



# BRISBANE RADIO - SURVEY 7 2018

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	4.6	1.4	0.1	0.7	-0.6	0.1	0.1	0.0	0.3	0.2	0.1	3.2	3.9	-0.7	9.7	5.9	3.8	18.2	13.8	4.4
Macquarie Sports 882	0.4	0.4	0.0	0.4	1.0	-0.6	*	*	*	*	0.2	*	0.2	0.2	0.0	0.4	0.6	-0.2	1.3	0.9	0.4
4KQ	8.9	8.1	0.8	0.3	0.5	-0.2	0.2	0.3	-0.1	1.4	0.6	0.8	4.7	5.3	-0.6	21.8	20.1	1.7	20.2	18.4	1.8
HIT 105	11.3	11.7	-0.4	22.1	23.1	-1.0	23.9	28.2	-4.3	22.0	19.5	2.5	7.5	8.8	-1.3	1.4	1.9	-0.5	1.1	0.7	0.4
97.3FM	9.6	10.9	-1.3	14.0	13.6	0.4	7.6	9.5	-1.9	9.7	10.6	-0.9	11.6	12.6	-1.0	11.7	12.4	-0.7	4.4	7.7	-3.3
104.5 TRIPLE M	11.6	11.2	0.4	14.3	9.4	4.9	10.2	10.4	-0.2	12.6	9.0	3.6	17.2	19.7	-2.5	13.5	13.5	0.0	1.3	2.0	-0.7
NOVA106.9	11.5	12.6	-1.1	23.6	23.6	0.0	24.1	21.9	2.2	16.0	19.3	-3.3	11.3	13.0	-1.7	5.0	5.0	0.0	0.6	1.0	-0.4
ABC BRI	7.4	6.8	0.6	1.7	2.1	-0.4	0.3	0.8	-0.5	1.3	1.9	-0.6	6.3	3.0	3.3	9.8	9.5	0.3	19.9	20.8	-0.9
4RN	3.2	2.7	0.5	0.4	0.3	0.1	1.7	1.7	0.0	1.0	0.5	0.5	4.7	3.4	1.3	2.3	3.8	-1.5	6.4	5.2	1.2
ABC NEWS	1.3	1.3	0.0	0.5	0.2	0.3	0.2	1.0	-0.8	1.4	1.5	-0.1	1.3	0.9	0.4	0.9	1.0	-0.1	2.6	2.2	0.4
4JJJ	7.7	7.5	0.2	7.5	5.7	1.8	18.1	14.1	4.0	15.5	16.6	-1.1	6.7	6.3	0.4	1.1	1.3	-0.2	0.1	0.2	-0.1
ABCFM	2.8	2.6	0.2	1.7	0.3	1.4	*	0.2	*	2.0	2.1	-0.1	3.0	2.0	1.0	3.2	1.8	1.4	5.2	6.9	-1.7

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	6.3	5.0	1.3	7.3	5.6	1.7	8.3	6.4	1.9	5.3	3.8	1.5	4.0	3.3	0.7	5.6	6.4	-0.8	4.7	3.4	1.3
Macquarie Sports 882	0.4	0.4	0.0	0.6	0.4	0.2	0.3	0.4	-0.1	0.2	0.4	-0.2	0.4	0.5	-0.1	0.6	0.9	-0.3	0.4	0.5	-0.1
4KQ	8.3	7.8	0.5	9.3	7.4	1.9	8.9	10.5	-1.6	8.4	8.7	-0.3	6.5	5.4	1.1	5.6	4.3	1.3	11.1	9.0	2.1
HIT 105	12.0	12.4	-0.4	11.2	13.4	-2.2	10.7	11.3	-0.6	13.7	12.9	0.8	14.2	12.5	1.7	7.7	8.4	-0.7	8.8	9.5	-0.7
97.3FM	9.6	11.0	-1.4	9.1	11.0	-1.9	9.7	10.7	-1.0	10.0	11.6	-1.6	9.9	10.7	-0.8	8.9	10.1	-1.2	9.6	10.8	-1.2
104.5 TRIPLE M	12.4	11.8	0.6	12.3	11.5	0.8	13.0	12.3	0.7	13.6	13.3	0.3	11.6	10.8	0.8	7.6	7.9	-0.3	9.0	9.2	-0.2
NOVA106.9	11.5	12.7	-1.2	10.1	11.9	-1.8	10.3	11.6	-1.3	12.1	12.7	-0.6	13.7	15.7	-2.0	13.5	12.4	1.1	11.5	12.4	-0.9
ABC BRI	7.2	6.6	0.6	9.9	9.0	0.9	6.7	6.1	0.6	4.6	4.4	0.2	5.9	5.6	0.3	10.9	8.5	2.4	8.0	7.5	0.5
4RN	3.1	2.6	0.5	4.0	3.5	0.5	2.3	1.6	0.7	2.1	1.6	0.5	3.3	2.9	0.4	5.1	5.3	-0.2	3.5	3.0	0.5
ABC NEWS	1.3	1.2	0.1	1.9	1.9	0.0	0.9	0.7	0.2	0.9	0.8	0.1	1.0	0.9	0.1	2.5	2.2	0.3	1.4	1.4	0.0
4JJJ	7.8	7.3	0.5	7.1	6.5	0.6	7.8	7.2	0.6	7.5	7.1	0.4	9.0	8.6	0.4	8.7	8.9	-0.2	7.4	8.3	-0.9
ABCFM	2.6	2.4	0.2	2.2	2.2	0.0	3.2	2.4	0.8	2.5	2.2	0.3	2.7	3.4	-0.7	2.8	2.5	0.3	3.6	3.3	0.3



## BRISBANE RADIO - DAB+ STATIONS ONLY - SURVEY 7 2018

Cumulative Audience (000's) by Demographic, Listening via DAB+ or Internet, 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	+/-	
BUDDHA HITS	22	15	7	4	1	3	4	4	0	7	4	3	6	4	2	*	1	*	1	1	0	0
Chemist Warehouse Remix	15	5	10	2	1	1	1	*	*	8	4	4	3	*	*	1	*	*	*	*	*	*
Coles Radio	30	35	-5	3	1	2	8	10	-2	9	11	-2	7	8	-1	1	3	-2	2	1	1	1
EASY HITS	20	26	-6	2	4	-2	1	1	0	7	9	-2	10	7	3	*	4	*	*	1	*	*
Edge Digital	14	11	3	1	2	-1	*	1	*	9	8	1	4	*	*	*	*	*	*	*	*	*
Kinderling Kids	8	7	1	2	2	0	*	*	*	6	5	1	*	*	*	*	*	*	*	*	*	*
Koffee	18	6	12	1	1	0	3	3	0	8	1	7	5	1	4	*	1	*	2	*	*	*
MMM CLASSIC ROCK	31	24	7	4	5	-1	3	3	0	14	8	6	6	5	1	3	3	0	1	*	*	*
MMM COUNTRY	18	16	2	*	2	*	1	1	0	9	5	4	6	6	0	1	2	-1	1	1	0	0
MMM GREATEST HITS	24	29	-5	4	7	-3	4	5	-1	7	5	2	4	5	-1	3	6	-3	2	1	1	1
MMM MODERN DIGITAL	17	10	7	4	2	2	*	*	*	6	4	2	7	2	5	*	1	*	*	*	*	*
NTS News Talk Sport	2	1	1	*	1	*	2	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
OLDSKOOL HITS	24	30	-6	4	5	-1	3	5	-2	12	9	3	5	12	-7	*	*	*	*	*	*	*
Smooth	20	21	-1	1	4	-3	*	1	*	6	4	2	7	7	0	5	5	0	1	*	*	*
The 80s iHeartRadio	28	40	-12	4	3	1	4	6	-2	10	9	1	8	19	-11	1	2	-1	*	1	*	*
The 90s iHeartRadio	36	34	2	6	6	0	5	5	0	18	18	0	5	2	3	1	3	-2	*	1	*	*
URBAN HITS	8	13	-5	3	4	-1	2	4	-2	3	4	-1	*	1	*	*	*	*	*	*	*	*
triple j Unearthed	24	22	2	3	5	-2	6	3	3	10	9	1	4	1	3	1	3	-2	*	*	*	*
ABC Country	18	15	3	*	2	*	4	*	*	10	9	1	3	1	2	*	*	*	1	3	-2	-2
ABC Grandstand	23	26	-3	1	1	0	4	4	0	7	5	2	5	5	0	2	5	-3	3	5	-2	-2
ABC Jazz	25	32	-7	1	5	-4	1	*	*	14	14	0	4	8	-4	*	2	*	5	3	2	2
ABC KIDS LISTEN	22	18	4	6	4	2	*	*	*	13	11	2	2	3	-1	*	*	*	*	*	*	*
Double J	27	27	0	1	3	-2	1	1	0	13	13	0	8	8	0	2	3	-1	2	*	*	*
Total Digital/Internet Only	274	303	-29	33	38	-5	34	33	1	93	96	-3	70	84	-14	19	31	-12	26	21	5	5

Cumulative Audience (000's) by Session, Listening via Digital or Internet, P10+ [Potential: 2012]

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend			
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	
BUDDHA HITS	19	14	5	7	5	2	7	6	1	6	10	-4	7	4	3	3	3	0	11	6	5	5
Chemist Warehouse Remix	11	3	8	1	*	*	4	1	3	3	*	*	2	1	1	2	1	1	9	3	6	6
Coles Radio	27	29	-2	10	11	-1	7	9	-2	9	15	-6	14	13	1	7	9	-2	15	20	-5	-5
EASY HITS	18	23	-5	8	10	-2	4	11	-7	6	9	-3	2	3	-1	5	4	1	7	11	-4	-4
Edge Digital	13	10	3	8	6	2	6	4	2	3	3	0	3	2	1	5	4	1	5	3	2	2
Kinderling Kids	8	7	1	4	3	1	2	2	0	*	2	*	4	4	0	2	*	*	2	1	1	1
Koffee	11	4	7	4	1	3	5	3	2	3	1	2	5	2	3	1	*	*	13	5	8	8
MMM CLASSIC ROCK	24	20	4	18	15	3	4	3	1	4	5	-1	6	7	-1	7	9	-2	16	12	4	4
MMM COUNTRY	17	14	3	8	6	2	5	5	0	7	9	-2	7	6	1	4	4	0	6	6	0	0
MMM GREATEST HITS	13	23	-10	9	14	-5	4	7	-3	6	9	-3	2	1	1	1	2	-1	15	9	6	6
MMM MODERN DIGITAL	14	8	6	8	4	4	2	4	-2	3	2	1	6	3	3	6	2	4	3	3	0	0
NTS News Talk Sport	2	1	1	*	*	*	*	*	*	*	*	*	2	1	1	*	*	*	*	*	*	*
OLDSKOOL HITS	19	26	-7	9	9	0	9	15	-6	7	9	-2	6	11	-5	2	6	-4	10	16	-6	-6
Smooth	18	19	-1	9	8	1	6	5	1	8	5	3	7	6	1	9	9	0	6	7	-1	-1
The 80s iHeartRadio	26	32	-6	17	17	0	13	18	-5	10	17	-7	10	10	0	5	6	-1	14	25	-11	-11
The 90s iHeartRadio	28	28	0	16	14	2	11	9	2	9	10	-1	8	12	-4	6	5	1	18	13	5	5
URBAN HITS	7	11	-4	4	3	1	3	8	-5	4	4	0	3	4	-1	1	2	-1	3	4	-1	-1
triple j Unearthed	18	16	2	6	6	0	5	4	1	9	7	2	8	6	2	4	4	0	11	7	4	4
ABC Country	14	11	3	6	7	-1	5	2	3	3	3	0	2	1	1	3	5	-2	11	13	-2	-2
ABC Grandstand	15	17	-2	8	4	4	3	2	1	5	8	-3	*	7	*	4	6	-2	13	15	-2	-2
ABC Jazz	18	26	-8	8	7	1	4	8	-4	4	8	-4	8	12	-4	7	4	3	19	23	-4	-4
ABC KIDS LISTEN	16	17	-1	12	11	1	2	3	-1	4	4	0	6	5	1	5	4	1	17	11	6	6
Double J	24	23	1	9	8	1	6	6	0	8	5	3	15	11	4	7	5	2	16	16	0	0
Total Digital/Internet Only	238	266	-28	139	134	5	106	116	-10	116	130	-14	120	124	-4	66	76	-10	190	196	-6	-6