



BRISBANE RADIO - SURVEY 7 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	7.9	7.6	0.3	0.9	1.7	-0.8	0.1	0.9	-0.8	0.9	1.0	-0.1	5.5	4.3	1.2	8.0	8.5	-0.5	19.8	19.9	-0.1
4BH	2.6	3.2	-0.6	*	0.1	*	0.2	0.2	0.0	3.4	3.5	-0.1	0.7	1.7	-1.0	1.9	4.1	-2.2	5.5	5.8	-0.3
4KQ	11.3	10.9	0.4	5.0	2.4	2.6	0.2	0.6	-0.4	0.7	1.2	-0.5	4.3	5.2	-0.9	19.0	17.1	1.9	25.6	26.6	-1.0
B105	8.5	9.0	-0.5	13.1	15.3	-2.2	24.1	15.7	8.4	15.3	16.6	-1.3	8.2	10.3	-2.1	4.2	2.8	1.4	1.0	1.3	-0.3
97.3FM	11.0	9.3	1.7	16.8	13.8	3.0	8.7	10.5	-1.8	9.8	8.4	1.4	14.6	11.2	3.4	12.9	13.5	-0.6	6.0	3.3	2.7
104.5 TRIPLE M	8.9	8.6	0.3	8.4	7.0	1.4	5.4	10.6	-5.2	11.1	9.9	1.2	14.5	14.5	0.0	11.0	9.3	1.7	1.9	1.5	0.4
NOVA106.9	11.5	11.7	-0.2	23.6	24.7	-1.1	23.9	22.6	1.3	18.7	17.6	1.1	14.6	14.8	-0.2	4.9	4.4	0.5	0.5	0.8	-0.3
ABC BRIS	7.8	8.6	-0.8	2.7	4.6	-1.9	0.3	1.4	-1.1	2.4	2.9	-0.5	3.6	4.2	-0.6	6.8	11.3	-4.5	20.0	19.3	0.7
4RN	2.5	2.5	0.0	0.3	0.1	0.2	0.3	0.3	0.0	0.4	0.5	-0.1	1.3	2.0	-0.7	5.4	3.8	1.6	4.7	5.5	-0.8
ABC NEWSRADIO	1.5	1.4	0.1	0.8	0.7	0.1	0.6	0.6	0.0	1.5	1.3	0.2	2.0	2.4	-0.4	1.2	0.7	0.5	1.8	1.7	0.1
4JJJ	6.6	7.0	-0.4	9.0	6.6	2.4	16.7	19.3	-2.6	15.9	14.4	1.5	5.8	7.3	-1.5	1.4	2.0	-0.6	0.4	0.2	0.2
ABC CLASSIC	1.8	2.3	-0.5	0.6	0.8	-0.2	0.1	0.1	0.0	2.2	1.2	1.0	1.5	2.3	-0.8	1.8	1.6	0.2	2.7	4.8	-2.1

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	8.5	7.9	0.6	9.3	8.1	1.2	11.7	11.8	-0.1	6.1	5.6	0.5	5.3	4.1	1.2	11.9	11.0	0.9	6.0	6.5	-0.5						
4BH	2.4	3.1	-0.7	2.0	2.5	-0.5	2.3	3.3	-1.0	2.5	3.1	-0.6	2.8	3.4	-0.6	3.8	4.6	-0.8	3.0	3.5	-0.5						
4KQ	10.7	10.4	0.3	12.0	12.0	0.0	13.3	12.1	1.2	10.4	10.4	0.0	7.3	7.1	0.2	5.5	5.6	-0.1	13.3	12.6	0.7						
B105	8.9	9.5	-0.6	8.3	9.0	-0.7	9.0	9.1	-0.1	10.2	11.4	-1.2	9.6	9.6	0.0	4.7	5.2	-0.5	7.0	7.6	-0.6						
97.3FM	10.4	9.4	1.0	10.3	9.5	0.8	10.9	9.8	1.1	10.9	10.5	0.4	10.5	8.3	2.2	7.9	6.4	1.5	12.6	8.9	3.7						
104.5 TRIPLE M	9.5	8.9	0.6	8.3	7.9	0.4	9.5	9.6	-0.1	11.9	10.6	1.3	10.0	8.7	1.3	4.7	4.6	0.1	7.0	7.8	-0.8						
NOVA106.9	11.7	12.0	-0.3	13.1	13.1	0.0	7.8	8.9	-1.1	11.1	12.1	-1.0	15.1	15.2	-0.1	12.2	10.8	1.4	11.0	10.6	0.4						
ABC BRIS	7.9	8.5	-0.6	10.5	11.6	-1.1	7.1	7.3	-0.2	5.0	5.4	-0.4	6.3	8.4	-2.1	14.3	12.4	1.9	7.6	8.7	-1.1						
4RN	2.6	2.5	0.1	3.5	3.9	-0.4	2.3	2.1	0.2	1.7	1.0	0.7	2.2	2.3	-0.1	4.2	4.6	-0.4	2.3	2.5	-0.2						
ABC NEWSRADIO	1.5	1.4	0.1	1.9	1.8	0.1	1.5	1.3	0.2	1.1	0.8	0.3	1.6	1.1	0.5	1.8	3.0	-1.2	1.5	1.6	-0.1						
4JJJ	6.5	6.9	-0.4	5.9	5.6	0.3	5.3	6.0	-0.7	7.4	7.7	-0.3	8.4	9.0	-0.6	5.7	8.1	-2.4	6.8	7.1	-0.3						
ABC CLASSIC	1.7	2.2	-0.5	1.6	2.1	-0.5	1.4	1.9	-0.5	1.8	2.2	-0.4	2.0	2.4	-0.4	2.3	2.7	-0.4	2.0	2.5	-0.5						

Please note: 4BC changed frequencies from 1116 to 882 & 4BH changed frequencies from 882 to 1116 effective Sept 26.



BRISBANE RADIO - DAB+ STATIONS ONLY - SURVEY 7 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	47	51	-4	12	14	-2	4	4	0	7	5	2	16	13	3	5	10	-5	4	6	-2
97.3 The 90s	48	45	3	9	12	-3	5	2	3	12	11	1	12	13	-1	1	4	-3	8	4	4
BUDDHA HITS	12	21	-9	*	*	*	*	5	*	1	5	-4	7	8	-1	2	4	-2	1	1	0
Chemist Warehouse Remix	7	9	-2	2	4	-2	2	1	1	2	2	0	*	1	*	1	1	0	*	*	*
Coles Radio	57	55	2	8	10	-2	6	10	-4	26	16	10	9	9	0	10	9	1	*	1	*
DANCE HITS	13	22	-9	4	13	-9	3	4	-1	5	3	2	1	3	-2	*	*	*	*	*	*
EASY 80s HITS	4	9	-5	1	2	-1	*	*	*	*	3	*	1	4	-3	2	1	1	*	*	*
Edge Digital	28	18	10	9	9	0	4	2	2	10	2	8	3	3	0	*	*	*	2	2	0
MMM 90s	16	21	-5	2	5	-3	1	1	0	3	7	-4	8	6	2	*	1	*	1	1	0
MMM CLASSIC ROCK	29	24	5	5	6	-1	3	1	2	2	2	0	9	5	4	9	9	0	1	1	0
MMM COUNTRY	17	17	0	2	3	-1	*	*	*	10	7	3	4	4	0	1	*	*	1	2	-1
MMM HARD N HEAVY	10	5	5	2	*	*	2	*	*	1	1	0	4	4	0	1	*	*	*	*	*
MMM SOFT ROCK	13	13	0	2	5	-3	2	2	0	*	*	*	6	4	2	2	2	0	*	*	*
NOVA 90s	39	52	-13	7	11	-4	*	1	*	18	23	-5	12	15	-3	2	2	0	*	*	*
NTS News Talk Sport	*	2	*	*	2	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
OLDSKOOL 90s HITS	14	11	3	8	4	4	2	1	1	1	3	-2	3	2	1	*	*	*	*	*	*
smooth	33	27	6	1	3	-2	*	*	*	7	6	1	3	1	2	15	12	3	6	5	1
smooth 80s	14	17	-3	2	3	-1	*	2	*	3	1	2	6	6	0	2	4	-2	1	1	0
SOUNDCLOUD RADIO	12	17	-5	3	4	-1	3	6	-3	6	5	1	*	2	*	*	*	*	*	*	*
URBAN HITS	10	13	-3	3	6	-3	*	1	*	5	4	1	1	1	0	*	*	*	*	*	*
triple j Unearthed	34	33	1	8	10	-2	6	7	-1	11	11	0	6	5	1	2	*	*	1	1	0
ABC Country	13	15	-2	1	1	0	*	*	*	1	3	-2	4	2	2	2	3	-1	5	6	-1
ABC Jazz	15	19	-4	2	4	-2	*	3	*	6	5	1	2	2	0	2	3	-1	3	1	2
ABC KIDS LISTEN	19	18	1	3	4	-1	*	*	*	7	9	-2	7	5	2	*	*	*	1	*	*
ABC Sport	9	23	-14	1	6	-5	*	2	*	1	2	-1	3	4	-1	2	4	-2	2	5	-3
Double J	31	38	-7	4	6	-2	4	3	1	3	5	-2	17	17	0	2	5	-3	1	1	0
Total Digital/Internet Only	449	451	-2	64	78	-14	38	43	-5	119	118	1	124	114	10	62	60	2	41	37	4

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

Station	Mon-Fri 5:30am-12mn			Breakfast 5:30am-9:00am			Morning 9:00am-12:00md			Afternoon 12:00md-4:00pm			Drive 4:00pm-7:00pm			Evening 7:00pm-12:00mn			Weekend 5:30am-12mn			
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
97.3 The 80s	37	39	-2	12	13	-1	9	12	-3	16	12	4	12	10	2	11	16	-5	21	24	-3	
97.3 The 90s	37	36	1	17	16	1	10	13	-3	14	11	3	15	12	3	4	5	-1	22	26	-4	
BUDDHA HITS	9	14	-5	6	6	0	6	5	1	4	8	-4	4	8	-4	*	3	*	10	15	-5	
Chemist Warehouse Remix	7	8	-1	3	2	1	3	2	1	5	3	2	3	3	0	3	7	-4	*	3	*	
Coles Radio	47	41	6	19	13	6	18	16	2	19	21	-2	18	17	1	2	2	0	23	34	-11	
DANCE HITS	12	20	-8	3	6	-3	5	8	-3	7	10	-3	6	12	-6	1	*	*	4	4	0	
EASY 80s HITS	3	1	2	*	1	*	1	1	0	3	1	2	3	*	*	1	1	0	3	8	-5	
Edge Digital	27	18	9	9	6	3	2	3	-1	9	4	5	9	4	5	5	5	0	9	3	6	
MMM 90s	12	14	-2	2	2	0	6	4	2	5	4	1	7	4	3	1	3	-2	9	10	-1	
MMM CLASSIC ROCK	24	19	5	10	5	5	8	7	1	10	8	2	10	4	6	6	7	-1	14	13	1	
MMM COUNTRY	14	13	1	6	3	3	6	2	4	10	9	1	9	8	1	1	1	0	13	10	3	
MMM HARD N HEAVY	9	4	5	6	3	3	3	1	2	2	4	-2	6	3	3	3	*	*	7	4	3	
MMM SOFT ROCK	12	10	2	6	4	2	3	2	1	5	6	-1	3	4	-1	2	3	-1	4	6	-2	
NOVA 90s	31	41	-10	16	17	-1	3	11	-8	14	15	-1	12	15	-3	3	6	-3	17	25	-8	
NTS News Talk Sport	*	2	*	*	1	*	*	*	*	*	1	*	*	*	*	*	*	*	*	*	*	*
OLDSKOOL 90s HITS	10	8	2	5	2	3	6	4	2	3	4	-1	3	3	0	4	2	2	8	6	2	
smooth	27	21	6	7	6	1	10	9	1	15	17	-2	12	8	4	6	3	3	21	21	0	
smooth 80s	11	13	-2	4	2	2	3	5	-2	4	5	-1	2	5	-3	3	5	-2	7	5	2	
SOUNDCLOUD RADIO	11	16	-5	7	9	-2	3	7	-4	5	7	-2	7	8	-1	4	5	-1	5	5	0	
URBAN HITS	8	10	-2	3	3	0	6	5	1	5	5	0	2	2	0	3	3	0	5	4	1	
triple j Unearthed	26	26	0	14	13	1	4	9	-5	8	5	3	5	5	0	7	6	1	16	15	1	
ABC Country	10	11	-1	5	6	-1	3	4	-1	3	3	0	4	5	-1	2	2	0	8	9	-1	
ABC Jazz	12	15	-3	4	6	-2	2	4	-2	6	9	-3	7	8	-1	2	1	1	7	11	-4	
ABC KIDS LISTEN	19	16	3	11	7	4	5	5	0	9	8	1	9	9	0	3	3	0	8	8	0	
ABC Sport	3	15	-12	*	7	*	3	4	-1	*	1	*	*	1	*	*	7	*	6	13	-7	
Double J	26	33	-7	15	15	0	16	17	-1	13	15	-2	14	18	-4	3	6	-3	21	23	-2	
Total Digital/Internet Only	380	367	13	199	177	22	164	169	-5	194	190	4	192	176	16	91	103	-12	283	292	-9	