



BRISBANE RADIO - SURVEY 8 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	7.0	6.0	1.0	0.2	0.1	0.1	0.1	0.1	0.0	1.7	0.3	1.4	3.6	3.2	0.4	9.4	9.7	-0.3	21.9	18.2	3.7
Macquarie Sports 882	0.6	0.4	0.2	0.2	0.4	-0.2	*	*	*	0.1	*	*	0.8	0.2	0.6	0.6	0.4	0.2	1.2	1.3	-0.1
4KQ	8.5	8.9	-0.4	0.4	0.3	0.1	0.4	0.2	0.2	2.8	1.4	1.4	3.4	4.7	-1.3	21.4	21.8	-0.4	19.0	20.2	-1.2
HIT 105	10.2	11.3	-1.1	19.3	22.1	-2.8	17.2	23.9	-6.7	20.5	22.0	-1.5	7.0	7.5	-0.5	1.9	1.4	0.5	0.6	1.1	-0.5
97.3FM	9.7	9.6	0.1	17.3	14.0	3.3	9.4	7.6	1.8	9.3	9.7	-0.4	12.9	11.6	1.3	9.8	11.7	-1.9	3.5	4.4	-0.9
104.5 TRIPLE M	13.3	11.6	1.7	12.5	14.3	-1.8	13.2	10.2	3.0	15.3	12.6	2.7	21.8	17.2	4.6	11.5	13.5	-2.0	2.2	1.3	0.9
NOVA106.9	11.3	11.5	-0.2	25.1	23.6	1.5	25.0	24.1	0.9	16.6	16.0	0.6	8.3	11.3	-3.0	5.6	5.0	0.6	0.8	0.6	0.2
ABC BRI	7.9	7.4	0.5	1.0	1.7	-0.7	0.2	0.3	-0.1	2.8	1.3	1.5	6.6	6.3	0.3	10.6	9.8	0.8	20.0	19.9	0.1
4RN	2.7	3.2	-0.5	0.5	0.4	0.1	*	1.7	*	0.9	1.0	-0.1	3.0	4.7	-1.7	4.1	2.3	1.8	5.8	6.4	-0.6
ABC NEWS	1.4	1.3	0.1	0.8	0.5	0.3	0.7	0.2	0.5	0.6	1.4	-0.8	1.4	1.3	0.1	1.1	0.9	0.2	3.2	2.6	0.6
4JJJ	8.4	7.7	0.7	7.0	7.5	-0.5	23.2	18.1	5.1	15.3	15.5	-0.2	7.4	6.7	0.7	0.9	1.1	-0.2	0.1	0.1	0.0
ABCFM	2.2	2.8	-0.6	1.9	1.7	0.2	*	*	*	1.3	2.0	-0.7	1.6	3.0	-1.4	2.5	3.2	-0.7	5.0	5.2	-0.2

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	7.4	6.3	1.1	8.8	7.3	1.5	10.0	8.3	1.7	5.8	5.3	0.5	4.3	4.0	0.3	6.1	5.6	0.5	5.9	4.7	1.2
Macquarie Sports 882	0.6	0.4	0.2	0.8	0.6	0.2	0.4	0.3	0.1	0.4	0.2	0.2	0.4	0.4	0.0	0.9	0.6	0.3	0.6	0.4	0.2
4KQ	7.9	8.3	-0.4	7.9	9.3	-1.4	8.1	8.9	-0.8	8.9	8.4	0.5	7.0	6.5	0.5	6.1	5.6	0.5	10.6	11.1	-0.5
HIT 105	10.6	12.0	-1.4	10.0	11.2	-1.2	9.2	10.7	-1.5	12.4	13.7	-1.3	12.8	14.2	-1.4	5.9	7.7	-1.8	8.6	8.8	-0.2
97.3FM	9.7	9.6	0.1	9.5	9.1	0.4	9.8	9.7	0.1	10.2	10.0	0.2	9.4	9.9	-0.5	9.4	8.9	0.5	9.7	9.6	0.1
104.5 TRIPLE M	14.4	12.4	2.0	14.1	12.3	1.8	15.6	13.0	2.6	16.1	13.6	2.5	12.5	11.6	0.9	10.1	7.6	2.5	9.4	9.0	0.4
NOVA106.9	11.1	11.5	-0.4	10.0	10.1	-0.1	8.8	10.3	-1.5	10.9	12.1	-1.2	14.8	13.7	1.1	14.5	13.5	1.0	11.9	11.5	0.4
ABC BRI	7.9	7.2	0.7	10.3	9.9	0.4	7.6	6.7	0.9	5.3	4.6	0.7	6.6	5.9	0.7	11.2	10.9	0.3	7.9	8.0	-0.1
4RN	2.6	3.1	-0.5	3.5	4.0	-0.5	2.3	2.3	0.0	1.8	2.1	-0.3	2.4	3.3	-0.9	2.8	5.1	-2.3	3.2	3.5	-0.3
ABC NEWS	1.3	1.3	0.0	1.6	1.9	-0.3	0.8	0.9	-0.1	1.2	0.9	0.3	0.9	1.0	-0.1	3.7	2.5	1.2	1.6	1.4	0.2
4JJJ	8.4	7.8	0.6	7.7	7.1	0.6	8.0	7.8	0.2	8.6	7.5	1.1	10.1	9.0	1.1	7.9	8.7	-0.8	8.2	7.4	0.8
ABCFM	2.0	2.6	-0.6	1.8	2.2	-0.4	2.4	3.2	-0.8	1.9	2.5	-0.6	1.9	2.7	-0.8	2.5	2.8	-0.3	2.9	3.6	-0.7



BRISBANE RADIO - DAB+ STATIONS ONLY - SURVEY 8 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	16	22	-6	4	4	0	*	4	*	6	7	-1	5	6	-1	1	*	*	1	1	0
Chemist Warehouse Remix	12	15	-3	2	2	0	1	1	0	5	8	-3	3	3	0	1	1	0	*	*	*
Coles Radio	29	30	-1	5	3	2	5	8	-3	11	9	2	4	7	-3	2	1	1	3	2	1
EASY HITS	17	20	-3	1	2	-1	*	1	*	6	7	-1	8	10	-2	1	*	*	*	*	*
Edge Digital	10	14	-4	*	1	*	*	*	*	5	9	-4	4	4	0	*	*	*	*	*	*
Elf Radio	5	na	*	*	na	*	*	na	*	1	na	*	2	na	*	2	na	*	*	na	*
Kinderling Kids	6	8	-2	2	2	0	*	*	*	3	6	-3	1	*	*	*	*	*	*	*	*
Koffee	17	18	-1	*	1	*	1	3	-2	7	8	-1	5	5	0	1	*	*	2	2	0
MMM CLASSIC ROCK	28	31	-3	4	4	0	*	3	*	13	14	-1	7	6	1	2	3	-1	2	1	1
MMM COUNTRY	19	18	1	*	*	*	1	1	0	12	9	3	3	6	-3	2	1	1	1	1	0
MMM GREATEST HITS	23	24	-1	4	4	0	*	4	*	11	7	4	7	4	3	*	3	*	2	2	0
MMM MODERN DIGITAL	14	17	-3	3	4	-1	*	*	*	5	6	-1	6	7	-1	*	*	*	*	*	*
NTS News Talk Sport	7	2	5	*	*	*	3	2	1	2	*	*	1	*	*	1	*	*	*	*	*
OLDSKOOL HITS	18	24	-6	3	4	-1	*	3	*	15	12	3	*	5	*	*	*	*	*	*	*
Smooth	22	20	2	2	1	1	1	*	*	5	6	-1	7	7	0	4	5	-1	2	1	1
The 80s iHeartRadio	24	28	-4	4	4	0	1	4	-3	7	10	-3	9	8	1	2	1	1	*	*	*
The 90s iHeartRadio	32	36	-4	6	6	0	4	5	-1	10	18	-8	9	5	4	1	1	0	3	*	*
URBAN HITS	8	8	0	4	3	1	1	2	-1	3	3	0	*	*	*	*	*	*	*	*	*
triple j Uearthed	19	24	-5	1	3	-2	4	6	-2	11	10	1	4	4	0	*	1	*	*	*	*
ABC Country	16	18	-2	1	*	*	5	4	1	6	10	-4	2	3	-1	*	*	*	2	1	1
ABC Grandstand	25	23	2	2	1	1	*	4	*	9	7	2	7	5	2	3	2	1	6	3	3
ABC Jazz	20	25	-5	2	1	1	1	1	0	10	14	-4	2	4	-2	1	*	*	5	5	0
ABC KIDS LISTEN	16	22	-6	6	6	0	*	*	*	7	13	-6	2	2	0	*	*	*	1	*	*
Double J	24	27	-3	3	1	2	*	1	*	12	13	-1	5	8	-3	1	2	-1	3	2	1
Total Digital/Internet Only	262	274	-12	35	33	2	24	34	-10	80	93	-13	68	70	-2	24	19	5	31	26	5

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	12	19	-7	7	7	0	4	7	-3	2	6	-4	4	7	-3	2	3	-1	10	11	-1
Chemist Warehouse Remix	9	11	-2	2	1	1	3	4	-1	3	3	0	2	2	0	1	2	-1	7	9	-2
Coles Radio	29	27	2	13	10	3	11	7	4	17	9	8	19	14	5	5	7	-2	12	15	-3
EASY HITS	15	18	-3	7	8	-1	6	4	2	5	6	-1	1	2	-1	5	5	0	4	7	-3
Edge Digital	6	13	-7	4	8	-4	4	6	-2	2	3	-1	2	3	-1	2	5	-3	6	5	1
Elf Radio	4	na	*	1	na	*	3	na	*	2	na	*	1	na	*	2	na	*	2	na	*
Kinderling Kids	6	8	-2	3	4	-1	1	2	-1	1	*	*	4	4	0	4	2	2	2	2	0
Koffee	12	11	1	6	4	2	5	5	0	3	3	0	5	5	0	2	1	1	11	13	-2
MMM CLASSIC ROCK	22	24	-2	13	18	-5	5	4	1	6	4	2	4	6	-2	9	7	2	15	16	-1
MMM COUNTRY	18	17	1	9	8	1	7	5	2	5	7	-2	9	7	2	7	4	3	6	6	0
MMM GREATEST HITS	11	13	-2	9	9	0	5	4	1	2	6	-4	2	2	0	2	1	1	15	15	0
MMM MODERN DIGITAL	13	14	-1	6	8	-2	*	2	*	2	3	-1	6	6	0	5	6	-1	1	3	-2
NTS News Talk Sport	7	2	5	4	*	*	1	*	*	2	*	*	3	2	1	2	*	*	1	*	*
OLDSKOOL HITS	13	19	-6	10	9	1	7	9	-2	3	7	-4	2	6	-4	1	2	-1	7	10	-3
Smooth	20	18	2	10	9	1	7	6	1	10	8	2	10	7	3	5	9	-4	7	6	1
The 80s iHeartRadio	20	26	-6	11	17	-6	4	13	-9	5	10	-5	13	10	3	6	5	1	12	14	-2
The 90s iHeartRadio	27	28	-1	13	16	-3	11	11	0	9	9	0	12	8	4	7	6	1	15	18	-3
URBAN HITS	7	7	0	3	4	-1	1	3	-2	3	4	-1	2	3	-1	3	1	2	2	3	-1
triple j Uearthed	16	18	-2	5	6	-1	6	5	1	6	9	-3	7	8	-1	2	4	-2	8	11	-3
ABC Country	13	14	-1	2	6	-4	4	5	-1	4	3	1	2	2	0	2	3	-1	8	11	-3
ABC Grandstand	15	15	0	6	8	-2	1	3	-2	2	5	-3	3	*	*	7	4	3	16	13	3
ABC Jazz	15	18	-3	5	8	-3	*	4	*	3	4	-1	6	8	-2	7	7	0	12	19	-7
ABC KIDS LISTEN	11	16	-5	4	12	-8	3	2	1	4	4	0	6	6	0	3	5	-2	11	17	-6
Double J	19	24	-5	5	9	-4	5	6	-1	11	8	3	14	15	-1	6	7	-1	17	16	1
Total Digital/Internet Only	222	238	-16	111	139	-28	90	106	-16	106	116	-10	125	120	5	78	66	12	169	190	-21