



BRISBANE RADIO - SURVEY 3 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	5.0	5.5	-0.5	0.4	0.7	-0.3	0.6	0.6	0.0	1.3	1.1	0.2	3.2	1.8	1.4	4.3	6.6	-2.3	16.0	18.0	-2.0
TalkingLifestyle882	1.4	1.5	-0.1	*	*	*	0.2	0.4	-0.2	*	0.1	*	2.1	1.9	0.2	0.5	1.3	-0.8	3.9	3.7	0.2
4KQ	9.0	8.1	0.9	0.6	0.4	0.2	0.6	0.8	-0.2	1.4	2.0	-0.6	6.0	5.5	0.5	22.6	19.4	3.2	18.6	14.8	3.8
HIT 105	11.0	11.5	-0.5	22.0	23.0	-1.0	22.2	28.4	-6.2	21.3	21.3	0.0	7.3	7.9	-0.6	1.9	2.1	-0.2	0.5	0.8	-0.3
97.3FM	11.3	11.4	-0.1	13.0	8.6	4.4	6.0	7.3	-1.3	10.9	11.1	-0.2	17.9	18.0	-0.1	13.1	14.8	-1.7	4.6	4.1	0.5
104.5 TRIPLE M	10.2	10.8	-0.6	10.9	8.1	2.8	10.6	15.0	-4.4	11.9	14.5	-2.6	17.0	16.5	0.5	8.6	8.1	0.5	0.8	1.2	-0.4
NOVA106.9	15.8	13.8	2.0	26.2	28.2	-2.0	30.2	23.3	6.9	23.7	21.4	2.3	16.9	17.1	-0.2	6.0	3.1	2.9	1.6	0.9	0.7
ABC BRI	8.8	9.8	-1.0	1.2	1.0	0.2	1.0	0.9	0.1	3.1	1.5	1.6	4.4	5.0	-0.6	10.7	14.8	-4.1	25.8	27.4	-1.6
4RN	1.9	2.3	-0.4	0.2	1.3	-1.1	0.2	0.2	0.0	0.2	0.3	-0.1	2.9	2.2	0.7	4.1	3.1	1.0	2.6	5.2	-2.6
ABC NEWS	1.6	1.1	0.5	0.3	0.6	-0.3	1.1	0.3	0.8	0.7	0.9	-0.2	1.1	0.4	0.7	2.3	1.3	1.0	3.4	2.4	1.0
4JJJ	6.4	6.4	0.0	6.6	10.0	-3.4	15.7	14.1	1.6	11.5	12.2	-0.7	5.5	5.1	0.4	2.1	2.5	-0.4	0.1	0.1	0.0
ABCFM	2.4	2.0	0.4	0.3	0.1	0.2	0.7	1.7	-1.0	1.1	1.1	0.0	0.8	0.9	-0.1	3.7	2.2	1.5	6.9	5.0	1.9

Share Movement (%) by Session, P10+

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend								
	Mon-Fri 5:30am-12mn	This	Last	+/-	Mon-Fri 5:30am-9:00am	This	Last	+/-	Mon-Fri 9:00am-12:00md	This	Last	+/-	Mon-Fri 12:00md-4:00pm	This	Last	+/-	Mon-Fri 4:00pm-7:00pm	This	Last	+/-	Mon-Fri 7:00pm-12:00mn	This	Last	+/-	Sat-Sun 5:30am-12mn	This	Last
4BC	5.5	5.9	-0.4	6.7	6.9	-0.2	6.0	7.6	-1.6	4.6	4.5	0.1	3.6	3.3	0.3	6.1	8.0	-1.9	3.5	4.4	-0.9						
TalkingLifestyle882	1.3	1.3	0.0	1.5	1.3	0.2	1.4	1.6	-0.2	1.3	1.2	0.1	1.0	1.2	-0.2	1.5	1.5	0.0	1.6	2.0	-0.4						
4KQ	8.1	7.5	0.6	8.6	7.3	1.3	9.5	8.6	0.9	8.1	8.0	0.1	5.7	5.5	0.2	6.8	7.4	-0.6	11.7	10.1	1.6						
HIT 105	11.5	12.0	-0.5	10.9	12.2	-1.3	11.3	10.8	0.5	12.6	12.2	0.4	12.3	14.9	-2.6	9.4	7.7	1.7	9.5	9.9	-0.4						
97.3FM	11.2	11.2	0.0	10.6	10.0	0.6	11.4	12.0	-0.6	12.3	12.7	-0.4	11.3	10.6	0.7	10.0	10.8	-0.8	11.7	11.9	-0.2						
104.5 TRIPLE M	11.1	11.8	-0.7	10.9	12.3	-1.4	11.2	12.8	-1.6	13.1	13.7	-0.6	10.5	9.3	1.2	5.5	5.6	-0.1	7.4	7.6	-0.2						
NOVA106.9	16.3	14.1	2.2	14.8	12.8	2.0	15.2	11.8	3.4	16.8	14.3	2.5	21.7	19.2	2.5	12.9	13.5	-0.6	14.3	13.1	1.2						
ABC BRI	8.8	9.9	-1.1	12.1	13.0	-0.9	9.8	11.2	-1.4	6.2	7.6	-1.4	5.1	6.5	-1.4	9.4	8.9	0.5	8.6	9.2	-0.6						
4RN	1.9	2.3	-0.4	2.7	3.4	-0.7	1.7	1.5	0.2	0.9	1.1	-0.2	1.9	2.8	-0.9	2.5	2.2	0.3	1.9	2.3	-0.4						
ABC NEWS	1.6	1.1	0.5	2.2	1.5	0.7	0.8	0.6	0.2	0.7	0.5	0.2	1.6	0.9	0.7	5.1	2.8	2.3	1.5	1.2	0.3						
4JJJ	6.4	6.5	-0.1	6.0	5.9	0.1	6.3	5.8	0.5	6.5	6.6	-0.1	7.3	7.1	0.2	6.2	8.5	-2.3	6.3	6.2	0.1						
ABCFM	2.3	2.0	0.3	2.0	1.8	0.2	2.3	2.3	0.0	1.9	1.7	0.2	2.8	2.1	0.7	3.5	2.4	1.1	2.9	2.1	0.8						

EMBARGOED UNTIL 9:30AM AEST



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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	11	12	-1	*	*	*	*	*	*	1	1	0	2	1	1	1	2	-1	7	8	-1
TalkingLifestyle882	3	3	0	*	*	*	*	*	*	*	*	*	1	1	0	*	*	*	2	2	0
4KQ	19	18	1	*	*	*	*	*	*	1	1	0	3	3	0	7	7	0	8	7	1
HIT 105	23	25	-2	4	4	0	5	6	-1	11	10	1	4	4	0	1	1	0	*	*	*
97.3FM	24	25	-1	2	1	1	1	2	-1	5	5	0	9	10	-1	4	5	-1	2	2	0
104.5 TRIPLE M	22	23	-1	2	1	1	2	3	-1	6	7	-1	9	9	0	3	3	0	*	1	*
NOVA106.9	34	30	4	5	4	1	6	5	1	12	10	2	9	9	0	2	1	1	1	*	*
ABC BRI	19	21	-2	*	*	*	*	*	*	2	1	1	2	3	-1	3	5	-2	11	12	-1
4RN	4	5	-1	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	1	2	-1
ABC NEWS	3	2	1	*	*	*	*	*	*	*	*	*	1	*	*	1	*	*	1	1	0
4JJJ	14	14	0	1	2	-1	3	3	0	6	6	0	3	3	0	1	1	0	*	*	*
ABCFM	5	4	1	*	*	*	*	*	*	1	*	*	*	*	*	1	1	0	3	2	1
Total	212	217	-5	18	16	2	20	22	-2	49	47	2	51	53	-2	31	35	-4	43	44	-1

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	12	14	-2	25	26	-1	17	22	-5	12	12	0	8	8	0	4	5	-1	6	8	-2
TalkingLifestyle882	3	3	0	5	5	0	4	5	-1	4	3	1	2	3	-1	1	1	0	3	4	-1
4KQ	18	17	1	31	28	3	27	25	2	21	22	-1	12	13	-1	4	5	-1	21	18	3
HIT 105	26	28	-2	40	46	-6	32	32	0	33	33	0	27	34	-7	6	5	1	17	18	-1
97.3FM	25	26	-1	39	38	1	32	35	-3	32	34	-2	24	25	-1	6	7	-1	21	21	0
104.5 TRIPLE M	25	27	-2	40	47	-7	32	38	-6	34	37	-3	22	22	0	4	3	1	13	14	-1
NOVA106.9	37	33	4	54	49	5	43	35	8	44	38	6	47	44	3	8	8	0	26	24	2
ABC BRI	20	23	-3	44	50	-6	28	33	-5	16	20	-4	11	15	-4	6	5	1	16	17	-1
4RN	4	5	-1	10	13	-3	5	5	0	2	3	-1	4	7	-3	2	1	1	3	4	-1
ABC NEWS	4	2	2	8	6	2	2	2	0	2	1	1	3	2	1	3	2	1	3	2	1
4JJJ	14	15	-1	22	23	-1	18	17	1	17	18	-1	16	16	0	4	5	-1	11	11	0
ABCFM	5	5	0	7	7	0	7	7	0	5	5	0	6	5	1	2	2	0	5	4	1
Total	224	232	-8	366	380	-14	284	294	-10	262	270	-8	215	231	-16	65	62	3	181	180	1



BRISBANE RADIO - SURVEY 3 2017

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	112	114	-2	5	4	1	3	3	0	13	5	8	21	19	2	17	22	-5	53	60	-7
TalkingLifestyle882	55	64	-9	1	*	*	2	3	-1	1	2	-1	9	13	-4	10	13	-3	33	33	0
4KQ	229	213	16	7	7	0	6	7	-1	14	17	-3	44	49	-5	75	66	9	82	67	15
HIT 105	465	480	-15	88	85	3	109	113	-4	179	183	-4	72	73	-1	14	18	-4	3	8	-5
97.3FM	479	508	-29	64	67	-3	45	50	-5	124	128	-4	153	156	-3	70	83	-13	24	24	0
104.5 TRIPLE M	382	374	8	46	46	0	34	39	-5	118	115	3	129	121	8	46	44	2	9	10	-1
NOVA106.9	608	601	7	113	114	-1	115	113	2	225	225	0	117	118	-1	27	21	6	11	9	2
ABC BRI	271	278	-7	13	10	3	12	10	2	22	26	-4	56	56	0	53	61	-8	115	114	1
4RN	89	93	-4	5	5	0	2	3	-1	11	11	0	29	23	6	19	18	1	24	34	-10
ABC NEWS	88	67	21	5	7	-2	6	4	2	23	20	3	14	10	4	17	12	5	22	15	7
4JJJ	298	321	-23	40	40	0	67	80	-13	122	131	-9	49	57	-8	16	12	4	4	1	3
ABCFM	80	75	5	3	2	1	4	7	-3	11	13	-2	17	17	0	21	14	7	25	23	2
Total	1875	1877	-2	207	209	-2	228	229	-1	491	492	-1	437	436	1	234	236	-2	277	275	2

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	105	-2	81	81	0	51	57	-6	51	52	-1	44	48	-4	28	33	-5	76	75	1
TalkingLifestyle882	44	58	-14	32	35	-3	24	34	-10	28	28	0	17	24	-7	6	8	-2	39	43	-4
4KQ	207	191	16	139	127	12	121	109	12	140	127	13	99	98	1	50	56	-6	151	145	6
HIT 105	426	438	-12	281	293	-12	183	178	5	251	259	-8	256	279	-23	90	79	11	284	305	-21
97.3FM	435	457	-22	285	298	-13	193	200	-7	248	257	-9	213	219	-6	106	119	-13	293	306	-13
104.5 TRIPLE M	338	334	4	216	228	-12	149	159	-10	208	198	10	184	181	3	69	70	-1	225	223	2
NOVA106.9	567	557	10	370	346	24	232	207	25	347	297	50	342	351	-9	161	161	0	400	391	9
ABC BRI	244	251	-7	195	206	-11	132	142	-10	131	140	-9	114	121	-7	66	57	9	172	191	-19
4RN	81	85	-4	58	66	-8	30	30	0	29	32	-3	35	43	-8	18	16	2	53	56	-3
ABC NEWS	82	61	21	56	43	13	27	22	5	23	21	2	38	24	14	29	18	11	50	38	12
4JJJ	257	282	-25	166	172	-6	110	110	0	137	146	-9	152	162	-10	72	95	-23	191	198	-7
ABCFM	71	64	7	33	36	-3	36	31	5	40	36	4	36	34	2	22	25	-3	56	59	-3
Total	1819	1821	-2	1510	1520	-10	1100	1074	26	1323	1298	25	1267	1289	-22	665	677	-12	1533	1570	-37