



BRISBANE RADIO - SURVEY 8 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	5.3	6.2	-0.9	0.1	*	*	0.2	0.2	0.0	1.3	0.8	0.5	2.2	3.7	-1.5	7.4	6.9	0.5	16.0	18.6	-2.6
Magic 882	2.8	3.9	-1.1	0.2	0.1	0.1	0.2	0.5	-0.3	0.8	0.6	0.2	0.9	3.0	-2.1	4.5	6.4	-1.9	8.0	9.2	-1.2
4KQ	8.8	8.5	0.3	1.3	2.3	-1.0	1.5	1.0	0.5	1.3	0.6	0.7	7.0	5.9	1.1	22.4	21.5	0.9	14.8	15.9	-1.1
HIT 105	10.4	10.8	-0.4	22.2	27.1	-4.9	27.2	24.2	3.0	17.0	18.7	-1.7	8.1	8.9	-0.8	2.2	2.1	0.1	0.1	0.7	-0.6
97.3FM	13.7	12.2	1.5	23.5	13.8	9.7	11.4	8.9	2.5	11.6	10.8	0.8	20.8	18.7	2.1	11.9	11.0	0.9	6.4	7.5	-1.1
104.5 TRIPLE M	9.3	8.7	0.6	9.2	8.9	0.3	10.1	8.9	1.2	12.9	11.5	1.4	13.7	13.4	0.3	6.6	7.4	-0.8	1.8	1.1	0.7
NOVA106.9	12.6	13.5	-0.9	22.8	27.2	-4.4	24.1	26.1	-2.0	20.0	22.4	-2.4	11.9	14.4	-2.5	5.1	3.8	1.3	1.6	0.6	1.0
ABC612	9.2	8.2	1.0	1.4	1.5	-0.1	1.2	0.4	0.8	2.9	2.6	0.3	4.5	3.6	0.9	10.3	13.5	-3.2	27.4	21.1	6.3
4RN	1.7	1.9	-0.2	0.5	0.5	0.0	0.6	0.2	0.4	1.0	1.1	-0.1	1.4	2.2	-0.8	1.7	2.2	-0.5	3.6	3.4	0.2
NEWSR	1.0	1.1	-0.1	0.6	0.6	0.0	0.2	0.2	0.0	1.0	1.0	0.0	0.6	0.8	-0.2	1.8	1.9	-0.1	1.5	1.5	0.0
4JJJ	7.7	7.9	-0.2	3.7	3.2	0.5	13.9	17.9	-4.0	17.3	16.3	1.0	6.8	8.2	-1.4	2.7	1.9	0.8	0.2	*	*
ABCFM	2.3	2.0	0.3	1.2	1.6	-0.4	0.2	0.7	-0.5	1.7	1.1	0.6	1.2	1.2	0.0	2.1	1.9	0.2	5.9	4.6	1.3

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	5.8	6.5	-0.7	7.1	8.2	-1.1	6.7	7.5	-0.8	4.5	4.7	-0.2	3.8	4.4	-0.6	6.9	7.3	-0.4	3.6	5.3	-1.7
Magic 882	2.5	3.5	-1.0	2.2	3.5	-1.3	2.2	3.8	-1.6	2.7	3.5	-0.8	2.8	2.9	-0.1	3.1	3.7	-0.6	3.6	5.3	-1.7
4KQ	8.4	8.2	0.2	10.0	9.4	0.6	8.8	9.4	-0.6	7.9	8.2	-0.3	6.6	6.1	0.5	6.9	4.8	2.1	10.1	9.8	0.3
HIT 105	10.9	11.1	-0.2	8.9	9.0	-0.1	10.1	10.6	-0.5	11.7	12.2	-0.5	14.2	14.4	-0.2	10.4	10.1	0.3	9.1	9.7	-0.6
97.3FM	13.6	12.3	1.3	13.1	12.5	0.6	13.7	11.7	2.0	14.1	12.1	2.0	13.4	12.5	0.9	14.9	13.0	1.9	13.7	11.8	1.9
104.5 TRIPLE M	9.8	9.2	0.6	8.9	8.0	0.9	10.4	9.7	0.7	11.8	11.2	0.6	9.1	8.1	1.0	6.8	7.8	-1.0	7.6	7.3	0.3
NOVA106.9	12.6	13.2	-0.6	12.2	12.6	-0.4	10.8	11.4	-0.6	12.9	13.5	-0.6	15.7	16.3	-0.6	11.6	12.8	-1.2	12.3	14.4	-2.1
ABC612	9.0	8.3	0.7	11.9	11.3	0.6	9.1	7.5	1.6	6.4	6.3	0.1	7.0	6.1	0.9	10.7	10.6	0.1	9.6	8.0	1.6
4RN	1.7	1.9	-0.2	2.5	2.5	0.0	1.2	1.3	-0.1	0.7	1.1	-0.4	1.6	2.7	-1.1	3.6	2.5	1.1	1.5	2.0	-0.5
NEWSR	0.9	1.0	-0.1	1.3	1.6	-0.3	0.6	0.5	0.1	0.7	0.6	0.1	0.9	1.0	-0.1	0.8	1.7	-0.9	1.4	1.3	0.1
4JJJ	8.2	8.5	-0.3	8.0	8.2	-0.2	7.8	8.4	-0.6	8.3	8.9	-0.6	9.4	9.9	-0.5	7.0	6.1	0.9	5.9	5.7	0.2
ABCFM	2.1	2.0	0.1	2.4	1.9	0.5	1.9	2.1	-0.2	2.1	2.1	0.0	1.6	2.0	-0.4	2.9	1.5	1.4	3.0	2.0	1.0



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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	15	-3	*	*	*	*	*	*	1	*	*	1	2	-1	3	2	1	7	9	-2
Magic 882	6	9	-3	*	*	*	*	*	*	*	*	*	1	2	-1	2	2	0	4	5	-1
4KQ	20	20	0	*	*	*	*	*	*	1	*	*	4	4	0	8	8	0	7	8	-1
HIT 105	24	26	-2	4	4	0	6	5	1	9	10	-1	4	5	-1	1	1	0	*	*	*
97.3FM	31	29	2	4	2	2	2	2	0	6	6	0	11	11	0	4	4	0	3	4	-1
104.5 TRIPLE M	21	21	0	2	1	1	2	2	0	7	6	1	7	8	-1	2	3	-1	1	1	0
NOVA106.9	29	32	-3	4	4	0	5	5	0	10	12	-2	7	9	-2	2	1	1	1	*	*
ABC612	21	19	2	*	*	*	*	*	*	2	1	1	2	2	0	4	5	-1	13	11	2
4RN	4	5	-1	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0	2	2	0
NEWSR	2	3	-1	*	*	*	*	*	*	1	1	0	*	*	*	1	1	0	1	1	0
4JJJ	18	19	-1	1	*	*	3	4	-1	9	9	0	4	5	-1	1	1	0	*	*	*
ABCFM	5	5	0	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0	3	2	1
Total	229	236	-7	17	15	2	22	21	1	52	53	-1	54	61	-7	37	35	2	46	51	-5

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	16	-2	28	31	-3	20	25	-5	13	14	-1	10	11	-1	5	5	0	7	10	-3
Magic 882	6	9	-3	9	13	-4	7	12	-5	8	11	-3	7	8	-1	2	3	-1	7	10	-3
4KQ	21	21	0	39	36	3	27	31	-4	22	25	-3	17	15	2	5	4	1	19	19	0
HIT 105	27	28	-1	35	35	0	31	35	-4	33	37	-4	37	37	0	8	8	0	17	19	-2
97.3FM	34	31	3	51	48	3	42	38	4	39	37	2	35	32	3	11	10	1	26	23	3
104.5 TRIPLE M	24	23	1	35	31	4	32	32	0	33	34	-1	24	21	3	5	6	-1	14	14	0
NOVA106.9	31	34	-3	48	48	0	33	37	-4	36	42	-6	40	42	-2	8	10	-2	23	27	-4
ABC612	22	21	1	46	43	3	28	25	3	18	19	-1	18	16	2	8	8	0	18	15	3
4RN	4	5	-1	10	10	0	4	4	0	2	3	-1	4	7	-3	3	2	1	3	4	-1
NEWSR	2	3	-1	5	6	-1	2	2	0	2	2	0	2	3	-1	1	1	0	3	3	0
4JJJ	20	22	-2	31	31	0	24	27	-3	23	28	-5	24	25	-1	5	5	0	11	11	0
ABCFM	5	5	0	9	7	2	6	7	-1	6	6	0	4	5	-1	2	1	1	6	4	2
Total	246	254	-8	392	383	9	306	328	-22	281	308	-27	258	256	2	72	75	-3	187	191	-4



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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	122	125	-3	1	*	*	2	2	0	14	14	0	19	24	-5	31	26	5	53	58	-5
Magic 882	95	108	-13	4	3	1	1	3	-2	9	6	3	7	14	-7	26	32	-6	48	49	-1
4KQ	224	226	-2	11	16	-5	6	7	-1	11	10	1	47	48	-1	73	72	1	76	73	3
HIT 105	509	534	-25	95	100	-5	116	107	9	197	214	-17	78	94	-16	17	14	3	6	5	1
97.3FM	525	521	4	68	62	6	65	67	-2	132	132	0	162	163	-1	60	63	-3	38	35	3
104.5 TRIPLE M	393	357	36	56	43	13	49	42	7	130	110	20	113	116	-3	36	39	-3	8	8	0
NOVA106.9	547	575	-28	105	115	-10	115	113	2	184	193	-9	106	126	-20	27	21	6	9	6	3
ABC612	262	263	-1	6	8	-2	16	8	8	31	32	-1	63	64	-1	50	58	-8	96	92	4
4RN	73	71	2	5	6	-1	1	2	-1	11	14	-3	19	16	3	15	14	1	21	19	2
NEWSR	79	87	-8	5	11	-6	5	4	1	15	15	0	16	17	-1	18	22	-4	21	18	3
4JJJ	315	302	13	24	17	7	76	78	-2	135	135	0	63	58	5	15	13	2	2	*	*
ABCFM	70	79	-9	5	6	-1	4	7	-3	15	14	1	10	12	-2	13	15	-2	23	25	-2
Total	1855	1853	2	210	209	1	224	228	-4	484	482	2	436	435	1	238	238	0	263	261	2

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	116	1	76	88	-12	75	73	2	64	68	-4	48	58	-10	41	43	-2	71	78	-7
Magic 882	82	97	-15	45	58	-13	48	61	-13	49	61	-12	45	48	-3	23	24	-1	72	75	-3
4KQ	199	202	-3	144	139	5	116	122	-6	116	125	-9	110	110	0	51	54	-3	162	162	0
HIT 105	465	492	-27	288	302	-14	186	205	-19	277	286	-9	295	307	-12	130	144	-14	296	317	-21
97.3FM	480	480	0	318	303	15	209	222	-13	270	265	5	280	272	8	134	135	-1	324	323	1
104.5 TRIPLE M	337	311	26	218	189	29	158	150	8	191	190	1	186	172	14	71	74	-3	237	221	16
NOVA106.9	516	543	-27	330	332	-2	190	213	-23	298	328	-30	311	328	-17	133	143	-10	339	363	-24
ABC612	229	235	-6	169	179	-10	120	105	15	124	124	0	110	109	1	66	73	-7	182	166	16
4RN	69	64	5	48	42	6	27	27	0	24	28	-4	35	39	-4	25	21	4	40	50	-10
NEWSR	65	69	-4	43	46	-3	20	19	1	30	27	3	29	32	-3	13	21	-8	55	56	-1
4JJJ	292	289	3	184	171	13	110	113	-3	147	152	-5	180	177	3	94	91	3	188	168	20
ABCFM	62	73	-11	35	43	-8	27	35	-8	33	40	-7	31	42	-11	26	27	-1	44	42	2
Total	1799	1808	-9	1475	1460	15	1082	1117	-35	1265	1281	-16	1331	1327	4	711	733	-22	1525	1508	17