



# BRISBANE RADIO - SURVEY 5 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	5.3	0.0	0.8	0.4	0.4	0.2	0.1	0.1	1.9	2.3	-0.4	4.9	2.7	2.2	8.0	8.1	-0.1	12.5	14.8	-2.3
Macquarie Sports 882	1.0	1.1	-0.1	0.7	*	*	*	*	*	0.2	0.8	-0.6	2.3	2.9	-0.6	0.7	0.7	0.0	0.7	0.2	0.5
4KQ	8.5	9.9	-1.4	1.3	1.0	0.3	1.0	2.9	-1.9	0.9	2.4	-1.5	5.5	6.6	-1.1	21.0	17.6	3.4	19.7	24.8	-5.1
HIT 105	11.8	11.8	0.0	22.4	26.4	-4.0	29.9	28.0	1.9	17.8	15.7	2.1	8.9	9.0	-0.1	3.8	4.9	-1.1	0.7	1.4	-0.7
97.3FM	11.6	11.9	-0.3	15.2	19.0	-3.8	7.9	7.2	0.7	11.2	9.3	1.9	16.0	17.9	-1.9	11.4	15.0	-3.6	6.7	4.6	2.1
104.5 TRIPLE M	11.6	10.5	1.1	9.2	10.2	-1.0	13.7	11.8	1.9	10.5	12.4	-1.9	18.3	14.0	4.3	12.4	12.8	-0.4	2.8	2.0	0.8
NOVA106.9	11.4	12.2	-0.8	21.4	20.7	0.7	16.5	15.9	0.6	19.7	20.7	-1.0	10.5	13.5	-3.0	3.7	2.8	0.9	1.6	1.2	0.4
ABC BRI	7.3	7.2	0.1	1.3	0.9	0.4	1.1	1.4	-0.3	2.2	2.9	-0.7	3.0	3.8	-0.8	10.3	9.9	0.4	23.4	20.4	3.0
4RN	1.7	2.0	-0.3	0.2	0.3	-0.1	*	*	*	0.6	1.7	-1.1	1.6	2.0	-0.4	3.3	1.9	1.4	3.6	4.2	-0.6
ABC NEWS	1.1	0.8	0.3	0.4	0.4	0.0	1.5	1.0	0.5	0.8	0.3	0.5	0.5	0.5	0.0	1.7	1.2	0.5	1.7	1.6	0.1
4JJJ	7.9	7.6	0.3	6.2	4.5	1.7	16.2	18.2	-2.0	16.5	14.7	1.8	6.2	6.4	-0.2	2.0	2.1	-0.1	0.2	0.1	0.1
ABCFM	2.2	2.0	0.2	0.5	0.4	0.1	0.9	1.1	-0.2	1.4	0.9	0.5	1.0	1.0	0.0	1.2	1.0	0.2	7.2	6.4	0.8

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	5.5	5.4	0.1	6.4	6.4	0.0	7.2	6.6	0.6	4.5	4.8	-0.3	3.2	2.9	0.3	6.1	6.5	-0.4	4.5	4.7	-0.2
Macquarie Sports 882	0.9	1.0	-0.1	0.9	1.0	-0.1	0.9	0.9	0.0	0.7	0.6	0.1	1.0	1.6	-0.6	1.9	1.5	0.4	1.0	1.2	-0.2
4KQ	7.9	9.3	-1.4	7.0	8.2	-1.2	10.7	11.6	-0.9	8.9	10.6	-1.7	6.5	7.6	-1.1	3.8	6.5	-2.7	10.2	11.7	-1.5
HIT 105	12.4	12.3	0.1	13.1	12.5	0.6	11.8	11.7	0.1	13.3	12.8	0.5	12.6	14.1	-1.5	7.8	7.6	0.2	9.8	10.0	-0.2
97.3FM	11.5	11.6	-0.1	11.5	11.7	-0.2	11.4	10.9	0.5	12.1	11.8	0.3	11.1	11.8	-0.7	10.5	11.1	-0.6	12.0	13.1	-1.1
104.5 TRIPLE M	12.6	11.2	1.4	12.7	11.1	1.6	12.8	11.0	1.8	13.5	12.1	1.4	12.3	11.1	1.2	9.6	8.8	0.8	8.1	8.4	-0.3
NOVA106.9	11.7	12.8	-1.1	11.8	12.7	-0.9	10.5	11.2	-0.7	11.7	13.3	-1.6	14.0	15.2	-1.2	10.1	10.4	-0.3	10.5	10.0	0.5
ABC BRI	7.2	7.3	-0.1	9.5	9.1	0.4	6.5	7.2	-0.7	4.8	4.9	-0.1	5.6	6.2	-0.6	12.1	10.9	1.2	7.7	7.1	0.6
4RN	1.7	2.1	-0.4	2.4	3.1	-0.7	1.3	1.4	-0.1	1.1	1.5	-0.4	1.8	2.4	-0.6	2.5	1.4	1.1	1.6	1.9	-0.3
ABC NEWS	1.1	0.9	0.2	1.5	1.2	0.3	0.6	0.6	0.0	0.8	0.5	0.3	0.8	0.8	0.0	2.1	1.6	0.5	1.1	0.7	0.4
4JJJ	7.8	7.6	0.2	6.9	7.4	-0.5	7.6	7.7	-0.1	8.1	8.0	0.1	9.5	8.2	1.3	7.3	5.3	2.0	8.3	7.4	0.9
ABCFM	2.1	1.9	0.2	2.0	1.7	0.3	1.5	1.9	-0.4	1.5	1.6	-0.1	3.1	2.1	1.0	4.4	3.4	1.0	2.6	2.2	0.4



## BRISBANE RADIO - DAB+ STATIONS ONLY - SURVEY 5 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	12	0	1	3	-2	*	*	*	3	3	0	5	4	1	1	*	*	1	*	2	-1
Chemist Warehouse Remix	8	10	-2	2	1	1	*	3	*	6	6	0	*	*	*	*	*	*	*	*	*	*
Coles Radio	44	52	-8	1	3	-2	13	11	2	18	23	-5	7	8	-1	4	6	-2	*	1	*	*
EASY HITS	26	24	2	3	4	-1	*	*	*	12	8	4	6	6	0	4	2	2	1	3	-2	*
Edge Digital	13	10	3	3	1	2	1	*	*	6	4	2	2	2	0	2	3	-1	*	*	*	*
Kinderling Kids	9	8	1	2	2	0	*	*	*	4	3	1	2	3	-1	*	*	*	*	*	*	*
Koffee	10	15	-5	1	1	0	*	*	*	6	7	-1	*	*	*	3	5	-2	1	2	-1	*
MMM CLASSIC ROCK	22	24	-2	4	2	2	1	1	0	5	6	-1	8	12	-4	2	2	0	1	1	0	*
MMM COUNTRY	16	9	7	2	*	*	*	*	*	5	5	0	6	4	2	1	*	*	1	*	*	*
MMM GREATEST HITS	20	19	1	3	2	1	3	3	0	8	5	3	2	5	-3	4	3	1	*	1	*	*
MMM MODERN DIGITAL	5	4	1	1	1	0	*	*	*	2	2	0	1	1	0	1	*	*	*	*	*	*
NTS News Talk Sport	6	6	0	2	2	0	*	*	*	4	3	1	*	2	*	*	*	*	*	*	*	*
OLDSKOOL HITS	27	21	6	5	5	0	2	2	0	8	6	2	12	6	6	*	1	*	*	1	*	*
Smooth	21	25	-4	4	2	2	1	1	0	4	5	-1	6	10	-4	5	3	2	1	5	-4	*
The 80s iHeartRadio	36	27	9	6	7	-1	3	3	0	9	6	3	17	9	8	1	2	-1	1	1	0	*
The 90s iHeartRadio	28	21	7	5	2	3	*	1	*	12	9	3	8	7	1	2	3	-1	1	*	*	*
triple j Unerthed	24	22	2	3	5	-2	7	9	-2	12	8	4	1	*	*	2	*	*	*	*	*	*
ABC Country	18	20	-2	2	1	1	1	1	0	6	4	2	4	6	-2	1	1	0	4	6	-2	*
ABC Grandstand	27	24	3	4	4	0	*	*	*	7	6	1	5	4	1	4	3	1	7	7	0	*
ABC Jazz	33	27	6	7	4	3	4	6	-2	13	6	7	6	5	1	3	2	1	1	4	-3	*
ABC KIDS LISTEN	17	12	5	4	4	0	*	*	*	10	6	4	2	1	1	1	1	0	*	*	*	*
Double J	32	32	0	3	1	2	1	2	-1	18	14	4	7	12	-5	2	1	1	*	2	*	*
Total Digital/Internet Only	305	290	15	38	36	2	33	32	1	91	79	12	85	83	2	35	33	2	22	28	-6	*

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	10	0	7	5	2	3	2	1	3	1	2	4	5	-1	4	3	1	7	8	-1
Chemist Warehouse Remix	7	7	0	3	4	-1	4	4	0	3	3	0	2	2	0	*	1	*	1	4	-3
Coles Radio	35	40	-5	9	6	3	14	13	1	17	16	1	16	13	3	13	15	-2	28	30	-2
EASY HITS	20	18	2	4	4	0	8	7	1	9	10	-1	4	7	-3	6	6	0	10	9	1
Edge Digital	10	7	3	3	2	1	4	2	2	3	1	2	4	2	2	4	3	1	5	5	0
Kinderling Kids	7	7	0	5	3	2	1	1	0	5	5	0	5	5	0	4	6	-2	4	5	-1
Koffee	10	14	-4	6	7	-1	4	6	-2	3	7	-4	5	7	-2	*	3	*	4	7	-3
MMM CLASSIC ROCK	22	23	-1	10	9	1	10	8	2	11	10	1	11	10	1	10	8	2	11	9	2
MMM COUNTRY	12	7	5	2	*	*	3	2	1	4	2	2	8	4	4	5	2	3	12	7	5
MMM GREATEST HITS	18	16	2	7	6	1	6	5	1	7	7	0	1	1	0	2	1	1	7	10	-3
MMM MODERN DIGITAL	4	3	1	2	1	1	2	1	1	1	1	0	2	1	1	1	1	0	1	1	0
NTS News Talk Sport	5	5	0	2	2	0	*	*	*	*	*	*	3	3	0	2	1	1	5	5	0
OLDSKOOL HITS	21	15	6	11	9	2	11	5	6	11	7	4	13	11	2	8	7	1	20	13	7
Smooth	15	15	0	5	8	-3	7	7	0	4	5	-1	7	7	0	5	8	-3	10	14	-4
The 80s iHeartRadio	26	20	6	9	9	0	11	7	4	13	9	4	10	8	2	5	3	2	21	14	7
The 90s iHeartRadio	25	16	9	10	8	2	6	3	3	10	6	4	8	4	4	4	2	2	11	13	-2
triple j Unerthed	19	19	0	4	7	-3	5	8	-3	6	8	-2	11	10	1	8	9	-1	9	12	-3
ABC Country	11	13	-2	7	9	-2	1	4	-3	4	8	-4	3	7	-4	4	2	2	12	11	1
ABC Grandstand	17	13	4	*	1	*	1	2	-1	8	4	4	8	3	5	9	7	2	19	18	1
ABC Jazz	25	20	5	7	6	1	9	9	0	9	6	3	12	9	3	3	6	-3	24	17	7
ABC KIDS LISTEN	17	12	5	11	7	4	8	6	2	9	6	3	8	6	2	6	4	2	9	6	3
Double J	22	24	-2	7	3	4	6	8	-2	5	8	-3	10	9	1	5	5	0	21	22	-1
Total Digital/Internet Only	257	240	17	109	97	12	112	105	7	128	117	11	128	114	14	85	88	-3	201	199	2