



BRISBANE RADIO - SURVEY 5 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	4.6	5.0	-0.4	0.9	0.5	0.4	*	*	*	1.0	1.2	-0.2	2.2	0.8	1.4	8.5	8.8	-0.3	12.1	15.8	-3.7
Magic 882	2.8	2.7	0.1	0.2	0.4	-0.2	0.2	*	*	0.1	0.6	-0.5	0.5	1.9	-1.4	5.6	4.4	1.2	8.7	7.0	1.7
4KQ	9.0	8.5	0.5	2.9	3.7	-0.8	0.3	0.6	-0.3	1.4	2.1	-0.7	7.7	6.2	1.5	19.1	19.1	0.0	17.7	17.1	0.6
HIT 105	10.3	10.1	0.2	21.0	19.0	2.0	28.0	23.7	4.3	17.7	17.5	0.2	7.0	6.0	1.0	2.7	4.1	-1.4	0.4	0.7	-0.3
97.3FM	12.1	11.7	0.4	15.2	20.2	-5.0	8.0	6.1	1.9	10.6	11.2	-0.6	19.7	19.3	0.4	13.5	12.0	1.5	3.6	2.1	1.5
104.5 TRIPLE M	9.5	8.7	0.8	5.5	5.0	0.5	5.7	6.8	-1.1	11.3	12.7	-1.4	15.4	14.0	1.4	10.0	5.4	4.6	2.4	1.9	0.5
NOVA106.9	14.4	13.7	0.7	25.0	25.5	-0.5	26.7	23.7	3.0	24.6	25.1	-0.5	14.0	10.8	3.2	4.2	3.9	0.3	1.5	1.2	0.3
ABC612	8.5	9.5	-1.0	2.4	1.7	0.7	1.0	1.4	-0.4	2.6	2.7	-0.1	4.0	5.1	-1.1	9.7	13.7	-4.0	26.0	27.0	-1.0
4RN	2.2	2.4	-0.2	0.5	0.3	0.2	0.1	0.1	0.0	0.5	1.3	-0.8	1.3	2.2	-0.9	4.9	4.0	0.9	4.9	4.7	0.2
NEWSR	1.5	1.6	-0.1	0.8	1.1	-0.3	0.4	0.7	-0.3	1.2	1.6	-0.4	0.9	1.3	-0.4	1.7	2.8	-1.1	3.0	1.8	1.2
4JJJ	8.2	8.1	0.1	11.8	10.0	1.8	18.6	26.2	-7.6	16.6	12.6	4.0	5.5	6.0	-0.5	2.9	1.5	1.4	0.1	0.6	-0.5
ABCFM	2.2	1.8	0.4	0.7	0.4	0.3	2.8	2.0	0.8	1.1	0.9	0.2	1.0	0.5	0.5	1.6	2.3	-0.7	5.7	4.5	1.2

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	5.2	-0.3	4.9	5.5	-0.6	6.6	6.4	0.2	4.6	4.7	-0.1	3.0	3.2	-0.2	5.5	6.4	-0.9	3.6	4.2	-0.6
Magic 882	2.7	2.4	0.3	2.3	2.1	0.2	3.2	2.6	0.6	2.9	2.6	0.3	1.8	2.1	-0.3	3.5	3.1	0.4	3.1	3.5	-0.4
4KQ	8.4	7.8	0.6	8.0	8.0	0.0	9.9	9.4	0.5	8.9	7.7	1.2	6.5	6.4	0.1	8.4	5.5	2.9	10.9	11.0	-0.1
HIT 105	10.7	10.6	0.1	9.8	9.4	0.4	9.4	10.3	-0.9	11.1	11.6	-0.5	13.7	12.9	0.8	9.5	7.7	1.8	9.3	8.5	0.8
97.3FM	12.1	11.6	0.5	12.3	11.4	0.9	12.2	10.5	1.7	13.3	13.1	0.2	11.8	12.8	-1.0	7.7	7.8	-0.1	12.0	12.1	-0.1
104.5 TRIPLE M	10.2	9.3	0.9	9.9	9.1	0.8	10.4	9.2	1.2	11.1	10.0	1.1	10.2	9.7	0.5	7.0	7.2	-0.2	7.3	6.5	0.8
NOVA106.9	15.1	14.3	0.8	14.8	13.5	1.3	13.3	11.9	1.4	16.0	14.8	1.2	17.1	16.5	0.6	14.4	17.0	-2.6	11.9	11.6	0.3
ABC612	8.5	9.6	-1.1	11.6	12.8	-1.2	9.1	10.1	-1.0	5.7	7.3	-1.6	5.8	5.5	0.3	10.1	11.7	-1.6	8.6	9.4	-0.8
4RN	2.1	2.3	-0.2	2.9	3.3	-0.4	1.5	1.6	-0.1	1.4	1.2	0.2	2.7	3.3	-0.6	1.6	2.1	-0.5	2.7	2.6	0.1
NEWSR	1.4	1.6	-0.2	2.1	2.1	0.0	0.7	0.9	-0.2	0.8	1.2	-0.4	1.3	1.7	-0.4	3.1	2.7	0.4	1.6	1.8	-0.2
4JJJ	8.3	8.2	0.1	8.5	7.9	0.6	7.3	7.6	-0.3	8.0	7.5	0.5	10.0	9.5	0.5	8.1	10.9	-2.8	7.8	7.6	0.2
ABCFM	2.1	1.7	0.4	1.8	1.3	0.5	2.3	2.0	0.3	1.6	1.5	0.1	2.2	1.6	0.6	3.7	2.9	0.8	2.6	2.2	0.4



BRISBANE RADIO - SURVEY 5 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	11	0	*	*	*	*	*	*	1	1	0	1	*	*	3	3	0	5	7	-2
Magic 882	6	6	0	*	*	*	*	*	*	*	*	*	*	1	*	2	1	1	4	3	1
4KQ	21	19	2	*	1	*	*	*	*	1	1	0	4	3	1	7	6	1	8	8	0
HIT 105	24	23	1	3	3	0	6	5	1	10	10	0	4	3	1	1	1	0	*	*	*
97.3FM	28	27	1	2	4	-2	2	1	1	6	6	0	11	11	0	5	4	1	2	1	1
104.5 TRIPLE M	22	20	2	1	1	0	1	1	0	6	7	-1	9	8	1	4	2	2	1	1	0
NOVA106.9	33	31	2	4	5	-1	5	5	0	13	14	-1	8	6	2	2	1	1	1	1	0
ABC612	19	22	-3	*	*	*	*	*	*	1	1	0	2	3	-1	4	5	-1	12	12	0
4RN	5	5	0	*	*	*	*	*	*	*	1	*	1	1	0	2	1	1	2	2	0
NEWSR	3	4	-1	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0	1	1	0
4JJJ	19	18	1	2	2	0	4	6	-2	9	7	2	3	3	0	1	*	*	*	*	*
ABCFM	5	4	1	*	*	*	1	*	*	1	*	*	1	*	*	1	1	0	3	2	1
Total	229	229	0	16	18	-2	20	22	-2	54	54	0	58	56	2	36	33	3	45	46	-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	13	-1	18	21	-3	21	20	1	13	14	-1	8	8	0	4	5	-1	7	8	-1
Magic 882	7	6	1	9	8	1	10	8	2	8	8	0	5	5	0	2	2	0	6	6	0
4KQ	21	19	2	30	31	-1	32	30	2	26	23	3	17	16	1	6	4	2	20	20	0
HIT 105	26	26	0	37	36	1	30	33	-3	32	34	-2	35	32	3	6	5	1	17	16	1
97.3FM	30	29	1	46	44	2	39	33	6	38	38	0	31	32	-1	5	5	0	23	22	1
104.5 TRIPLE M	25	23	2	38	35	3	33	29	4	32	29	3	26	24	2	5	5	0	14	12	2
NOVA106.9	37	35	2	56	52	4	43	38	5	46	43	3	44	41	3	10	12	-2	22	21	1
ABC612	21	24	-3	44	49	-5	29	32	-3	17	21	-4	15	14	1	7	8	-1	16	17	-1
4RN	5	6	-1	11	13	-2	5	5	0	4	3	1	7	8	-1	1	2	-1	5	5	0
NEWSR	3	4	-1	8	8	0	2	3	-1	2	3	-1	3	4	-1	2	2	0	3	3	0
4JJJ	21	20	1	32	31	1	23	24	-1	23	22	1	26	24	2	5	8	-3	15	14	1
ABCFM	5	4	1	7	5	2	7	6	1	5	4	1	6	4	2	3	2	1	5	4	1
Total	246	247	-1	378	386	-8	321	319	2	288	291	-3	258	251	7	67	70	-3	187	183	4

EMBARGOED UNTIL 9:30AM AEST



BRISBANE RADIO - SURVEY 5 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	124	2	9	6	3	2	1	1	8	10	-2	28	22	6	30	30	0	49	55	-6
Magic 882	103	96	7	3	5	-2	1	*	*	6	10	-4	16	11	5	30	24	6	47	45	2
4KQ	216	230	-14	9	9	0	3	8	-5	18	21	-3	49	46	3	66	75	-9	71	71	0
HIT 105	516	473	43	90	85	5	122	100	22	183	174	9	95	85	10	22	24	-2	4	5	-1
97.3FM	541	539	2	82	84	-2	50	50	0	140	149	-9	173	170	3	69	65	4	26	20	6
104.5 TRIPLE M	378	348	30	47	45	2	32	37	-5	136	122	14	114	107	7	39	29	10	10	7	3
NOVA106.9	603	541	62	118	108	10	116	104	12	215	202	13	123	102	21	24	19	5	7	7	0
ABC612	276	303	-27	17	15	2	7	16	-9	39	43	-4	48	56	-8	59	64	-5	107	109	-2
4RN	71	86	-15	5	4	1	1	3	-2	7	20	-13	16	16	0	16	17	-1	26	26	0
NEWSR	94	91	3	7	7	0	6	7	-1	20	21	-1	27	27	0	12	10	2	23	19	4
4JJJ	346	312	34	47	38	9	72	78	-6	146	126	20	58	54	4	20	15	5	3	2	1
ABCFM	93	88	5	7	5	2	8	8	0	22	25	-3	14	8	6	10	12	-2	32	30	2
Total	1854	1854	0	210	210	0	222	222	0	488	484	4	436	435	1	235	237	-2	263	266	-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	116	116	0	72	76	-4	67	68	-1	73	75	-2	64	55	9	30	38	-8	63	62	1
Magic 882	88	82	6	42	41	1	52	43	9	58	60	-2	35	39	-4	19	18	1	68	62	6
4KQ	192	201	-9	141	140	1	105	117	-12	112	115	-3	91	101	-10	53	53	0	157	166	-9
HIT 105	487	451	36	282	274	8	189	207	-18	275	261	14	298	269	29	131	124	7	296	278	18
97.3FM	484	476	8	319	312	7	218	201	17	290	265	25	269	266	3	106	112	-6	334	341	-7
104.5 TRIPLE M	327	304	23	206	191	15	131	126	5	194	183	11	176	158	18	69	75	-6	203	197	6
NOVA106.9	563	506	57	376	336	40	227	215	12	329	303	26	339	304	35	146	141	5	385	341	44
ABC612	240	271	-31	164	196	-32	129	143	-14	111	138	-27	125	129	-4	66	74	-8	196	219	-23
4RN	61	78	-17	42	54	-12	29	31	-2	31	28	3	35	48	-13	16	22	-6	51	53	-2
NEWSR	84	84	0	54	53	1	29	28	1	29	33	-4	35	37	-2	24	24	0	57	49	8
4JJJ	310	288	22	196	174	22	124	121	3	155	144	11	187	175	12	97	109	-12	206	193	13
ABCFM	86	79	7	47	42	5	40	41	-1	41	43	-2	43	39	4	30	32	-2	57	51	6
Total	1822	1815	7	1501	1492	9	1107	1118	-11	1315	1323	-8	1338	1329	9	687	718	-31	1517	1521	-4