



# BRISBANE RADIO - SURVEY 1 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	6.2	-0.6	0.1	0.1	0.0	0.7	*	*	0.2	1.5	-1.3	4.5	5.3	-0.8	6.2	4.7	1.5	17.1	18.8	-1.7
TalkingLifestyle882	0.9	0.5	0.4	0.2	*	*	*	*	*	0.1	*	*	1.4	0.1	1.3	0.9	0.8	0.1	1.9	1.7	0.2
4KQ	8.2	10.2	-2.0	1.0	3.3	-2.3	1.6	0.9	0.7	0.3	0.4	-0.1	3.3	8.3	-5.0	20.9	23.8	-2.9	19.7	20.9	-1.2
HIT 105	11.8	10.6	1.2	20.4	21.4	-1.0	22.6	22.2	0.4	24.3	19.7	4.6	7.7	7.6	0.1	3.5	1.7	1.8	0.8	1.1	-0.3
97.3FM	12.1	10.4	1.7	15.4	16.9	-1.5	10.1	13.0	-2.9	9.7	9.6	0.1	19.7	13.1	6.6	14.7	12.2	2.5	2.6	3.0	-0.4
104.5 TRIPLE M	9.7	9.9	-0.2	10.6	10.8	-0.2	9.0	9.7	-0.7	12.6	11.5	1.1	13.7	14.0	-0.3	10.7	10.6	0.1	0.7	1.9	-1.2
NOVA106.9	12.6	13.3	-0.7	23.7	30.1	-6.4	19.0	23.1	-4.1	20.6	21.4	-0.8	14.6	13.7	0.9	2.3	3.0	-0.7	1.4	0.5	0.9
ABC BRI	8.1	8.5	-0.4	1.9	0.7	1.2	0.3	0.7	-0.4	2.4	2.2	0.2	3.8	5.7	-1.9	9.9	11.6	-1.7	24.8	23.5	1.3
4RN	3.4	2.5	0.9	0.1	1.3	-1.2	0.2	0.2	0.0	1.1	0.3	0.8	2.7	2.0	0.7	4.7	5.7	-1.0	9.0	4.8	4.2
ABC NEWS	1.0	1.1	-0.1	0.1	0.3	-0.2	0.1	0.4	-0.3	1.1	0.8	0.3	1.3	0.5	0.8	0.9	2.6	-1.7	1.6	1.8	-0.2
4JJJ	8.4	8.8	-0.4	8.3	3.1	5.2	22.2	16.3	5.9	14.9	17.4	-2.5	6.7	9.2	-2.5	3.5	2.9	0.6	0.2	0.3	-0.1
ABCFM	2.0	2.0	0.0	0.2	0.2	0.0	0.9	1.1	-0.2	1.5	0.9	0.6	1.6	1.4	0.2	1.6	2.1	-0.5	4.8	5.1	-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	5.9	6.7	-0.8	6.9	8.1	-1.2	8.2	8.7	-0.5	4.3	5.2	-0.9	3.1	3.5	-0.4	7.2	7.6	-0.4	4.8	4.3	0.5						
TalkingLifestyle882	1.0	0.3	0.7	0.7	0.2	0.5	1.3	0.5	0.8	1.1	0.5	0.6	0.9	0.2	0.7	1.3	0.4	0.9	0.7	1.0	-0.3						
4KQ	7.8	9.8	-2.0	8.1	8.9	-0.8	9.7	11.4	-1.7	8.1	10.9	-2.8	5.4	8.4	-3.0	5.5	7.5	-2.0	9.4	11.5	-2.1						
HIT 105	12.5	11.2	1.3	12.4	10.9	1.5	12.2	10.0	2.2	13.9	11.7	2.2	12.7	13.2	-0.5	9.0	9.6	-0.6	9.6	8.8	0.8						
97.3FM	11.6	10.3	1.3	10.8	10.0	0.8	11.8	9.4	2.4	12.3	12.1	0.2	12.2	10.4	1.8	11.0	7.3	3.7	13.4	10.6	2.8						
104.5 TRIPLE M	10.3	10.7	-0.4	10.0	10.1	-0.1	9.9	11.9	-2.0	12.6	12.3	0.3	10.6	9.8	0.8	4.4	5.1	-0.7	7.8	7.3	0.5						
NOVA106.9	13.2	13.6	-0.4	12.2	14.1	-1.9	12.1	12.3	-0.2	14.0	13.3	0.7	15.3	14.8	0.5	13.3	13.4	-0.1	10.9	12.6	-1.7						
ABC BRI	8.2	8.5	-0.3	11.1	11.6	-0.5	7.9	9.1	-1.2	5.2	5.3	-0.1	7.0	6.1	0.9	10.2	10.7	-0.5	7.7	8.3	-0.6						
4RN	3.5	2.5	1.0	4.3	3.2	1.1	2.7	1.6	1.1	2.0	2.0	0.0	3.9	2.6	1.3	6.3	2.9	3.4	3.3	2.6	0.7						
ABC NEWS	0.9	1.1	-0.2	1.2	1.8	-0.6	0.6	0.5	0.1	0.7	0.8	-0.1	1.1	0.5	0.6	1.2	1.7	-0.5	1.3	1.3	0.0						
4JJJ	8.0	9.1	-1.1	7.5	7.6	-0.1	7.5	9.7	-2.2	8.1	10.3	-2.2	9.9	10.2	-0.3	6.9	7.0	-0.1	9.4	7.5	1.9						
ABCFM	1.8	2.0	-0.2	2.1	1.5	0.6	1.8	1.8	0.0	1.3	1.8	-0.5	1.7	2.5	-0.8	2.9	4.2	-1.3	2.6	2.1	0.5						



# BRISBANE RADIO - DAB+ STATIONS ONLY - SURVEY 1 2018

Cumulative Audience (000's) by Demographic, Listening via DAB+ or Internet, 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	+/-	
BUDDHA HITS RADIO	15	19	-4	3	*	*	3	4	-1	1	8	-7	5	5	0	2	2	0	2	*	*	*
Chemist Warehouse Remix	9	6	3	1	*	*	5	3	2	3	1	2	*	2	*	*	*	*	*	*	*	*
Coles Radio	30	29	1	3	2	1	4	10	-6	8	10	-2	12	2	10	1	2	-1	2	3	-1	
EASY HITS RADIO	8	19	-11	*	3	*	3	3	0	1	4	-3	*	4	*	1	2	-1	3	2	1	
Edge Digital	5	7	-2	*	1	*	4	*	*	1	4	-3	*	2	*	1	*	*	*	*	*	*
Kinderling Kids	6	3	3	1	1	0	*	*	*	2	1	1	3	1	2	*	*	*	*	*	*	*
Koffee	13	12	1	4	1	3	1	4	-3	3	6	-3	3	*	*	1	1	0	*	1	*	
MMM CLASSIC ROCK	25	25	0	6	4	2	1	*	*	3	8	-5	11	11	0	4	1	3	*	*	*	*
MMM GREATEST HITS	23	15	8	3	3	0	3	2	1	3	4	-1	12	3	9	3	3	0	*	*	*	*
MMM MODERN DIGITAL	7	5	2	*	1	*	3	1	2	4	2	2	*	*	*	1	1	0	*	*	*	*
NTS News Talk Sport	1	3	-2	*	1	*	1	2	-1	*	*	*	*	*	*	*	*	*	*	*	*	*
OLDSKOOL HITS RADIO	12	19	-7	2	2	0	2	1	1	7	12	-5	*	3	*	*	1	*	1	*	*	*
Smooth	25	27	-2	1	1	0	1	*	*	4	5	-1	7	10	-3	5	8	-3	7	3	4	
The 80s iHeartRadio	29	20	9	4	1	3	5	3	2	2	4	-2	16	8	8	1	3	-2	1	*	*	*
The 90s iHeartRadio	22	14	8	4	2	2	4	3	1	5	5	0	8	2	6	1	2	-1	*	*	*	*
triple j Unearthed	27	17	10	2	5	-3	12	4	8	10	7	3	4	2	2	*	*	*	*	*	*	*
ABC Country	9	15	-6	*	*	*	5	2	3	2	4	-2	*	3	*	2	1	1	*	4	*	*
ABC Extra	4	8	-4	*	*	*	1	2	-1	3	5	-2	*	*	*	*	1	*	*	1	*	*
ABC Grandstand	30	24	6	4	1	3	2	4	-2	7	5	2	9	7	2	5	6	-1	4	3	1	
ABC Jazz	23	19	4	3	1	2	3	4	-1	6	9	-3	3	1	2	*	1	*	6	3	3	
Double J	30	28	2	2	3	-1	4	4	0	18	12	6	2	8	-6	3	1	2	*	*	*	*
Total Digital/Internet Only	244	230	14	29	26	3	33	27	6	60	71	-11	72	58	14	27	28	-1	23	20	3	

Cumulative Audience (000's) by Session, Listening via Digital or Internet, 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	+/-
BUDDHA HITS RADIO	14	14	0	7	3	4	5	3	2	5	5	0	8	10	-2	6	6	0	9	13	-4
Chemist Warehouse Remix	9	6	3	3	2	1	1	3	-2	5	5	0	1	3	-2	2	3	-1	1	2	-1
Coles Radio	23	24	-1	6	7	-1	10	11	-1	9	8	1	10	10	0	2	5	-3	16	17	-1
EASY HITS RADIO	7	13	-6	4	10	-6	4	3	1	2	2	0	2	4	-2	1	2	-1	2	11	-9
Edge Digital	5	7	-2	3	5	-2	1	1	0	4	2	2	2	4	-2	1	1	0	1	1	0
Kinderling Kids	5	3	2	4	1	3	2	1	1	3	1	2	4	2	2	*	1	*	4	2	2
Koffee	6	12	-6	1	8	-7	3	5	-2	1	5	-4	2	5	-3	2	3	-1	8	6	2
MMM CLASSIC ROCK	20	17	3	7	5	2	12	6	6	12	8	4	6	12	-6	2	8	-6	15	17	-2
MMM GREATEST HITS	17	14	3	10	5	5	5	2	3	8	3	5	8	9	-1	1	2	-1	7	6	1
MMM MODERN DIGITAL	5	5	0	*	*	*	3	4	-1	4	2	2	1	1	0	1	2	-1	2	2	0
NTS News Talk Sport	1	1	0	1	*	*	1	*	*	*	*	*	*	1	*	1	*	*	1	2	-1
OLDSKOOL HITS RADIO	8	16	-8	5	10	-5	5	6	-1	6	8	-2	2	7	-5	1	1	0	7	10	-3
Smooth	21	25	-4	5	15	-10	5	10	-5	12	15	-3	11	7	4	10	8	2	17	19	-2
The 80s iHeartRadio	28	14	14	9	9	0	13	1	12	13	5	8	14	4	10	5	5	0	13	15	-2
The 90s iHeartRadio	18	11	7	11	1	10	3	*	*	8	4	4	3	7	-4	3	4	-1	12	7	5
triple j Unearthed	27	12	15	14	5	9	10	2	8	14	5	9	10	4	6	7	7	0	8	9	-1
ABC Country	6	10	-4	3	4	-1	5	3	2	3	3	0	*	4	*	*	2	*	6	7	-1
ABC Extra	3	7	-4	1	*	*	*	*	*	2	1	1	1	6	-5	*	3	*	1	2	-1
ABC Grandstand	19	11	8	6	6	0	8	6	2	2	4	-2	4	4	0	9	3	6	21	20	1
ABC Jazz	22	11	11	8	1	7	4	3	1	9	5	4	9	5	4	5	2	3	14	8	6
Double J	26	23	3	13	8	5	12	9	3	8	10	-2	12	10	2	6	5	1	20	12	8
Total Digital/Internet Only	206	180	26	106	87	19	91	75	16	105	86	19	94	94	0	59	67	-8	162	162	0