



BRISBANE RADIO - SURVEY 2 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	6.0	6.7	-0.7	0.5	0.5	0.0	*	*	*	1.0	0.6	0.4	3.8	1.3	2.5	8.7	10.3	-1.6	14.8	20.7	-5.9
4BH 882	2.2	2.1	0.1	0.4	0.5	-0.1	*	*	*	0.8	0.7	0.1	1.1	1.2	-0.1	2.0	2.7	-0.7	6.1	5.6	0.5
4KQ	11.0	9.0	2.0	2.0	1.6	0.4	1.5	1.9	-0.4	1.6	1.5	0.1	4.2	4.8	-0.6	20.0	16.5	3.5	26.8	21.1	5.7
B105	11.1	10.2	0.9	23.3	19.4	3.9	19.0	16.1	2.9	19.1	20.3	-1.2	11.0	7.6	3.4	6.8	6.8	0.0	0.6	0.3	0.3
97.3FM	10.2	9.9	0.3	13.0	12.2	0.8	10.6	7.2	3.4	8.3	9.9	-1.6	13.5	13.8	-0.3	14.2	12.6	1.6	4.5	3.7	0.8
104.5 TRIPLE M	10.0	9.9	0.1	13.2	11.3	1.9	6.7	8.2	-1.5	12.3	11.5	0.8	13.9	15.1	-1.2	13.1	10.1	3.0	2.0	2.5	-0.5
NOVA106.9	10.6	11.4	-0.8	18.8	23.7	-4.9	25.2	24.1	1.1	16.9	15.4	1.5	11.0	12.6	-1.6	4.0	7.0	-3.0	1.3	0.6	0.7
ABC BRIS	8.0	8.4	-0.4	2.2	1.0	1.2	1.5	1.2	0.3	3.7	3.2	0.5	6.4	5.3	1.1	7.8	10.4	-2.6	17.9	20.4	-2.5
4RN	2.0	2.0	0.0	0.2	0.2	0.0	0.5	0.5	0.0	0.7	0.1	0.6	1.4	1.6	-0.2	2.4	3.4	-1.0	4.6	4.4	0.2
ABC NEWSRADIO	1.9	1.7	0.2	0.7	0.9	-0.2	0.9	0.8	0.1	2.2	2.0	0.2	1.0	1.1	-0.1	0.6	0.6	0.0	4.2	3.2	1.0
4JJJ	7.2	8.7	-1.5	9.3	8.8	0.5	21.6	24.2	-2.6	13.1	15.7	-2.6	7.0	9.4	-2.4	1.6	1.6	0.0	0.3	0.4	-0.1
ABC CLASSIC	3.0	2.3	0.7	0.4	0.6	-0.2	0.1	0.3	-0.2	1.3	0.9	0.4	3.4	2.8	0.6	2.1	0.8	1.3	6.3	5.2	1.1

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	6.4	6.7	-0.3	7.2	7.9	-0.7	8.1	9.1	-1.0	5.2	5.1	0.1	3.7	3.7	0.0	8.0	7.1	0.9	4.8	6.5	-1.7						
4BH 882	2.2	2.1	0.1	1.6	1.8	-0.2	2.8	2.5	0.3	2.5	2.3	0.2	1.7	1.7	0.0	2.3	2.2	0.1	2.4	2.3	0.1						
4KQ	10.4	8.7	1.7	12.0	10.8	1.2	12.7	9.7	3.0	10.0	7.7	2.3	6.3	5.6	0.7	6.8	6.7	0.1	12.7	10.1	2.6						
B105	11.9	11.1	0.8	11.3	10.3	1.0	11.8	11.4	0.4	14.1	13.3	0.8	11.0	10.2	0.8	8.0	6.2	1.8	8.4	7.1	1.3						
97.3FM	10.3	9.6	0.7	9.7	10.0	-0.3	10.5	9.3	1.2	11.8	10.7	1.1	10.1	8.9	1.2	6.3	6.3	0.0	9.8	10.7	-0.9						
104.5 TRIPLE M	10.6	10.5	0.1	10.2	10.6	-0.4	10.7	10.1	0.6	11.3	10.9	0.4	10.3	10.8	-0.5	9.0	9.5	-0.5	8.3	7.9	0.4						
NOVA106.9	10.6	11.3	-0.7	11.2	11.4	-0.2	8.4	9.1	-0.7	10.3	10.6	-0.3	13.3	14.8	-1.5	10.5	13.0	-2.5	10.6	11.7	-1.1						
ABC BRIS	7.9	8.4	-0.5	10.4	11.0	-0.6	8.0	7.5	0.5	5.4	6.3	-0.9	7.1	7.6	-0.5	8.7	10.7	-2.0	8.5	8.3	0.2						
4RN	2.0	2.0	0.0	2.5	2.6	-0.1	1.4	1.5	-0.1	1.1	1.1	0.0	2.2	2.3	-0.1	4.6	4.0	0.6	2.0	1.9	0.1						
ABC NEWSRADIO	1.8	1.6	0.2	2.4	2.3	0.1	1.6	1.2	0.4	1.0	0.7	0.3	1.9	1.8	0.1	3.2	3.3	-0.1	2.1	1.7	0.4						
4JJJ	7.0	8.4	-1.4	6.1	6.9	-0.8	5.7	7.6	-1.9	7.0	9.2	-2.2	10.5	11.9	-1.4	7.9	6.5	1.4	7.8	9.8	-2.0						
ABC CLASSIC	2.9	2.2	0.7	2.5	1.7	0.8	2.6	2.1	0.5	3.0	2.6	0.4	3.6	3.0	0.6	2.8	2.0	0.8	3.4	2.4	1.0						



BRISBANE RADIO - DAB+ STATIONS ONLY - SURVEY 2 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	37	32	5	7	9	-2	1	*	*	6	1	5	19	16	3	*	1	*	4	5	-1
97.3 The 90s	37	34	3	6	3	3	6	2	4	13	9	4	8	12	-4	1	2	-1	3	7	-4
BUDDHA HITS	17	15	2	1	1	0	*	*	*	5	1	4	5	8	-3	3	2	1	2	2	0
Chemist Warehouse Remix	6	6	0	2	*	*	*	2	*	3	*	*	1	3	-2	1	2	-1	*	*	*
Coles Radio	49	55	-6	8	6	2	6	9	-3	16	18	-2	10	10	0	9	10	-1	1	3	-2
DANCE HITS	14	15	-1	4	6	-2	*	*	*	5	6	-1	4	3	1	1	1	0	*	*	*
EASY 80s HITS	12	10	2	2	5	-3	*	*	*	3	1	2	6	4	2	*	*	*	1	*	*
Edge Digital	10	10	0	5	5	0	*	*	*	2	2	0	3	3	0	*	*	*	*	*	*
Kinderling Kids	5	2	3	1	*	*	*	*	*	3	1	2	1	*	*	*	*	*	*	1	*
MMM 90s	18	19	-1	5	5	0	*	*	*	9	9	0	3	5	-2	1	1	0	*	*	*
MMM CLASSIC ROCK	40	33	7	6	5	1	2	*	*	9	7	2	10	10	0	9	7	2	4	4	0
MMM COUNTRY	24	12	12	2	1	1	6	*	*	6	1	5	5	8	-3	4	1	3	1	1	0
MMM HARD N HEAVY	15	14	1	5	4	1	*	*	*	3	4	-1	6	6	0	*	*	*	*	*	*
MMM SOFT ROCK	10	3	7	1	1	0	*	*	*	3	*	*	4	*	*	2	2	0	*	*	*
NOVA 90s	36	38	-2	11	14	-3	5	3	2	13	10	3	5	9	-4	*	*	*	3	2	1
NTS News Talk Sport	8	3	5	*	*	*	*	*	*	2	*	*	5	2	3	1	1	0	*	*	*
OLDSKOOL 90s HITS	23	22	1	7	6	1	3	1	2	10	10	0	3	5	-2	*	*	*	*	*	*
smooth	39	48	-9	4	6	-2	2	3	-1	9	7	2	7	9	-2	7	11	-4	9	13	-4
smooth 80s	14	7	7	1	*	*	3	*	*	6	4	2	3	1	2	1	1	0	*	*	*
SOUNDCLOUD RADIO	6	4	2	5	3	2	1	*	*	*	1	*	*	*	*	*	*	*	*	*	*
URBAN HITS	12	12	0	2	3	-1	2	*	*	6	6	0	*	1	*	*	*	*	2	2	0
triple j Unearthed	26	26	0	8	9	-1	8	3	5	4	6	-2	2	7	-5	5	1	4	*	*	*
ABC Country	19	23	-4	3	5	-2	3	1	2	1	1	0	2	1	1	3	4	-1	8	10	-2
ABC Jazz	24	20	4	4	1	3	*	*	*	9	6	3	6	6	0	2	4	-2	3	3	0
ABC KIDS LISTEN	24	17	7	12	6	6	1	*	*	10	8	2	*	2	*	1	1	0	*	*	*
ABC Sport	12	11	1	*	*	*	*	*	*	3	6	-3	6	4	2	3	2	1	*	*	*
Double J	36	43	-7	5	7	-2	5	2	3	15	17	-2	9	18	-9	1	*	*	1	*	*
Total Digital/Internet Only	372	386	-14	58	59	-1	39	25	14	90	93	-3	104	125	-21	48	46	2	33	38	-5

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	28	25	3	7	6	1	7	7	0	6	11	-5	11	15	-4	9	8	1	24	20	4
97.3 The 90s	29	28	1	13	12	1	6	10	-4	14	14	0	7	7	0	5	4	1	13	17	-4
BUDDHA HITS	16	15	1	10	8	2	7	9	-2	9	8	1	6	6	0	5	5	0	13	8	5
Chemist Warehouse Remix	6	6	0	2	4	-2	2	4	-2	3	2	1	3	3	0	2	2	0	2	2	0
Coles Radio	38	39	-1	12	13	-1	10	12	-2	14	19	-5	11	11	0	9	5	4	20	30	-10
DANCE HITS	12	13	-1	5	4	1	6	3	3	5	7	-2	4	5	-1	1	2	-1	7	8	-1
EASY 80s HITS	9	10	-1	1	2	-1	1	2	-1	1	2	-1	4	4	0	3	1	2	5	2	3
Edge Digital	9	9	0	7	7	0	4	5	-1	6	5	1	5	6	-1	3	3	0	3	4	-1
Kinderling Kids	4	2	2	3	*	*	*	1	*	1	1	0	1	*	*	*	*	*	3	*	*
MMM 90s	16	17	-1	10	12	-2	9	9	0	6	10	-4	5	6	-1	*	*	*	14	13	1
MMM CLASSIC ROCK	26	25	1	12	12	0	8	10	-2	16	13	3	15	13	2	1	1	0	27	22	5
MMM COUNTRY	23	11	12	10	4	6	11	8	3	7	4	3	14	9	5	2	1	1	12	7	5
MMM HARD N HEAVY	14	12	2	7	6	1	4	3	1	7	7	0	10	10	0	8	6	2	6	6	0
MMM SOFT ROCK	10	3	7	3	1	2	4	1	3	2	2	0	2	1	1	3	2	1	6	2	4
NOVA 90s	32	33	-1	15	15	0	13	13	0	10	7	3	9	14	-5	5	7	-2	15	19	-4
NTS News Talk Sport	6	3	3	3	2	1	*	*	*	*	*	*	2	*	*	1	1	0	7	*	*
OLDSKOOL 90s HITS	17	17	0	3	5	-2	5	5	0	11	13	-2	7	6	1	4	3	1	9	10	-1
smooth	31	42	-11	10	14	-4	16	24	-8	15	23	-8	10	14	-4	7	6	1	19	19	0
smooth 80s	14	7	7	6	3	3	4	2	2	6	3	3	4	2	2	4	1	3	7	2	5
SOUNDCLOUD RADIO	5	3	2	3	1	2	2	*	*	1	1	0	1	1	0	2	3	-1	2	3	-1
URBAN HITS	12	8	4	4	3	1	9	3	6	6	4	2	3	4	-1	5	2	3	2	7	-5
triple j Unearthed	22	23	-1	7	10	-3	10	11	-1	10	9	1	6	9	-3	*	2	*	7	5	2
ABC Country	16	18	-2	9	6	3	6	7	-1	10	11	-1	3	3	0	4	5	-1	12	14	-2
ABC Jazz	21	17	4	7	3	4	7	7	0	6	10	-4	7	6	1	8	7	1	15	11	4
ABC KIDS LISTEN	21	13	8	12	6	6	7	3	4	6	6	0	6	1	5	6	3	3	11	10	1
ABC Sport	3	8	-5	*	*	*	*	6	*	*	4	*	*	3	*	3	*	*	12	6	6
Double J	31	36	-5	13	17	-4	12	18	-6	18	21	-3	11	13	-2	6	7	-1	17	22	-5
Total Digital/Internet Only	314	337	-23	155	161	-6	140	159	-19	158	179	-21	142	147	-5	88	83	5	231	229	2