



BRISBANE RADIO - SURVEY 1 2021

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	6.7	7.9	-1.2	0.5	1.3	-0.8	*	0.5	*	0.6	0.5	0.1	1.3	4.5	-3.2	10.3	8.1	2.2	20.7	21.6	-0.9
4BH 882	2.1	1.1	1.0	0.5	0.3	0.2	*	*	*	0.7	0.7	0.0	1.2	0.4	0.8	2.7	1.2	1.5	5.6	2.7	2.9
4KQ	9.0	9.4	-0.4	1.6	2.0	-0.4	1.9	0.3	1.6	1.5	0.5	1.0	4.8	4.1	0.7	16.5	14.7	1.8	21.1	23.9	-2.8
B105	10.2	9.7	0.5	19.4	22.2	-2.8	16.1	27.3	-11.2	20.3	14.6	5.7	7.6	9.2	-1.6	6.8	2.6	4.2	0.3	1.4	-1.1
97.3FM	9.9	8.8	1.1	12.2	10.1	2.1	7.2	6.4	0.8	9.9	8.7	1.2	13.8	10.4	3.4	12.6	14.7	-2.1	3.7	3.8	-0.1
104.5 TRIPLE M	9.9	11.0	-1.1	11.3	11.0	0.3	8.2	4.8	3.4	11.5	12.5	-1.0	15.1	16.3	-1.2	10.1	16.8	-6.7	2.5	2.5	0.0
NOVA106.9	11.4	12.5	-1.1	23.7	25.0	-1.3	24.1	22.1	2.0	15.4	22.3	-6.9	12.6	13.9	-1.3	7.0	5.2	1.8	0.6	0.7	-0.1
ABC BRIS	8.4	7.6	0.8	1.0	1.6	-0.6	1.2	1.8	-0.6	3.2	2.1	1.1	5.3	6.8	-1.5	10.4	9.0	1.4	20.4	16.0	4.4
4RN	2.0	2.3	-0.3	0.2	0.8	-0.6	0.5	0.3	0.2	0.1	0.5	-0.4	1.6	1.6	0.0	3.4	2.7	0.7	4.4	5.2	-0.8
ABC NEWSRADIO	1.7	1.6	0.1	0.9	0.5	0.4	0.8	0.8	0.0	2.0	2.3	-0.3	1.1	2.3	-1.2	0.6	1.3	-0.7	3.2	1.0	2.2
4JJJ	8.7	6.4	2.3	8.8	4.4	4.4	24.2	23.2	1.0	15.7	11.6	4.1	9.4	7.0	2.4	1.6	1.0	0.6	0.4	0.4	0.0
ABC CLASSIC	2.3	2.6	-0.3	0.6	0.3	0.3	0.3	2.6	-2.3	0.9	1.3	-0.4	2.8	2.1	0.7	0.8	3.1	-2.3	5.2	4.6	0.6

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	6.7	8.0	-1.3	7.9	9.1	-1.2	9.1	11.0	-1.9	5.1	5.3	-0.2	3.7	6.0	-2.3	7.1	8.7	-1.6	6.5	7.3	-0.8
4BH 882	2.1	1.0	1.1	1.8	1.1	0.7	2.5	1.1	1.4	2.3	1.1	1.2	1.7	0.9	0.8	2.2	0.7	1.5	2.3	1.4	0.9
4KQ	8.7	8.9	-0.2	10.8	10.5	0.3	9.7	9.8	-0.1	7.7	8.4	-0.7	5.6	6.3	-0.7	6.7	7.3	-0.6	10.1	11.0	-0.9
B105	11.1	9.9	1.2	10.3	9.3	1.0	11.4	9.2	2.2	13.3	10.6	2.7	10.2	11.4	-1.2	6.2	8.0	-1.8	7.1	9.2	-2.1
97.3FM	9.6	9.1	0.5	10.0	8.2	1.8	9.3	9.2	0.1	10.7	11.0	-0.3	8.9	9.0	-0.1	6.3	5.1	1.2	10.7	7.9	2.8
104.5 TRIPLE M	10.5	11.5	-1.0	10.6	10.6	0.0	10.1	12.2	-2.1	10.9	13.7	-2.8	10.8	10.4	0.4	9.5	7.0	2.5	7.9	9.4	-1.5
NOVA106.9	11.3	12.9	-1.6	11.4	13.0	-1.6	9.1	10.8	-1.7	10.6	13.4	-2.8	14.8	15.9	-1.1	13.0	11.3	1.7	11.7	11.1	0.6
ABC BRIS	8.4	7.7	0.7	11.0	9.9	1.1	7.5	6.4	1.1	6.3	4.8	1.5	7.6	7.9	-0.3	10.7	12.3	-1.6	8.3	7.6	0.7
4RN	2.0	2.3	-0.3	2.6	3.1	-0.5	1.5	2.0	-0.5	1.1	1.5	-0.4	2.3	2.4	-0.1	4.0	1.9	2.1	1.9	2.3	-0.4
ABC NEWSRADIO	1.6	1.6	0.0	2.3	2.1	0.2	1.2	1.0	0.2	0.7	0.8	-0.1	1.8	1.3	0.5	3.3	5.4	-2.1	1.7	1.5	0.2
4JJJ	8.4	6.3	2.1	6.9	6.1	0.8	7.6	5.7	1.9	9.2	6.6	2.6	11.9	7.2	4.7	6.5	6.1	0.4	9.8	6.5	3.3
ABC CLASSIC	2.2	2.3	-0.1	1.7	2.3	-0.6	2.1	2.5	-0.4	2.6	1.9	0.7	3.0	2.2	0.8	2.0	3.7	-1.7	2.4	3.4	-1.0



BRISBANE RADIO - DAB+ STATIONS ONLY - SURVEY 1 2021

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	32	38	-6	9	10	-1	*	4	*	1	5	-4	16	6	10	1	8	-7	5	4	1
97.3 The 90s	34	41	-7	3	14	-11	2	5	-3	9	9	0	12	9	3	2	1	1	7	3	4
BUDDHA HITS	15	11	4	1	2	-1	*	*	*	1	6	-5	8	3	5	2	1	1	2	*	*
Chemist Warehouse Remix	6	15	-9	*	4	*	2	2	0	*	2	*	3	4	-1	2	3	-1	*	*	*
Coles Radio	55	54	1	6	6	0	9	3	6	18	26	-8	10	9	1	10	6	4	3	3	0
DANCE HITS	15	13	2	6	8	-2	*	2	*	6	2	4	3	1	2	1	*	*	*	1	*
EASY 80s HITS	10	16	-6	5	5	0	*	2	*	1	1	0	4	4	0	*	1	*	*	3	*
Edge Digital	10	12	-2	5	3	2	*	2	*	2	4	-2	3	1	2	*	2	*	*	*	*
Kinderling Kids	2	4	-2	*	4	*	*	*	*	1	*	*	*	*	*	*	*	*	1	*	*
MMM 90s	19	10	9	5	4	1	*	*	*	9	3	6	5	3	2	1	*	*	*	1	*
MMM CLASSIC ROCK	33	35	-2	5	10	-5	*	1	*	7	6	1	10	8	2	7	5	2	4	5	-1
MMM COUNTRY	12	21	-9	1	4	-3	*	3	*	1	5	-4	8	6	2	1	1	0	1	3	-2
MMM HARD N HEAVY	14	14	0	4	5	-1	*	*	*	4	3	1	6	4	2	*	1	*	*	*	*
MMM SOFT ROCK	3	15	-12	1	5	-4	*	3	*	*	3	*	*	2	*	2	1	1	*	*	*
NOVA 90s	38	na	*	14	na	*	3	na	*	10	na	*	9	na	*	*	na	*	2	na	*
NTS News Talk Sport	3	4	-1	*	2	*	*	*	*	*	2	*	2	*	*	1	*	*	*	*	*
OLDSKOOL 90s HITS	22	22	0	6	10	-4	1	3	-2	10	3	7	5	5	0	*	1	*	*	*	*
smooth	48	35	13	6	3	3	3	2	1	7	11	-4	9	6	3	11	8	3	13	6	7
smooth 80s	7	na	*	*	na	*	*	na	*	4	na	*	1	na	*	1	na	*	*	na	*
SOUNDCLOUD RADIO	4	na	*	3	na	*	*	na	*	1	na	*	*	na	*	*	na	*	*	na	*
URBAN HITS	12	15	-3	3	7	-4	*	2	*	6	5	1	1	1	0	*	*	*	2	*	*
triple j Unearthed	26	22	4	9	4	5	3	3	0	6	7	-1	7	6	1	1	1	0	*	1	*
ABC Country	23	21	2	5	6	-1	1	4	-3	1	1	0	1	1	0	4	3	1	10	6	4
ABC Jazz	20	17	3	1	4	-3	*	2	*	6	*	*	6	5	1	4	4	0	3	2	1
ABC KIDS LISTEN	17	15	2	6	7	-1	*	2	*	8	4	4	2	1	1	1	*	*	*	*	*
ABC Sport	11	13	-2	*	2	*	*	*	*	6	*	*	4	6	-2	2	1	1	*	5	*
Double J	43	25	18	7	2	5	2	2	0	17	9	8	18	10	8	*	1	*	*	*	*
Total Digital/Internet Only	386	331	55	59	56	3	25	31	-6	93	87	6	125	82	43	46	45	1	38	32	6

Cumulative Audience (000's) by Session, P10+ [Potential: 2156]

Station	Mon-Fri 5:30am-12mn			Breakfast Mon-Fri 5:30am-9:00am			Morning Mon-Fri 9:00am-12:00md			Afternoon Mon-Fri 12:00md-4:00pm			Drive Mon-Fri 4:00pm-7:00pm			Evening Mon-Fri 7:00pm-12:00mn			Weekend Sat-Sun 5:30am-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
97.3 The 80s	25	29	-4	6	10	-4	7	10	-3	11	13	-2	15	16	-1	8	7	1	20	20	0
97.3 The 90s	28	29	-1	12	12	0	10	7	3	14	13	1	7	10	-3	4	7	-3	17	24	-7
BUDDHA HITS	15	9	6	8	4	4	9	4	5	8	7	1	6	8	-2	5	2	3	8	4	4
Chemist Warehouse Remix	6	15	-9	4	10	-6	4	1	3	2	5	-3	3	7	-4	2	3	-1	2	5	-3
Coles Radio	39	40	-1	13	16	-3	12	10	2	19	13	6	11	23	-12	5	13	-8	30	32	-2
DANCE HITS	13	9	4	4	5	-1	3	3	0	7	5	2	5	2	3	2	5	-3	8	8	0
EASY 80s HITS	10	13	-3	2	3	-1	2	7	-5	2	5	-3	4	6	-2	1	6	-5	2	7	-5
Edge Digital	9	7	2	7	4	3	5	2	3	5	3	2	6	5	1	3	2	1	4	9	-5
Kinderling Kids	2	4	-2	*	3	*	1	*	*	1	*	*	*	3	*	*	2	*	*	3	*
MMM 90s	17	10	7	12	3	9	9	4	5	10	7	3	6	4	2	*	4	*	13	5	8
MMM CLASSIC ROCK	25	29	-4	12	18	-6	10	12	-2	13	9	4	13	9	4	1	4	-3	22	18	4
MMM COUNTRY	11	16	-5	4	6	-2	8	8	0	4	7	-3	9	12	-3	1	2	-1	7	18	-11
MMM HARD N HEAVY	12	13	-1	6	5	1	3	7	-4	7	3	4	10	9	1	6	7	-1	6	5	1
MMM SOFT ROCK	3	9	-6	1	6	-5	1	7	-6	2	1	1	1	5	-4	2	4	-2	2	9	-7
NOVA 90s	33	na	*	15	na	*	13	na	*	7	na	*	14	na	*	7	na	*	19	na	*
NTS News Talk Sport	3	2	1	2	2	0	*	*	*	*	*	*	*	*	*	1	*	*	*	2	*
OLDSKOOL 90s HITS	17	19	-2	5	12	-7	5	7	-2	13	10	3	6	8	-2	3	4	-1	10	12	-2
smooth	42	25	17	14	8	6	24	16	8	23	15	8	14	11	3	6	7	-1	19	23	-4
smooth 80s	7	na	*	3	na	*	2	na	*	3	na	*	2	na	*	1	na	*	2	na	*
SOUNDCLOUD RADIO	3	na	*	1	na	*	*	na	*	1	na	*	1	na	*	3	na	*	3	na	*
URBAN HITS	8	15	-7	3	4	-1	3	10	-7	4	5	-1	4	5	-1	2	*	*	7	5	2
triple j Unearthed	23	15	8	10	8	2	11	4	7	9	1	8	9	7	2	2	6	-4	5	11	-6
ABC Country	18	16	2	6	4	2	7	8	-1	11	6	5	3	5	-2	5	5	0	14	9	5
ABC Jazz	17	13	4	3	3	0	7	4	3	10	6	4	6	4	2	7	7	0	11	12	-1
ABC KIDS LISTEN	13	15	-2	6	3	3	3	5	-2	6	9	-3	1	4	-3	3	3	0	10	9	1
ABC Sport	8	5	3	*	1	*	6	1	5	4	*	*	3	2	1	*	5	*	6	11	-5
Double J	36	21	15	17	8	9	18	7	11	21	13	8	13	14	-1	7	2	5	22	8	14
Total Digital/Internet Only	337	271	66	161	134	27	159	124	35	179	132	47	147	144	3	83	88	-5	229	225	4

Please note: Nova 90s, smooth 80s & Soundcloud Radio commenced broadcasting from Jan 17.

Hit Buddha, Hit Dance, Hit Easy, Hit Oldskool & Hit Urban changed to Buddha Hits, Dance Hits, Easy 80s Hits, Oldskool 90s Hits & Urban Hits and ABC Grandstand changed to ABC Sport.