



# BRISBANE RADIO - SURVEY 2 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	5.4	5.0	0.4	1.9	1.9	0.0	0.8	0.7	0.1	1.4	1.3	0.1	3.8	2.6	1.2	4.7	4.7	0.0	15.9	15.7	0.2
MAGIC 882	2.3	2.8	-0.5	0.4	0.3	0.1	0.2	0.1	0.1	0.1	0.3	-0.2	1.6	2.4	-0.8	3.0	3.9	-0.9	6.7	7.5	-0.8
4KQ	8.0	8.2	-0.2	1.8	1.1	0.7	1.1	0.7	0.4	0.8	1.4	-0.6	5.2	5.4	-0.2	20.7	20.6	0.1	15.3	16.7	-1.4
hit 105.3	11.4	10.3	1.1	21.3	19.8	1.5	38.1	32.7	5.4	14.5	17.1	-2.6	8.1	5.4	2.7	2.3	2.3	0.0	1.4	0.3	1.1
97.3FM	13.8	12.1	1.7	16.5	21.4	-4.9	11.3	7.1	4.2	13.2	10.8	2.4	20.2	18.1	2.1	17.5	12.8	4.7	4.5	4.7	-0.2
4MMM	9.7	10.8	-1.1	11.7	10.8	0.9	8.1	7.8	0.3	13.7	15.1	-1.4	14.2	16.1	-1.9	8.4	10.7	-2.3	0.9	0.7	0.2
NOVA106.9	11.7	11.0	0.7	28.1	27.1	1.0	21.9	22.6	-0.7	17.8	16.7	1.1	11.6	10.2	1.4	2.4	2.0	0.4	0.7	0.6	0.1
ABC612	10.1	9.6	0.5	1.9	1.3	0.6	0.2	*	*	2.6	2.7	-0.1	6.8	8.1	-1.3	13.0	11.0	2.0	28.2	26.3	1.9
4RN	2.2	2.5	-0.3	0.3	0.2	0.1	*	0.1	*	0.9	0.4	0.5	2.7	2.1	0.6	2.4	5.7	-3.3	4.9	5.0	-0.1
NEWSR	1.3	1.0	0.3	0.3	0.3	0.0	0.9	0.6	0.3	0.5	0.6	-0.1	0.4	0.9	-0.5	2.8	1.8	1.0	2.4	1.4	1.0
4JJJ	7.0	8.4	-1.4	5.2	4.6	0.6	12.3	21.0	-8.7	16.2	16.8	-0.6	4.9	7.0	-2.1	1.9	2.3	-0.4	1.3	0.5	0.8
ABCFM	2.3	2.4	-0.1	0.5	0.8	-0.3	0.9	0.7	0.2	0.9	0.6	0.3	3.1	3.1	0.0	0.9	1.5	-0.6	5.4	5.6	-0.2

## 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	5.7	5.4	0.3	6.3	5.7	0.6	6.4	6.4	0.0	5.3	4.5	0.8	4.2	3.7	0.5	5.8	7.7	-1.9	4.4	3.7	0.7						
MAGIC 882	2.1	2.4	-0.3	1.7	2.2	-0.5	2.3	2.7	-0.4	2.1	1.9	0.2	2.0	2.8	-0.8	3.4	2.6	0.8	2.9	4.2	-1.3						
4KQ	7.7	8.1	-0.4	8.3	9.0	-0.7	9.1	9.8	-0.7	8.4	8.4	0.0	5.5	5.7	-0.2	4.3	4.4	-0.1	8.7	8.5	0.2						
hit 105.3	12.1	10.7	1.4	10.3	9.4	0.9	11.8	11.4	0.4	13.6	11.7	1.9	14.6	12.5	2.1	8.8	7.1	1.7	9.2	9.0	0.2						
97.3FM	13.7	11.6	2.1	13.5	11.6	1.9	12.8	10.5	2.3	15.0	12.9	2.1	13.6	11.3	2.3	12.3	11.6	0.7	14.4	13.8	0.6						
4MMM	10.3	11.8	-1.5	9.6	11.2	-1.6	10.8	13.7	-2.9	11.3	14.1	-2.8	10.2	9.0	1.2	8.9	7.4	1.5	7.5	7.4	0.1						
NOVA106.9	11.7	11.2	0.5	11.6	11.6	0.0	10.2	9.0	1.2	11.7	10.7	1.0	14.5	14.5	0.0	9.5	10.6	-1.1	11.8	10.5	1.3						
ABC612	10.3	9.6	0.7	14.6	14.1	0.5	10.6	8.7	1.9	6.7	6.1	0.6	7.0	7.3	-0.3	13.1	11.8	1.3	9.3	9.7	-0.4						
4RN	2.2	2.4	-0.2	3.0	3.1	-0.1	1.6	1.6	0.0	1.1	1.2	-0.1	3.0	3.6	-0.6	2.6	3.4	-0.8	2.4	2.8	-0.4						
NEWSR	1.1	0.9	0.2	1.4	1.2	0.2	1.0	0.9	0.1	0.8	0.4	0.4	0.9	1.0	-0.1	1.7	1.2	0.5	1.7	1.3	0.4						
4JJJ	7.1	8.5	-1.4	6.7	7.4	-0.7	6.8	7.3	-0.5	6.8	9.0	-2.2	8.0	11.5	-3.5	9.2	8.3	0.9	6.6	8.1	-1.5						
ABCFM	2.0	2.1	-0.1	1.6	1.7	-0.1	1.1	1.8	-0.7	2.1	2.2	-0.1	2.7	2.4	0.3	4.6	4.1	0.5	3.2	3.2	0.0						

# EMBARGOED UNTIL 9:30AM AEST



## BRISBANE RADIO - SURVEY 2 2016

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	13	12	1	*	*	*	*	*	*	1	1	0	2	1	1	2	2	0	8	7	1
MAGIC 882	5	7	-2	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	3	4	-1
4KQ	19	19	0	*	*	*	*	*	*	*	1	*	3	3	0	8	7	1	7	8	-1
hit 105.3	27	24	3	4	4	0	9	7	2	8	9	-1	5	3	2	1	1	0	1	*	*
97.3FM	32	29	3	3	4	-1	3	2	1	7	6	1	11	10	1	6	4	2	2	2	0
4MMM	23	25	-2	2	2	0	2	2	0	7	8	-1	8	9	-1	3	4	-1	*	*	*
NOVA106.9	27	26	1	5	5	0	5	5	0	9	9	0	7	6	1	1	1	0	*	*	*
ABC612	24	23	1	*	*	*	*	*	*	1	2	-1	4	5	-1	5	4	1	13	12	1
4RN	5	6	-1	*	*	*	*	*	*	*	*	*	2	1	1	1	2	-1	2	2	0
NEWSR	3	2	1	*	*	*	*	*	*	*	*	*	*	1	*	1	1	0	1	1	0
4JJJ	16	20	-4	1	1	0	3	5	-2	8	9	-1	3	4	-1	1	1	0	1	*	*
ABCFM	5	6	-1	*	*	*	*	*	*	*	*	*	2	2	0	*	1	*	3	3	0
Total	234	235	-1	18	18	0	24	22	2	52	55	-3	56	58	-2	36	35	1	47	47	0

### 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	14	0	24	22	2	22	22	0	16	14	2	10	9	1	4	6	-2	9	7	2
MAGIC 882	5	6	-1	6	9	-3	8	9	-1	6	6	0	5	7	-2	2	2	0	6	8	-2
4KQ	19	21	-2	31	35	-4	31	33	-2	25	25	0	14	14	0	3	3	0	17	16	1
hit 105.3	30	27	3	39	36	3	40	38	2	41	35	6	37	31	6	6	5	1	18	17	1
97.3FM	34	30	4	51	45	6	44	36	8	45	39	6	34	28	6	8	9	-1	28	26	2
4MMM	26	30	-4	36	43	-7	37	46	-9	34	43	-9	26	23	3	6	5	1	15	14	1
NOVA106.9	29	28	1	44	45	-1	35	30	5	35	32	3	37	36	1	7	8	-1	23	20	3
ABC612	26	24	2	55	55	0	36	29	7	20	18	2	18	18	0	9	9	0	18	18	0
4RN	5	6	-1	11	12	-1	5	6	-1	3	4	-1	8	9	-1	2	3	-1	5	5	0
NEWSR	3	2	1	5	5	0	3	3	0	2	1	1	2	3	-1	1	1	0	3	2	1
4JJJ	18	22	-4	25	29	-4	23	25	-2	20	27	-7	20	29	-9	6	6	0	13	15	-2
ABCFM	5	5	0	6	7	-1	4	6	-2	6	7	-1	7	6	1	3	3	0	6	6	0
Total	251	254	-3	377	389	-12	341	337	4	299	302	-3	252	251	1	69	73	-4	193	188	5



# BRISBANE RADIO - SURVEY 2 2016

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	126	106	20	6	3	3	2	3	-1	14	9	5	29	20	9	24	27	-3	50	44	6
MAGIC 882	89	99	-10	3	4	-1	3	1	2	2	4	-2	12	16	-4	23	28	-5	47	45	2
4KQ	232	224	8	9	9	0	8	6	2	12	20	-8	48	46	2	79	74	5	76	69	7
hit 105.3	490	485	5	93	90	3	124	125	-1	164	179	-15	84	62	22	15	20	-5	10	8	2
97.3FM	555	547	8	80	86	-6	63	54	9	151	144	7	159	162	-3	71	68	3	31	33	-2
4MMM	382	387	-5	61	59	2	40	34	6	103	120	-17	132	120	12	36	41	-5	10	12	-2
NOVA106.9	584	576	8	117	113	4	118	117	1	196	209	-13	120	102	18	23	24	-1	10	11	-1
ABC612	286	298	-12	11	13	-2	7	1	6	37	45	-8	70	82	-12	54	56	-2	106	100	6
4RN	86	80	6	4	2	2	1	2	-1	12	14	-2	23	19	4	18	27	-9	29	17	12
NEWSR	79	78	1	3	4	-1	9	5	4	14	19	-5	11	16	-5	16	13	3	26	21	5
4JJJ	297	356	-59	29	29	0	63	86	-23	133	155	-22	51	64	-13	14	15	-1	7	6	1
ABCFM	95	93	2	4	4	0	8	6	2	22	19	3	25	25	0	7	12	-5	29	27	2
Total	1849	1851	-2	209	209	0	226	229	-3	483	486	-3	432	433	-1	237	233	4	261	260	1

## 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	117	95	22	90	73	17	63	58	5	65	52	13	52	48	4	21	28	-7	77	62	15
MAGIC 882	76	84	-8	39	54	-15	47	49	-2	45	50	-5	47	51	-4	21	32	-11	63	77	-14
4KQ	205	207	-2	139	142	-3	117	131	-14	123	124	-1	89	103	-14	46	48	-2	156	150	6
hit 105.3	461	454	7	290	273	17	212	213	-1	273	266	7	276	264	12	115	121	-6	308	300	8
97.3FM	505	492	13	335	341	-6	243	243	0	310	299	11	266	257	9	137	130	7	390	376	14
4MMM	340	343	-3	218	213	5	145	161	-16	188	205	-17	186	187	-1	102	95	7	220	227	-7
NOVA106.9	539	534	5	357	340	17	249	222	27	306	289	17	331	312	19	146	156	-10	383	371	12
ABC612	261	268	-7	201	206	-5	142	139	3	130	132	-2	114	123	-9	80	75	5	191	203	-12
4RN	80	75	5	50	52	-2	39	33	6	32	29	3	46	40	6	29	29	0	64	54	10
NEWSR	68	60	8	40	34	6	25	25	0	17	17	0	20	19	1	17	15	2	47	49	-2
4JJJ	270	328	-58	177	194	-17	119	163	-44	146	193	-47	154	204	-50	77	100	-23	194	218	-24
ABCFM	83	86	-3	48	45	3	28	40	-12	52	52	0	45	44	1	28	31	-3	59	58	1
Total	1802	1811	-9	1507	1523	-16	1158	1202	-44	1306	1357	-51	1321	1330	-9	731	757	-26	1573	1553	20