



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
4JXX	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
4JXX	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



BRISBANE RADIO - DAB+ STATIONS ONLY - SURVEY 2 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	13	15	-2	2	3	-1	3	3	0	3	1	2	3	5	-2	3	2	1	*	2	*
Chemist Warehouse Remix	7	9	-2	1	1	0	2	5	-3	1	3	-2	1	*	*	1	*	*	*	*	*
Coles Radio	33	30	3	3	3	0	5	4	1	10	8	2	9	12	-3	1	1	0	4	2	2
EASY HITS RADIO	13	8	5	2	*	*	4	3	1	5	1	4	*	*	*	1	1	0	1	3	-2
Edge Digital	8	5	3	2	*	*	2	4	-2	1	1	0	2	*	*	*	1	*	1	*	*
Kinderling Kids	9	6	3	2	1	1	*	*	*	6	2	4	1	3	-2	*	*	*	*	*	*
Koffee	11	13	-2	2	4	-2	3	1	2	4	3	1	3	3	0	*	1	*	*	*	*
MMM CLASSIC ROCK	20	25	-5	1	6	-5	1	1	0	5	3	2	8	11	-3	5	4	1	*	*	*
MMM GREATEST HITS	21	23	-2	1	3	-2	3	3	0	4	3	1	12	12	0	2	3	-1	*	*	*
MMM MODERN DIGITAL	7	7	0	*	*	*	3	3	0	4	4	0	*	*	*	1	1	0	*	*	*
NTS News Talk Sport	3	1	2	*	*	*	2	1	1	1	*	*	*	*	*	*	*	*	*	*	*
OLDSKOOL HITS RADIO	11	12	-1	*	2	*	*	2	*	7	7	0	3	*	*	*	*	*	1	1	0
Smooth	36	25	11	2	1	1	3	1	2	8	4	4	11	7	4	8	5	3	5	7	-2
The 80s iHeartRadio	28	29	-1	2	4	-2	5	5	0	6	2	4	14	16	-2	2	1	1	*	1	*
The 90s iHeartRadio	18	22	-4	*	4	*	3	4	-1	5	5	0	7	8	-1	3	1	2	*	*	*
triple j Uearthed	28	27	1	2	2	0	8	12	-4	15	10	5	4	4	0	*	*	*	*	*	*
ABC Country	12	9	3	*	*	*	8	5	3	4	2	2	*	*	*	*	2	*	*	*	*
ABC Grandstand	32	30	2	4	4	0	*	2	*	7	7	0	8	9	-1	6	5	1	6	4	2
ABC Jazz	21	23	-2	3	3	0	5	3	2	5	6	-1	3	3	0	2	*	*	3	6	-3
Double J	32	30	2	1	2	-1	3	4	-1	15	18	-3	10	2	8	2	3	-1	*	*	*
Total Digital/Internet Only	263	244	19	24	29	-5	28	33	-5	81	60	21	78	72	6	31	27	4	21	23	-2

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	12	14	-2	8	7	1	2	5	-3	4	5	-1	6	8	-2	5	6	-1	8	9	-1
Chemist Warehouse Remix	7	9	-2	1	3	-2	2	1	1	2	5	-3	3	1	2	1	2	-1	1	1	0
Coles Radio	25	23	2	7	6	1	10	10	0	11	9	2	10	10	0	4	2	2	18	16	2
EASY HITS RADIO	8	7	1	5	4	1	2	4	-2	1	2	-1	2	2	0	4	1	3	6	2	4
Edge Digital	6	5	1	1	3	-2	1	1	0	4	4	0	2	2	0	1	1	0	3	1	2
Kinderling Kids	8	5	3	5	4	1	5	2	3	6	3	3	5	4	1	1	*	*	3	4	-1
Koffee	7	6	1	3	1	2	3	3	0	2	1	1	2	2	0	2	2	0	5	8	-3
MMM CLASSIC ROCK	16	20	-4	7	7	0	9	12	-3	11	12	-1	7	6	1	3	2	1	11	15	-4
MMM GREATEST HITS	16	17	-1	11	10	1	3	5	-2	5	8	-3	2	8	-6	*	1	*	8	7	1
MMM MODERN DIGITAL	7	5	2	2	*	*	2	3	-1	4	4	0	*	1	*	*	1	*	1	2	-1
NTS News Talk Sport	3	1	2	2	1	1	2	1	1	*	*	*	*	*	*	3	1	2	2	1	1
OLDSKOOL HITS RADIO	4	8	-4	3	5	-2	2	5	-3	3	6	-3	1	2	-1	*	1	*	9	7	2
Smooth	30	21	9	10	5	5	10	5	5	17	12	5	11	11	0	11	10	1	21	17	4
The 80s iHeartRadio	21	28	-7	5	9	-4	9	13	-4	12	13	-1	11	14	-3	3	5	-2	14	13	1
The 90s iHeartRadio	13	18	-5	7	11	-4	4	3	1	9	8	1	3	3	0	3	3	0	8	12	-4
triple j Uearthed	25	27	-2	14	14	0	10	10	0	14	14	0	6	10	-4	4	7	-3	8	8	0
ABC Country	11	6	5	2	3	-1	2	5	-3	5	3	2	1	*	*	3	*	*	8	6	2
ABC Grandstand	21	19	2	4	6	-2	6	8	-2	4	2	2	5	4	1	9	9	0	23	21	2
ABC Jazz	21	22	-1	9	8	1	4	4	0	6	9	-3	7	9	-2	6	5	1	13	14	-1
Double J	22	26	-4	7	13	-6	10	12	-2	8	8	0	10	12	-2	7	6	1	21	20	1
Total Digital/Internet Only	211	206	5	107	106	1	90	91	-1	110	105	5	92	94	-2	67	59	8	178	162	16