



BRISBANE RADIO - SURVEY 1 2016

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	5.0	4.6	0.4	1.9	0.1	1.8	0.7	0.3	0.4	1.3	1.1	0.2	2.6	3.3	-0.7	4.7	7.7	-3.0	15.7	11.9	3.8
MAGIC 882	2.8	3.2	-0.4	0.3	0.7	-0.4	0.1	0.2	-0.1	0.3	*	*	2.4	2.8	-0.4	3.9	4.7	-0.8	7.5	8.5	-1.0
4KQ	8.2	8.0	0.2	1.1	1.3	-0.2	0.7	0.6	0.1	1.4	2.1	-0.7	5.4	4.9	0.5	20.6	21.3	-0.7	16.7	13.9	2.8
hit 105.3	10.3	10.7	-0.4	19.8	20.9	-1.1	32.7	29.5	3.2	17.1	16.1	1.0	5.4	6.7	-1.3	2.3	6.2	-3.9	0.3	0.8	-0.5
97.3FM	12.1	13.5	-1.4	21.4	20.5	0.9	7.1	11.1	-4.0	10.8	13.9	-3.1	18.1	20.0	-1.9	12.8	12.5	0.3	4.7	3.0	1.7
4MMM	10.8	8.4	2.4	10.8	6.7	4.1	7.8	4.5	3.3	15.1	11.9	3.2	16.1	14.4	1.7	10.7	4.5	6.2	0.7	1.6	-0.9
NOVA106.9	11.0	12.7	-1.7	27.1	30.1	-3.0	22.6	23.5	-0.9	16.7	19.5	-2.8	10.2	11.9	-1.7	2.0	4.7	-2.7	0.6	0.6	0.0
ABC612	9.6	12.6	-3.0	1.3	2.2	-0.9	*	0.5	*	2.7	3.2	-0.5	8.1	9.7	-1.6	11.0	17.1	-6.1	26.3	33.8	-7.5
4RN	2.5	1.9	0.6	0.2	0.2	0.0	0.1	0.3	-0.2	0.4	0.7	-0.3	2.1	1.5	0.6	5.7	2.7	3.0	5.0	4.7	0.3
NEWSR	1.0	1.2	-0.2	0.3	0.3	0.0	0.6	0.5	0.1	0.6	1.0	-0.4	0.9	1.3	-0.4	1.8	2.1	-0.3	1.4	1.2	0.2
4JJJ	8.4	7.3	1.1	4.6	4.9	-0.3	21.0	18.2	2.8	16.8	17.0	-0.2	7.0	5.7	1.3	2.3	0.7	1.6	0.5	0.1	0.4
ABCFM	2.4	1.8	0.6	0.8	0.2	0.6	0.7	1.9	-1.2	0.6	0.5	0.1	3.1	0.4	2.7	1.5	2.0	-0.5	5.6	5.9	-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	5.4	4.9	0.5	5.7	6.1	-0.4	6.4	6.6	-0.2	4.5	2.6	1.9	3.7	3.2	0.5	7.7	6.1	1.6	3.7	3.9	-0.2						
MAGIC 882	2.4	3.2	-0.8	2.2	3.1	-0.9	2.7	3.6	-0.9	1.9	3.2	-1.3	2.8	2.6	0.2	2.6	3.5	-0.9	4.2	3.2	1.0						
4KQ	8.1	7.7	0.4	9.0	7.8	1.2	9.8	8.3	1.5	8.4	8.0	0.4	5.7	6.5	-0.8	4.4	6.4	-2.0	8.5	9.2	-0.7						
hit 105.3	10.7	10.9	-0.2	9.4	8.7	0.7	11.4	10.8	0.6	11.7	12.2	-0.5	12.5	12.5	0.0	7.1	12.0	-4.9	9.0	10.2	-1.2						
97.3FM	11.6	13.6	-2.0	11.6	13.6	-2.0	10.5	14.3	-3.8	12.9	14.5	-1.6	11.3	13.0	-1.7	11.6	10.6	1.0	13.8	13.1	0.7						
4MMM	11.8	8.8	3.0	11.2	7.8	3.4	13.7	9.8	3.9	14.1	10.1	4.0	9.0	9.0	0.0	7.4	4.8	2.6	7.4	7.0	0.4						
NOVA106.9	11.2	13.1	-1.9	11.6	11.9	-0.3	9.0	12.0	-3.0	10.7	14.5	-3.8	14.5	14.5	0.0	10.6	13.5	-2.9	10.5	11.3	-0.8						
ABC612	9.6	12.7	-3.1	14.1	17.2	-3.1	8.7	12.7	-4.0	6.1	10.5	-4.4	7.3	8.3	-1.0	11.8	12.1	-0.3	9.7	12.2	-2.5						
4RN	2.4	1.8	0.6	3.1	3.0	0.1	1.6	0.9	0.7	1.2	0.7	0.5	3.6	2.1	1.5	3.4	3.0	0.4	2.8	2.1	0.7						
NEWSR	0.9	1.1	-0.2	1.2	1.7	-0.5	0.9	0.4	0.5	0.4	0.6	-0.2	1.0	1.1	-0.1	1.2	2.1	-0.9	1.3	1.6	-0.3						
4JJJ	8.5	7.8	0.7	7.4	7.3	0.1	7.3	7.3	0.0	9.0	7.3	1.7	11.5	9.9	1.6	8.3	8.0	0.3	8.1	5.9	2.2						
ABCFM	2.1	1.7	0.4	1.7	1.3	0.4	1.8	1.8	0.0	2.2	1.6	0.6	2.4	2.3	0.1	4.1	2.6	1.5	3.2	2.1	1.1						



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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	10	2	*	*	*	*	*	*	1	1	0	1	2	-1	2	3	-1	7	5	2
MAGIC 882	7	7	0	*	*	*	*	*	*	*	*	*	1	2	-1	1	2	-1	4	4	0
4KQ	19	18	1	*	*	*	*	*	*	1	1	0	3	3	0	7	8	-1	8	6	2
hit 105.3	24	24	0	4	4	0	7	6	1	9	8	1	3	4	-1	1	2	-1	*	*	*
97.3FM	29	30	-1	4	3	1	2	2	0	6	7	-1	10	12	-2	4	5	-1	2	1	1
4MMM	25	19	6	2	1	1	2	1	1	8	6	2	9	9	0	4	2	2	*	1	*
NOVA106.9	26	28	-2	5	5	0	5	5	0	9	9	0	6	7	-1	1	2	-1	*	*	*
ABC612	23	28	-5	*	*	*	*	*	*	2	2	0	5	6	-1	4	6	-2	12	14	-2
4RN	6	4	2	*	*	*	*	*	*	*	*	*	1	1	0	2	1	1	2	2	0
NEWSR	2	3	-1	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0
4JJJ	20	16	4	1	1	0	5	4	1	9	8	1	4	3	1	1	*	*	*	*	*
ABCFM	6	4	2	*	*	*	*	*	*	*	*	*	2	*	*	1	1	0	3	2	1
Total	235	223	12	18	17	1	22	20	2	55	48	7	58	59	-1	35	37	-2	47	41	6

Average Audience (000's) by Session, P10+ [Potential: 1953]

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	14	12	2	22	23	-1	22	21	1	14	7	7	9	8	1	6	4	2	7	7	0
MAGIC 882	6	8	-2	9	12	-3	9	11	-2	6	9	-3	7	6	1	2	2	0	8	6	2
4KQ	21	18	3	35	30	5	33	26	7	25	22	3	14	16	-2	3	4	-1	16	16	0
hit 105.3	27	26	1	36	33	3	38	34	4	35	34	1	31	30	1	5	8	-3	17	18	-1
97.3FM	30	33	-3	45	51	-6	36	45	-9	39	41	-2	28	31	-3	9	7	2	26	23	3
4MMM	30	21	9	43	30	13	46	31	15	43	28	15	23	22	1	5	3	2	14	13	1
NOVA106.9	28	32	-4	45	45	0	30	38	-8	32	41	-9	36	35	1	8	9	-1	20	20	0
ABC612	24	31	-7	55	65	-10	29	40	-11	18	29	-11	18	20	-2	9	8	1	18	22	-4
4RN	6	4	2	12	11	1	6	3	3	4	2	2	9	5	4	3	2	1	5	4	1
NEWSR	2	3	-1	5	6	-1	3	1	2	1	2	-1	3	3	0	1	1	0	2	3	-1
4JJJ	22	19	3	29	28	1	25	23	2	27	21	6	29	24	5	6	5	1	15	10	5
ABCFM	5	4	1	7	5	2	6	6	0	7	5	2	6	5	1	3	2	1	6	4	2
Total	254	241	13	389	378	11	337	314	23	302	281	21	251	241	10	73	68	5	188	179	9



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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	106	107	-1	3	3	0	3	2	1	9	9	0	20	24	-4	27	27	0	44	41	3
MAGIC 882	99	107	-8	4	11	-7	1	3	-2	4	2	2	16	16	0	28	29	-1	45	46	-1
4KQ	224	222	2	9	11	-2	6	9	-3	20	15	5	46	43	3	74	83	-9	69	61	8
hit 105.3	485	482	3	90	85	5	125	123	2	179	162	17	62	82	-20	20	25	-5	8	5	3
97.3FM	547	530	17	86	79	7	54	63	-9	144	149	-5	162	158	4	68	67	1	33	14	19
4MMM	387	340	47	59	39	20	34	40	-6	120	116	4	120	109	11	41	27	14	12	9	3
NOVA106.9	576	519	57	113	103	10	117	103	14	209	175	34	102	106	-4	24	25	-1	11	6	5
ABC612	298	324	-26	13	17	-4	1	8	-7	45	35	10	82	83	-1	56	68	-12	100	113	-13
4RN	80	97	-17	2	4	-2	2	5	-3	14	14	0	19	25	-6	27	22	5	17	27	-10
NEWSR	78	82	-4	4	7	-3	5	9	-4	19	18	1	16	22	-6	13	15	-2	21	11	10
4JJJ	356	303	53	29	28	1	86	81	5	155	129	26	64	50	14	15	11	4	6	4	2
ABCFM	93	83	10	4	5	-1	6	12	-6	19	15	4	25	14	11	12	13	-1	27	25	2
Total	1851	1827	24	209	211	-2	229	228	1	486	479	7	433	424	9	233	238	-5	260	246	14

Cumulative Audience (000's) by Session, P10+ [Potential: 1953]

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	95	99	-4	73	72	1	58	58	0	52	51	1	48	44	4	28	27	1	62	66	-4
MAGIC 882	84	99	-15	54	57	-3	49	54	-5	50	57	-7	51	49	2	32	26	6	77	71	6
4KQ	207	203	4	142	139	3	131	112	19	124	123	1	103	113	-10	48	49	-1	150	153	-3
hit 105.3	454	431	23	273	256	17	213	196	17	266	266	0	264	248	16	121	132	-11	300	292	8
97.3FM	492	486	6	341	321	20	243	222	21	299	294	5	257	272	-15	130	134	-4	376	337	39
4MMM	343	310	33	213	182	31	161	132	29	205	183	22	187	166	21	95	72	23	227	204	23
NOVA106.9	534	477	57	340	309	31	222	205	17	289	299	-10	312	303	9	156	151	5	371	338	33
ABC612	268	291	-23	206	229	-23	139	163	-24	132	168	-36	123	137	-14	75	91	-16	203	214	-11
4RN	75	90	-15	52	68	-16	33	29	4	29	23	6	40	42	-2	29	32	-3	54	52	2
NEWSR	60	65	-5	34	45	-11	25	16	9	17	24	-7	19	24	-5	15	19	-4	49	48	1
4JJJ	328	285	43	194	167	27	163	123	40	193	151	42	204	185	19	100	87	13	218	173	45
ABCFM	86	75	11	45	34	11	40	29	11	52	40	12	44	40	4	31	26	5	58	42	16
Total	1811	1797	14	1523	1470	53	1202	1095	107	1357	1333	24	1330	1338	-8	757	752	5	1553	1524	29