



## BRISBANE RADIO - SURVEY 2 2022

### 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	6.9	8.2	-1.3	2.6	1.7	0.9	0.8	0.1	0.7	1.7	1.5	0.2	3.8	4.6	-0.8	5.5	8.0	-2.5	16.7	20.1	-3.4
4BH	2.2	1.9	0.3	0.1	0.1	0.0	*	*	*	1.3	0.1	1.2	1.5	0.9	0.6	2.1	2.7	-0.6	4.7	4.7	0.0
4KQ	9.4	9.4	0.0	3.6	5.8	-2.2	1.5	0.5	1.0	1.0	0.6	0.4	2.5	3.0	-0.5	14.8	14.0	0.8	22.1	21.9	0.2
B105	10.0	9.0	1.0	17.5	16.1	1.4	21.6	20.2	1.4	19.9	16.4	3.5	8.5	9.8	-1.3	7.1	4.3	2.8	0.9	0.3	0.6
KIIS973	9.1	8.5	0.6	11.5	7.3	4.2	4.6	4.9	-0.3	10.2	10.9	-0.7	11.5	12.1	-0.6	11.4	12.2	-0.8	5.6	3.3	2.3
104.5 TRIPLE M	8.2	8.1	0.1	9.8	8.6	1.2	7.1	10.5	-3.4	7.8	12.2	-4.4	14.6	11.3	3.3	9.6	9.8	-0.2	2.1	1.2	0.9
NOVA106.9	10.6	10.8	-0.2	20.3	22.9	-2.6	21.9	16.9	5.0	17.4	17.3	0.1	13.8	14.4	-0.6	4.8	6.0	-1.2	0.4	0.4	0.0
ABC BRIS	9.6	9.3	0.3	1.9	2.8	-0.9	0.3	0.7	-0.4	3.0	3.9	-0.9	5.8	3.5	2.3	9.5	8.8	0.7	22.4	22.4	0.0
4RN	2.6	2.5	0.1	0.6	0.6	0.0	0.2	*	*	0.5	0.3	0.2	1.3	2.3	-1.0	4.8	5.0	-0.2	5.2	4.0	1.2
ABC NEWSRADIO	1.7	1.6	0.1	0.7	0.8	-0.1	1.7	0.6	1.1	2.5	1.7	0.8	1.8	2.8	-1.0	2.0	1.1	0.9	1.3	1.4	-0.1
4JJJ	6.8	6.3	0.5	4.8	3.9	0.9	18.7	19.7	-1.0	14.0	13.3	0.7	6.6	6.0	0.6	4.9	3.0	1.9	0.6	0.6	0.0
ABC CLASSIC	3.3	3.2	0.1	1.0	1.0	0.0	1.6	2.4	-0.8	1.2	1.1	0.1	3.0	2.6	0.4	2.0	2.5	-0.5	6.9	6.2	0.7

### 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	8.5	-1.7	7.6	9.9	-2.3	8.7	10.3	-1.6	5.1	5.9	-0.8	4.2	5.4	-1.2	9.8	12.9	-3.1	7.0	7.3	-0.3						
4BH	2.1	1.8	0.3	2.4	1.5	0.9	1.8	1.6	0.2	1.8	1.9	-0.1	1.7	1.6	0.1	3.6	3.5	0.1	2.6	2.3	0.3						
4KQ	9.0	9.2	-0.2	8.1	9.9	-1.8	11.5	10.9	0.6	10.0	9.7	0.3	6.4	5.7	0.7	6.3	6.6	-0.3	10.7	10.1	0.6						
B105	10.5	9.5	1.0	11.4	9.1	2.3	10.6	9.1	1.5	10.6	10.6	0.0	11.1	11.2	-0.1	4.4	4.5	-0.1	8.6	7.6	1.0						
KIIS973	9.0	9.0	0.0	9.3	9.8	-0.5	9.1	9.2	-0.1	10.8	9.7	1.1	7.6	7.8	-0.2	4.0	5.1	-1.1	9.4	6.8	2.6						
104.5 TRIPLE M	8.5	8.4	0.1	7.7	7.1	0.6	9.6	8.7	0.9	9.4	10.2	-0.8	8.6	8.2	0.4	5.0	6.9	-1.9	7.3	7.3	0.0						
NOVA106.9	10.9	11.1	-0.2	10.5	10.7	-0.2	9.0	10.6	-1.6	11.5	11.1	0.4	13.4	13.3	0.1	11.8	10.4	1.4	9.7	10.0	-0.3						
ABC BRIS	9.9	9.5	0.4	12.4	13.2	-0.8	9.0	8.3	0.7	6.5	6.2	0.3	10.4	9.2	1.2	13.6	11.8	1.8	8.7	8.7	0.0						
4RN	2.6	2.4	0.2	3.4	3.7	-0.3	1.9	1.3	0.6	1.7	1.5	0.2	3.3	3.0	0.3	3.7	3.5	0.2	2.5	2.6	-0.1						
ABC NEWSRADIO	1.7	1.7	0.0	2.2	2.7	-0.5	1.0	1.4	-0.4	1.2	0.8	0.4	1.2	0.9	0.3	4.5	3.6	0.9	2.0	1.4	0.6						
4JJJ	6.7	5.4	1.3	6.8	4.5	2.3	5.5	4.7	0.8	6.6	5.6	1.0	8.7	8.0	0.7	6.7	4.7	2.0	7.3	9.1	-1.8						
ABC CLASSIC	3.1	3.0	0.1	2.8	2.8	0.0	2.2	3.2	-1.0	2.7	2.9	-0.2	3.9	2.7	1.2	6.6	4.8	1.8	4.0	3.5	0.5						

# EMBARGOED UNTIL 9:30AM (AEST)



## BRISBANE RADIO - DAB+ STATIONS ONLY - SURVEY 2 2022

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	64	63	1	17	13	4	4	5	-1	7	7	0	15	21	-6	9	7	2	12	11	1
97.3 The 90s	72	80	-8	12	13	-1	9	5	4	21	28	-7	17	23	-6	4	2	2	10	8	2
Australia Today DAB+	4	5	-1	*	*	*	*	*	*	1	1	0	1	1	0	*	1	*	2	2	0
BUDDHA HITS	10	9	1	*	*	*	*	1	*	2	*	*	2	5	-3	4	2	2	2	1	1
Chemist Warehouse Remix	10	12	-2	2	2	0	*	*	*	4	3	1	*	2	*	2	2	0	3	3	0
Coles Radio	39	44	-5	1	3	-2	9	7	2	15	18	-3	6	6	0	6	8	-2	3	3	0
DANCE HITS	15	21	-6	5	11	-6	*	*	*	6	5	1	4	5	-1	*	*	*	*	*	*
EASY 80s HITS	15	19	-4	2	*	*	*	2	*	4	7	-3	6	5	1	2	2	0	2	2	0
Edge Digital	5	2	3	1	*	*	*	*	*	*	1	*	4	*	*	*	*	*	*	1	*
iHeartCountry	12	9	3	1	3	-2	2	1	1	2	1	1	4	1	3	2	2	0	1	1	0
MMM 80s	9	6	3	3	1	2	*	1	*	1	*	*	3	3	0	1	1	0	*	1	*
MMM 90s	14	17	-3	3	1	2	*	2	*	3	3	0	6	9	-3	1	*	*	1	1	0
MMM CLASSIC ROCK	19	24	-5	7	3	4	*	1	*	*	4	*	3	8	-5	9	4	5	*	3	*
MMM COUNTRY	6	14	-8	1	4	-3	*	*	*	*	4	*	3	6	-3	1	*	*	1	1	0
MMM HARD N HEAVY	11	15	-4	4	5	-1	*	*	*	1	*	*	6	9	-3	*	*	*	*	*	*
NOVA 90s	33	33	0	10	6	4	6	5	1	9	13	-4	6	6	0	2	2	0	1	1	0
OLDSKOOL 90s HITS	25	27	-2	3	4	-1	5	2	3	7	12	-5	8	6	2	2	1	1	*	1	*
RnB Fridays	23	29	-6	8	7	1	7	10	-3	8	10	-2	1	2	-1	*	*	*	*	1	*
smooth	25	26	-1	6	5	1	*	1	*	7	8	-1	2	1	1	6	6	0	4	5	-1
smooth 80s	14	17	-3	3	2	1	1	1	0	*	2	*	1	4	-3	5	2	3	4	6	-2
SOUNDCLOUD RADIO	16	17	-1	5	3	2	4	6	-2	7	7	0	*	1	*	*	*	*	*	1	*
TikTok Trending	27	27	0	5	12	-7	14	6	8	7	7	0	1	1	0	*	2	*	*	*	*
triple j Uneathed	39	39	0	7	8	-1	12	14	-2	12	9	3	5	6	-1	1	1	0	2	1	1
ABC Country	18	23	-5	2	1	1	*	3	*	7	7	0	1	1	0	2	2	0	6	9	-3
ABC Jazz	15	14	1	1	1	0	*	4	*	3	3	0	5	2	3	3	3	0	2	3	-1
ABC KIDS LISTEN	20	29	-9	8	11	-3	1	*	*	6	14	-8	2	4	-2	1	1	0	1	*	*
ABC Sport	16	18	-2	4	2	2	*	*	*	1	2	-1	6	6	0	2	3	-1	2	4	-2
Double J	31	37	-6	2	2	0	2	2	0	15	20	-5	12	12	0	*	*	*	*	*	*
Total Digital/Internet Only	450	468	-18	78	77	1	54	55	-1	118	132	-14	88	109	-21	55	41	14	57	55	2

Cumulative Audience (000's) by Session, P10+ [Potential: 2192]

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	51	53	-2	20	23	-3	14	18	-4	26	27	-1	18	22	-4	12	11	1	27	33	-6
97.3 The 90s	58	65	-7	28	30	-2	17	30	-13	27	28	-1	15	25	-10	9	7	2	32	42	-10
Australia Today DAB+	3	3	0	1	*	*	2	1	1	1	*	*	*	1	*	*	1	*	1	2	-1
BUDDHA HITS	8	8	0	3	5	-2	1	4	-3	3	6	-3	4	5	-1	3	2	1	6	4	2
Chemist Warehouse Remix	10	9	1	4	5	-1	2	4	-2	3	2	1	1	2	-1	5	1	4	2	6	-4
Coles Radio	30	37	-7	12	15	-3	17	18	-1	15	20	-5	10	14	-4	5	5	0	23	20	3
DANCE HITS	12	18	-6	3	7	-4	2	3	-1	4	7	-3	5	10	-5	5	6	-1	7	10	-3
EASY 80s HITS	14	16	-2	4	3	1	6	7	-1	6	8	-2	6	7	-1	3	2	1	7	10	-3
Edge Digital	5	2	3	1	1	0	*	*	*	3	*	*	3	*	*	1	1	0	*	1	*
iHeartCountry	10	6	4	2	2	0	5	2	3	4	2	2	4	3	1	4	1	3	5	5	0
MMM 80s	8	5	3	2	2	0	1	2	-1	4	4	0	2	1	1	1	1	0	4	2	2
MMM 90s	14	15	-1	6	9	-3	5	5	0	7	9	-2	4	6	-2	2	2	0	5	9	-4
MMM CLASSIC ROCK	15	18	-3	8	10	-2	4	8	-4	6	9	-3	9	7	2	4	2	2	13	13	0
MMM COUNTRY	3	12	-9	3	7	-4	1	5	-4	1	7	-6	3	7	-4	*	*	*	4	10	-6
MMM HARD N HEAVY	10	14	-4	8	10	-2	4	9	-5	6	11	-5	2	8	-6	1	4	-3	7	9	-2
NOVA 90s	26	24	2	15	12	3	9	10	-1	6	10	-4	9	11	-2	6	3	3	14	17	-3
OLDSKOOL 90s HITS	23	19	4	7	4	3	4	4	0	10	12	-2	8	4	4	4	3	1	4	15	-11
RnB Fridays	20	25	-5	8	12	-4	10	11	-1	13	14	-1	11	12	-1	4	3	1	9	10	-1
smooth	18	17	1	8	5	3	3	4	-1	9	8	1	6	6	0	4	4	0	19	19	0
smooth 80s	12	13	-1	2	2	0	5	5	0	3	5	-2	2	2	0	2	2	0	4	6	-2
SOUNDCLOUD RADIO	14	13	1	7	7	0	4	2	2	3	2	1	9	8	1	2	1	1	10	10	0
TikTok Trending	26	23	3	15	14	1	8	9	-1	10	12	-2	10	12	-2	7	3	4	17	19	-2
triple j Uneathed	30	30	0	10	10	0	7	9	-2	12	7	5	7	9	-2	11	11	0	21	21	0
ABC Country	14	19	-5	6	7	-1	5	11	-6	3	2	1	4	8	-4	3	9	-6	10	12	-2
ABC Jazz	11	12	-1	3	2	1	3	3	0	3	3	0	6	2	4	3	5	-2	9	7	2
ABC KIDS LISTEN	17	21	-4	10	9	1	9	8	1	7	10	-3	9	11	-2	2	2	0	15	16	-1
ABC Sport	7	8	-1	1	2	-1	1	*	*	3	5	-2	3	4	-1	3	4	-1	11	12	-1
Double J	27	29	-2	11	13	-2	12	10	2	14	15	-1	14	14	0	5	3	2	15	23	-8
Total Digital/Internet Only	374	388	-14	191	206	-15	155	185	-30	193	206	-13	174	202	-28	99	88	11	281	315	-34