



BRISBANE RADIO - SURVEY 6 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	4.6	5.3	-0.7	0.7	0.8	-0.1	0.1	0.2	-0.1	0.2	1.9	-1.7	3.9	4.9	-1.0	5.9	8.0	-2.1	13.8	12.5	1.3
Macquarie Sports 882	0.4	1.0	-0.6	1.0	0.7	0.3	*	*	*	0.2	0.2	0.0	0.2	2.3	-2.1	0.6	0.7	-0.1	0.9	0.7	0.2
4KQ	8.1	8.5	-0.4	0.5	1.3	-0.8	0.3	1.0	-0.7	0.6	0.9	-0.3	5.3	5.5	-0.2	20.1	21.0	-0.9	18.4	19.7	-1.3
HIT 105	11.7	11.8	-0.1	23.1	22.4	0.7	28.2	29.9	-1.7	19.5	17.8	1.7	8.8	8.9	-0.1	1.9	3.8	-1.9	0.7	0.7	0.0
97.3FM	10.9	11.6	-0.7	13.6	15.2	-1.6	9.5	7.9	1.6	10.6	11.2	-0.6	12.6	16.0	-3.4	12.4	11.4	1.0	7.7	6.7	1.0
104.5 TRIPLE M	11.2	11.6	-0.4	9.4	9.2	0.2	10.4	13.7	-3.3	9.0	10.5	-1.5	19.7	18.3	1.4	13.5	12.4	1.1	2.0	2.8	-0.8
NOVA106.9	12.6	11.4	1.2	23.6	21.4	2.2	21.9	16.5	5.4	19.3	19.7	-0.4	13.0	10.5	2.5	5.0	3.7	1.3	1.0	1.6	-0.6
ABC BRI	6.8	7.3	-0.5	2.1	1.3	0.8	0.8	1.1	-0.3	1.9	2.2	-0.3	3.0	3.0	0.0	9.5	10.3	-0.8	20.8	23.4	-2.6
4RN	2.7	1.7	1.0	0.3	0.2	0.1	1.7	*	*	0.5	0.6	-0.1	3.4	1.6	1.8	3.8	3.3	0.5	5.2	3.6	1.6
ABC NEWS	1.3	1.1	0.2	0.2	0.4	-0.2	1.0	1.5	-0.5	1.5	0.8	0.7	0.9	0.5	0.4	1.0	1.7	-0.7	2.2	1.7	0.5
4JXX	7.5	7.9	-0.4	5.7	6.2	-0.5	14.1	16.2	-2.1	16.6	16.5	0.1	6.3	6.2	0.1	1.3	2.0	-0.7	0.2	0.2	0.0
ABCFM	2.6	2.2	0.4	0.3	0.5	-0.2	0.2	0.9	-0.7	2.1	1.4	0.7	2.0	1.0	1.0	1.8	1.2	0.6	6.9	7.2	-0.3

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	5.0	5.5	-0.5	5.6	6.4	-0.8	6.4	7.2	-0.8	3.8	4.5	-0.7	3.3	3.2	0.1	6.4	6.1	0.3	3.4	4.5	-1.1
Macquarie Sports 882	0.4	0.9	-0.5	0.4	0.9	-0.5	0.4	0.9	-0.5	0.4	0.7	-0.3	0.5	1.0	-0.5	0.9	1.9	-1.0	0.5	1.0	-0.5
4KQ	7.8	7.9	-0.1	7.4	7.0	0.4	10.5	10.7	-0.2	8.7	8.9	-0.2	5.4	6.5	-1.1	4.3	3.8	0.5	9.0	10.2	-1.2
HIT 105	12.4	12.4	0.0	13.4	13.1	0.3	11.3	11.8	-0.5	12.9	13.3	-0.4	12.5	12.6	-0.1	8.4	7.8	0.6	9.5	9.8	-0.3
97.3FM	11.0	11.5	-0.5	11.0	11.5	-0.5	10.7	11.4	-0.7	11.6	12.1	-0.5	10.7	11.1	-0.4	10.1	10.5	-0.4	10.8	12.0	-1.2
104.5 TRIPLE M	11.8	12.6	-0.8	11.5	12.7	-1.2	12.3	12.8	-0.5	13.3	13.5	-0.2	10.8	12.3	-1.5	7.9	9.6	-1.7	9.2	8.1	1.1
NOVA106.9	12.7	11.7	1.0	11.9	11.8	0.1	11.6	10.5	1.1	12.7	11.7	1.0	15.7	14.0	1.7	12.4	10.1	2.3	12.4	10.5	1.9
ABC BRI	6.6	7.2	-0.6	9.0	9.5	-0.5	6.1	6.5	-0.4	4.4	4.8	-0.4	5.6	5.6	0.0	8.5	12.1	-3.6	7.5	7.7	-0.2
4RN	2.6	1.7	0.9	3.5	2.4	1.1	1.6	1.3	0.3	1.6	1.1	0.5	2.9	1.8	1.1	5.3	2.5	2.8	3.0	1.6	1.4
ABC NEWS	1.2	1.1	0.1	1.9	1.5	0.4	0.7	0.6	0.1	0.8	0.8	0.0	0.9	0.8	0.1	2.2	2.1	0.1	1.4	1.1	0.3
4JXX	7.3	7.8	-0.5	6.5	6.9	-0.4	7.2	7.6	-0.4	7.1	8.1	-1.0	8.6	9.5	-0.9	8.9	7.3	1.6	8.3	8.3	0.0
ABCFM	2.4	2.1	0.3	2.2	2.0	0.2	2.4	1.5	0.9	2.2	1.5	0.7	3.4	3.1	0.3	2.5	4.4	-1.9	3.3	2.6	0.7



BRISBANE RADIO - SURVEY 6 2018

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	105	128	-23	3	5	-2	1	2	-1	7	12	-5	22	28	-6	20	33	-13	53	48	5
Macquarie Sports 882	25	28	-3	4	2	2	*	*	*	4	8	-4	4	7	-3	3	4	-1	10	7	3
4KQ	222	233	-11	6	9	-3	5	8	-3	14	19	-5	45	43	2	67	64	3	86	90	-4
HIT 105	468	489	-21	81	87	-6	114	111	3	166	174	-8	87	91	-4	15	21	-6	5	5	0
97.3FM	528	549	-21	69	84	-15	60	56	4	153	156	-3	136	147	-11	66	68	-2	44	38	6
104.5 TRIPLE M	392	437	-45	49	53	-4	51	57	-6	97	121	-24	130	138	-8	49	50	-1	16	18	-2
NOVA106.9	600	593	7	106	104	2	119	118	1	202	202	0	134	136	-2	26	22	4	13	11	2
ABC BRI	233	229	4	11	11	0	8	4	4	29	29	0	38	43	-5	51	54	-3	96	87	9
4RN	80	63	17	5	4	1	3	*	*	13	14	-1	23	16	7	16	13	3	21	16	5
ABC NEWS	88	74	14	4	4	0	7	8	-1	28	19	9	17	13	4	11	14	-3	22	16	6
4JJJ	330	322	8	23	26	-3	78	73	5	143	147	-4	71	61	10	11	11	0	4	4	0
ABCFM	95	90	5	5	5	0	2	9	-7	26	24	2	16	15	1	13	11	2	32	26	6
Total	1911	1905	6	212	214	-2	225	225	0	497	498	-1	446	442	4	238	238	0	292	288	4

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	98	117	-19	74	90	-16	69	84	-15	66	72	-6	56	64	-8	27	33	-6	61	76	-15
Macquarie Sports 882	24	24	0	11	13	-2	11	13	-2	11	13	-2	12	12	0	8	10	-2	13	15	-2
4KQ	197	207	-10	114	128	-14	118	128	-10	123	139	-16	91	99	-8	32	31	1	155	164	-9
HIT 105	431	451	-20	301	321	-20	187	190	-3	266	288	-22	233	244	-11	102	104	-2	259	281	-22
97.3FM	464	477	-13	285	289	-4	202	218	-16	264	291	-27	221	223	-2	112	109	3	312	349	-37
104.5 TRIPLE M	351	403	-52	241	269	-28	145	180	-35	205	237	-32	197	218	-21	81	107	-26	214	224	-10
NOVA106.9	546	538	8	331	347	-16	218	209	9	298	301	-3	301	306	-5	142	135	7	362	342	20
ABC BRI	204	207	-3	148	137	11	90	103	-13	100	108	-8	97	95	2	44	61	-17	157	154	3
4RN	75	58	17	63	44	19	39	28	11	35	27	8	45	33	12	29	16	13	53	33	20
ABC NEWS	74	67	7	49	41	8	24	22	2	23	32	-9	27	24	3	22	21	1	51	42	9
4JJJ	303	285	18	167	165	2	127	124	3	151	157	-6	186	186	0	89	82	7	204	203	1
ABCFM	86	82	4	52	48	4	43	33	10	51	42	9	52	48	4	16	34	-18	65	62	3
Total	1856	1854	2	1513	1530	-17	1095	1120	-25	1299	1329	-30	1303	1296	7	640	678	-38	1530	1552	-22



BRISBANE RADIO - SURVEY 6 2018

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	10	12	-2	*	*	*	*	*	*	*	1	*	2	3	-1	2	3	-1	6	5	1
Macquarie Sports 882	1	2	-1	*	*	*	*	*	*	*	*	*	*	1	*	*	*	*	*	*	*
4KQ	18	20	-2	*	*	*	*	*	*	*	*	*	3	3	0	7	7	0	8	9	-1
HIT 105	26	28	-2	4	4	0	6	7	-1	10	10	0	5	6	-1	1	1	0	*	*	*
97.3FM	25	27	-2	2	3	-1	2	2	0	6	6	0	7	10	-3	4	4	0	3	3	0
104.5 TRIPLE M	25	27	-2	2	2	0	2	3	-1	5	6	-1	11	11	0	5	4	1	1	1	0
NOVA106.9	28	27	1	4	4	0	5	4	1	10	11	-1	7	6	1	2	1	1	*	1	*
ABC BRI	15	17	-2	*	*	*	*	*	*	1	1	0	2	2	0	3	3	0	9	10	-1
4RN	6	4	2	*	*	*	*	*	*	*	*	*	2	1	1	1	1	0	2	2	0
ABC NEWS	3	2	1	*	*	*	*	*	*	1	*	*	1	*	*	*	1	*	1	1	0
4JJJ	17	19	-2	1	1	0	3	4	-1	9	9	0	4	4	0	*	1	*	*	*	*
ABCFM	6	5	1	*	*	*	*	*	*	1	1	0	1	1	0	1	*	*	3	3	0
Total	225	234	-9	16	17	-1	22	22	0	53	56	-3	57	62	-5	33	33	0	43	44	-1

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	12	14	-2	21	25	-4	20	23	-3	11	14	-3	8	8	0	4	4	0	6	8	-2
Macquarie Sports 882	1	2	-1	1	4	-3	1	3	-2	1	2	-1	1	2	-1	1	1	0	1	2	-1
4KQ	19	20	-1	28	27	1	32	34	-2	25	27	-2	13	17	-4	3	3	0	16	19	-3
HIT 105	30	31	-1	51	51	0	35	38	-3	38	40	-2	31	33	-2	5	6	-1	17	19	-2
97.3FM	27	29	-2	42	44	-2	33	36	-3	34	37	-3	27	29	-2	6	8	-2	20	23	-3
104.5 TRIPLE M	29	32	-3	44	49	-5	38	41	-3	39	41	-2	27	32	-5	5	7	-2	17	15	2
NOVA106.9	31	30	1	45	45	0	36	34	2	37	36	1	39	36	3	8	7	1	22	20	2
ABC BRI	16	18	-2	34	37	-3	19	21	-2	13	14	-1	14	15	-1	5	9	-4	14	15	-1
4RN	6	4	2	13	9	4	5	4	1	5	3	2	7	5	2	3	2	1	5	3	2
ABC NEWS	3	3	0	7	6	1	2	2	0	2	2	0	2	2	0	1	1	0	3	2	1
4JJJ	18	20	-2	25	27	-2	22	25	-3	21	24	-3	22	25	-3	6	5	1	15	16	-1
ABCFM	6	5	1	8	8	0	7	5	2	6	5	1	9	8	1	2	3	-1	6	5	1
Total	242	252	-10	381	386	-5	308	321	-13	291	303	-12	251	260	-9	63	72	-9	182	189	-7