



BRISBANE RADIO - SURVEY 7 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	6.4	5.9	0.5	1.3	0.6	0.7	0.1	0.1	0.0	1.5	0.6	0.9	2.1	0.8	1.3	6.5	6.9	-0.4	19.9	21.6	-1.7
Macquarie Sports 882	0.9	1.5	-0.6	0.3	0.4	-0.1	0.3	1.8	-1.5	0.5	1.2	-0.7	1.4	2.1	-0.7	1.7	2.3	-0.6	0.6	0.8	-0.2
4KQ	8.7	8.4	0.3	1.5	1.7	-0.2	0.5	1.0	-0.5	1.5	0.7	0.8	3.6	2.9	0.7	17.2	17.7	-0.5	21.3	22.2	-0.9
HIT 105	11.1	10.9	0.2	23.7	23.3	0.4	22.4	20.4	2.0	21.0	18.7	2.3	7.7	9.2	-1.5	4.4	3.4	1.0	0.9	1.1	-0.2
97.3FM	11.0	11.3	-0.3	14.5	12.1	2.4	10.7	8.6	2.1	11.8	12.6	-0.8	13.8	14.3	-0.5	14.8	15.2	-0.4	3.6	4.2	-0.6
104.5 TRIPLE M	11.0	11.0	0.0	9.0	5.2	3.8	8.6	9.7	-1.1	10.6	13.1	-2.5	18.4	16.8	1.6	14.1	12.8	1.3	2.9	2.9	0.0
NOVA106.9	11.9	12.8	-0.9	23.9	25.7	-1.8	16.0	19.9	-3.9	23.0	22.2	0.8	11.5	11.5	0.0	4.7	5.9	-1.2	0.8	1.2	-0.4
ABC BRI	6.6	7.1	-0.5	1.9	1.8	0.1	0.8	0.3	0.5	2.3	2.3	0.0	4.1	6.5	-2.4	9.2	8.5	0.7	15.7	16.9	-1.2
4RN	2.2	1.9	0.3	*	0.2	*	0.4	0.4	0.0	0.1	*	*	0.7	1.0	-0.3	4.0	4.0	0.0	6.1	4.9	1.2
ABC NEWS	1.4	1.1	0.3	1.3	1.3	0.0	0.6	0.2	0.4	1.2	0.7	0.5	1.0	0.7	0.3	1.7	1.6	0.1	2.2	1.9	0.3
4JJJ	7.6	8.1	-0.5	8.2	12.5	-4.3	20.9	19.0	1.9	13.1	12.5	0.6	7.4	9.2	-1.8	2.0	1.5	0.5	0.5	0.2	0.3
ABC CLASSIC	2.9	2.1	0.8	0.4	0.5	-0.1	2.2	2.4	-0.2	0.8	0.8	0.0	1.7	2.0	-0.3	2.1	0.5	1.6	7.9	5.0	2.9

Share Movement (%) by Session, P10+

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend								
	Mon-Fri 5:30am-12mn	This	Last	+/-	Mon-Fri 5:30am-9:00am	This	Last	+/-	Mon-Fri 9:00am-12:00md	This	Last	+/-	Mon-Fri 12:00md-4:00pm	This	Last	+/-	Mon-Fri 4:00pm-7:00pm	This	Last	+/-	Mon-Fri 7:00pm-12:00mn	This	Last	+/-	Sat-Sun 5:30am-12mn	This	Last
4BC	6.8	6.2	0.6	8.1	7.0	1.1	8.3	8.2	0.1	6.3	5.3	1.0	4.0	4.0	0.0	5.6	4.5	1.1	4.9	5.2	-0.3						
Macquarie Sports 882	0.9	1.6	-0.7	0.8	1.5	-0.7	0.8	1.8	-1.0	0.9	1.4	-0.5	1.1	1.9	-0.8	1.4	1.1	0.3	0.8	1.3	-0.5						
4KQ	8.0	7.6	0.4	9.2	8.5	0.7	8.0	7.8	0.2	7.3	6.7	0.6	6.3	6.8	-0.5	8.9	8.2	0.7	11.1	11.0	0.1						
HIT 105	11.6	11.3	0.3	11.1	11.2	-0.1	11.9	10.2	1.7	12.4	11.5	0.9	11.6	13.1	-1.5	9.9	9.9	0.0	9.4	9.5	-0.1						
97.3FM	10.8	11.3	-0.5	9.5	10.3	-0.8	12.1	12.5	-0.4	12.6	13.1	-0.5	10.2	10.6	-0.4	7.7	8.0	-0.3	11.6	11.1	0.5						
104.5 TRIPLE M	11.6	11.9	-0.3	10.5	10.2	0.3	12.3	14.1	-1.8	14.2	14.8	-0.6	11.0	9.5	1.5	7.3	7.2	0.1	8.9	8.0	0.9						
NOVA106.9	11.8	12.9	-1.1	11.1	12.7	-1.6	9.5	10.3	-0.8	11.0	12.5	-1.5	16.7	17.0	-0.3	13.4	13.6	-0.2	12.1	12.3	-0.2						
ABC BRI	6.6	7.2	-0.6	10.1	9.2	0.9	5.1	6.3	-1.2	3.7	4.7	-1.0	6.3	7.0	-0.7	6.8	10.3	-3.5	6.6	6.9	-0.3						
4RN	2.1	1.8	0.3	2.7	2.8	-0.1	1.1	1.1	0.0	1.4	1.1	0.3	2.4	1.9	0.5	3.8	2.3	1.5	2.5	2.3	0.2						
ABC NEWS	1.4	1.1	0.3	1.7	1.7	0.0	1.4	1.1	0.3	0.9	0.6	0.3	1.5	0.8	0.7	2.0	1.3	0.7	1.3	1.0	0.3						
4JJJ	8.1	8.4	-0.3	7.1	7.7	-0.6	8.9	8.2	0.7	8.6	8.6	0.0	8.7	9.8	-1.1	6.2	8.1	-1.9	6.0	6.9	-0.9						
ABC CLASSIC	2.8	1.9	0.9	3.1	2.3	0.8	2.5	1.8	0.7	2.5	1.5	1.0	2.9	1.9	1.0	3.1	2.1	1.0	3.2	2.5	0.7						



BRISBANE RADIO - DAB+ STATIONS ONLY - SURVEY 7 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	+/-
97.3 The 80s	31	23	8	8	8	0	*	2	*	5	2	3	10	5	5	5	5	0	2	1	1
97.3 The 90s	37	34	3	10	12	-2	2	2	0	10	5	5	11	12	-1	4	3	1	*	*	*
Chemist Warehouse Remix	2	5	-3	*	*	*	*	1	*	2	2	0	*	2	*	*	*	*	*	*	*
Coles Radio	35	39	-4	3	4	-1	7	5	2	12	16	-4	6	9	-3	3	4	-1	4	2	2
Edge Digital	7	2	5	1	1	0	2	*	*	2	1	1	2	*	*	*	*	*	1	*	*
HIT BUDDHA	13	8	5	2	2	0	2	2	0	2	1	1	3	3	0	3	*	*	1	*	*
HIT EASY	18	13	5	3	2	1	1	1	0	4	5	-1	6	3	3	4	2	2	*	1	*
HIT OLDSKOOL	21	27	-6	3	5	-2	2	1	1	8	12	-4	5	8	-3	1	1	0	2	1	1
HIT URBAN	11	12	-1	1	4	-3	2	2	0	5	5	0	2	1	1	*	*	*	*	*	*
Kinderling Kids	6	3	3	2	2	0	1	*	*	2	1	1	1	*	*	*	*	*	*	*	*
MMM AUSSIE	4	4	0	*	*	*	*	*	*	*	1	*	4	2	2	*	*	*	*	*	*
MMM CLASSIC ROCK	23	14	9	1	1	0	1	*	*	2	3	-1	13	7	6	3	2	1	3	2	1
MMM COUNTRY	9	15	-6	1	1	0	*	*	*	2	4	-2	2	6	-4	*	*	*	3	4	-1
MMM GREATEST HITS	27	18	9	3	3	0	2	1	1	3	3	0	16	7	9	1	2	-1	2	1	1
NTS News Talk Sport	3	*	*	1	*	*	1	*	*	*	*	*	*	*	*	*	*	*	1	*	*
Smooth	25	26	-1	2	2	0	1	*	*	5	7	-2	5	6	-1	7	9	-2	6	3	3
triple j Unearthed	12	8	4	4	*	*	4	4	0	4	2	2	*	1	*	*	*	*	*	*	*
ABC Country	19	16	3	1	1	0	4	3	1	3	7	-4	6	1	5	2	*	*	4	5	-1
ABC Grandstand	12	20	-8	2	1	1	1	1	0	1	3	-2	6	3	3	3	6	-3	*	6	*
ABC Jazz	21	21	0	3	3	0	8	5	3	6	6	0	1	3	-2	2	2	0	1	1	0
ABC KIDS LISTEN	7	11	-4	2	2	0	*	*	*	5	4	1	1	3	-2	*	*	*	*	2	*
Double J	30	25	5	3	2	1	3	*	*	7	8	-1	14	12	2	2	2	0	2	*	*
Total Digital/Internet Only	286	274	12	38	42	-4	36	22	14	74	75	-1	75	70	5	34	34	0	28	31	-3

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 4:00pm-7:00pm	Mon-Fri 7:00pm-12:00mn	Sat-Sun 5:30am-12mn	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
97.3 The 80s	23	20	3	15	11	4	7	8	-1	12	9	3	8	10	-2	2	3	-1	19	13	6
97.3 The 90s	27	27	0	12	12	0	9	8	1	16	14	2	5	8	-3	4	4	0	22	21	1
Chemist Warehouse Remix	1	4	-3	1	3	-2	1	4	-3	*	*	*	*	*	*	1	3	-2	1	3	-2
Coles Radio	27	31	-4	7	5	2	11	14	-3	14	12	2	12	11	1	5	11	-6	18	20	-2
Edge Digital	6	2	4	3	1	2	2	1	1	2	1	1	3	*	*	2	*	*	4	1	3
HIT BUDDHA	11	8	3	6	3	3	2	2	0	2	5	-3	5	3	2	2	2	0	7	4	3
HIT EASY	13	9	4	5	3	2	6	3	3	8	6	2	5	4	1	4	3	1	13	9	4
HIT OLDSKOOL	17	22	-5	9	9	0	6	6	0	12	12	0	7	10	-3	1	1	0	12	15	-3
HIT URBAN	11	12	-1	7	8	-1	6	6	0	6	7	-1	3	4	-1	1	4	-3	4	7	-3
Kinderling Kids	4	2	2	3	1	2	2	1	1	*	*	*	1	*	*	1	*	*	4	2	2
MMM AUSSIE	4	4	0	2	1	1	3	1	2	2	1	1	1	2	-1	1	1	0	*	*	*
MMM CLASSIC ROCK	14	8	6	8	4	4	9	6	3	5	3	2	5	2	3	4	1	3	15	11	4
MMM COUNTRY	7	14	-7	1	7	-6	3	5	-2	3	6	-3	3	3	0	1	2	-1	4	4	0
MMM GREATEST HITS	25	14	11	8	8	0	11	2	9	12	8	4	18	10	8	6	5	1	13	9	4
NTS News Talk Sport	3	*	*	*	*	*	1	*	*	1	*	*	1	*	*	*	*	*	1	*	*
Smooth	22	24	-2	7	9	-2	7	6	1	10	10	0	8	9	-1	8	4	4	13	12	1
triple j Unearthed	8	5	3	6	4	2	2	2	0	1	1	0	4	*	*	1	*	*	8	4	4
ABC Country	16	15	1	5	5	0	5	6	-1	8	7	1	6	5	1	5	5	0	13	9	4
ABC Grandstand	10	14	-4	2	*	*	*	1	*	*	*	*	4	1	3	9	13	-4	9	16	-7
ABC Jazz	14	18	-4	4	4	0	4	5	-1	6	7	-1	7	9	-2	4	5	-1	13	11	2
ABC KIDS LISTEN	6	7	-1	3	2	1	2	5	-3	5	3	2	3	2	1	*	1	*	4	7	-3
Double J	28	23	5	10	8	2	11	10	1	9	12	-3	17	12	5	7	7	0	9	13	-4
Total Digital/Internet Only	248	239	9	109	108	1	108	102	6	121	121	0	113	97	16	67	73	-6	178	171	7

Please note: BUDDHA HITS, EASY HITS, OLDSKOOL HITS, URBAN HITS changed to HIT BUDDHA, HIT EASY, HIT OLDSKOOL, HIT URBAN effective Sept 29.