	58	1	24	27	-3
104.5 TRIPLE M	369	378	-9	50	51	-1	33	35	-2	124	121	3	99	121	-22	49	39	10	13	11	2
NOVA106.9	573	579	-6	108	99	9	112	113	-1	214	214	0	111	121	-10	20	23	-3	6	8	-2
ABC BRI	259	267	-8	9	7	2	13	9	4	37	28	9	61	62	-1	50	52	-2	89	108	-19
4RN	69	78	-9	1	2	-1	4	1	3	7	4	3	14	16	-2	22	25	-3	20	31	-11
ABC NEWS	74	67	7	4	2	2	2	4	-2	17	14	3	14	14	0	17	12	5	20	21	-1
4JJB	308	291	17	28	24	4	71	70	1	136	127	9	58	52	6	12	14	-2	2	5	-3
ABCFM	86	88	-2	3	4	-1	6	3	3	13	16	-3	24	20	4	12	14	-2	28	31	-3
Total	1874	1873	1	208	208	0	222	225	-3	491	490	1	440	437	3	236	233	3	278	280	-2

## Cumulative Audience (000's) by Session, P10+ [Potential: 1976]

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	123	120	3	100	94	6	81	76	5	73	71	2	56	58	-2	34	31	3	68	72	-4
TalkingLifestyle882	24	17	7	11	8	3	9	10	-1	14	12	2	6	5	1	4	2	2	21	15	6
4KQ	224	180	44	142	108	34	132	106	26	141	117	24	132	88	44	55	40	15	180	145	35
HIT 105	456	454	2	294	288	6	203	208	-5	275	270	5	274	247	27	118	109	9	297	283	14
97.3FM	436	474	-38	269	285	-16	181	199	-18	274	280	-6	241	240	1	106	122	-16	319	328	-9
104.5 TRIPLE M	341	340	1	216	207	9	156	135	21	200	187	13	183	183	0	65	78	-13	198	213	-15
NOVA106.9	528	529	-1	355	354	1	214	232	-18	286	295	-9	293	309	-16	138	134	4	371	372	-1
ABC BRI	239	241	-2	178	180	-2	131	124	7	117	119	-2	105	102	3	57	76	-19	161	189	-28
4RN	65	73	-8	43	53	-10	27	35	-8	35	40	-5	37	41	-4	19	18	1	49	58	-9
ABC NEWS	65	56	9	46	38	8	20	19	1	22	20	2	16	15	1	14	15	-1	42	38	4
4JJB	276	258	18	171	159	12	108	81	27	152	140	12	175	157	18	81	64	17	194	195	-1
ABCFM	80	81	-1	46	34	12	33	31	2	38	36	2	50	56	-6	35	30	5	53	52	1
Total	1830	1833	-3	1495	1479	16	1120	1077	43	1327	1288	39	1296	1274	22	691	691	0	1544	1521	23