



BRISBANE RADIO - SURVEY 4 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	5.3	4.9	0.4	0.4	0.3	0.1	0.1	0.1	0.0	2.3	0.9	1.4	2.7	1.4	1.3	8.1	4.9	3.2	14.8	16.9	-2.1
Macquarie Sports 882	1.1	0.5	0.6	*	*	*	*	*	*	0.8	0.8	0.0	2.9	0.6	2.3	0.7	0.5	0.2	0.2	0.4	-0.2
4KQ	9.9	9.0	0.9	1.0	1.4	-0.4	2.9	2.6	0.3	2.4	2.2	0.2	6.6	6.3	0.3	17.6	15.6	2.0	24.8	20.1	4.7
HIT 105	11.8	11.6	0.2	26.4	23.4	3.0	28.0	23.2	4.8	15.7	18.3	-2.6	9.0	10.6	-1.6	4.9	5.4	-0.5	1.4	0.8	0.6
97.3FM	11.9	13.0	-1.1	19.0	19.2	-0.2	7.2	10.9	-3.7	9.3	10.0	-0.7	17.9	16.9	1.0	15.0	21.1	-6.1	4.6	4.9	-0.3
104.5 TRIPLE M	10.5	10.6	-0.1	10.2	9.8	0.4	11.8	8.2	3.6	12.4	12.8	-0.4	14.0	18.0	-4.0	12.8	10.5	2.3	2.0	1.1	0.9
NOVA106.9	12.2	13.0	-0.8	20.7	23.8	-3.1	15.9	17.7	-1.8	20.7	21.8	-1.1	13.5	16.0	-2.5	2.8	3.5	-0.7	1.2	0.7	0.5
ABC BRI	7.2	6.2	1.0	0.9	0.7	0.2	1.4	1.1	0.3	2.9	2.6	0.3	3.8	3.4	0.4	9.9	7.4	2.5	20.4	16.5	3.9
4RN	2.0	2.6	-0.6	0.3	0.3	0.0	*	0.7	*	1.7	2.1	-0.4	2.0	1.3	0.7	1.9	1.6	0.3	4.2	6.8	-2.6
ABC NEWS	0.8	0.8	0.0	0.4	0.1	0.3	1.0	0.7	0.3	0.3	0.7	-0.4	0.5	0.5	0.0	1.2	0.6	0.6	1.6	1.6	0.0
4JJJ	7.6	6.5	1.1	4.5	4.3	0.2	18.2	18.8	-0.6	14.7	12.7	2.0	6.4	5.3	1.1	2.1	1.8	0.3	0.1	0.1	0.0
ABCFM	2.0	2.6	-0.6	0.4	0.2	0.2	1.1	1.6	-0.5	0.9	0.9	0.0	1.0	0.4	0.6	1.0	0.7	0.3	6.4	9.4	-3.0

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	5.4	5.0	0.4	6.4	5.6	0.8	6.6	5.5	1.1	4.8	3.9	0.9	2.9	3.4	-0.5	6.5	8.8	-2.3	4.7	4.8	-0.1
Macquarie Sports 882	1.0	0.5	0.5	1.0	0.5	0.5	0.9	0.3	0.6	0.6	0.3	0.3	1.6	1.1	0.5	1.5	0.2	1.3	1.2	0.5	0.7
4KQ	9.3	8.9	0.4	8.2	8.8	-0.6	11.6	10.5	1.1	10.6	9.8	0.8	7.6	7.0	0.6	6.5	5.8	0.7	11.7	9.3	2.4
HIT 105	12.3	12.0	0.3	12.5	12.5	0.0	11.7	11.0	0.7	12.8	11.7	1.1	14.1	14.4	-0.3	7.6	8.7	-1.1	10.0	10.4	-0.4
97.3FM	11.6	12.7	-1.1	11.7	12.3	-0.6	10.9	13.1	-2.2	11.8	13.6	-1.8	11.8	12.2	-0.4	11.1	11.0	0.1	13.1	14.0	-0.9
104.5 TRIPLE M	11.2	11.0	0.2	11.1	10.4	0.7	11.0	11.3	-0.3	12.1	12.7	-0.6	11.1	10.1	1.0	8.8	9.1	-0.3	8.4	9.0	-0.6
NOVA106.9	12.8	13.4	-0.6	12.7	12.6	0.1	11.2	12.9	-1.7	13.3	13.7	-0.4	15.2	15.8	-0.6	10.4	11.5	-1.1	10.0	11.4	-1.4
ABC BRI	7.3	6.1	1.2	9.1	8.8	0.3	7.2	6.0	1.2	4.9	3.9	1.0	6.2	5.2	1.0	10.9	6.3	4.6	7.1	6.5	0.6
4RN	2.1	2.6	-0.5	3.1	3.7	-0.6	1.4	1.6	-0.2	1.5	1.5	0.0	2.4	2.6	-0.2	1.4	4.4	-3.0	1.9	2.5	-0.6
ABC NEWS	0.9	0.8	0.1	1.2	1.3	-0.1	0.6	0.4	0.2	0.5	0.4	0.1	0.8	0.7	0.1	1.6	1.1	0.5	0.7	0.8	-0.1
4JJJ	7.6	6.5	1.1	7.4	6.4	1.0	7.7	6.4	1.3	8.0	7.1	0.9	8.2	6.6	1.6	5.3	5.4	-0.1	7.4	6.4	1.0
ABCFM	1.9	2.5	-0.6	1.7	2.4	-0.7	1.9	2.4	-0.5	1.6	2.5	-0.9	2.1	3.0	-0.9	3.4	2.3	1.1	2.2	2.9	-0.7



BRISBANE RADIO - DAB+ STATIONS ONLY - SURVEY 4 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	12	10	2	3	4	-1	*	*	*	3	2	1	4	1	3	*	1	*	2	2	0
Chemist Warehouse Remix	10	7	3	1	*	*	3	3	0	6	2	4	*	1	*	*	1	*	*	*	*
Coles Radio	52	41	11	3	4	-1	11	8	3	23	17	6	8	6	2	6	4	2	1	2	-1
EASY HITS	24	22	2	4	5	-1	*	2	*	8	6	2	6	2	4	2	3	-1	3	3	0
Edge Digital	10	6	4	1	2	-1	*	*	*	4	1	3	2	1	1	3	2	1	*	1	*
Kinderling Kids	8	8	0	2	2	0	*	*	*	3	5	-2	3	1	2	*	*	*	*	*	*
Koffee	15	10	5	1	1	0	*	1	*	7	3	4	*	*	*	5	3	2	2	1	1
MMM CLASSIC ROCK	24	19	5	2	1	1	1	1	0	6	4	2	12	8	4	2	4	-2	1	*	*
MMM COUNTRY	9	6	3	*	*	*	*	*	*	5	4	1	4	1	3	*	1	*	*	*	*
MMM GREATEST HITS	19	20	-1	2	3	-1	3	3	0	5	3	2	5	10	-5	3	2	1	1	1	0
MMM MODERN DIGITAL	4	6	-2	1	*	*	*	1	*	2	4	-2	1	1	0	*	*	*	*	*	*
NTS News Talk Sport	6	3	3	2	1	1	*	*	*	3	1	2	2	1	1	*	*	*	*	*	*
OLDSKOOL HITS	21	17	4	5	3	2	2	1	1	6	6	0	6	5	1	1	1	0	1	1	0
Smooth	25	33	-8	2	3	-1	1	3	-2	5	7	-2	10	9	1	3	7	-4	5	4	1
The 80s iHeartRadio	27	27	0	7	4	3	3	2	1	6	6	0	9	10	-1	2	4	-2	1	1	0
The 90s iHeartRadio	21	15	6	2	*	*	1	2	-1	9	7	2	7	2	5	3	4	-1	*	*	*
triple j Uearthed	22	26	-4	5	6	-1	9	8	1	8	9	-1	*	3	*	*	*	*	*	*	*
ABC Country	20	16	4	1	1	0	1	4	-3	4	4	0	6	2	4	1	*	*	6	5	1
ABC Grandstand	24	24	0	4	3	1	*	*	*	6	6	0	4	5	-1	3	4	-1	7	6	1
ABC Jazz	27	22	5	4	4	0	6	4	2	6	5	1	5	3	2	2	2	0	4	4	0
ABC KIDS LISTEN	12	9	3	4	2	2	*	1	*	6	4	2	1	2	-1	1	*	*	*	*	*
Double J	32	35	-3	1	1	0	2	2	0	14	13	1	12	16	-4	1	2	-1	2	2	0
Total Digital/Internet Only	290	288	2	36	33	3	32	30	2	79	85	-6	83	79	4	33	35	-2	28	26	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	10	9	1	5	2	3	2	2	0	1	2	-1	5	5	0	3	4	-1	8	5	3
Chemist Warehouse Remix	7	5	2	4	3	1	4	1	3	3	*	*	2	3	-1	1	2	-1	4	4	0
Coles Radio	40	32	8	6	8	-2	13	9	4	16	15	1	13	9	4	15	9	6	30	22	8
EASY HITS	18	15	3	4	5	-1	7	7	0	10	8	2	7	7	0	6	5	1	9	11	-2
Edge Digital	7	3	4	2	1	1	2	1	1	1	2	-1	2	2	0	3	1	2	5	4	1
Kinderling Kids	7	7	0	3	2	1	1	2	-1	5	5	0	5	3	2	6	3	3	5	3	2
Koffee	14	9	5	7	4	3	6	5	1	7	6	1	7	4	3	3	4	-1	7	4	3
MMM CLASSIC ROCK	23	17	6	9	8	1	8	5	3	10	7	3	10	7	3	8	5	3	9	8	1
MMM COUNTRY	7	6	1	*	1	*	2	3	-1	2	3	-1	4	1	3	2	1	1	7	2	5
MMM GREATEST HITS	16	16	0	6	10	-4	5	4	1	7	4	3	1	2	-1	1	1	0	10	8	2
MMM MODERN DIGITAL	3	5	-2	1	3	-2	1	1	0	1	2	-1	1	1	0	1	*	*	1	1	0
NTS News Talk Sport	5	2	3	2	*	*	*	*	*	*	*	*	3	1	2	1	1	0	5	1	4
OLDSKOOL HITS	15	11	4	9	5	4	5	4	1	7	4	3	11	6	5	7	4	3	13	10	3
Smooth	15	25	-10	8	13	-5	7	11	-4	5	14	-9	7	11	-4	8	9	-1	14	18	-4
The 80s iHeartRadio	20	17	3	9	6	3	7	4	3	9	10	-1	8	7	1	3	4	-1	14	17	-3
The 90s iHeartRadio	16	9	7	8	6	2	3	3	0	6	4	2	4	3	1	2	1	1	13	9	4
triple j Uearthed	19	22	-3	7	12	-5	8	10	-2	8	10	-2	10	7	3	9	4	5	12	13	-1
ABC Country	13	13	0	9	5	4	4	2	2	8	8	0	7	7	0	2	3	-1	11	9	2
ABC Grandstand	13	12	1	1	2	-1	2	2	0	4	2	2	3	4	-1	7	6	1	18	19	-1
ABC Jazz	20	19	1	6	7	-1	9	7	2	6	4	2	9	6	3	6	8	-2	17	11	6
ABC KIDS LISTEN	12	8	4	7	2	5	6	2	4	6	4	2	6	4	2	4	*	*	6	5	1
Double J	24	26	-2	3	4	-1	8	7	1	8	12	-4	9	10	-1	5	8	-3	22	26	-4
Total Digital/Internet Only	240	230	10	97	103	-6	105	92	13	117	110	7	114	100	14	88	84	4	199	192	7