

EMBARGOED UNTIL 9:30AM (AEDT)



# BRISBANE RADIO - SURVEY 6 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	5.3	5.8	-0.5	1.5	1.2	0.3	0.1	*	*	1.7	0.9	0.8	2.8	2.8	0.0	4.7	6.1	-1.4	16.2	18.3	-2.1
TalkingLifestyle882	0.6	1.0	-0.4	0.1	0.1	0.0	0.1	0.3	-0.2	*	0.1	*	0.5	0.6	-0.1	1.2	1.3	-0.1	1.2	2.9	-1.7
4KQ	8.7	7.8	0.9	1.0	1.6	-0.6	0.5	1.7	-1.2	0.9	0.8	0.1	5.5	5.8	-0.3	17.7	15.2	2.5	20.3	17.1	3.2
HIT 105	10.5	10.1	0.4	21.8	19.9	1.9	26.9	22.4	4.5	18.8	18.0	0.8	6.1	7.4	-1.3	3.9	3.7	0.2	0.6	0.6	0.0
97.3FM	10.7	11.9	-1.2	18.6	15.8	2.8	9.7	11.0	-1.3	8.6	8.7	-0.1	16.3	19.9	-3.6	11.9	13.3	-1.4	3.8	4.3	-0.5
104.5 TRIPLE M	10.3	10.0	0.3	8.5	14.0	-5.5	4.6	8.9	-4.3	15.0	10.8	4.2	17.5	16.9	0.6	8.7	9.3	-0.6	0.7	0.6	0.1
NOVA106.9	13.5	13.0	0.5	24.1	28.1	-4.0	26.4	24.9	1.5	21.3	19.3	2.0	12.5	12.3	0.2	8.5	7.3	1.2	0.9	1.3	-0.4
ABC BRI	9.1	8.9	0.2	1.8	0.9	0.9	0.2	0.3	-0.1	1.8	2.1	-0.3	6.0	4.3	1.7	12.8	14.6	-1.8	24.2	24.2	0.0
4RN	2.8	2.5	0.3	0.8	0.4	0.4	*	0.2	*	0.4	1.3	-0.9	3.1	1.6	1.5	3.2	3.7	-0.5	6.8	5.7	1.1
ABC NEWS	1.3	1.5	-0.2	0.2	0.2	0.0	0.9	0.5	0.4	0.5	1.6	-1.1	0.8	0.7	0.1	1.9	1.9	0.0	2.9	3.0	-0.1
4JJJ	7.7	8.7	-1.0	6.5	5.0	1.5	21.5	18.8	2.7	12.8	18.1	-5.3	7.5	7.8	-0.3	2.4	2.2	0.2	0.8	0.6	0.2
ABCFM	2.5	2.9	-0.4	0.4	0.5	-0.1	0.9	0.8	0.1	1.9	2.6	-0.7	1.3	1.5	-0.2	3.0	2.9	0.1	5.3	6.7	-1.4

## Share Movement (%) by Session, P10+

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5:30am-12mn	Last	+/-	Mon-Fri 5:30am-9:00am	Last	+/-	Mon-Fri 9:00am-12:00md	Last	+/-	Mon-Fri 12:00md-4:00pm	Last	+/-	Mon-Fri 4:00pm-7:00pm	Last	+/-	Mon-Fri 7:00pm-12:00mn	Last	+/-	Sat-Sun 5:30am-12mn	Last	+/-
4BC	5.7	6.0	-0.3	6.6	8.2	-1.6	7.7	6.6	1.1	4.8	4.4	0.4	3.3	3.7	-0.4	5.0	5.5	-0.5	4.2	5.0	-0.8
TalkingLifestyle882	0.5	0.9	-0.4	0.5	0.7	-0.2	0.5	1.0	-0.5	0.6	1.1	-0.5	0.6	0.9	-0.3	0.2	0.8	-0.6	0.8	1.3	-0.5
4KQ	8.2	7.4	0.8	8.4	7.4	1.0	9.4	9.2	0.2	8.2	6.9	1.3	6.9	6.4	0.5	6.6	5.8	0.8	10.3	9.2	1.1
HIT 105	10.7	10.2	0.5	9.3	9.3	0.0	10.5	9.3	1.2	12.0	11.2	0.8	11.5	11.2	0.3	10.1	10.4	-0.3	9.9	9.7	0.2
97.3FM	10.6	11.9	-1.3	10.1	12.0	-1.9	11.4	13.5	-2.1	11.6	12.5	-0.9	10.5	11.3	-0.8	7.2	7.0	0.2	10.8	11.8	-1.0
104.5 TRIPLE M	10.7	10.6	0.1	10.1	10.2	-0.1	11.4	11.1	0.3	11.5	12.2	-0.7	10.1	8.7	1.4	9.4	9.2	0.2	9.0	8.2	0.8
NOVA106.9	13.9	13.3	0.6	13.4	11.6	1.8	11.6	10.2	1.4	14.4	14.1	0.3	17.6	18.2	-0.6	12.3	14.7	-2.4	12.2	12.2	0.0
ABC BRI	8.9	8.9	0.0	13.5	12.2	1.3	8.4	9.6	-1.2	4.9	5.9	-1.0	6.2	6.7	-0.5	11.8	9.4	2.4	9.8	8.8	1.0
4RN	2.9	2.6	0.3	4.3	3.9	0.4	2.1	1.4	0.7	2.2	2.0	0.2	2.7	2.8	-0.1	2.7	2.1	0.6	2.6	2.2	0.4
ABC NEWS	1.3	1.5	-0.2	1.8	2.3	-0.5	0.6	1.1	-0.5	0.6	0.8	-0.2	1.1	1.1	0.0	4.0	3.1	0.9	1.3	1.5	-0.2
4JJJ	7.9	8.9	-1.0	7.1	7.9	-0.8	7.4	8.5	-1.1	8.5	8.8	-0.3	9.7	11.2	-1.5	6.8	9.1	-2.3	7.1	8.0	-0.9
ABCFM	2.5	2.9	-0.4	1.9	2.3	-0.4	3.1	3.4	-0.3	2.6	3.2	-0.6	2.7	2.9	-0.2	1.9	3.5	-1.6	2.4	2.9	-0.5

EMBARGOED UNTIL 9:30AM (AEDT)



# BRISBANE RADIO - SURVEY 6 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	2	-1	2	2	0	8	8	0
TalkingLifestyle882	1	2	-1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
4KQ	19	17	2	*	*	*	*	*	*	*	*	*	3	3	0	6	5	1	9	8	1
HIT 105	23	22	1	3	3	0	5	4	1	10	9	1	3	4	-1	1	1	0	*	*	*
97.3FM	23	26	-3	3	2	1	2	2	0	5	4	1	8	11	-3	4	4	0	2	2	0
104.5 TRIPLE M	23	22	1	1	2	-1	1	2	-1	8	6	2	9	9	0	3	3	0	*	*	*
NOVA106.9	30	28	2	3	4	-1	5	5	0	12	10	2	6	7	-1	3	2	1	*	1	*
ABC BRI	20	19	1	*	*	*	*	*	*	1	1	0	3	2	1	4	5	-1	11	11	0
4RN	6	5	1	*	*	*	*	*	*	*	1	*	2	1	1	1	1	0	3	3	0
ABC NEWS	3	3	0	*	*	*	*	*	*	*	1	*	*	*	*	1	1	0	1	1	0
4J JJ	17	19	-2	1	1	0	4	4	0	7	9	-2	4	4	0	1	1	0	*	*	*
ABCFM	5	6	-1	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0	2	3	-1
Total	219	216	3	14	14	0	18	19	-1	55	51	4	51	54	-3	34	32	2	46	45	1

## 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	13	14	-1	23	30	-7	23	20	3	13	12	1	8	9	-1	3	3	0	8	9	-1
TalkingLifestyle882	1	2	-1	2	3	-1	1	3	-2	2	3	-1	1	2	-1	*	1	*	1	2	-1
4KQ	19	17	2	30	27	3	28	28	0	23	19	4	16	15	1	4	4	0	19	16	3
HIT 105	25	24	1	33	34	-1	31	28	3	34	31	3	27	27	0	7	7	0	18	17	1
97.3FM	25	28	-3	36	44	-8	34	41	-7	33	34	-1	25	27	-2	5	4	1	20	21	-1
104.5 TRIPLE M	25	25	0	36	37	-1	34	33	1	32	33	-1	24	21	3	6	6	0	16	14	2
NOVA106.9	33	31	2	48	43	5	35	31	4	40	38	2	42	44	-2	8	9	-1	22	21	1
ABC BRI	21	21	0	48	45	3	25	29	-4	14	16	-2	15	16	-1	8	6	2	18	15	3
4RN	7	6	1	15	14	1	6	4	2	6	5	1	7	7	0	2	1	1	5	4	1
ABC NEWS	3	4	-1	6	8	-2	2	3	-1	2	2	0	3	3	0	3	2	1	2	3	-1
4J JJ	19	21	-2	25	29	-4	22	25	-3	24	24	0	23	27	-4	5	6	-1	13	14	-1
ABCFM	6	7	-1	7	8	-1	9	10	-1	7	9	-2	6	7	-1	1	2	-1	4	5	-1
Total	234	233	1	357	367	-10	298	301	-3	281	272	9	239	239	0	68	63	5	182	174	8

EMBARGOED UNTIL 9:30AM (AEDT)



# BRISBANE RADIO - SURVEY 6 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	124	134	-10	4	7	-3	1	1	0	16	12	4	30	32	-2	21	22	-1	53	60	-7
TalkingLifestyle882	24	38	-14	1	1	0	2	3	-1	*	2	*	2	5	-3	6	7	-1	14	20	-6
4KQ	210	215	-5	6	7	-1	5	7	-2	8	8	0	43	45	-2	61	71	-10	87	77	10
HIT 105	473	456	17	78	75	3	110	106	4	177	160	17	76	82	-6	23	23	0	10	11	-1
97.3FM	506	515	-9	82	77	5	64	63	1	118	132	-14	155	151	4	58	63	-5	28	29	-1
104.5 TRIPLE M	379	366	13	40	47	-7	31	33	-2	123	110	13	135	123	12	42	44	-2	8	8	0
NOVA106.9	587	566	21	106	113	-7	113	105	8	219	206	13	116	104	12	19	22	-3	12	17	-5
ABC BRI	277	268	9	6	7	-1	3	2	1	29	31	-2	63	59	4	59	58	1	117	111	6
4RN	85	96	-11	3	6	-3	*	1	*	5	13	-8	19	21	-2	22	22	0	36	34	2
ABC NEWS	64	85	-21	3	2	1	3	5	-2	13	27	-14	9	13	-4	12	10	2	25	28	-3
4JJJ	290	317	-27	27	25	2	73	72	1	121	134	-13	54	72	-18	13	13	0	3	2	1
ABCFM	88	99	-11	4	6	-2	4	6	-2	20	25	-5	15	17	-2	14	12	2	31	34	-3
Total	1874	1875	-1	208	206	2	227	230	-3	486	483	3	439	441	-2	235	238	-3	279	277	2

## 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	130	-10	84	94	-10	66	69	-3	66	72	-6	53	59	-6	29	37	-8	85	94	-9
TalkingLifestyle882	21	34	-13	7	11	-4	11	15	-4	15	21	-6	13	20	-7	3	9	-6	15	25	-10
4KQ	184	183	1	120	121	-1	117	118	-1	117	100	17	89	94	-5	43	40	3	157	156	1
HIT 105	440	422	18	279	281	-2	195	177	18	250	244	6	238	236	2	105	111	-6	293	275	18
97.3FM	454	462	-8	266	282	-16	203	221	-18	246	257	-11	253	266	-13	103	91	12	313	340	-27
104.5 TRIPLE M	334	337	-3	205	215	-10	161	153	8	188	190	-2	188	172	16	86	77	9	214	194	20
NOVA106.9	531	520	11	334	321	13	218	203	15	310	292	18	336	319	17	146	147	-1	389	370	19
ABC BRI	254	248	6	191	183	8	129	133	-4	121	129	-8	120	123	-3	81	73	8	199	176	23
4RN	76	88	-12	58	66	-8	35	32	3	42	47	-5	38	45	-7	18	19	-1	57	51	6
ABC NEWS	51	72	-21	29	48	-19	21	29	-8	20	25	-5	18	26	-8	18	23	-5	38	53	-15
4JJJ	263	295	-32	158	184	-26	89	132	-43	139	159	-20	170	182	-12	65	100	-35	198	204	-6
ABCFM	84	94	-10	44	51	-7	42	52	-10	43	50	-7	49	52	-3	23	21	2	54	64	-10
Total	1826	1830	-4	1468	1487	-19	1087	1126	-39	1269	1299	-30	1310	1318	-8	669	684	-15	1547	1531	16