



BRISBANE RADIO - SURVEY 1 2016

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	5.0	4.6	0.4	1.9	0.1	1.8	0.7	0.3	0.4	1.3	1.1	0.2	2.6	3.3	-0.7	4.7	7.7	-3.0	15.7	11.9	3.8
MAGIC 882	2.8	3.2	-0.4	0.3	0.7	-0.4	0.1	0.2	-0.1	0.3	*	*	2.4	2.8	-0.4	3.9	4.7	-0.8	7.5	8.5	-1.0
4KQ	8.2	8.0	0.2	1.1	1.3	-0.2	0.7	0.6	0.1	1.4	2.1	-0.7	5.4	4.9	0.5	20.6	21.3	-0.7	16.7	13.9	2.8
hit 105.3	10.3	10.7	-0.4	19.8	20.9	-1.1	32.7	29.5	3.2	17.1	16.1	1.0	5.4	6.7	-1.3	2.3	6.2	-3.9	0.3	0.8	-0.5
97.3FM	12.1	13.5	-1.4	21.4	20.5	0.9	7.1	11.1	-4.0	10.8	13.9	-3.1	18.1	20.0	-1.9	12.8	12.5	0.3	4.7	3.0	1.7
4MMM	10.8	8.4	2.4	10.8	6.7	4.1	7.8	4.5	3.3	15.1	11.9	3.2	16.1	14.4	1.7	10.7	4.5	6.2	0.7	1.6	-0.9
NOVA106.9	11.0	12.7	-1.7	27.1	30.1	-3.0	22.6	23.5	-0.9	16.7	19.5	-2.8	10.2	11.9	-1.7	2.0	4.7	-2.7	0.6	0.6	0.0
ABC612	9.6	12.6	-3.0	1.3	2.2	-0.9	*	0.5	*	2.7	3.2	-0.5	8.1	9.7	-1.6	11.0	17.1	-6.1	26.3	33.8	-7.5
4RN	2.5	1.9	0.6	0.2	0.2	0.0	0.1	0.3	-0.2	0.4	0.7	-0.3	2.1	1.5	0.6	5.7	2.7	3.0	5.0	4.7	0.3
NEWSR	1.0	1.2	-0.2	0.3	0.3	0.0	0.6	0.5	0.1	0.6	1.0	-0.4	0.9	1.3	-0.4	1.8	2.1	-0.3	1.4	1.2	0.2
4JJJ	8.4	7.3	1.1	4.6	4.9	-0.3	21.0	18.2	2.8	16.8	17.0	-0.2	7.0	5.7	1.3	2.3	0.7	1.6	0.5	0.1	0.4
ABC FM	2.4	1.8	0.6	0.8	0.2	0.6	0.7	1.9	-1.2	0.6	0.5	0.1	3.1	0.4	2.7	1.5	2.0	-0.5	5.6	5.9	-0.3

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	5.4	4.9	0.5	5.7	6.1	-0.4	6.4	6.6	-0.2	4.5	2.6	1.9	3.7	3.2	0.5	7.7	6.1	1.6	3.7	3.9	-0.2						
MAGIC 882	2.4	3.2	-0.8	2.2	3.1	-0.9	2.7	3.6	-0.9	1.9	3.2	-1.3	2.8	2.6	0.2	2.6	3.5	-0.9	4.2	3.2	1.0						
4KQ	8.1	7.7	0.4	9.0	7.8	1.2	9.8	8.3	1.5	8.4	8.0	0.4	5.7	6.5	-0.8	4.4	6.4	-2.0	8.5	9.2	-0.7						
hit 105.3	10.7	10.9	-0.2	9.4	8.7	0.7	11.4	10.8	0.6	11.7	12.2	-0.5	12.5	12.5	0.0	7.1	12.0	-4.9	9.0	10.2	-1.2						
97.3FM	11.6	13.6	-2.0	11.6	13.6	-2.0	10.5	14.3	-3.8	12.9	14.5	-1.6	11.3	13.0	-1.7	11.6	10.6	1.0	13.8	13.1	0.7						
4MMM	11.8	8.8	3.0	11.2	7.8	3.4	13.7	9.8	3.9	14.1	10.1	4.0	9.0	9.0	0.0	7.4	4.8	2.6	7.4	7.0	0.4						
NOVA106.9	11.2	13.1	-1.9	11.6	11.9	-0.3	9.0	12.0	-3.0	10.7	14.5	-3.8	14.5	14.5	0.0	10.6	13.5	-2.9	10.5	11.3	-0.8						
ABC612	9.6	12.7	-3.1	14.1	17.2	-3.1	8.7	12.7	-4.0	6.1	10.5	-4.4	7.3	8.3	-1.0	11.8	12.1	-0.3	9.7	12.2	-2.5						
4RN	2.4	1.8	0.6	3.1	3.0	0.1	1.6	0.9	0.7	1.2	0.7	0.5	3.6	2.1	1.5	3.4	3.0	0.4	2.8	2.1	0.7						
NEWSR	0.9	1.1	-0.2	1.2	1.7	-0.5	0.9	0.4	0.5	0.4	0.6	-0.2	1.0	1.1	-0.1	1.2	2.1	-0.9	1.3	1.6	-0.3						
4JJJ	8.5	7.8	0.7	7.4	7.3	0.1	7.3	7.3	0.0	9.0	7.3	1.7	11.5	9.9	1.6	8.3	8.0	0.3	8.1	5.9	2.2						
ABC FM	2.1	1.7	0.4	1.7	1.3	0.4	1.8	1.8	0.0	2.2	1.6	0.6	2.4	2.3	0.1	4.1	2.6	1.5	3.2	2.1	1.1						