



BRISBANE RADIO - SURVEY 6 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	4.6	0.7	0.6	0.9	-0.3	*	*	*	0.6	1.0	-0.4	4.2	2.2	2.0	7.1	8.5	-1.4	13.6	12.1	1.5
Magic 882	3.8	2.8	1.0	0.1	0.2	-0.1	0.4	0.2	0.2	*	0.1	*	2.8	0.5	2.3	5.7	5.6	0.1	10.2	8.7	1.5
4KQ	8.5	9.0	-0.5	1.2	2.9	-1.7	1.2	0.3	0.9	0.9	1.4	-0.5	6.8	7.7	-0.9	19.8	19.1	0.7	15.3	17.7	-2.4
HIT 105	10.7	10.3	0.4	27.8	21.0	6.8	25.2	28.0	-2.8	19.6	17.7	1.9	7.8	7.0	0.8	2.2	2.7	-0.5	0.6	0.4	0.2
97.3FM	12.2	12.1	0.1	9.9	15.2	-5.3	9.2	8.0	1.2	10.1	10.6	-0.5	18.6	19.7	-1.1	12.4	13.5	-1.1	7.2	3.6	3.6
104.5 TRIPLE M	9.5	9.5	0.0	9.7	5.5	4.2	6.1	5.7	0.4	10.9	11.3	-0.4	14.9	15.4	-0.5	10.4	10.0	0.4	1.2	2.4	-1.2
NOVA106.9	13.7	14.4	-0.7	28.7	25.0	3.7	26.3	26.7	-0.4	24.4	24.6	-0.2	14.4	14.0	0.4	2.0	4.2	-2.2	0.7	1.5	-0.8
ABC612	7.9	8.5	-0.6	2.0	2.4	-0.4	0.4	1.0	-0.6	2.2	2.6	-0.4	3.4	4.0	-0.6	11.0	9.7	1.3	22.6	26.0	-3.4
4RN	2.3	2.2	0.1	0.5	0.5	0.0	0.2	0.1	0.1	0.5	0.5	0.0	2.2	1.3	0.9	4.6	4.9	-0.3	4.1	4.9	-0.8
NEWSR	1.3	1.5	-0.2	0.5	0.8	-0.3	0.3	0.4	-0.1	0.5	1.2	-0.7	0.8	0.9	-0.1	1.5	1.7	-0.2	3.2	3.0	0.2
4JJJ	8.5	8.2	0.3	6.4	11.8	-5.4	20.1	18.6	1.5	18.3	16.6	1.7	7.6	5.5	2.1	2.9	2.9	0.0	0.1	0.1	0.0
ABC FM	2.1	2.2	-0.1	1.9	0.7	1.2	1.3	2.8	-1.5	0.7	1.1	-0.4	0.9	1.0	-0.1	1.0	1.6	-0.6	6.5	5.7	0.8

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	5.5	4.9	0.6	6.3	4.9	1.4	7.1	6.6	0.5	4.8	4.6	0.2	3.5	3.0	0.5	5.0	5.5	-0.5	4.5	3.6	0.9
Magic 882	3.5	2.7	0.8	3.3	2.3	1.0	4.4	3.2	1.2	3.6	2.9	0.7	2.5	1.8	0.7	4.2	3.5	0.7	4.7	3.1	1.6
4KQ	8.4	8.4	0.0	8.0	8.0	0.0	10.6	9.9	0.7	9.3	8.9	0.4	6.0	6.5	-0.5	6.3	8.4	-2.1	8.8	10.9	-2.1
HIT 105	10.7	10.7	0.0	9.0	9.8	-0.8	9.1	9.4	-0.3	11.4	11.1	0.3	14.5	13.7	0.8	10.6	9.5	1.1	10.5	9.3	1.2
97.3FM	12.4	12.1	0.3	13.4	12.3	1.1	12.7	12.2	0.5	12.3	13.3	-1.0	11.9	11.8	0.1	9.0	7.7	1.3	11.5	12.0	-0.5
104.5 TRIPLE M	10.0	10.2	-0.2	9.6	9.9	-0.3	10.5	10.4	0.1	11.3	11.1	0.2	9.1	10.2	-1.1	7.5	7.0	0.5	7.9	7.3	0.6
NOVA106.9	13.9	15.1	-1.2	13.2	14.8	-1.6	12.7	13.3	-0.6	14.5	16.0	-1.5	16.4	17.1	-0.7	12.5	14.4	-1.9	12.9	11.9	1.0
ABC612	8.0	8.5	-0.5	11.4	11.6	-0.2	7.5	9.1	-1.6	5.9	5.7	0.2	5.6	5.8	-0.2	9.0	10.1	-1.1	7.7	8.6	-0.9
4RN	2.3	2.1	0.2	2.8	2.9	-0.1	1.6	1.5	0.1	1.6	1.4	0.2	3.1	2.7	0.4	2.2	1.6	0.6	2.6	2.7	-0.1
NEWSR	1.2	1.4	-0.2	1.9	2.1	-0.2	0.4	0.7	-0.3	0.6	0.8	-0.2	1.1	1.3	-0.2	3.4	3.1	0.3	1.4	1.6	-0.2
4JJJ	8.8	8.3	0.5	8.8	8.5	0.3	8.3	7.3	1.0	9.1	8.0	1.1	9.7	10.0	-0.3	7.5	8.1	-0.6	7.6	7.8	-0.2
ABC FM	2.1	2.1	0.0	2.1	1.8	0.3	2.2	2.3	-0.1	1.6	1.6	0.0	2.7	2.2	0.5	2.2	3.7	-1.5	2.3	2.6	-0.3



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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	11	1	*	*	*	*	*	*	*	1	*	3	1	2	3	3	0	6	5	1
Magic 882	9	6	3	*	*	*	*	*	*	*	*	*	2	*	*	2	2	0	5	4	1
4KQ	20	21	-1	*	*	*	*	*	*	*	1	*	4	4	0	7	7	0	7	8	-1
HIT 105	25	24	1	4	3	1	5	6	-1	10	10	0	5	4	1	1	1	0	*	*	*
97.3FM	28	28	0	1	2	-1	2	2	0	5	6	-1	12	11	1	5	5	0	3	2	1
104.5 TRIPLE M	22	22	0	1	1	0	1	1	0	5	6	-1	10	9	1	4	4	0	1	1	0
NOVA106.9	32	33	-1	4	4	0	5	5	0	12	13	-1	9	8	1	1	2	-1	*	1	*
ABC612	18	19	-1	*	*	*	*	*	*	1	1	0	2	2	0	4	4	0	11	12	-1
4RN	5	5	0	*	*	*	*	*	*	*	*	*	1	1	0	2	2	0	2	2	0
NEWSR	3	3	0	*	*	*	*	*	*	*	1	*	1	1	0	1	1	0	2	1	1
4JJJ	20	19	1	1	2	-1	4	4	0	9	9	0	5	3	2	1	1	0	*	*	*
ABCFM	5	5	0	*	*	*	*	1	*	*	1	*	1	1	0	*	1	*	3	3	0
Total	232	229	3	15	16	-1	19	20	-1	49	54	-5	65	58	7	37	36	1	47	45	2

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	12	2	23	18	5	23	21	2	14	13	1	9	8	1	4	4	0	9	7	2
Magic 882	9	7	2	12	9	3	14	10	4	11	8	3	6	5	1	3	2	1	9	6	3
4KQ	21	21	0	29	30	-1	34	32	2	28	26	2	15	17	-2	4	6	-2	17	20	-3
HIT 105	26	26	0	33	37	-4	29	30	-1	34	32	2	37	35	2	7	6	1	20	17	3
97.3FM	31	30	1	49	46	3	41	39	2	37	38	-1	31	31	0	6	5	1	22	23	-1
104.5 TRIPLE M	25	25	0	35	38	-3	34	33	1	34	32	2	23	26	-3	5	5	0	15	14	1
NOVA106.9	34	37	-3	48	56	-8	41	43	-2	43	46	-3	42	44	-2	9	10	-1	25	22	3
ABC612	20	21	-1	42	44	-2	24	29	-5	18	17	1	14	15	-1	6	7	-1	15	16	-1
4RN	6	5	1	10	11	-1	5	5	0	5	4	1	8	7	1	2	1	1	5	5	0
NEWSR	3	3	0	7	8	-1	1	2	-1	2	2	0	3	3	0	2	2	0	3	3	0
4JJJ	22	21	1	32	32	0	27	23	4	27	23	4	25	26	-1	5	5	0	15	15	0
ABCFM	5	5	0	8	7	1	7	7	0	5	5	0	7	6	1	2	3	-1	4	5	-1
Total	247	246	1	367	378	-11	321	321	0	299	288	11	257	258	-1	70	67	3	194	187	7



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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	113	126	-13	5	9	-4	2	2	0	10	8	2	29	28	1	26	30	-4	41	49	-8
Magic 882	109	103	6	1	3	-2	3	1	2	1	6	-5	22	16	6	33	30	3	48	47	1
4KQ	205	216	-11	9	9	0	6	3	3	12	18	-6	45	49	-4	65	66	-1	69	71	-2
HIT 105	534	516	18	98	90	8	118	122	-4	201	183	18	96	95	1	17	22	-5	4	4	0
97.3FM	529	541	-12	70	82	-12	66	50	16	129	140	-11	165	173	-8	66	69	-3	34	26	8
104.5 TRIPLE M	359	378	-19	47	47	0	34	32	2	107	136	-29	121	114	7	41	39	2	9	10	-1
NOVA106.9	588	603	-15	115	118	-3	113	116	-3	204	215	-11	130	123	7	19	24	-5	7	7	0
ABC612	264	276	-12	13	17	-4	6	7	-1	31	39	-8	55	48	7	61	59	2	98	107	-9
4RN	70	71	-1	5	5	0	2	1	1	6	7	-1	19	16	3	18	16	2	21	26	-5
NEWSR	87	94	-7	10	7	3	6	6	0	11	20	-9	21	27	-6	16	12	4	23	23	0
4JJJ	343	346	-3	31	47	-16	82	72	10	152	146	6	58	58	0	17	20	-3	3	3	0
ABCFM	88	93	-5	5	7	-2	7	8	-1	17	22	-5	15	14	1	11	10	1	33	32	1
Total	1853	1854	-1	211	210	1	228	222	6	484	488	-4	432	436	-4	236	235	1	261	263	-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	103	116	-13	77	72	5	58	67	-9	64	73	-9	59	64	-5	28	30	-2	65	63	2
Magic 882	96	88	8	56	42	14	64	52	12	59	58	1	42	35	7	25	19	6	73	68	5
4KQ	185	192	-7	125	141	-16	119	105	14	124	112	12	99	91	8	50	53	-3	144	157	-13
HIT 105	495	487	8	292	282	10	184	189	-5	277	275	2	312	298	14	143	131	12	321	296	25
97.3FM	484	484	0	313	319	-6	232	218	14	282	290	-8	274	269	5	117	106	11	319	334	-15
104.5 TRIPLE M	312	327	-15	193	206	-13	141	131	10	193	194	-1	169	176	-7	77	69	8	208	203	5
NOVA106.9	550	563	-13	345	376	-31	220	227	-7	329	329	0	331	339	-8	141	146	-5	383	385	-2
ABC612	235	240	-5	167	164	3	112	129	-17	112	111	1	112	125	-13	66	66	0	167	196	-29
4RN	62	61	1	44	42	2	29	29	0	38	31	7	40	35	5	19	16	3	54	51	3
NEWSR	73	84	-11	47	54	-7	19	29	-10	19	29	-10	26	35	-9	28	24	4	55	57	-2
4JJJ	309	310	-1	190	196	-6	130	124	6	164	155	9	174	187	-13	91	97	-6	202	206	-4
ABCFM	79	86	-7	48	47	1	36	40	-4	41	41	0	44	43	1	25	30	-5	53	57	-4
Total	1813	1822	-9	1468	1501	-33	1109	1107	2	1297	1315	-18	1325	1338	-13	720	687	33	1513	1517	-4