



BRISBANE RADIO - SURVEY 1 2017

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	5.5	5.3	0.2	0.6	0.1	0.5	0.1	0.2	-0.1	0.8	1.3	-0.5	1.5	2.2	-0.7	8.4	7.4	1.0	16.9	16.0	0.9
Magic 882	2.1	2.8	-0.7	*	0.2	*	0.2	0.2	0.0	*	0.8	*	0.8	0.9	-0.1	3.9	4.5	-0.6	6.0	8.0	-2.0
4KQ	7.5	8.8	-1.3	0.6	1.3	-0.7	0.4	1.5	-1.1	1.3	1.3	0.0	7.2	7.0	0.2	16.9	22.4	-5.5	12.3	14.8	-2.5
HIT 105	11.2	10.4	0.8	22.3	22.2	0.1	28.5	27.2	1.3	18.3	17.0	1.3	8.6	8.1	0.5	3.8	2.2	1.6	1.3	0.1	1.2
97.3FM	12.5	13.7	-1.2	10.9	23.5	-12.6	7.7	11.4	-3.7	10.9	11.6	-0.7	20.7	20.8	-0.1	16.0	11.9	4.1	4.6	6.4	-1.8
104.5 TRIPLE M	10.6	9.3	1.3	9.1	9.2	-0.1	13.2	10.1	3.1	12.9	12.9	0.0	15.5	13.7	1.8	10.4	6.6	3.8	1.6	1.8	-0.2
NOVA106.9	11.0	12.6	-1.6	25.7	22.8	2.9	16.3	24.1	-7.8	20.1	20.0	0.1	12.1	11.9	0.2	1.4	5.1	-3.7	0.5	1.6	-1.1
612 ABC	9.2	9.2	0.0	0.9	1.4	-0.5	0.5	1.2	-0.7	1.4	2.9	-1.5	4.7	4.5	0.2	14.9	10.3	4.6	24.6	27.4	-2.8
4RN	2.4	1.7	0.7	3.4	0.5	2.9	0.8	0.6	0.2	1.0	1.0	0.0	1.4	1.4	0.0	1.4	1.7	-0.3	6.1	3.6	2.5
NEWSR	1.0	1.0	0.0	0.5	0.6	-0.1	0.3	0.2	0.1	1.1	1.0	0.1	0.5	0.6	-0.1	1.5	1.8	-0.3	1.6	1.5	0.1
4JJJ	8.6	7.7	0.9	10.7	3.7	7.0	21.9	13.9	8.0	17.3	17.3	0.0	6.7	6.8	-0.1	1.9	2.7	-0.8	0.1	0.2	-0.1
ABCFM	2.5	2.3	0.2	0.3	1.2	-0.9	1.6	0.2	1.4	1.4	1.7	-0.3	0.7	1.2	-0.5	0.9	2.1	-1.2	7.8	5.9	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	5.7	5.8	-0.1	7.2	7.1	0.1	7.8	6.7	1.1	4.1	4.5	-0.4	3.3	3.8	-0.5	4.8	6.9	-2.1	4.8	3.6	1.2
Magic 882	2.0	2.5	-0.5	1.9	2.2	-0.3	2.4	2.2	0.2	1.7	2.7	-1.0	1.7	2.8	-1.1	2.7	3.1	-0.4	2.6	3.6	-1.0
4KQ	7.0	8.4	-1.4	7.4	10.0	-2.6	8.1	8.8	-0.7	6.8	7.9	-1.1	5.6	6.6	-1.0	6.3	6.9	-0.6	9.1	10.1	-1.0
HIT 105	11.4	10.9	0.5	11.9	8.9	3.0	9.6	10.1	-0.5	10.9	11.7	-0.8	14.7	14.2	0.5	9.0	10.4	-1.4	10.5	9.1	1.4
97.3FM	12.8	13.6	-0.8	11.1	13.1	-2.0	13.8	13.7	0.1	15.2	14.1	1.1	11.5	13.4	-1.9	11.4	14.9	-3.5	11.5	13.7	-2.2
104.5 TRIPLE M	11.5	9.8	1.7	11.8	8.9	2.9	13.3	10.4	2.9	12.9	11.8	1.1	9.1	9.1	0.0	5.3	6.8	-1.5	7.3	7.6	-0.3
NOVA106.9	11.1	12.6	-1.5	10.7	12.2	-1.5	8.8	10.8	-2.0	10.8	12.9	-2.1	14.5	15.7	-1.2	11.8	11.6	0.2	10.7	12.3	-1.6
612 ABC	9.2	9.0	0.2	11.9	11.9	0.0	9.9	9.1	0.8	7.1	6.4	0.7	6.3	7.0	-0.7	9.7	10.7	-1.0	9.3	9.6	-0.3
4RN	2.2	1.7	0.5	3.4	2.5	0.9	1.0	1.2	-0.2	0.8	0.7	0.1	3.0	1.6	1.4	3.5	3.6	-0.1	3.0	1.5	1.5
NEWSR	0.9	0.9	0.0	1.3	1.3	0.0	0.6	0.6	0.0	0.5	0.7	-0.2	0.4	0.9	-0.5	3.0	0.8	2.2	1.3	1.4	-0.1
4JJJ	8.7	8.2	0.5	7.1	8.0	-0.9	6.8	7.8	-1.0	9.3	8.3	1.0	11.5	9.4	2.1	11.4	7.0	4.4	8.2	5.9	2.3
ABCFM	2.4	2.1	0.3	1.9	2.4	-0.5	2.5	1.9	0.6	2.6	2.1	0.5	2.4	1.6	0.8	2.9	2.9	0.0	2.8	3.0	-0.2

EMBARGOED UNTIL 9:30AM (AEDT)



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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	13	12	1	*	*	*	*	*	*	*	1	*	1	1	0	3	3	0	8	7	1
Magic 882	5	6	-1	*	*	*	*	*	*	*	*	*	*	1	*	1	2	-1	3	4	-1
4KQ	17	20	-3	*	*	*	*	*	*	1	1	0	4	4	0	6	8	-2	6	7	-1
HIT 105	26	24	2	3	4	-1	6	6	0	9	9	0	5	4	1	1	1	0	1	*	*
97.3FM	29	31	-2	2	4	-2	2	2	0	5	6	-1	12	11	1	6	4	2	2	3	-1
104.5 TRIPLE M	24	21	3	1	2	-1	3	2	1	6	7	-1	9	7	2	4	2	2	1	1	0
NOVA106.9	25	29	-4	4	4	0	4	5	-1	10	10	0	7	7	0	1	2	-1	*	1	*
612 ABC	21	21	0	*	*	*	*	*	*	1	2	-1	3	2	1	6	4	2	12	13	-1
4RN	5	4	1	1	*	*	*	*	*	1	1	0	1	1	0	1	1	0	3	2	1
NEWSR	2	2	0	*	*	*	*	*	*	1	1	0	*	*	*	1	1	0	1	1	0
4JJJ	20	18	2	2	1	1	5	3	2	9	9	0	4	4	0	1	1	0	*	*	*
ABCFM	6	5	1	*	*	*	*	*	*	1	1	0	*	1	*	*	1	*	4	3	1
Total	231	229	2	15	17	-2	22	22	0	50	52	-2	58	54	4	37	37	0	49	46	3

Average Audience (000's) by Session, P10+ [Potential: 1976]

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	28	28	0	25	20	5	12	13	-1	9	10	-1	3	5	-2	9	7	2
Magic 882	5	6	-1	7	9	-2	8	7	1	5	8	-3	4	7	-3	2	2	0	5	7	-2
4KQ	18	21	-3	29	39	-10	26	27	-1	21	22	-1	14	17	-3	4	5	-1	17	19	-2
HIT 105	29	27	2	47	35	12	31	31	0	33	33	0	38	37	1	6	8	-2	19	17	2
97.3FM	32	34	-2	43	51	-8	44	42	2	46	39	7	29	35	-6	8	11	-3	21	26	-5
104.5 TRIPLE M	29	24	5	46	35	11	43	32	11	39	33	6	23	24	-1	4	5	-1	13	14	-1
NOVA106.9	28	31	-3	42	48	-6	28	33	-5	33	36	-3	37	40	-3	8	8	0	19	23	-4
612 ABC	23	22	1	46	46	0	32	28	4	21	18	3	16	18	-2	7	8	-1	17	18	-1
4RN	5	4	1	13	10	3	3	4	-1	2	2	0	8	4	4	2	3	-1	5	3	2
NEWSR	2	2	0	5	5	0	2	2	0	1	2	-1	1	2	-1	2	1	1	2	3	-1
4JJJ	22	20	2	28	31	-3	22	24	-2	28	23	5	30	24	6	8	5	3	15	11	4
ABCFM	6	5	1	8	9	-1	8	6	2	8	6	2	6	4	2	2	2	0	5	6	-1
Total	251	246	5	390	392	-2	320	306	14	302	281	21	256	258	-2	67	72	-5	181	187	-6



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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	110	122	-12	5	1	4	3	2	1	1	14	-13	20	19	1	27	31	-4	54	53	1
Magic 882	79	95	-16	3	4	-1	1	1	0	2	9	-7	15	7	8	15	26	-11	43	48	-5
4KQ	205	224	-19	8	11	-3	3	6	-3	15	11	4	50	47	3	68	73	-5	62	76	-14
HIT 105	478	509	-31	88	95	-7	110	116	-6	166	197	-31	80	78	2	24	17	7	10	6	4
97.3FM	543	525	18	74	68	6	62	65	-3	149	132	17	154	162	-8	69	60	9	34	38	-4
104.5 TRIPLE M	370	393	-23	52	56	-4	38	49	-11	102	130	-28	120	113	7	44	36	8	14	8	6
NOVA106.9	556	547	9	110	105	5	109	115	-6	209	184	25	102	106	-4	18	27	-9	9	9	0
612 ABC	252	262	-10	9	6	3	7	16	-9	23	31	-8	53	63	-10	58	50	8	103	96	7
4RN	83	73	10	8	5	3	4	1	3	11	11	0	19	19	0	11	15	-4	29	21	8
NEWSR	64	79	-15	10	5	5	2	5	-3	17	15	2	12	16	-4	8	18	-10	15	21	-6
4JJJ	358	315	43	40	24	16	94	76	18	157	135	22	56	63	-7	7	15	-8	3	2	1
ABCFM	79	70	9	4	5	-1	5	4	1	24	15	9	8	10	-2	7	13	-6	30	23	7
Total	1875	1855	20	212	210	2	231	224	7	489	484	5	436	436	0	231	238	-7	275	263	12

Cumulative Audience (000's) by Session, P10+ [Potential: 1976]

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	103	117	-14	86	76	10	64	75	-11	53	64	-11	44	48	-4	28	41	-13	63	71	-8
Magic 882	73	82	-9	40	45	-5	46	48	-2	33	49	-16	32	45	-13	17	23	-6	52	72	-20
4KQ	180	199	-19	124	144	-20	108	116	-8	105	116	-11	96	110	-14	55	51	4	153	162	-9
HIT 105	445	465	-20	309	288	21	177	186	-9	266	277	-11	285	295	-10	106	130	-24	320	296	24
97.3FM	489	480	9	319	318	1	215	209	6	271	270	1	259	280	-21	135	134	1	341	324	17
104.5 TRIPLE M	340	337	3	243	218	25	161	158	3	200	191	9	187	186	1	67	71	-4	215	237	-22
NOVA106.9	504	516	-12	317	330	-13	183	190	-7	256	298	-42	313	311	2	148	133	15	357	339	18
612 ABC	232	229	3	176	169	7	137	120	17	122	124	-2	109	110	-1	67	66	1	174	182	-8
4RN	75	69	6	63	48	15	23	27	-4	26	24	2	44	35	9	22	25	-3	59	40	19
NEWSR	54	65	-11	35	43	-8	16	20	-4	15	30	-15	14	29	-15	15	13	2	42	55	-13
4JJJ	325	292	33	199	184	15	131	110	21	191	147	44	206	180	26	122	94	28	227	188	39
ABCFM	68	62	6	47	35	12	34	27	7	39	33	6	36	31	5	26	26	0	62	44	18
Total	1830	1799	31	1528	1475	53	1093	1082	11	1309	1265	44	1338	1331	7	731	711	20	1589	1525	64