



BRISBANE RADIO - SURVEY 7 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	6.2	5.3	0.9	*	0.6	*	0.2	*	*	0.8	0.6	0.2	3.7	4.2	-0.5	6.9	7.1	-0.2	18.6	13.6	5.0
Magic 882	3.9	3.8	0.1	0.1	0.1	0.0	0.5	0.4	0.1	0.6	*	*	3.0	2.8	0.2	6.4	5.7	0.7	9.2	10.2	-1.0
4KQ	8.5	8.5	0.0	2.3	1.2	1.1	1.0	1.2	-0.2	0.6	0.9	-0.3	5.9	6.8	-0.9	21.5	19.8	1.7	15.9	15.3	0.6
HIT 105	10.8	10.7	0.1	27.1	27.8	-0.7	24.2	25.2	-1.0	18.7	19.6	-0.9	8.9	7.8	1.1	2.1	2.2	-0.1	0.7	0.6	0.1
97.3FM	12.2	12.2	0.0	13.8	9.9	3.9	8.9	9.2	-0.3	10.8	10.1	0.7	18.7	18.6	0.1	11.0	12.4	-1.4	7.5	7.2	0.3
104.5 TRIPLE M	8.7	9.5	-0.8	8.9	9.7	-0.8	8.9	6.1	2.8	11.5	10.9	0.6	13.4	14.9	-1.5	7.4	10.4	-3.0	1.1	1.2	-0.1
NOVA106.9	13.5	13.7	-0.2	27.2	28.7	-1.5	26.1	26.3	-0.2	22.4	24.4	-2.0	14.4	14.4	0.0	3.8	2.0	1.8	0.6	0.7	-0.1
ABC612	8.2	7.9	0.3	1.5	2.0	-0.5	0.4	0.4	0.0	2.6	2.2	0.4	3.6	3.4	0.2	13.5	11.0	2.5	21.1	22.6	-1.5
4RN	1.9	2.3	-0.4	0.5	0.5	0.0	0.2	0.2	0.0	1.1	0.5	0.6	2.2	2.2	0.0	2.2	4.6	-2.4	3.4	4.1	-0.7
NEWSR	1.1	1.3	-0.2	0.6	0.5	0.1	0.2	0.3	-0.1	1.0	0.5	0.5	0.8	0.8	0.0	1.9	1.5	0.4	1.5	3.2	-1.7
4J JJ	7.9	8.5	-0.6	3.2	6.4	-3.2	17.9	20.1	-2.2	16.3	18.3	-2.0	8.2	7.6	0.6	1.9	2.9	-1.0	*	0.1	*
ABCFM	2.0	2.1	-0.1	1.6	1.9	-0.3	0.7	1.3	-0.6	1.1	0.7	0.4	1.2	0.9	0.3	1.9	1.0	0.9	4.6	6.5	-1.9

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	6.5	5.5	1.0	8.2	6.3	1.9	7.5	7.1	0.4	4.7	4.8	-0.1	4.4	3.5	0.9	7.3	5.0	2.3	5.3	4.5	0.8
Magic 882	3.5	3.5	0.0	3.5	3.3	0.2	3.8	4.4	-0.6	3.5	3.6	-0.1	2.9	2.5	0.4	3.7	4.2	-0.5	5.3	4.7	0.6
4KQ	8.2	8.4	-0.2	9.4	8.0	1.4	9.4	10.6	-1.2	8.2	9.3	-1.1	6.1	6.0	0.1	4.8	6.3	-1.5	9.8	8.8	1.0
HIT 105	11.1	10.7	0.4	9.0	9.0	0.0	10.6	9.1	1.5	12.2	11.4	0.8	14.4	14.5	-0.1	10.1	10.6	-0.5	9.7	10.5	-0.8
97.3FM	12.3	12.4	-0.1	12.5	13.4	-0.9	11.7	12.7	-1.0	12.1	12.3	-0.2	12.5	11.9	0.6	13.0	9.0	4.0	11.8	11.5	0.3
104.5 TRIPLE M	9.2	10.0	-0.8	8.0	9.6	-1.6	9.7	10.5	-0.8	11.2	11.3	-0.1	8.1	9.1	-1.0	7.8	7.5	0.3	7.3	7.9	-0.6
NOVA106.9	13.2	13.9	-0.7	12.6	13.2	-0.6	11.4	12.7	-1.3	13.5	14.5	-1.0	16.3	16.4	-0.1	12.8	12.5	0.3	14.4	12.9	1.5
ABC612	8.3	8.0	0.3	11.3	11.4	-0.1	7.5	7.5	0.0	6.3	5.9	0.4	6.1	5.6	0.5	10.6	9.0	1.6	8.0	7.7	0.3
4RN	1.9	2.3	-0.4	2.5	2.8	-0.3	1.3	1.6	-0.3	1.1	1.6	-0.5	2.7	3.1	-0.4	2.5	2.2	0.3	2.0	2.6	-0.6
NEWSR	1.0	1.2	-0.2	1.6	1.9	-0.3	0.5	0.4	0.1	0.6	0.6	0.0	1.0	1.1	-0.1	1.7	3.4	-1.7	1.3	1.4	-0.1
4J JJ	8.5	8.8	-0.3	8.2	8.8	-0.6	8.4	8.3	0.1	8.9	9.1	-0.2	9.9	9.7	0.2	6.1	7.5	-1.4	5.7	7.6	-1.9
ABCFM	2.0	2.1	-0.1	1.9	2.1	-0.2	2.1	2.2	-0.1	2.1	1.6	0.5	2.0	2.7	-0.7	1.5	2.2	-0.7	2.0	2.3	-0.3



BRISBANE RADIO - SURVEY 7 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	15	12	3	*	*	*	*	*	*	*	*	*	2	3	-1	2	3	-1	9	6	3
Magic 882	9	9	0	*	*	*	*	*	*	*	*	*	2	2	0	2	2	0	5	5	0
4KQ	20	20	0	*	*	*	*	*	*	*	*	*	4	4	0	8	7	1	8	7	1
HIT 105	26	25	1	4	4	0	5	5	0	10	10	0	5	5	0	1	1	0	*	*	*
97.3FM	29	28	1	2	1	1	2	2	0	6	5	1	11	12	-1	4	5	-1	4	3	1
104.5 TRIPLE M	21	22	-1	1	1	0	2	1	1	6	5	1	8	10	-2	3	4	-1	1	1	0
NOVA106.9	32	32	0	4	4	0	5	5	0	12	12	0	9	9	0	1	1	0	*	*	*
ABC612	19	18	1	*	*	*	*	*	*	1	1	0	2	2	0	5	4	1	11	11	0
4RN	5	5	0	*	*	*	*	*	*	1	*	*	1	1	0	1	2	-1	2	2	0
NEWSR	3	3	0	*	*	*	*	*	*	1	*	*	*	1	*	1	1	0	1	2	-1
4JJJ	19	20	-1	*	1	*	4	4	0	9	9	0	5	5	0	1	1	0	*	*	*
ABCFM	5	5	0	*	*	*	*	*	*	1	*	*	1	1	0	1	*	*	2	3	-1
Total	236	232	4	15	15	0	21	19	2	53	49	4	61	65	-4	35	37	-2	51	47	4

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	16	14	2	31	23	8	25	23	2	14	14	0	11	9	2	5	4	1	10	9	1
Magic 882	9	9	0	13	12	1	12	14	-2	11	11	0	8	6	2	3	3	0	10	9	1
4KQ	21	21	0	36	29	7	31	34	-3	25	28	-3	15	15	0	4	4	0	19	17	2
HIT 105	28	26	2	35	33	2	35	29	6	37	34	3	37	37	0	8	7	1	19	20	-1
97.3FM	31	31	0	48	49	-1	38	41	-3	37	37	0	32	31	1	10	6	4	23	22	1
104.5 TRIPLE M	23	25	-2	31	35	-4	32	34	-2	34	34	0	21	23	-2	6	5	1	14	15	-1
NOVA106.9	34	34	0	48	48	0	37	41	-4	42	43	-1	42	42	0	10	9	1	27	25	2
ABC612	21	20	1	43	42	1	25	24	1	19	18	1	16	14	2	8	6	2	15	15	0
4RN	5	6	-1	10	10	0	4	5	-1	3	5	-2	7	8	-1	2	2	0	4	5	-1
NEWSR	3	3	0	6	7	-1	2	1	1	2	2	0	3	3	0	1	2	-1	3	3	0
4JJJ	22	22	0	31	32	-1	27	27	0	28	27	1	25	25	0	5	5	0	11	15	-4
ABCFM	5	5	0	7	8	-1	7	7	0	6	5	1	5	7	-2	1	2	-1	4	4	0
Total	254	247	7	383	367	16	328	321	7	308	299	9	256	257	-1	75	70	5	191	194	-3



BRISBANE RADIO - SURVEY 7 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	125	113	12	*	5	*	2	2	0	14	10	4	24	29	-5	26	26	0	58	41	17
Magic 882	108	109	-1	3	1	2	3	3	0	6	1	5	14	22	-8	32	33	-1	49	48	1
4KQ	226	205	21	16	9	7	7	6	1	10	12	-2	48	45	3	72	65	7	73	69	4
HIT 105	534	534	0	100	98	2	107	118	-11	214	201	13	94	96	-2	14	17	-3	5	4	1
97.3FM	521	529	-8	62	70	-8	67	66	1	132	129	3	163	165	-2	63	66	-3	35	34	1
104.5 TRIPLE M	357	359	-2	43	47	-4	42	34	8	110	107	3	116	121	-5	39	41	-2	8	9	-1
NOVA106.9	575	588	-13	115	115	0	113	113	0	193	204	-11	126	130	-4	21	19	2	6	7	-1
ABC612	263	264	-1	8	13	-5	8	6	2	32	31	1	64	55	9	58	61	-3	92	98	-6
4RN	71	70	1	6	5	1	2	2	0	14	6	8	16	19	-3	14	18	-4	19	21	-2
NEWSR	87	87	0	11	10	1	4	6	-2	15	11	4	17	21	-4	22	16	6	18	23	-5
4JJJ	302	343	-41	17	31	-14	78	82	-4	135	152	-17	58	58	0	13	17	-4	*	3	*
ABCFM	79	88	-9	6	5	1	7	7	0	14	17	-3	12	15	-3	15	11	4	25	33	-8
Total	1853	1853	0	209	211	-2	228	228	0	482	484	-2	435	432	3	238	236	2	261	261	0

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	116	103	13	88	77	11	73	58	15	68	64	4	58	59	-1	43	28	15	78	65	13
Magic 882	97	96	1	58	56	2	61	64	-3	61	59	2	48	42	6	24	25	-1	75	73	2
4KQ	202	185	17	139	125	14	122	119	3	125	124	1	110	99	11	54	50	4	162	144	18
HIT 105	492	495	-3	302	292	10	205	184	21	286	277	9	307	312	-5	144	143	1	317	321	-4
97.3FM	480	484	-4	303	313	-10	222	232	-10	265	282	-17	272	274	-2	135	117	18	323	319	4
104.5 TRIPLE M	311	312	-1	189	193	-4	150	141	9	190	193	-3	172	169	3	74	77	-3	221	208	13
NOVA106.9	543	550	-7	332	345	-13	213	220	-7	328	329	-1	328	331	-3	143	141	2	363	383	-20
ABC612	235	235	0	179	167	12	105	112	-7	124	112	12	109	112	-3	73	66	7	166	167	-1
4RN	64	62	2	42	44	-2	27	29	-2	28	38	-10	39	40	-1	21	19	2	50	54	-4
NEWSR	69	73	-4	46	47	-1	19	19	0	27	19	8	32	26	6	21	28	-7	56	55	1
4JJJ	289	309	-20	171	190	-19	113	130	-17	152	164	-12	177	174	3	91	91	0	168	202	-34
ABCFM	73	79	-6	43	48	-5	35	36	-1	40	41	-1	42	44	-2	27	25	2	42	53	-11
Total	1808	1813	-5	1460	1468	-8	1117	1109	8	1281	1297	-16	1327	1325	2	733	720	13	1508	1513	-5