



# BRISBANE RADIO - SURVEY 5 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	5.8	5.9	-0.1	1.2	0.6	0.6	*	*	*	0.9	1.6	-0.7	2.8	4.0	-1.2	6.1	7.5	-1.4	18.3	16.6	1.7
TalkingLifestyle882	1.0	1.2	-0.2	0.1	*	*	0.3	0.2	0.1	0.1	0.1	0.0	0.6	0.7	-0.1	1.3	0.3	1.0	2.9	4.4	-1.5
4KQ	7.8	7.4	0.4	1.6	1.3	0.3	1.7	1.5	0.2	0.8	0.3	0.5	5.8	5.5	0.3	15.2	17.1	-1.9	17.1	15.8	1.3
HIT 105	10.1	11.4	-1.3	19.9	20.8	-0.9	22.4	22.0	0.4	18.0	20.6	-2.6	7.4	9.2	-1.8	3.7	2.8	0.9	0.6	0.6	0.0
97.3FM	11.9	12.5	-0.6	15.8	14.9	0.9	11.0	8.8	2.2	8.7	9.6	-0.9	19.9	23.6	-3.7	13.3	12.5	0.8	4.3	4.0	0.3
104.5 TRIPLE M	10.0	9.9	0.1	14.0	16.0	-2.0	8.9	12.9	-4.0	10.8	9.3	1.5	16.9	14.7	2.2	9.3	11.5	-2.2	0.6	0.4	0.2
NOVA106.9	13.0	14.1	-1.1	28.1	24.6	3.5	24.9	24.5	0.4	19.3	22.1	-2.8	12.3	13.6	-1.3	7.3	7.5	-0.2	1.3	1.4	-0.1
ABC BRI	8.9	8.5	0.4	0.9	1.7	-0.8	0.3	0.5	-0.2	2.1	3.4	-1.3	4.3	3.9	0.4	14.6	11.5	3.1	24.2	23.7	0.5
4RN	2.5	2.2	0.3	0.4	0.2	0.2	0.2	0.1	0.1	1.3	0.8	0.5	1.6	2.1	-0.5	3.7	3.2	0.5	5.7	5.1	0.6
ABC NEWS	1.5	1.8	-0.3	0.2	0.1	0.1	0.5	1.1	-0.6	1.6	1.5	0.1	0.7	1.2	-0.5	1.9	1.8	0.1	3.0	3.8	-0.8
4JJJ	8.7	7.2	1.5	5.0	3.5	1.5	18.8	13.6	5.2	18.1	16.1	2.0	7.8	5.7	2.1	2.2	2.3	-0.1	0.6	0.1	0.5
ABCFM	2.9	2.7	0.2	0.5	0.5	0.0	0.8	1.1	-0.3	2.6	2.0	0.6	1.5	1.2	0.3	2.9	2.5	0.4	6.7	7.1	-0.4

## 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	6.0	6.3	-0.3	8.2	8.4	-0.2	6.6	6.7	-0.1	4.4	5.0	-0.6	3.7	4.3	-0.6	5.5	5.4	0.1	5.0	4.5	0.5						
TalkingLifestyle882	0.9	1.2	-0.3	0.7	1.1	-0.4	1.0	1.3	-0.3	1.1	1.4	-0.3	0.9	0.9	0.0	0.8	0.9	-0.1	1.3	1.2	0.1						
4KQ	7.4	6.7	0.7	7.4	7.2	0.2	9.2	8.4	0.8	6.9	6.0	0.9	6.4	5.7	0.7	5.8	5.0	0.8	9.2	9.4	-0.2						
HIT 105	10.2	11.7	-1.5	9.3	10.8	-1.5	9.3	11.4	-2.1	11.2	13.0	-1.8	11.2	11.9	-0.7	10.4	11.4	-1.0	9.7	10.3	-0.6						
97.3FM	11.9	12.7	-0.8	12.0	12.8	-0.8	13.5	14.1	-0.6	12.5	13.2	-0.7	11.3	12.2	-0.9	7.0	8.2	-1.2	11.8	11.7	0.1						
104.5 TRIPLE M	10.6	10.7	-0.1	10.2	10.1	0.1	11.1	10.6	0.5	12.2	13.0	-0.8	8.7	9.9	-1.2	9.2	6.4	2.8	8.2	7.4	0.8						
NOVA106.9	13.3	14.3	-1.0	11.6	12.6	-1.0	10.2	13.0	-2.8	14.1	15.6	-1.5	18.2	18.6	-0.4	14.7	11.5	3.2	12.2	13.5	-1.3						
ABC BRI	8.9	8.4	0.5	12.2	10.9	1.3	9.6	9.0	0.6	5.9	6.3	-0.4	6.7	5.4	1.3	9.4	9.8	-0.4	8.8	8.7	0.1						
4RN	2.6	2.2	0.4	3.9	3.2	0.7	1.4	1.6	-0.2	2.0	1.2	0.8	2.8	2.6	0.2	2.1	2.4	-0.3	2.2	2.2	0.0						
ABC NEWS	1.5	1.9	-0.4	2.3	2.7	-0.4	1.1	1.2	-0.1	0.8	0.9	-0.1	1.1	1.4	-0.3	3.1	4.8	-1.7	1.5	1.6	-0.1						
4JJJ	8.9	7.2	1.7	7.9	6.9	1.0	8.5	6.8	1.7	8.8	7.2	1.6	11.2	8.5	2.7	9.1	6.8	2.3	8.0	7.1	0.9						
ABCFM	2.9	2.5	0.4	2.3	2.0	0.3	3.4	2.0	1.4	3.2	2.3	0.9	2.9	3.0	-0.1	3.5	5.3	-1.8	2.9	3.5	-0.6						

# EMBARGOED UNTIL 9:30AM AEST



## BRISBANE RADIO - SURVEY 5 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	13	-1	*	*	*	*	*	*	*	1	*	2	2	0	2	2	0	8	7	1
TalkingLifestyle882	2	3	-1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	2	-1
4KQ	17	16	1	*	*	*	*	*	*	*	*	*	3	3	0	5	5	0	8	7	1
HIT 105	22	25	-3	3	3	0	4	5	-1	9	11	-2	4	5	-1	1	1	0	*	*	*
97.3FM	26	27	-1	2	3	-1	2	2	0	4	5	-1	11	12	-1	4	4	0	2	2	0
104.5 TRIPLE M	22	21	1	2	3	-1	2	3	-1	6	5	1	9	7	2	3	4	-1	*	*	*
NOVA106.9	28	31	-3	4	4	0	5	5	0	10	11	-1	7	7	0	2	2	0	1	1	0
ABC BRI	19	18	1	*	*	*	*	*	*	1	2	-1	2	2	0	5	4	1	11	11	0
4RN	5	5	0	*	*	*	*	*	*	1	*	*	1	1	0	1	1	0	3	2	1
ABC NEWS	3	4	-1	*	*	*	*	*	*	1	1	0	*	1	*	1	1	0	1	2	-1
4JJJ	19	15	4	1	1	0	4	3	1	9	8	1	4	3	1	1	1	0	*	*	*
ABCFM	6	6	0	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0	3	3	0
Total	216	216	0	14	17	-3	19	21	-2	51	52	-1	54	51	3	32	31	1	45	45	0

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	14	15	-1	30	32	-2	20	20	0	12	14	-2	9	10	-1	3	3	0	9	8	1
TalkingLifestyle882	2	3	-1	3	4	-1	3	4	-1	3	4	-1	2	2	0	1	1	0	2	2	0
4KQ	17	16	1	27	27	0	28	25	3	19	16	3	15	13	2	4	3	1	16	17	-1
HIT 105	24	27	-3	34	41	-7	28	34	-6	31	35	-4	27	26	1	7	7	0	17	19	-2
97.3FM	28	29	-1	44	48	-4	41	41	0	34	36	-2	27	27	0	4	5	-1	21	21	0
104.5 TRIPLE M	25	25	0	37	38	-1	33	31	2	33	35	-2	21	22	-1	6	4	2	14	13	1
NOVA106.9	31	33	-2	43	47	-4	31	38	-7	38	42	-4	44	41	3	9	7	2	21	24	-3
ABC BRI	21	19	2	45	41	4	29	27	2	16	17	-1	16	12	4	6	6	0	15	16	-1
4RN	6	5	1	14	12	2	4	5	-1	5	3	2	7	6	1	1	2	-1	4	4	0
ABC NEWS	4	4	0	8	10	-2	3	4	-1	2	2	0	3	3	0	2	3	-1	3	3	0
4JJJ	21	17	4	29	26	3	25	20	5	24	19	5	27	19	8	6	4	2	14	13	1
ABCFM	7	6	1	8	8	0	10	6	4	9	6	3	7	7	0	2	3	-1	5	6	-1
Total	233	231	2	367	376	-9	301	294	7	272	271	1	239	222	17	63	63	0	174	179	-5



# BRISBANE RADIO - SURVEY 5 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	134	126	8	7	9	-2	1	2	-1	12	14	-2	32	25	7	22	24	-2	60	53	7
TalkingLifestyle882	38	46	-8	1	1	0	3	1	2	2	2	0	5	5	0	7	6	1	20	31	-11
4KQ	215	210	5	7	8	-1	7	7	0	8	8	0	45	37	8	71	72	-1	77	78	-1
HIT 105	456	479	-23	75	82	-7	106	117	-11	160	175	-15	82	78	4	23	20	3	11	6	5
97.3FM	515	517	-2	77	74	3	63	63	0	132	132	0	151	157	-6	63	62	1	29	29	0
104.5 TRIPLE M	366	377	-11	47	50	-3	33	40	-7	110	115	-5	123	118	5	44	44	0	8	10	-2
NOVA106.9	566	580	-14	113	109	4	105	114	-9	206	214	-8	104	100	4	22	31	-9	17	14	3
ABC BRI	268	260	8	7	15	-8	2	7	-5	31	21	10	59	54	5	58	51	7	111	113	-2
4RN	96	89	7	6	6	0	1	1	0	13	11	2	21	26	-5	22	19	3	34	26	8
ABC NEWS	85	99	-14	2	3	-1	5	7	-2	27	30	-3	13	18	-5	10	14	-4	28	28	0
4JJJ	317	304	13	25	30	-5	72	63	9	134	128	6	72	60	12	13	19	-6	2	4	-2
ABCFM	99	91	8	6	4	2	6	5	1	25	21	4	17	13	4	12	17	-5	34	31	3
Total	1875	1874	1	206	206	0	230	230	0	483	491	-8	441	437	4	238	233	5	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	130	121	9	94	99	-5	69	64	5	72	69	3	59	55	4	37	32	5	94	86	8
TalkingLifestyle882	34	38	-4	11	21	-10	15	19	-4	21	27	-6	20	19	1	9	7	2	25	31	-6
4KQ	183	185	-2	121	121	0	118	111	7	100	108	-8	94	91	3	40	41	-1	156	148	8
HIT 105	422	447	-25	281	299	-18	177	193	-16	244	280	-36	236	258	-22	111	118	-7	275	292	-17
97.3FM	462	465	-3	282	307	-25	221	215	6	257	262	-5	266	245	21	91	95	-4	340	336	4
104.5 TRIPLE M	337	342	-5	215	217	-2	153	129	24	190	199	-9	172	180	-8	77	73	4	194	203	-9
NOVA106.9	520	534	-14	321	356	-35	203	227	-24	292	322	-30	319	307	12	147	140	7	370	379	-9
ABC BRI	248	232	16	183	171	12	133	126	7	129	129	0	123	101	22	73	71	2	176	163	13
4RN	88	80	8	66	59	7	32	27	5	47	33	14	45	45	0	19	22	-3	51	51	0
ABC NEWS	72	88	-16	48	63	-15	29	28	1	25	24	1	26	33	-7	23	31	-8	53	63	-10
4JJJ	295	273	22	184	177	7	132	131	1	159	161	-2	182	156	26	100	87	13	204	198	6
ABCFM	94	86	8	51	38	13	52	44	8	50	46	4	52	43	9	21	22	-1	64	58	6
Total	1830	1831	-1	1487	1511	-24	1126	1126	0	1299	1345	-46	1318	1286	32	684	700	-16	1531	1519	12