



BRISBANE RADIO - SURVEY 2 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	5.6	0.0	0.4	0.1	0.3	0.1	0.7	-0.6	0.5	0.2	0.3	2.9	4.5	-1.6	3.6	6.2	-2.6	18.9	17.1	1.8
TalkingLifestyle882	0.5	0.9	-0.4	*	0.2	*	0.1	*	*	*	0.1	*	0.1	1.4	-1.3	0.7	0.9	-0.2	1.5	1.9	-0.4
4KQ	8.1	8.2	-0.1	1.7	1.0	0.7	0.4	1.6	-1.2	0.6	0.3	0.3	5.2	3.3	1.9	17.5	20.9	-3.4	17.4	19.7	-2.3
HIT 105	11.2	11.8	-0.6	18.6	20.4	-1.8	23.5	22.6	0.9	21.0	24.3	-3.3	8.8	7.7	1.1	5.8	3.5	2.3	0.3	0.8	-0.5
97.3FM	12.9	12.1	0.8	15.2	15.4	-0.2	11.7	10.1	1.6	11.3	9.7	1.6	18.9	19.7	-0.8	18.8	14.7	4.1	3.7	2.6	1.1
104.5 TRIPLE M	11.0	9.7	1.3	9.4	10.6	-1.2	8.9	9.0	-0.1	15.5	12.6	2.9	17.7	13.7	4.0	10.0	10.7	-0.7	1.2	0.7	0.5
NOVA106.9	12.1	12.6	-0.5	26.2	23.7	2.5	16.0	19.0	-3.0	20.9	20.6	0.3	14.3	14.6	-0.3	3.4	2.3	1.1	0.9	1.4	-0.5
ABC BRI	6.4	8.1	-1.7	1.7	1.9	-0.2	0.5	0.3	0.2	2.0	2.4	-0.4	2.6	3.8	-1.2	7.6	9.9	-2.3	18.1	24.8	-6.7
4RN	3.4	3.4	0.0	0.1	0.1	0.0	0.8	0.2	0.6	1.1	1.1	0.0	1.8	2.7	-0.9	4.0	4.7	-0.7	9.1	9.0	0.1
ABC NEWS	1.0	1.0	0.0	*	0.1	*	0.3	0.1	0.2	0.8	1.1	-0.3	1.3	1.3	0.0	0.7	0.9	-0.2	1.7	1.6	0.1
4JJJ	6.9	8.4	-1.5	8.5	8.3	0.2	21.2	22.2	-1.0	12.6	14.9	-2.3	4.9	6.7	-1.8	2.7	3.5	-0.8	0.1	0.2	-0.1
ABCFM	2.8	2.0	0.8	0.2	0.2	0.0	1.6	0.9	0.7	1.2	1.5	-0.3	0.9	1.6	-0.7	1.4	1.6	-0.2	8.9	4.8	4.1

Share Movement (%) by Session, P10+

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	5.7	5.9	-0.2	6.1	6.9	-0.8	6.4	8.2	-1.8	4.3	4.3	0.0	4.6	3.1	1.5	9.5	7.2	2.3	5.3	4.8	0.5
TalkingLifestyle882	0.4	1.0	-0.6	0.5	0.7	-0.2	0.6	1.3	-0.7	0.3	1.1	-0.8	0.3	0.9	-0.6	0.9	1.3	-0.4	0.6	0.7	-0.1
4KQ	8.0	7.8	0.2	9.2	8.1	1.1	9.3	9.7	-0.4	8.1	8.1	0.0	5.6	5.4	0.2	4.0	5.5	-1.5	8.6	9.4	-0.8
HIT 105	11.5	12.5	-1.0	11.9	12.4	-0.5	10.5	12.2	-1.7	11.7	13.9	-2.2	12.9	12.7	0.2	8.7	9.0	-0.3	10.1	9.6	0.5
97.3FM	12.8	11.6	1.2	11.9	10.8	1.1	14.6	11.8	2.8	13.9	12.3	1.6	12.1	12.2	-0.1	8.8	11.0	-2.2	13.5	13.4	0.1
104.5 TRIPLE M	11.7	10.3	1.4	11.0	10.0	1.0	11.5	9.9	1.6	13.6	12.6	1.0	11.9	10.6	1.3	8.3	4.4	3.9	8.7	7.8	0.9
NOVA106.9	12.3	13.2	-0.9	11.6	12.2	-0.6	11.6	12.1	-0.5	12.5	14.0	-1.5	14.2	15.3	-1.1	12.8	13.3	-0.5	11.4	10.9	0.5
ABC BRI	6.4	8.2	-1.8	8.6	11.1	-2.5	6.3	7.9	-1.6	4.4	5.2	-0.8	5.5	7.0	-1.5	7.3	10.2	-2.9	6.4	7.7	-1.3
4RN	3.4	3.5	-0.1	3.9	4.3	-0.4	2.7	2.7	0.0	2.1	2.0	0.1	3.2	3.9	-0.7	8.4	6.3	2.1	3.4	3.3	0.1
ABC NEWS	0.9	0.9	0.0	1.5	1.2	0.3	0.4	0.6	-0.2	0.6	0.7	-0.1	0.8	1.1	-0.3	1.1	1.2	-0.1	1.3	1.3	0.0
4JJJ	7.0	8.0	-1.0	6.5	7.5	-1.0	6.8	7.5	-0.7	7.3	8.1	-0.8	8.4	9.9	-1.5	5.8	6.9	-1.1	6.4	9.4	-3.0
ABCFM	2.6	1.8	0.8	2.6	2.1	0.5	2.1	1.8	0.3	2.3	1.3	1.0	3.3	1.7	1.6	3.4	2.9	0.5	3.5	2.6	0.9



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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	121	109	12	4	3	1	2	3	-1	7	6	1	22	23	-1	24	24	0	60	52	8
TalkingLifestyle882	27	30	-3	*	1	*	3	1	2	1	2	-1	3	5	-2	4	5	-1	15	15	0
4KQ	193	203	-10	6	5	1	1	6	-5	8	13	-5	34	20	14	63	78	-15	81	82	-1
HIT 105	508	505	3	91	94	-3	103	109	-6	187	183	4	93	87	6	31	24	7	3	8	-5
97.3FM	515	531	-16	65	67	-2	56	63	-7	131	132	-1	158	165	-7	71	74	-3	35	30	5
104.5 TRIPLE M	386	367	19	51	51	0	39	40	-1	119	121	-2	123	112	11	46	40	6	10	4	6
NOVA106.9	592	568	24	114	100	14	102	105	-3	221	209	12	120	120	0	25	27	-2	11	7	4
ABC BRI	222	281	-59	11	13	-2	10	9	1	22	30	-8	43	61	-18	37	56	-19	99	112	-13
4RN	77	94	-17	1	1	0	6	4	2	9	9	0	16	30	-14	13	11	2	32	37	-5
ABC NEWS	77	66	11	3	3	0	4	4	0	17	16	1	18	15	3	11	10	1	24	18	6
4JJJ	286	311	-25	34	41	-7	63	74	-11	118	126	-8	56	58	-2	11	11	0	3	1	2
ABCFM	102	90	12	4	5	-1	13	6	7	23	16	7	14	22	-8	10	12	-2	38	30	8
Total	1903	1902	1	213	212	1	223	224	-1	498	500	-2	440	442	-2	241	239	2	288	285	3

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

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	116	107	9	82	78	4	64	70	-6	66	56	10	61	46	15	40	37	3	74	67	7
TalkingLifestyle882	25	28	-3	9	16	-7	12	16	-4	9	19	-10	7	12	-5	5	7	-2	15	19	-4
4KQ	174	186	-12	125	130	-5	110	121	-11	117	114	3	95	102	-7	35	44	-9	145	154	-9
HIT 105	470	471	-1	318	322	-4	182	202	-20	280	301	-21	258	262	-4	104	123	-19	302	308	-6
97.3FM	466	478	-12	293	297	-4	228	201	27	275	252	23	230	244	-14	102	108	-6	338	343	-5
104.5 TRIPLE M	349	331	18	225	217	8	147	137	10	203	206	-3	194	187	7	70	66	4	219	211	8
NOVA106.9	522	517	5	316	341	-25	220	218	2	303	286	17	295	296	-1	130	146	-16	361	349	12
ABC BRI	198	252	-54	155	196	-41	92	110	-18	101	119	-18	94	111	-17	50	70	-20	151	175	-24
4RN	73	86	-13	58	71	-13	42	45	-3	39	37	2	44	52	-8	41	38	3	52	62	-10
ABC NEWS	69	56	13	45	33	12	20	15	5	20	20	0	19	26	-7	12	11	1	42	41	1
4JJJ	261	277	-16	165	165	0	114	123	-9	148	166	-18	165	175	-10	62	84	-22	170	191	-21
ABCFM	90	81	9	50	43	7	31	34	-3	36	35	1	53	41	12	30	26	4	67	58	9
Total	1823	1837	-14	1517	1526	-9	1104	1098	6	1306	1293	13	1301	1290	11	652	688	-36	1567	1562	5



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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	13	0	*	*	*	*	*	*	*	*	*	2	3	-1	1	2	-1	10	8	2
TalkingLifestyle882	1	2	-1	*	*	*	*	*	*	*	*	*	*	1	*	*	*	*	1	1	0
4KQ	19	19	0	*	*	*	*	*	*	*	*	*	3	2	1	6	7	-1	9	9	0
HIT 105	26	27	-1	3	4	-1	5	5	0	11	12	-1	5	5	0	2	1	1	*	*	*
97.3FM	30	28	2	3	3	0	2	2	0	6	5	1	11	12	-1	7	5	2	2	1	1
104.5 TRIPLE M	26	22	4	2	2	0	2	2	0	8	6	2	10	8	2	4	4	0	1	*	*
NOVA106.9	28	29	-1	4	4	0	3	4	-1	11	10	1	8	9	-1	1	1	0	*	1	*
ABC BRI	15	19	-4	*	*	*	*	*	*	1	1	0	1	2	-1	3	3	0	9	12	-3
4RN	8	8	0	*	*	*	*	*	*	1	1	0	1	2	-1	1	2	-1	5	4	1
ABC NEWS	2	2	0	*	*	*	*	*	*	*	1	*	1	1	0	*	*	*	1	1	0
4JJJ	16	19	-3	1	2	-1	4	5	-1	6	7	-1	3	4	-1	1	1	0	*	*	*
ABCFM	7	5	2	*	*	*	*	*	*	1	1	0	*	1	*	*	1	*	5	2	3
Total	232	231	1	17	19	-2	20	23	-3	51	50	1	56	60	-4	36	33	3	51	47	4

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

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
4BC	14	14	0	24	27	-3	20	25	-5	13	12	1	12	8	4	6	5	1	10	9	1
TalkingLifestyle882	1	2	-1	2	3	-1	2	4	-2	1	3	-2	1	2	-1	1	1	0	1	1	0
4KQ	20	19	1	37	32	5	28	30	-2	24	23	1	14	13	1	3	4	-1	16	18	-2
HIT 105	29	31	-2	47	49	-2	32	38	-6	35	40	-5	32	31	1	6	6	0	19	19	0
97.3FM	32	29	3	47	43	4	45	37	8	42	35	7	30	30	0	6	8	-2	26	26	0
104.5 TRIPLE M	29	25	4	44	39	5	35	31	4	41	36	5	30	26	4	5	3	2	17	15	2
NOVA106.9	31	32	-1	46	48	-2	36	37	-1	37	40	-3	35	37	-2	8	9	-1	22	21	1
ABC BRI	16	20	-4	34	44	-10	19	25	-6	13	15	-2	14	17	-3	5	7	-2	12	15	-3
4RN	8	9	-1	16	17	-1	8	8	0	6	6	0	8	10	-2	6	4	2	6	6	0
ABC NEWS	2	2	0	6	5	1	1	2	-1	2	2	0	2	3	-1	1	1	0	3	3	0
4JJJ	17	20	-3	26	30	-4	21	23	-2	22	23	-1	21	24	-3	4	5	-1	12	19	-7
ABCFM	6	4	2	11	8	3	7	5	2	7	4	3	8	4	4	2	2	0	7	5	2
Total	248	245	3	399	394	5	308	309	-1	299	287	12	249	244	5	66	69	-3	191	196	-5