



BRISBANE RADIO - SURVEY 1 2018

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	6.2	-0.6	0.1	0.1	0.0	0.7	*	*	0.2	1.5	-1.3	4.5	5.3	-0.8	6.2	4.7	1.5	17.1	18.8	-1.7
TalkingLifestyle882	0.9	0.5	0.4	0.2	*	*	*	*	*	0.1	*	*	1.4	0.1	1.3	0.9	0.8	0.1	1.9	1.7	0.2
4KQ	8.2	10.2	-2.0	1.0	3.3	-2.3	1.6	0.9	0.7	0.3	0.4	-0.1	3.3	8.3	-5.0	20.9	23.8	-2.9	19.7	20.9	-1.2
HIT 105	11.8	10.6	1.2	20.4	21.4	-1.0	22.6	22.2	0.4	24.3	19.7	4.6	7.7	7.6	0.1	3.5	1.7	1.8	0.8	1.1	-0.3
97.3FM	12.1	10.4	1.7	15.4	16.9	-1.5	10.1	13.0	-2.9	9.7	9.6	0.1	19.7	13.1	6.6	14.7	12.2	2.5	2.6	3.0	-0.4
104.5 TRIPLE M	9.7	9.9	-0.2	10.6	10.8	-0.2	9.0	9.7	-0.7	12.6	11.5	1.1	13.7	14.0	-0.3	10.7	10.6	0.1	0.7	1.9	-1.2
NOVA106.9	12.6	13.3	-0.7	23.7	30.1	-6.4	19.0	23.1	-4.1	20.6	21.4	-0.8	14.6	13.7	0.9	2.3	3.0	-0.7	1.4	0.5	0.9
ABC BRI	8.1	8.5	-0.4	1.9	0.7	1.2	0.3	0.7	-0.4	2.4	2.2	0.2	3.8	5.7	-1.9	9.9	11.6	-1.7	24.8	23.5	1.3
4RN	3.4	2.5	0.9	0.1	1.3	-1.2	0.2	0.2	0.0	1.1	0.3	0.8	2.7	2.0	0.7	4.7	5.7	-1.0	9.0	4.8	4.2
ABC NEWS	1.0	1.1	-0.1	0.1	0.3	-0.2	0.1	0.4	-0.3	1.1	0.8	0.3	1.3	0.5	0.8	0.9	2.6	-1.7	1.6	1.8	-0.2
4JJJ	8.4	8.8	-0.4	8.3	3.1	5.2	22.2	16.3	5.9	14.9	17.4	-2.5	6.7	9.2	-2.5	3.5	2.9	0.6	0.2	0.3	-0.1
ABCFM	2.0	2.0	0.0	0.2	0.2	0.0	0.9	1.1	-0.2	1.5	0.9	0.6	1.6	1.4	0.2	1.6	2.1	-0.5	4.8	5.1	-0.3

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	5.9	6.7	-0.8	6.9	8.1	-1.2	8.2	8.7	-0.5	4.3	5.2	-0.9	3.1	3.5	-0.4	7.2	7.6	-0.4	4.8	4.3	0.5						
TalkingLifestyle882	1.0	0.3	0.7	0.7	0.2	0.5	1.3	0.5	0.8	1.1	0.5	0.6	0.9	0.2	0.7	1.3	0.4	0.9	0.7	1.0	-0.3						
4KQ	7.8	9.8	-2.0	8.1	8.9	-0.8	9.7	11.4	-1.7	8.1	10.9	-2.8	5.4	8.4	-3.0	5.5	7.5	-2.0	9.4	11.5	-2.1						
HIT 105	12.5	11.2	1.3	12.4	10.9	1.5	12.2	10.0	2.2	13.9	11.7	2.2	12.7	13.2	-0.5	9.0	9.6	-0.6	9.6	8.8	0.8						
97.3FM	11.6	10.3	1.3	10.8	10.0	0.8	11.8	9.4	2.4	12.3	12.1	0.2	12.2	10.4	1.8	11.0	7.3	3.7	13.4	10.6	2.8						
104.5 TRIPLE M	10.3	10.7	-0.4	10.0	10.1	-0.1	9.9	11.9	-2.0	12.6	12.3	0.3	10.6	9.8	0.8	4.4	5.1	-0.7	7.8	7.3	0.5						
NOVA106.9	13.2	13.6	-0.4	12.2	14.1	-1.9	12.1	12.3	-0.2	14.0	13.3	0.7	15.3	14.8	0.5	13.3	13.4	-0.1	10.9	12.6	-1.7						
ABC BRI	8.2	8.5	-0.3	11.1	11.6	-0.5	7.9	9.1	-1.2	5.2	5.3	-0.1	7.0	6.1	0.9	10.2	10.7	-0.5	7.7	8.3	-0.6						
4RN	3.5	2.5	1.0	4.3	3.2	1.1	2.7	1.6	1.1	2.0	2.0	0.0	3.9	2.6	1.3	6.3	2.9	3.4	3.3	2.6	0.7						
ABC NEWS	0.9	1.1	-0.2	1.2	1.8	-0.6	0.6	0.5	0.1	0.7	0.8	-0.1	1.1	0.5	0.6	1.2	1.7	-0.5	1.3	1.3	0.0						
4JJJ	8.0	9.1	-1.1	7.5	7.6	-0.1	7.5	9.7	-2.2	8.1	10.3	-2.2	9.9	10.2	-0.3	6.9	7.0	-0.1	9.4	7.5	1.9						
ABCFM	1.8	2.0	-0.2	2.1	1.5	0.6	1.8	1.8	0.0	1.3	1.8	-0.5	1.7	2.5	-0.8	2.9	4.2	-1.3	2.6	2.1	0.5						



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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	109	128	-19	3	3	0	3	1	2	6	12	-6	23	33	-10	24	18	6	52	61	-9
TalkingLifestyle882	30	33	-3	1	*	*	1	2	-1	2	4	-2	5	2	3	5	7	-2	15	18	-3
4KQ	203	253	-50	5	11	-6	6	11	-5	13	9	4	20	45	-25	78	80	-2	82	97	-15
HIT 105	505	487	18	94	90	4	109	108	1	183	179	4	87	81	6	24	16	8	8	13	-5
97.3FM	531	482	49	67	74	-7	63	62	1	132	131	1	165	130	35	74	59	15	30	24	6
104.5 TRIPLE M	367	369	-2	51	50	1	40	33	7	121	124	-3	112	99	13	40	49	-9	4	13	-9
NOVA106.9	568	573	-5	100	108	-8	105	112	-7	209	214	-5	120	111	9	27	20	7	7	6	1
ABC BRI	281	259	22	13	9	4	9	13	-4	30	37	-7	61	61	0	56	50	6	112	89	23
4RN	94	69	25	1	1	0	4	4	0	9	7	2	30	14	16	11	22	-11	37	20	17
ABC NEWS	66	74	-8	3	4	-1	4	2	2	16	17	-1	15	14	1	10	17	-7	18	20	-2
4JJJ	311	308	3	41	28	13	74	71	3	126	136	-10	58	58	0	11	12	-1	1	2	-1
ABCFM	90	86	4	5	3	2	6	6	0	16	13	3	22	24	-2	12	12	0	30	28	2
Total	1902	1874	28	212	208	4	224	222	2	500	491	9	442	440	2	239	236	3	285	278	7

Cumulative Audience (000's) by Session, P10+ [Potential: 2012]

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	107	123	-16	78	100	-22	70	81	-11	56	73	-17	46	56	-10	37	34	3	67	68	-1
TalkingLifestyle882	28	24	4	16	11	5	16	9	7	19	14	5	12	6	6	7	4	3	19	21	-2
4KQ	186	224	-38	130	142	-12	121	132	-11	114	141	-27	102	132	-30	44	55	-11	154	180	-26
HIT 105	471	456	15	322	294	28	202	203	-1	301	275	26	262	274	-12	123	118	5	308	297	11
97.3FM	478	436	42	297	269	28	201	181	20	252	274	-22	244	241	3	108	106	2	343	319	24
104.5 TRIPLE M	331	341	-10	217	216	1	137	156	-19	206	200	6	187	183	4	66	65	1	211	198	13
NOVA106.9	517	528	-11	341	355	-14	218	214	4	286	286	0	296	293	3	146	138	8	349	371	-22
ABC BRI	252	239	13	196	178	18	110	131	-21	119	117	2	111	105	6	70	57	13	175	161	14
4RN	86	65	21	71	43	28	45	27	18	37	35	2	52	37	15	38	19	19	62	49	13
ABC NEWS	56	65	-9	33	46	-13	15	20	-5	20	22	-2	26	16	10	11	14	-3	41	42	-1
4JJJ	277	276	1	165	171	-6	123	108	15	166	152	14	175	175	0	84	81	3	191	194	-3
ABCFM	81	80	1	43	46	-3	34	33	1	35	38	-3	41	50	-9	26	35	-9	58	53	5
Total	1837	1830	7	1526	1495	31	1098	1120	-22	1293	1327	-34	1290	1296	-6	688	691	-3	1562	1544	18



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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	14	-1	*	*	*	*	*	*	*	1	*	3	3	0	2	2	0	8	8	0
TalkingLifestyle882	2	1	1	*	*	*	*	*	*	*	*	*	1	*	*	*	*	*	1	1	0
4KQ	19	23	-4	*	*	*	*	*	*	*	*	2	5	-3	7	8	-1	9	9	0	
HIT 105	27	24	3	4	3	1	5	5	0	12	11	1	5	4	1	1	1	0	*	*	*
97.3FM	28	23	5	3	3	0	2	3	-1	5	5	0	12	7	5	5	4	1	1	1	0
104.5 TRIPLE M	22	22	0	2	2	0	2	2	0	6	6	0	8	8	0	4	4	0	*	1	*
NOVA106.9	29	30	-1	4	4	0	4	5	-1	10	12	-2	9	8	1	1	1	0	1	*	*
ABC BRI	19	19	0	*	*	*	*	*	*	1	1	0	2	3	-1	3	4	-1	12	11	1
4RN	8	6	2	*	*	*	*	*	*	1	*	*	2	1	1	2	2	0	4	2	2
ABC NEWS	2	3	-1	*	*	*	*	*	*	1	*	*	1	*	*	*	1	*	1	1	0
4JJJ	19	20	-1	2	*	*	5	3	2	7	9	-2	4	5	-1	1	1	0	*	*	*
ABCFM	5	5	0	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0	2	2	0
Total	231	226	5	19	15	4	23	21	2	50	54	-4	60	57	3	33	33	0	47	45	2

Average Audience (000's) by Session, P10+ [Potential: 2012]

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	14	16	-2	27	31	-4	25	28	-3	12	15	-3	8	8	0	5	5	0	9	8	1						
TalkingLifestyle882	2	1	1	3	1	2	4	1	3	3	1	2	2	1	1	1	*	*	1	2	-1						
4KQ	19	24	-5	32	34	-2	30	36	-6	23	32	-9	13	20	-7	4	5	-1	18	21	-3						
HIT 105	31	27	4	49	42	7	38	32	6	40	34	6	31	31	0	6	6	0	19	16	3						
97.3FM	29	25	4	43	39	4	37	30	7	35	36	-1	30	25	5	8	5	3	26	20	6						
104.5 TRIPLE M	25	26	-1	39	39	0	31	38	-7	36	36	0	26	23	3	3	3	0	15	13	2						
NOVA106.9	32	33	-1	48	54	-6	37	39	-2	40	39	1	37	35	2	9	8	1	21	23	-2						
ABC BRI	20	21	-1	44	45	-1	25	29	-4	15	16	-1	17	14	3	7	7	0	15	15	0						
4RN	9	6	3	17	12	5	8	5	3	6	6	0	10	6	4	4	2	2	6	5	1						
ABC NEWS	2	3	-1	5	7	-2	2	2	0	2	2	0	3	1	2	1	1	0	3	2	1						
4JJJ	20	22	-2	30	30	0	23	31	-8	23	30	-7	24	24	0	5	4	1	19	14	5						
ABCFM	4	5	-1	8	6	2	5	6	-1	4	5	-1	4	6	-2	2	3	-1	5	4	1						
Total	245	244	1	394	386	8	309	317	-8	287	294	-7	244	237	7	69	63	6	196	184	12						