



BRISBANE RADIO - SURVEY 3 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	4.8	5.4	-0.6	0.5	1.9	-1.4	*	0.8	*	0.9	1.4	-0.5	2.5	3.8	-1.3	5.8	4.7	1.1	15.4	15.9	-0.5
Magic 882	2.7	2.3	0.4	0.4	0.4	0.0	0.2	0.2	0.0	0.7	0.1	0.6	2.9	1.6	1.3	3.6	3.0	0.6	6.0	6.7	-0.7
4KQ	8.1	8.0	0.1	2.1	1.8	0.3	1.4	1.1	0.3	1.7	0.8	0.9	5.2	5.2	0.0	21.8	20.7	1.1	13.3	15.3	-2.0
HIT 105	10.7	11.4	-0.7	20.7	21.3	-0.6	28.0	38.1	-10.1	16.6	14.5	2.1	7.1	8.1	-1.0	3.8	2.3	1.5	1.4	1.4	0.0
97.3FM	14.3	13.8	0.5	17.2	16.5	0.7	11.0	11.3	-0.3	15.4	13.2	2.2	20.9	20.2	0.7	16.3	17.5	-1.2	3.5	4.5	-1.0
104.5 TRIPLE M	8.7	9.7	-1.0	8.6	11.7	-3.1	9.3	8.1	1.2	11.6	13.7	-2.1	13.8	14.2	-0.4	6.0	8.4	-2.4	0.7	0.9	-0.2
NOVA106.9	12.1	11.7	0.4	27.7	28.1	-0.4	21.1	21.9	-0.8	22.1	17.8	4.3	11.0	11.6	-0.6	1.4	2.4	-1.0	0.5	0.7	-0.2
ABC612	10.7	10.1	0.6	1.8	1.9	-0.1	0.7	0.2	0.5	2.2	2.6	-0.4	5.6	6.8	-1.2	13.3	13.0	0.3	33.1	28.2	4.9
4RN	2.3	2.2	0.1	0.2	0.3	-0.1	*	*	*	1.7	0.9	0.8	1.9	2.7	-0.8	2.5	2.4	0.1	5.4	4.9	0.5
NEWSR	1.7	1.3	0.4	0.7	0.3	0.4	1.2	0.9	0.3	0.9	0.5	0.4	1.2	0.4	0.8	3.1	2.8	0.3	2.8	2.4	0.4
4JJB	7.1	7.0	0.1	6.4	5.2	1.2	21.2	12.3	8.9	13.1	16.2	-3.1	4.9	4.9	0.0	0.5	1.9	-1.4	1.6	1.3	0.3
ABCFM	1.5	2.3	-0.8	0.3	0.5	-0.2	0.6	0.9	-0.3	0.9	0.9	0.0	1.0	3.1	-2.1	1.5	0.9	0.6	3.9	5.4	-1.5

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	4.9	5.7	-0.8	5.8	6.3	-0.5	5.5	6.4	-0.9	4.3	5.3	-1.0	3.9	4.2	-0.3	3.8	5.8	-2.0	4.5	4.4	0.1
Magic 882	2.5	2.1	0.4	1.5	1.7	-0.2	2.5	2.3	0.2	3.0	2.1	0.9	2.7	2.0	0.7	4.5	3.4	1.1	3.2	2.9	0.3
4KQ	7.8	7.7	0.1	8.5	8.3	0.2	9.4	9.1	0.3	8.0	8.4	-0.4	5.8	5.5	0.3	4.3	4.3	0.0	9.0	8.7	0.3
HIT 105	11.2	12.1	-0.9	9.2	10.3	-1.1	10.7	11.8	-1.1	12.8	13.6	-0.8	14.4	14.6	-0.2	8.4	8.8	-0.4	8.9	9.2	-0.3
97.3FM	14.5	13.7	0.8	14.0	13.5	0.5	14.4	12.8	1.6	15.8	15.0	0.8	15.1	13.6	1.5	10.4	12.3	-1.9	13.7	14.4	-0.7
104.5 TRIPLE M	9.1	10.3	-1.2	9.1	9.6	-0.5	9.0	10.8	-1.8	8.9	11.3	-2.4	10.2	10.2	0.0	8.1	8.9	-0.8	7.1	7.5	-0.4
NOVA106.9	12.0	11.7	0.3	11.3	11.6	-0.3	10.6	10.2	0.4	12.4	11.7	0.7	14.1	14.5	-0.4	12.1	9.5	2.6	12.4	11.8	0.6
ABC612	10.8	10.3	0.5	15.1	14.6	0.5	10.8	10.6	0.2	8.2	6.7	1.5	5.9	7.0	-1.1	14.4	13.1	1.3	10.3	9.3	1.0
4RN	2.3	2.2	0.1	3.2	3.0	0.2	1.7	1.6	0.1	1.2	1.1	0.1	2.9	3.0	-0.1	2.6	2.6	0.0	2.3	2.4	-0.1
NEWSR	1.6	1.1	0.5	1.9	1.4	0.5	1.1	1.0	0.1	1.3	0.8	0.5	1.5	0.9	0.6	2.8	1.7	1.1	2.2	1.7	0.5
4JJB	7.1	7.1	0.0	6.2	6.7	-0.5	6.6	6.8	-0.2	6.4	6.8	-0.4	8.0	8.0	0.0	12.1	9.2	2.9	7.2	6.6	0.6
ABCFM	1.4	2.0	-0.6	1.1	1.6	-0.5	1.1	1.1	0.0	1.5	2.1	-0.6	1.8	2.7	-0.9	2.4	4.6	-2.2	2.0	3.2	-1.2



BRISBANE RADIO - SURVEY 3 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	11	13	-2	*	*	*	*	*	*	*	1	*	1	2	-1	2	2	0	7	8	-1
Magic 882	6	5	1	*	*	*	*	*	*	*	*	*	2	1	1	1	1	0	3	3	0
4KQ	19	19	0	*	*	*	*	*	*	1	*	*	3	3	0	8	8	0	6	7	-1
HIT 105	25	27	-2	4	4	0	7	9	-2	8	8	0	4	5	-1	1	1	0	1	1	0
97.3FM	33	32	1	3	3	0	3	3	0	7	7	0	12	11	1	6	6	0	2	2	0
104.5 TRIPLE M	20	23	-3	2	2	0	2	2	0	6	7	-1	8	8	0	2	3	-1	*	*	*
NOVA106.9	28	27	1	5	5	0	5	5	0	11	9	2	7	7	0	1	1	0	*	*	*
ABC612	25	24	1	*	*	*	*	*	*	1	1	0	3	4	-1	5	5	0	15	13	2
4RN	5	5	0	*	*	*	*	*	*	1	*	*	1	2	-1	1	1	0	2	2	0
NEWSR	4	3	1	*	*	*	*	*	*	*	*	*	1	*	*	1	1	0	1	1	0
4JJJ	17	16	1	1	1	0	5	3	2	6	8	-2	3	3	0	*	1	*	1	1	0
ABC FM	4	5	-1	*	*	*	*	*	*	*	*	*	1	2	-1	1	*	*	2	3	-1
Total	233	234	-1	18	18	0	25	24	1	48	52	-4	59	56	3	37	36	1	46	47	-1

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	12	14	-2	22	24	-2	18	22	-4	13	16	-3	10	10	0	3	4	-1	9	9	0
Magic 882	6	5	1	6	6	0	8	8	0	9	6	3	7	5	2	3	2	1	6	6	0
4KQ	19	19	0	32	31	1	31	31	0	24	25	-1	14	14	0	3	3	0	17	17	0
HIT 105	28	30	-2	35	39	-4	36	40	-4	38	41	-3	36	37	-1	6	6	0	17	18	-1
97.3FM	36	34	2	53	51	2	48	44	4	47	45	2	38	34	4	7	8	-1	26	28	-2
104.5 TRIPLE M	23	26	-3	34	36	-2	30	37	-7	27	34	-7	26	26	0	6	6	0	13	15	-2
NOVA106.9	30	29	1	43	44	-1	35	35	0	37	35	2	36	37	-1	8	7	1	24	23	1
ABC612	27	26	1	57	55	2	36	36	0	25	20	5	15	18	-3	10	9	1	20	18	2
4RN	6	5	1	12	11	1	6	5	1	4	3	1	7	8	-1	2	2	0	4	5	-1
NEWSR	4	3	1	7	5	2	4	3	1	4	2	2	4	2	2	2	1	1	4	3	1
4JJJ	18	18	0	24	25	-1	22	23	-1	19	20	-1	20	20	0	8	6	2	14	13	1
ABC FM	4	5	-1	4	6	-2	4	4	0	5	6	-1	5	7	-2	2	3	-1	4	6	-2
Total	250	251	-1	379	377	2	332	341	-9	301	299	2	251	252	-1	68	69	-1	191	193	-2



BRISBANE RADIO - SURVEY 3 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	128	126	2	6	6	0	1	2	-1	14	14	0	31	29	2	28	24	4	48	50	-2
Magic 882	88	89	-1	4	3	1	3	3	0	5	2	3	12	12	0	22	23	-1	42	47	-5
4KQ	241	232	9	8	9	-1	12	8	4	19	12	7	48	48	0	78	79	-1	76	76	0
HIT 105	456	490	-34	90	93	-3	104	124	-20	159	164	-5	77	84	-7	19	15	4	6	10	-4
97.3FM	545	555	-10	75	80	-5	62	63	-1	161	151	10	155	159	-4	63	71	-8	29	31	-2
104.5 TRIPLE M	363	382	-19	53	61	-8	45	40	5	94	103	-9	136	132	4	29	36	-7	6	10	-4
NOVA106.9	532	584	-52	102	117	-15	111	118	-7	189	196	-7	106	120	-14	17	23	-6	7	10	-3
ABC612	315	286	29	15	11	4	17	7	10	39	37	2	61	70	-9	63	54	9	121	106	15
4RN	92	86	6	4	4	0	3	1	2	18	12	6	18	23	-5	16	18	-2	33	29	4
NEWSR	83	79	4	3	3	0	9	9	0	12	14	-2	20	11	9	14	16	-2	25	26	-1
4JJJ	287	297	-10	26	29	-3	78	63	15	126	133	-7	43	51	-8	10	14	-4	5	7	-2
ABCFM	83	95	-12	2	4	-2	9	8	1	19	22	-3	15	25	-10	10	7	3	30	29	1
Total	1854	1849	5	211	209	2	228	226	2	482	483	-1	430	432	-2	239	237	2	264	261	3

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	119	117	2	84	90	-6	62	63	-1	68	65	3	56	52	4	25	21	4	74	77	-3
Magic 882	79	76	3	42	39	3	49	47	2	54	45	9	50	47	3	19	21	-2	57	63	-6
4KQ	210	205	5	138	139	-1	126	117	9	130	123	7	99	89	10	47	46	1	163	156	7
HIT 105	426	461	-35	271	290	-19	206	212	-6	257	273	-16	261	276	-15	112	115	-3	294	308	-14
97.3FM	487	505	-18	326	335	-9	241	243	-2	287	310	-23	276	266	10	131	137	-6	366	390	-24
104.5 TRIPLE M	325	340	-15	206	218	-12	153	145	8	184	188	-4	173	186	-13	95	102	-7	213	220	-7
NOVA106.9	487	539	-52	312	357	-45	227	249	-22	304	306	-2	303	331	-28	130	146	-16	359	383	-24
ABC612	287	261	26	215	201	14	149	142	7	147	130	17	117	114	3	84	80	4	216	191	25
4RN	85	80	5	56	50	6	40	39	1	32	32	0	51	46	5	28	29	-1	63	64	-1
NEWSR	74	68	6	51	40	11	25	25	0	21	17	4	29	20	9	23	17	6	50	47	3
4JJJ	256	270	-14	160	177	-17	106	119	-13	128	146	-18	159	154	5	93	77	16	191	194	-3
ABCFM	69	83	-14	33	48	-15	30	28	2	43	52	-9	36	45	-9	27	28	-1	53	59	-6
Total	1792	1802	-10	1469	1507	-38	1155	1158	-3	1308	1306	2	1332	1321	11	727	731	-4	1578	1573	5