



BRISBANE RADIO - SURVEY 4 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	5.9	5.0	0.9	0.6	0.4	0.2	*	0.6	*	1.6	1.3	0.3	4.0	3.2	0.8	7.5	4.3	3.2	16.6	16.0	0.6
TalkingLifestyle882	1.2	1.4	-0.2	*	*	*	0.2	0.2	0.0	0.1	*	*	0.7	2.1	-1.4	0.3	0.5	-0.2	4.4	3.9	0.5
4KQ	7.4	9.0	-1.6	1.3	0.6	0.7	1.5	0.6	0.9	0.3	1.4	-1.1	5.5	6.0	-0.5	17.1	22.6	-5.5	15.8	18.6	-2.8
HIT 105	11.4	11.0	0.4	20.8	22.0	-1.2	22.0	22.2	-0.2	20.6	21.3	-0.7	9.2	7.3	1.9	2.8	1.9	0.9	0.6	0.5	0.1
97.3FM	12.5	11.3	1.2	14.9	13.0	1.9	8.8	6.0	2.8	9.6	10.9	-1.3	23.6	17.9	5.7	12.5	13.1	-0.6	4.0	4.6	-0.6
104.5 TRIPLE M	9.9	10.2	-0.3	16.0	10.9	5.1	12.9	10.6	2.3	9.3	11.9	-2.6	14.7	17.0	-2.3	11.5	8.6	2.9	0.4	0.8	-0.4
NOVA106.9	14.1	15.8	-1.7	24.6	26.2	-1.6	24.5	30.2	-5.7	22.1	23.7	-1.6	13.6	16.9	-3.3	7.5	6.0	1.5	1.4	1.6	-0.2
ABC BRI	8.5	8.8	-0.3	1.7	1.2	0.5	0.5	1.0	-0.5	3.4	3.1	0.3	3.9	4.4	-0.5	11.5	10.7	0.8	23.7	25.8	-2.1
4RN	2.2	1.9	0.3	0.2	0.2	0.0	0.1	0.2	-0.1	0.8	0.2	0.6	2.1	2.9	-0.8	3.2	4.1	-0.9	5.1	2.6	2.5
ABC NEWS	1.8	1.6	0.2	0.1	0.3	-0.2	1.1	1.1	0.0	1.5	0.7	0.8	1.2	1.1	0.1	1.8	2.3	-0.5	3.8	3.4	0.4
4JJJ	7.2	6.4	0.8	3.5	6.6	-3.1	13.6	15.7	-2.1	16.1	11.5	4.6	5.7	5.5	0.2	2.3	2.1	0.2	0.1	0.1	0.0
ABCFM	2.7	2.4	0.3	0.5	0.3	0.2	1.1	0.7	0.4	2.0	1.1	0.9	1.2	0.8	0.4	2.5	3.7	-1.2	7.1	6.9	0.2

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	6.3	5.5	0.8	8.4	6.7	1.7	6.7	6.0	0.7	5.0	4.6	0.4	4.3	3.6	0.7	5.4	6.1	-0.7	4.5	3.5	1.0						
TalkingLifestyle882	1.2	1.3	-0.1	1.1	1.5	-0.4	1.3	1.4	-0.1	1.4	1.3	0.1	0.9	1.0	-0.1	0.9	1.5	-0.6	1.2	1.6	-0.4						
4KQ	6.7	8.1	-1.4	7.2	8.6	-1.4	8.4	9.5	-1.1	6.0	8.1	-2.1	5.7	5.7	0.0	5.0	6.8	-1.8	9.4	11.7	-2.3						
HIT 105	11.7	11.5	0.2	10.8	10.9	-0.1	11.4	11.3	0.1	13.0	12.6	0.4	11.9	12.3	-0.4	11.4	9.4	2.0	10.3	9.5	0.8						
97.3FM	12.7	11.2	1.5	12.8	10.6	2.2	14.1	11.4	2.7	13.2	12.3	0.9	12.2	11.3	0.9	8.2	10.0	-1.8	11.7	11.7	0.0						
104.5 TRIPLE M	10.7	11.1	-0.4	10.1	10.9	-0.8	10.6	11.2	-0.6	13.0	13.1	-0.1	9.9	10.5	-0.6	6.4	5.5	0.9	7.4	7.4	0.0						
NOVA106.9	14.3	16.3	-2.0	12.6	14.8	-2.2	13.0	15.2	-2.2	15.6	16.8	-1.2	18.6	21.7	-3.1	11.5	12.9	-1.4	13.5	14.3	-0.8						
ABC BRI	8.4	8.8	-0.4	10.9	12.1	-1.2	9.0	9.8	-0.8	6.3	6.2	0.1	5.4	5.1	0.3	9.8	9.4	0.4	8.7	8.6	0.1						
4RN	2.2	1.9	0.3	3.2	2.7	0.5	1.6	1.7	-0.1	1.2	0.9	0.3	2.6	1.9	0.7	2.4	2.5	-0.1	2.2	1.9	0.3						
ABC NEWS	1.9	1.6	0.3	2.7	2.2	0.5	1.2	0.8	0.4	0.9	0.7	0.2	1.4	1.6	-0.2	4.8	5.1	-0.3	1.6	1.5	0.1						
4JJJ	7.2	6.4	0.8	6.9	6.0	0.9	6.8	6.3	0.5	7.2	6.5	0.7	8.5	7.3	1.2	6.8	6.2	0.6	7.1	6.3	0.8						
ABCFM	2.5	2.3	0.2	2.0	2.0	0.0	2.0	2.3	-0.3	2.3	1.9	0.4	3.0	2.8	0.2	5.3	3.5	1.8	3.5	2.9	0.6						



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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	11	2	*	*	*	*	*	*	1	1	0	2	2	0	2	1	1	7	7	0
TalkingLifestyle882	3	3	0	*	*	*	*	*	*	*	*	*	*	1	*	*	*	*	2	2	0
4KQ	16	19	-3	*	*	*	*	*	*	*	1	*	3	3	0	5	7	-2	7	8	-1
HIT 105	25	23	2	3	4	-1	5	5	0	11	11	0	5	4	1	1	1	0	*	*	*
97.3FM	27	24	3	3	2	1	2	1	1	5	5	0	12	9	3	4	4	0	2	2	0
104.5 TRIPLE M	21	22	-1	3	2	1	3	2	1	5	6	-1	7	9	-2	4	3	1	*	*	*
NOVA106.9	31	34	-3	4	5	-1	5	6	-1	11	12	-1	7	9	-2	2	2	0	1	1	0
ABC BRI	18	19	-1	*	*	*	*	*	*	2	2	0	2	2	0	4	3	1	11	11	0
4RN	5	4	1	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	2	1	1
ABC NEWS	4	3	1	*	*	*	*	*	*	1	*	*	1	1	0	1	1	0	2	1	1
4JJJ	15	14	1	1	1	0	3	3	0	8	6	2	3	3	0	1	1	0	*	*	*
ABCFM	6	5	1	*	*	*	*	*	*	1	1	0	1	*	*	1	1	0	3	3	0
Total	216	212	4	17	18	-1	21	20	1	52	49	3	51	51	0	31	31	0	45	43	2

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	12	3	32	25	7	20	17	3	14	12	2	10	8	2	3	4	-1	8	6	2
TalkingLifestyle882	3	3	0	4	5	-1	4	4	0	4	4	0	2	2	0	1	1	0	2	3	-1
4KQ	16	18	-2	27	31	-4	25	27	-2	16	21	-5	13	12	1	3	4	-1	17	21	-4
HIT 105	27	26	1	41	40	1	34	32	2	35	33	2	26	27	-1	7	6	1	19	17	2
97.3FM	29	25	4	48	39	9	41	32	9	36	32	4	27	24	3	5	6	-1	21	21	0
104.5 TRIPLE M	25	25	0	38	40	-2	31	32	-1	35	34	1	22	22	0	4	4	0	13	13	0
NOVA106.9	33	37	-4	47	54	-7	38	43	-5	42	44	-2	41	47	-6	7	8	-1	24	26	-2
ABC BRI	19	20	-1	41	44	-3	27	28	-1	17	16	1	12	11	1	6	6	0	16	16	0
4RN	5	4	1	12	10	2	5	5	0	3	2	1	6	4	2	2	2	0	4	3	1
ABC NEWS	4	4	0	10	8	2	4	2	2	2	2	0	3	3	0	3	3	0	3	3	0
4JJJ	17	14	3	26	22	4	20	18	2	19	17	2	19	16	3	4	4	0	13	11	2
ABCFM	6	5	1	8	7	1	6	7	-1	6	5	1	7	6	1	3	2	1	6	5	1
Total	231	224	7	376	366	10	294	284	10	271	262	9	222	215	7	63	65	-2	179	181	-2

EMBARGOED UNTIL 9:30AM AEST



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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	126	112	14	9	5	4	2	3	-1	14	13	1	25	21	4	24	17	7	53	53	0
TalkingLifestyle882	46	55	-9	1	1	0	1	2	-1	2	1	1	5	9	-4	6	10	-4	31	33	-2
4KQ	210	229	-19	8	7	1	7	6	1	8	14	-6	37	44	-7	72	75	-3	78	82	-4
HIT 105	479	465	14	82	88	-6	117	109	8	175	179	-4	78	72	6	20	14	6	6	3	3
97.3FM	517	479	38	74	64	10	63	45	18	132	124	8	157	153	4	62	70	-8	29	24	5
104.5 TRIPLE M	377	382	-5	50	46	4	40	34	6	115	118	-3	118	129	-11	44	46	-2	10	9	1
NOVA106.9	580	608	-28	109	113	-4	114	115	-1	214	225	-11	100	117	-17	31	27	4	14	11	3
ABC BRI	260	271	-11	15	13	2	7	12	-5	21	22	-1	54	56	-2	51	53	-2	113	115	-2
4RN	89	89	0	6	5	1	1	2	-1	11	11	0	26	29	-3	19	19	0	26	24	2
ABC NEWS	99	88	11	3	5	-2	7	6	1	30	23	7	18	14	4	14	17	-3	28	22	6
4JJJ	304	298	6	30	40	-10	63	67	-4	128	122	6	60	49	11	19	16	3	4	4	0
ABCFM	91	80	11	4	3	1	5	4	1	21	11	10	13	17	-4	17	21	-4	31	25	6
Total	1874	1875	-1	206	207	-1	230	228	2	491	491	0	437	437	0	233	234	-1	277	277	0

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	121	103	18	99	81	18	64	51	13	69	51	18	55	44	11	32	28	4	86	76	10
TalkingLifestyle882	38	44	-6	21	32	-11	19	24	-5	27	28	-1	19	17	2	7	6	1	31	39	-8
4KQ	185	207	-22	121	139	-18	111	121	-10	108	140	-32	91	99	-8	41	50	-9	148	151	-3
HIT 105	447	426	21	299	281	18	193	183	10	280	251	29	258	256	2	118	90	28	292	284	8
97.3FM	465	435	30	307	285	22	215	193	22	262	248	14	245	213	32	95	106	-11	336	293	43
104.5 TRIPLE M	342	338	4	217	216	1	129	149	-20	199	208	-9	180	184	-4	73	69	4	203	225	-22
NOVA106.9	534	567	-33	356	370	-14	227	232	-5	322	347	-25	307	342	-35	140	161	-21	379	400	-21
ABC BRI	232	244	-12	171	195	-24	126	132	-6	129	131	-2	101	114	-13	71	66	5	163	172	-9
4RN	80	81	-1	59	58	1	27	30	-3	33	29	4	45	35	10	22	18	4	51	53	-2
ABC NEWS	88	82	6	63	56	7	28	27	1	24	23	1	33	38	-5	31	29	2	63	50	13
4JJJ	273	257	16	177	166	11	131	110	21	161	137	24	156	152	4	87	72	15	198	191	7
ABCFM	86	71	15	38	33	5	44	36	8	46	40	6	43	36	7	22	22	0	58	56	2
Total	1831	1819	12	1511	1510	1	1126	1100	26	1345	1323	22	1286	1267	19	700	665	35	1519	1533	-14