



# BRISBANE RADIO - SURVEY 7 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	5.6	5.3	0.3	0.5	1.5	-1.0	0.1	0.1	0.0	1.8	1.7	0.1	5.0	2.8	2.2	6.4	4.7	1.7	14.6	16.2	-1.6
TalkingLifestyle882	0.3	0.6	-0.3	*	0.1	*	*	0.1	*	*	*	*	*	0.5	*	0.4	1.2	-0.8	1.3	1.2	0.1
4KQ	8.1	8.7	-0.6	2.4	1.0	1.4	1.1	0.5	0.6	0.2	0.9	-0.7	3.7	5.5	-1.8	20.0	17.7	2.3	19.2	20.3	-1.1
HIT 105	11.2	10.5	0.7	22.7	21.8	0.9	24.1	26.9	-2.8	19.5	18.8	0.7	7.7	6.1	1.6	3.4	3.9	-0.5	0.8	0.6	0.2
97.3FM	11.1	10.7	0.4	19.2	18.6	0.6	12.1	9.7	2.4	10.3	8.6	1.7	17.1	16.3	0.8	11.1	11.9	-0.8	2.2	3.8	-1.6
104.5 TRIPLE M	9.5	10.3	-0.8	12.0	8.5	3.5	9.5	4.6	4.9	12.7	15.0	-2.3	12.7	17.5	-4.8	9.8	8.7	1.1	1.1	0.7	0.4
NOVA106.9	13.9	13.5	0.4	25.1	24.1	1.0	23.1	26.4	-3.3	21.5	21.3	0.2	15.8	12.5	3.3	5.6	8.5	-2.9	0.6	0.9	-0.3
ABC BRI	9.3	9.1	0.2	1.5	1.8	-0.3	0.4	0.2	0.2	1.6	1.8	-0.2	6.7	6.0	0.7	10.7	12.8	-2.1	26.7	24.2	2.5
4RN	3.1	2.8	0.3	0.4	0.8	-0.4	*	*	*	0.1	0.4	-0.3	3.0	3.1	-0.1	6.0	3.2	2.8	7.2	6.8	0.4
ABC NEWS	1.2	1.3	-0.1	0.1	0.2	-0.1	1.0	0.9	0.1	0.4	0.5	-0.1	0.8	0.8	0.0	1.8	1.9	-0.1	2.6	2.9	-0.3
4JJJ	7.9	7.7	0.2	3.9	6.5	-2.6	16.9	21.5	-4.6	16.0	12.8	3.2	7.2	7.5	-0.3	1.9	2.4	-0.5	0.5	0.8	-0.3
ABCFM	1.9	2.5	-0.6	0.2	0.4	-0.2	0.9	0.9	0.0	1.2	1.9	-0.7	1.5	1.3	0.2	1.8	3.0	-1.2	4.2	5.3	-1.1

## 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	6.1	5.7	0.4	6.8	6.6	0.2	8.0	7.7	0.3	5.1	4.8	0.3	3.6	3.3	0.3	7.2	5.0	2.2	4.0	4.2	-0.2						
TalkingLifestyle882	0.3	0.5	-0.2	0.2	0.5	-0.3	0.4	0.5	-0.1	0.3	0.6	-0.3	0.2	0.6	-0.4	0.1	0.2	-0.1	0.5	0.8	-0.3						
4KQ	7.7	8.2	-0.5	7.8	8.4	-0.6	9.3	9.4	-0.1	8.1	8.2	-0.1	6.2	6.9	-0.7	5.3	6.6	-1.3	9.4	10.3	-0.9						
HIT 105	11.8	10.7	1.1	10.6	9.3	1.3	12.1	10.5	1.6	13.1	12.0	1.1	12.3	11.5	0.8	9.8	10.1	-0.3	9.3	9.9	-0.6						
97.3FM	11.1	10.6	0.5	10.4	10.1	0.3	10.8	11.4	-0.6	12.9	11.6	1.3	11.2	10.5	0.7	7.6	7.2	0.4	11.2	10.8	0.4						
104.5 TRIPLE M	9.9	10.7	-0.8	9.2	10.1	-0.9	9.9	11.4	-1.5	11.2	11.5	-0.3	9.8	10.1	-0.3	7.8	9.4	-1.6	8.3	9.0	-0.7						
NOVA106.9	14.2	13.9	0.3	14.4	13.4	1.0	12.7	11.6	1.1	14.2	14.4	-0.2	17.2	17.6	-0.4	11.4	12.3	-0.9	12.8	12.2	0.6						
ABC BRI	9.0	8.9	0.1	12.9	13.5	-0.6	9.1	8.4	0.7	5.0	4.9	0.1	6.0	6.2	-0.2	13.8	11.8	2.0	10.0	9.8	0.2						
4RN	3.2	2.9	0.3	4.2	4.3	-0.1	2.8	2.1	0.7	2.7	2.2	0.5	2.8	2.7	0.1	3.0	2.7	0.3	3.0	2.6	0.4						
ABC NEWS	1.2	1.3	-0.1	1.8	1.8	0.0	0.6	0.6	0.0	0.7	0.6	0.1	0.8	1.1	-0.3	3.1	4.0	-0.9	1.2	1.3	-0.1						
4JJJ	8.2	7.9	0.3	7.2	7.1	0.1	8.1	7.4	0.7	9.3	8.5	0.8	9.3	9.7	-0.4	6.2	6.8	-0.6	6.9	7.1	-0.2						
ABCFM	1.8	2.5	-0.7	1.3	1.9	-0.6	1.4	3.1	-1.7	1.7	2.6	-0.9	2.6	2.7	-0.1	3.1	1.9	1.2	2.3	2.4	-0.1						



# BRISBANE RADIO - SURVEY 7 2017

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	12	0	*	*	*	*	*	*	1	1	0	3	1	2	2	2	0	7	8	-1
TalkingLifestyle882	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
4KQ	18	19	-1	*	*	*	*	*	*	*	*	*	2	3	-1	6	6	0	9	9	0
HIT 105	25	23	2	4	3	1	5	5	0	11	10	1	4	3	1	1	1	0	*	*	*
97.3FM	24	23	1	3	3	0	2	2	0	6	5	1	9	8	1	4	4	0	1	2	-1
104.5 TRIPLE M	21	23	-2	2	1	1	2	1	1	7	8	-1	6	9	-3	3	3	0	1	*	*
NOVA106.9	31	30	1	4	3	1	5	5	0	12	12	0	8	6	2	2	3	-1	*	*	*
ABC BRI	20	20	0	*	*	*	*	*	*	1	1	0	3	3	0	3	4	-1	12	11	1
4RN	7	6	1	*	*	*	*	*	*	*	*	*	2	2	0	2	1	1	3	3	0
ABC NEWS	3	3	0	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0
4JJJ	17	17	0	1	1	0	3	4	-1	9	7	2	4	4	0	1	1	0	*	*	*
ABCFM	4	5	-1	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0	2	2	0
<b>Total</b>	<b>221</b>	<b>219</b>	<b>2</b>	<b>16</b>	<b>14</b>	<b>2</b>	<b>20</b>	<b>18</b>	<b>2</b>	<b>56</b>	<b>55</b>	<b>1</b>	<b>50</b>	<b>51</b>	<b>-1</b>	<b>32</b>	<b>34</b>	<b>-2</b>	<b>46</b>	<b>46</b>	<b>0</b>

## 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	15	13	2	25	23	2	24	23	1	15	13	2	8	8	0	5	3	2	7	8	-1
TalkingLifestyle882	1	1	0	1	2	-1	1	1	0	1	2	-1	*	1	*	*	*	*	1	1	0
4KQ	18	19	-1	29	30	-1	28	28	0	23	23	0	14	16	-2	4	4	0	17	19	-2
HIT 105	28	25	3	40	33	7	36	31	5	37	34	3	28	27	1	7	7	0	17	18	-1
97.3FM	26	25	1	39	36	3	32	34	-2	37	33	4	26	25	1	5	5	0	20	20	0
104.5 TRIPLE M	23	25	-2	34	36	-2	30	34	-4	32	32	0	22	24	-2	5	6	-1	15	16	-1
NOVA106.9	34	33	1	54	48	6	38	35	3	41	40	1	39	42	-3	8	8	0	23	22	1
ABC BRI	21	21	0	48	48	0	27	25	2	14	14	0	14	15	-1	9	8	1	18	18	0
4RN	8	7	1	15	15	0	8	6	2	8	6	2	6	7	-1	2	2	0	5	5	0
ABC NEWS	3	3	0	7	6	1	2	2	0	2	2	0	2	3	-1	2	3	-1	2	2	0
4JJJ	19	19	0	27	25	2	24	22	2	27	24	3	21	23	-2	4	5	-1	12	13	-1
ABCFM	4	6	-2	5	7	-2	4	9	-5	5	7	-2	6	6	0	2	1	1	4	4	0
<b>Total</b>	<b>236</b>	<b>234</b>	<b>2</b>	<b>372</b>	<b>357</b>	<b>15</b>	<b>300</b>	<b>298</b>	<b>2</b>	<b>287</b>	<b>281</b>	<b>6</b>	<b>227</b>	<b>239</b>	<b>-12</b>	<b>67</b>	<b>68</b>	<b>-1</b>	<b>182</b>	<b>182</b>	<b>0</b>



# BRISBANE RADIO - SURVEY 7 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	126	124	2	3	4	-1	1	1	0	15	16	-1	27	30	-3	25	21	4	56	53	3
TalkingLifestyle882	23	24	-1	*	1	*	*	2	*	1	*	*	*	2	*	4	6	-2	19	14	5
4KQ	202	210	-8	8	6	2	10	5	5	3	8	-5	26	43	-17	63	61	2	92	87	5
HIT 105	481	473	8	82	78	4	111	110	1	181	177	4	73	76	-3	23	23	0	11	10	1
97.3FM	521	506	15	89	82	7	63	64	-1	120	118	2	165	155	10	58	58	0	27	28	-1
104.5 TRIPLE M	378	379	-1	51	40	11	35	31	4	121	123	-2	121	135	-14	39	42	-3	11	8	3
NOVA106.9	579	587	-8	99	106	-7	113	113	0	214	219	-5	121	116	5	23	19	4	8	12	-4
ABC BRI	267	277	-10	7	6	1	9	3	6	28	29	-1	62	63	-1	52	59	-7	108	117	-9
4RN	78	85	-7	2	3	-1	1	*	*	4	5	-1	16	19	-3	25	22	3	31	36	-5
ABC NEWS	67	64	3	2	3	-1	4	3	1	14	13	1	14	9	5	12	12	0	21	25	-4
4JJB	291	290	1	24	27	-3	70	73	-3	127	121	6	52	54	-2	14	13	1	5	3	2
ABCFM	88	88	0	4	4	0	3	4	-1	16	20	-4	20	15	5	14	14	0	31	31	0
Total	1873	1874	-1	208	208	0	225	227	-2	490	486	4	437	439	-2	233	235	-2	280	279	1

## 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	120	120	0	94	84	10	76	66	10	71	66	5	58	53	5	31	29	2	72	85	-13
TalkingLifestyle882	17	21	-4	8	7	1	10	11	-1	12	15	-3	5	13	-8	2	3	-1	15	15	0
4KQ	180	184	-4	108	120	-12	106	117	-11	117	117	0	88	89	-1	40	43	-3	145	157	-12
HIT 105	454	440	14	288	279	9	208	195	13	270	250	20	247	238	9	109	105	4	283	293	-10
97.3FM	474	454	20	285	266	19	199	203	-4	280	246	34	240	253	-13	122	103	19	328	313	15
104.5 TRIPLE M	340	334	6	207	205	2	135	161	-26	187	188	-1	183	188	-5	78	86	-8	213	214	-1
NOVA106.9	529	531	-2	354	334	20	232	218	14	295	310	-15	309	336	-27	134	146	-12	372	389	-17
ABC BRI	241	254	-13	180	191	-11	124	129	-5	119	121	-2	102	120	-18	76	81	-5	189	199	-10
4RN	73	76	-3	53	58	-5	35	35	0	40	42	-2	41	38	3	18	18	0	58	57	1
ABC NEWS	56	51	5	38	29	9	19	21	-2	20	20	0	15	18	-3	15	18	-3	38	38	0
4JJB	258	263	-5	159	158	1	81	89	-8	140	139	1	157	170	-13	64	65	-1	195	198	-3
ABCFM	81	84	-3	34	44	-10	31	42	-11	36	43	-7	56	49	7	30	23	7	52	54	-2
Total	1833	1826	7	1479	1468	11	1077	1087	-10	1288	1269	19	1274	1310	-36	691	669	22	1521	1547	-26