



BRISBANE RADIO - SURVEY 2 2019

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	6.1	5.5	0.6	0.8	0.5	0.3	0.4	0.7	-0.3	0.8	0.9	-0.1	3.1	1.6	1.5	11.3	8.7	2.6	14.9	15.8	-0.9
Macquarie Sports 882	0.5	0.7	-0.2	0.1	0.1	0.0	*	0.1	*	0.6	0.8	-0.2	0.1	0.2	-0.1	1.0	2.2	-1.2	0.9	0.5	0.4
4KQ	7.9	9.2	-1.3	1.4	1.3	0.1	0.1	0.8	-0.7	0.6	0.9	-0.3	4.2	6.6	-2.4	15.1	19.5	-4.4	19.2	20.0	-0.8
HIT 105	11.8	10.2	1.6	18.1	20.8	-2.7	23.5	25.2	-1.7	17.6	14.7	2.9	14.0	9.0	5.0	5.3	4.1	1.2	1.6	1.2	0.4
97.3FM	10.8	10.4	0.4	12.2	14.6	-2.4	9.7	5.0	4.7	10.3	9.4	0.9	15.4	15.9	-0.5	11.0	11.1	-0.1	6.0	5.5	0.5
104.5 TRIPLE M	11.9	12.4	-0.5	13.0	13.9	-0.9	10.6	9.5	1.1	16.8	17.6	-0.8	18.0	17.0	1.0	10.1	12.9	-2.8	2.2	2.3	-0.1
NOVA106.9	12.4	12.9	-0.5	32.5	26.9	5.6	25.7	26.1	-0.4	19.9	20.5	-0.6	9.9	10.7	-0.8	4.9	7.4	-2.5	0.9	0.8	0.1
ABC BRI	7.9	6.9	1.0	1.1	1.8	-0.7	0.7	1.0	-0.3	3.6	1.3	2.3	5.0	3.6	1.4	10.8	10.3	0.5	18.2	18.1	0.1
4RN	2.5	2.3	0.2	0.1	0.5	-0.4	1.2	0.7	0.5	0.7	0.6	0.1	1.2	1.9	-0.7	2.6	2.0	0.6	7.1	5.8	1.3
ABC NEWS	1.1	1.5	-0.4	0.8	0.8	0.0	0.9	0.3	0.6	0.2	0.8	-0.6	1.7	1.6	0.1	1.6	1.5	0.1	1.1	2.8	-1.7
4JJJ	6.8	7.8	-1.0	5.0	6.6	-1.6	17.1	16.6	0.5	15.3	17.8	-2.5	5.4	5.7	-0.3	2.2	2.3	-0.1	0.4	0.1	0.3
ABC CLASSIC	3.3	3.0	0.3	2.4	1.2	1.2	0.2	0.2	0.0	1.7	1.0	0.7	1.6	2.1	-0.5	2.6	1.6	1.0	8.6	8.6	0.0

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	6.2	5.5	0.7	7.6	6.4	1.2	8.0	7.0	1.0	4.9	4.6	0.3	3.2	3.1	0.1	6.8	6.8	0.0	5.7	5.2	0.5
Macquarie Sports 882	0.5	0.7	-0.2	0.5	0.7	-0.2	0.4	0.7	-0.3	0.5	0.6	-0.1	0.6	0.6	0.0	0.8	1.5	-0.7	0.4	0.7	-0.3
4KQ	7.4	8.7	-1.3	8.2	10.5	-2.3	8.0	9.9	-1.9	8.0	7.7	0.3	4.9	6.5	-1.6	4.5	6.6	-2.1	9.7	10.9	-1.2
HIT 105	12.4	10.8	1.6	12.0	11.2	0.8	11.6	8.8	2.8	13.1	11.4	1.7	14.2	11.6	2.6	10.6	11.6	-1.0	9.8	8.1	1.7
97.3FM	10.6	10.6	0.0	9.0	9.0	0.0	11.5	11.2	0.3	12.6	12.3	0.3	9.4	10.4	-1.0	10.9	10.0	0.9	11.4	9.5	1.9
104.5 TRIPLE M	12.6	13.0	-0.4	11.7	11.7	0.0	13.7	14.4	-0.7	14.1	14.3	-0.2	12.3	13.1	-0.8	7.9	8.5	-0.6	9.6	10.5	-0.9
NOVA106.9	12.4	13.0	-0.6	12.4	12.9	-0.5	9.7	11.1	-1.4	12.1	12.8	-0.7	16.4	16.2	0.2	12.4	12.2	0.2	12.6	12.4	0.2
ABC BRI	7.7	6.6	1.1	10.0	10.2	-0.2	7.1	6.0	1.1	4.9	4.0	0.9	6.5	4.3	2.2	13.4	9.2	4.2	8.3	7.8	0.5
4RN	2.4	2.2	0.2	3.1	3.6	-0.5	2.0	1.3	0.7	1.2	1.0	0.2	2.8	2.4	0.4	4.8	3.8	1.0	3.0	2.4	0.6
ABC NEWS	1.0	1.4	-0.4	1.4	1.5	-0.1	0.6	1.4	-0.8	0.3	0.7	-0.4	1.2	1.2	0.0	3.0	3.7	-0.7	1.3	1.8	-0.5
4JJJ	7.2	7.6	-0.4	6.9	7.4	-0.5	6.7	7.2	-0.5	7.7	8.3	-0.6	7.8	8.2	-0.4	7.3	5.3	2.0	5.4	8.4	-3.0
ABC CLASSIC	3.3	2.8	0.5	2.5	2.1	0.4	3.9	3.1	0.8	3.7	3.1	0.6	3.9	3.6	0.3	2.1	2.5	-0.4	3.3	3.4	-0.1



BRISBANE RADIO - DAB+ STATIONS ONLY - SURVEY 2 2019

Cumulative Audience (000's) 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	+/-
BUDDHA HITS	11	9	2	2	*	*	*	*	2	4	-2	4	4	0	2	1	1	1	1	*	*
Chemist Warehouse Remix	12	17	-5	2	5	-3	*	*	*	7	7	0	1	4	-3	1	*	*	1	1	0
Coles Radio	51	56	-5	9	5	4	9	15	-6	9	12	-3	14	16	-2	7	3	4	3	5	-2
EASY HITS	19	18	1	4	*	*	1	*	*	*	4	*	6	6	0	4	4	0	3	3	0
Edge Digital	10	11	-1	5	4	1	*	*	*	1	1	0	3	5	-2	1	1	0	*	*	*
Kinderling Kids	8	11	-3	2	1	1	*	2	*	5	9	-4	1	*	*	*	*	*	*	*	*
Koffee	3	2	1	1	*	*	*	*	*	*	*	*	1	1	0	*	*	*	1	1	0
MMM AUSSIE	8	9	-1	4	5	-1	*	2	*	1	*	*	2	2	0	*	*	*	2	1	1
MMM CLASSIC ROCK	19	29	-10	2	4	-2	1	3	-2	4	5	-1	7	10	-3	3	4	-1	2	3	-1
MMM COUNTRY	12	15	-3	3	*	*	*	3	*	2	5	-3	*	4	*	2	2	0	6	2	4
MMM GREATEST HITS	18	16	2	3	1	2	*	*	*	2	4	-2	10	4	6	1	8	-7	2	1	1
NTS News Talk Sport	1	1	0	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
OLDSKOOL HITS	27	25	2	6	5	1	1	3	-2	7	7	0	11	6	5	*	2	*	2	3	-1
Smooth	25	22	3	3	1	2	2	*	*	3	3	0	4	8	-4	5	4	1	7	6	1
The 80s iHeartRadio	26	31	-5	2	4	-2	1	3	-2	3	2	1	12	15	-3	6	6	0	2	1	1
The 90s iHeartRadio	29	24	5	8	5	3	1	1	0	8	10	-2	10	6	4	*	*	*	2	3	-1
URBAN HITS	14	12	2	4	3	1	5	4	1	*	1	*	4	2	2	1	2	-1	*	*	*
triple j Uneathed	20	24	-4	1	3	-2	2	4	-2	11	12	-1	4	3	1	*	2	*	2	*	*
ABC Country	16	10	6	3	1	2	1	*	*	4	2	2	3	5	-2	*	*	*	4	3	1
ABC Grandstand	26	25	1	6	3	3	*	*	*	3	5	-2	6	9	-3	4	4	0	7	4	3
ABC Jazz	13	9	4	5	1	4	1	2	-1	1	1	0	2	2	0	1	1	0	2	2	0
ABC KIDS LISTEN	15	15	0	3	2	1	1	1	0	4	7	-3	2	3	-1	*	*	*	4	3	1
Double J	19	19	0	3	5	-2	1	1	0	5	2	3	10	9	1	1	1	0	*	*	*
Total Digital/Internet Only	285	295	-10	42	36	6	27	34	-7	69	70	-1	74	92	-18	34	36	-2	40	27	13

Cumulative Audience (000's) by Session, P10+ [Potential: 2061]

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 5:30am-9:00am	Mon-Fri 9:00am-12:00md	Mon-Fri 12:00md-4:00pm	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	Sat-Sun 5:30am-12mn	Sat-Sun 5:30am-12mn	Sat-Sun 5:30am-12mn	Sat-Sun 5:30am-12mn	Sat-Sun 5:30am-12mn	Sat-Sun 5:30am-12mn	Sat-Sun 5:30am-12mn	Sat-Sun 5:30am-12mn	
BUDDHA HITS	9	7	2	8	5	3	2	6	-4	2	3	-1	2	1	1	*	1	*	4	4	0
Chemist Warehouse Remix	10	14	-4	3	4	-1	5	8	-3	5	7	-2	5	8	-3	2	1	1	5	5	0
Coles Radio	40	42	-2	11	13	-2	18	16	2	12	18	-6	14	15	-1	5	5	0	20	24	-4
EASY HITS	17	16	1	7	9	-2	7	10	-3	10	10	0	5	11	-6	5	2	3	11	13	-2
Edge Digital	6	5	1	4	4	0	2	2	0	4	2	2	2	1	1	1	1	0	6	7	-1
Kinderling Kids	5	10	-5	4	8	-4	1	2	-1	1	2	-1	2	2	0	1	1	0	6	5	1
Koffee	3	2	1	2	*	*	1	1	0	*	2	*	1	*	*	2	*	*	*	*	*
MMM AUSSIE	3	6	-3	*	3	*	2	5	-3	2	3	-1	2	2	0	1	1	0	7	8	-1
MMM CLASSIC ROCK	15	16	-1	8	9	-1	5	6	-1	3	4	-1	5	8	-3	7	7	0	16	18	-2
MMM COUNTRY	12	15	-3	4	8	-4	7	8	-1	10	11	-1	5	11	-6	1	*	*	7	5	2
MMM GREATEST HITS	14	11	3	9	5	4	3	5	-2	6	3	3	3	6	-3	1	3	-2	7	9	-2
NTS News Talk Sport	1	1	0	1	1	0	1	1	0	*	*	*	1	1	0	*	*	*	*	*	*
OLDSKOOL HITS	21	19	2	9	9	0	9	8	1	8	10	-2	8	9	-1	1	3	-2	11	12	-1
Smooth	20	19	1	8	5	3	9	9	0	7	9	-2	10	15	-5	5	8	-3	12	14	-2
The 80s iHeartRadio	17	24	-7	11	11	0	7	4	3	9	14	-5	7	11	-4	5	6	-1	18	19	-1
The 90s iHeartRadio	25	18	7	7	4	3	8	9	-1	11	13	-2	7	6	1	7	1	6	12	8	4
URBAN HITS	12	9	3	10	7	3	3	2	1	5	3	2	8	8	0	4	2	2	11	6	5
triple j Uneathed	14	18	-4	7	7	0	5	8	-3	7	9	-2	5	5	0	3	3	0	9	14	-5
ABC Country	12	8	4	6	5	1	4	3	1	5	4	1	6	5	1	2	1	1	8	5	3
ABC Grandstand	10	12	-2	4	3	1	1	1	0	4	4	0	3	5	-2	2	4	-2	20	17	3
ABC Jazz	9	6	3	3	*	*	*	*	*	1	4	-3	4	3	1	4	2	2	11	6	5
ABC KIDS LISTEN	10	11	-1	3	3	0	5	5	0	4	3	1	2	2	0	1	2	-1	8	9	-1
Double J	17	18	-1	8	5	3	4	8	-4	9	11	-2	5	2	3	4	1	3	11	5	6
Total Digital/Internet Only	230	243	-13	109	106	3	95	110	-15	102	129	-27	102	117	-15	54	57	-3	184	173	11