



BRISBANE RADIO - SURVEY 4 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	5.3	4.9	0.4	0.4	0.3	0.1	0.1	0.1	0.0	2.3	0.9	1.4	2.7	1.4	1.3	8.1	4.9	3.2	14.8	16.9	-2.1
Macquarie Sports 882	1.1	0.5	0.6	*	*	*	*	*	*	0.8	0.8	0.0	2.9	0.6	2.3	0.7	0.5	0.2	0.2	0.4	-0.2
4KQ	9.9	9.0	0.9	1.0	1.4	-0.4	2.9	2.6	0.3	2.4	2.2	0.2	6.6	6.3	0.3	17.6	15.6	2.0	24.8	20.1	4.7
HIT 105	11.8	11.6	0.2	26.4	23.4	3.0	28.0	23.2	4.8	15.7	18.3	-2.6	9.0	10.6	-1.6	4.9	5.4	-0.5	1.4	0.8	0.6
97.3FM	11.9	13.0	-1.1	19.0	19.2	-0.2	7.2	10.9	-3.7	9.3	10.0	-0.7	17.9	16.9	1.0	15.0	21.1	-6.1	4.6	4.9	-0.3
104.5 TRIPLE M	10.5	10.6	-0.1	10.2	9.8	0.4	11.8	8.2	3.6	12.4	12.8	-0.4	14.0	18.0	-4.0	12.8	10.5	2.3	2.0	1.1	0.9
NOVA106.9	12.2	13.0	-0.8	20.7	23.8	-3.1	15.9	17.7	-1.8	20.7	21.8	-1.1	13.5	16.0	-2.5	2.8	3.5	-0.7	1.2	0.7	0.5
ABC BRI	7.2	6.2	1.0	0.9	0.7	0.2	1.4	1.1	0.3	2.9	2.6	0.3	3.8	3.4	0.4	9.9	7.4	2.5	20.4	16.5	3.9
4RN	2.0	2.6	-0.6	0.3	0.3	0.0	*	0.7	*	1.7	2.1	-0.4	2.0	1.3	0.7	1.9	1.6	0.3	4.2	6.8	-2.6
ABC NEWS	0.8	0.8	0.0	0.4	0.1	0.3	1.0	0.7	0.3	0.3	0.7	-0.4	0.5	0.5	0.0	1.2	0.6	0.6	1.6	1.6	0.0
4JJJ	7.6	6.5	1.1	4.5	4.3	0.2	18.2	18.8	-0.6	14.7	12.7	2.0	6.4	5.3	1.1	2.1	1.8	0.3	0.1	0.1	0.0
ABCFM	2.0	2.6	-0.6	0.4	0.2	0.2	1.1	1.6	-0.5	0.9	0.9	0.0	1.0	0.4	0.6	1.0	0.7	0.3	6.4	9.4	-3.0

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	5.4	5.0	0.4	6.4	5.6	0.8	6.6	5.5	1.1	4.8	3.9	0.9	2.9	3.4	-0.5	6.5	8.8	-2.3	4.7	4.8	-0.1
Macquarie Sports 882	1.0	0.5	0.5	1.0	0.5	0.5	0.9	0.3	0.6	0.6	0.3	0.3	1.6	1.1	0.5	1.5	0.2	1.3	1.2	0.5	0.7
4KQ	9.3	8.9	0.4	8.2	8.8	-0.6	11.6	10.5	1.1	10.6	9.8	0.8	7.6	7.0	0.6	6.5	5.8	0.7	11.7	9.3	2.4
HIT 105	12.3	12.0	0.3	12.5	12.5	0.0	11.7	11.0	0.7	12.8	11.7	1.1	14.1	14.4	-0.3	7.6	8.7	-1.1	10.0	10.4	-0.4
97.3FM	11.6	12.7	-1.1	11.7	12.3	-0.6	10.9	13.1	-2.2	11.8	13.6	-1.8	11.8	12.2	-0.4	11.1	11.0	0.1	13.1	14.0	-0.9
104.5 TRIPLE M	11.2	11.0	0.2	11.1	10.4	0.7	11.0	11.3	-0.3	12.1	12.7	-0.6	11.1	10.1	1.0	8.8	9.1	-0.3	8.4	9.0	-0.6
NOVA106.9	12.8	13.4	-0.6	12.7	12.6	0.1	11.2	12.9	-1.7	13.3	13.7	-0.4	15.2	15.8	-0.6	10.4	11.5	-1.1	10.0	11.4	-1.4
ABC BRI	7.3	6.1	1.2	9.1	8.8	0.3	7.2	6.0	1.2	4.9	3.9	1.0	6.2	5.2	1.0	10.9	6.3	4.6	7.1	6.5	0.6
4RN	2.1	2.6	-0.5	3.1	3.7	-0.6	1.4	1.6	-0.2	1.5	1.5	0.0	2.4	2.6	-0.2	1.4	4.4	-3.0	1.9	2.5	-0.6
ABC NEWS	0.9	0.8	0.1	1.2	1.3	-0.1	0.6	0.4	0.2	0.5	0.4	0.1	0.8	0.7	0.1	1.6	1.1	0.5	0.7	0.8	-0.1
4JJJ	7.6	6.5	1.1	7.4	6.4	1.0	7.7	6.4	1.3	8.0	7.1	0.9	8.2	6.6	1.6	5.3	5.4	-0.1	7.4	6.4	1.0
ABCFM	1.9	2.5	-0.6	1.7	2.4	-0.7	1.9	2.4	-0.5	1.6	2.5	-0.9	2.1	3.0	-0.9	3.4	2.3	1.1	2.2	2.9	-0.7



BRISBANE RADIO - SURVEY 4 2018

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	+/-
4BC	121	112	9	4	4	0	1	2	-1	11	7	4	23	15	8	29	26	3	52	57	-5
Macquarie Sports 882	28	26	2	*	*	*	*	1	*	7	4	3	10	7	3	5	4	1	4	10	-6
4KQ	252	235	17	7	8	-1	7	2	5	22	13	9	40	40	0	63	63	0	113	109	4
HIT 105	503	518	-15	97	95	2	114	108	6	174	185	-11	89	97	-8	23	30	-7	6	3	3
97.3FM	533	516	17	84	75	9	51	56	-5	130	121	9	155	148	7	79	82	-3	35	34	1
104.5 TRIPLE M	429	416	13	55	58	-3	53	41	12	127	114	13	134	141	-7	49	49	0	11	14	-3
NOVA106.9	592	596	-4	99	109	-10	122	120	2	210	214	-4	131	118	13	23	25	-2	7	10	-3
ABC BRI	230	196	34	10	6	4	6	6	0	38	30	8	44	38	6	50	32	18	83	85	-2
4RN	82	77	5	3	2	1	*	3	*	16	13	3	23	15	8	15	14	1	24	30	-6
ABC NEWS	63	71	-8	5	5	0	6	5	1	12	18	-6	13	13	0	12	10	2	15	21	-6
4JJJ	323	299	24	27	26	1	66	60	6	147	133	14	68	64	4	13	12	1	3	4	-1
ABCFM	80	84	-4	2	2	0	11	15	-4	19	18	1	16	11	5	7	5	2	26	34	-8
Total	1902	1903	-1	213	210	3	226	225	1	499	498	1	440	441	-1	239	242	-3	285	287	-2

Cumulative Audience (000's) by Session, P10+ [Potential: 2012]

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	110	102	8	83	74	9	77	59	18	68	62	6	51	50	1	36	39	-3	77	75	2
Macquarie Sports 882	22	24	-2	10	7	3	9	10	-1	13	12	1	13	12	1	6	3	3	17	15	2
4KQ	226	207	19	137	123	14	137	124	13	151	140	11	117	117	0	42	46	-4	176	166	10
HIT 105	453	474	-21	310	308	2	194	201	-7	275	269	6	262	277	-15	108	107	1	293	296	-3
97.3FM	472	469	3	296	306	-10	210	223	-13	277	282	-5	241	252	-11	114	115	-1	351	348	3
104.5 TRIPLE M	386	366	20	231	215	16	156	143	13	216	200	16	200	192	8	95	76	19	245	248	-3
NOVA106.9	539	533	6	335	319	16	210	229	-19	316	323	-7	299	298	1	131	124	7	336	351	-15
ABC BRI	209	174	35	148	136	12	120	98	22	117	94	23	105	88	17	56	35	21	137	130	7
4RN	71	69	2	56	57	-1	28	32	-4	39	42	-3	45	44	1	18	27	-9	51	57	-6
ABC NEWS	60	66	-6	33	40	-7	16	17	-1	26	19	7	19	18	1	17	12	5	31	32	-1
4JJJ	285	268	17	185	171	14	141	126	15	171	157	14	172	156	16	73	69	4	214	200	14
ABCFM	73	77	-4	44	46	-2	33	31	2	37	38	-1	43	50	-7	34	24	10	55	53	2
Total	1848	1835	13	1515	1501	14	1118	1120	-2	1362	1356	6	1303	1325	-22	692	663	29	1566	1564	2



BRISBANE RADIO - SURVEY 4 2018

Average Audience (000's) by Demographic, Mon-Sun 5.30am-12midnight (Ave Qtr Hr Audience)

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	12	11	1	*	*	*	*	*	*	1	*	*	2	1	1	2	2	0	7	8	-1
Macquarie Sports 882	2	1	1	*	*	*	*	*	*	*	*	*	2	*	*	*	*	*	*	*	*
4KQ	22	20	2	*	*	*	1	1	0	1	1	0	4	3	1	5	5	0	11	10	1
HIT 105	27	26	1	5	4	1	6	5	1	8	9	-1	5	6	-1	1	2	-1	1	*	*
97.3FM	27	29	-2	3	3	0	2	2	0	5	5	0	11	9	2	4	7	-3	2	2	0
104.5 TRIPLE M	24	24	0	2	2	0	3	2	1	7	7	0	8	10	-2	4	3	1	1	1	0
NOVA106.9	28	29	-1	4	4	0	4	4	0	11	11	0	8	9	-1	1	1	0	1	*	*
ABC BRI	16	14	2	*	*	*	*	*	*	2	1	1	2	2	0	3	2	1	9	8	1
4RN	5	6	-1	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0	2	3	-1
ABC NEWS	2	2	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
4JJJ	17	15	2	1	1	0	4	4	0	8	7	1	4	3	1	1	1	0	*	*	*
ABCFM	4	6	-2	*	*	*	*	*	*	*	*	*	1	*	*	*	*	*	3	5	-2
Total	227	226	1	18	18	0	22	21	1	54	51	3	59	55	4	30	33	-3	45	49	-4

Average Audience (000's) by Session, 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	+/-
4BC	13	12	1	23	21	2	21	17	4	15	12	3	7	9	-2	5	6	-1	9	9	0
Macquarie Sports 882	3	1	2	4	2	2	3	1	2	2	1	1	4	3	1	1	*	*	2	1	1
4KQ	23	22	1	30	33	-3	36	32	4	32	29	3	19	18	1	5	4	1	21	17	4
HIT 105	30	29	1	46	47	-1	37	33	4	39	35	4	36	36	0	5	6	-1	18	19	-1
97.3FM	28	31	-3	43	46	-3	34	40	-6	36	41	-5	30	31	-1	8	7	1	24	25	-1
104.5 TRIPLE M	27	27	0	41	39	2	34	34	0	37	38	-1	28	26	2	6	6	0	15	16	-1
NOVA106.9	31	33	-2	47	47	0	35	39	-4	40	41	-1	39	40	-1	7	7	0	18	21	-3
ABC BRI	18	15	3	33	33	0	23	18	5	15	12	3	16	13	3	8	4	4	13	12	1
4RN	5	6	-1	11	14	-3	4	5	-1	5	5	0	6	6	0	1	3	-2	3	5	-2
ABC NEWS	2	2	0	4	5	-1	2	1	1	2	1	1	2	2	0	1	1	0	1	1	0
4JJJ	19	16	3	27	24	3	24	19	5	24	21	3	21	17	4	4	4	0	13	12	1
ABCFM	5	6	-1	6	9	-3	6	7	-1	5	7	-2	5	8	-3	2	1	1	4	5	-1
Total	246	244	2	365	377	-12	313	303	10	304	299	5	255	253	2	70	65	5	181	181	0



BRISBANE RADIO - DAB+ STATIONS ONLY - SURVEY 4 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	12	10	2	3	4	-1	*	*	*	3	2	1	4	1	3	*	1	*	2	2	0
Chemist Warehouse Remix	10	7	3	1	*	*	3	3	0	6	2	4	*	1	*	*	1	*	*	*	*
Coles Radio	52	41	11	3	4	-1	11	8	3	23	17	6	8	6	2	6	4	2	1	2	-1
EASY HITS	24	22	2	4	5	-1	*	2	*	8	6	2	6	2	4	2	3	-1	3	3	0
Edge Digital	10	6	4	1	2	-1	*	*	*	4	1	3	2	1	1	3	2	1	*	1	*
Kinderling Kids	8	8	0	2	2	0	*	*	*	3	5	-2	3	1	2	*	*	*	*	*	*
Koffee	15	10	5	1	1	0	*	1	*	7	3	4	*	*	*	5	3	2	2	1	1
MMM CLASSIC ROCK	24	19	5	2	1	1	1	1	0	6	4	2	12	8	4	2	4	-2	1	*	*
MMM COUNTRY	9	6	3	*	*	*	*	*	*	5	4	1	4	1	3	*	1	*	*	*	*
MMM GREATEST HITS	19	20	-1	2	3	-1	3	3	0	5	3	2	5	10	-5	3	2	1	1	1	0
MMM MODERN DIGITAL	4	6	-2	1	*	*	*	1	*	2	4	-2	1	1	0	*	*	*	*	*	*
NTS News Talk Sport	6	3	3	2	1	1	*	*	*	3	1	2	2	1	1	*	*	*	*	*	*
OLDSKOOL HITS	21	17	4	5	3	2	2	1	1	6	6	0	6	5	1	1	1	0	1	1	0
Smooth	25	33	-8	2	3	-1	1	3	-2	5	7	-2	10	9	1	3	7	-4	5	4	1
The 80s iHeartRadio	27	27	0	7	4	3	3	2	1	6	6	0	9	10	-1	2	4	-2	1	1	0
The 90s iHeartRadio	21	15	6	2	*	*	1	2	-1	9	7	2	7	2	5	3	4	-1	*	*	*
triple j Uearthed	22	26	-4	5	6	-1	9	8	1	8	9	-1	*	3	*	*	*	*	*	*	*
ABC Country	20	16	4	1	1	0	1	4	-3	4	4	0	6	2	4	1	*	*	6	5	1
ABC Grandstand	24	24	0	4	3	1	*	*	*	6	6	0	4	5	-1	3	4	-1	7	6	1
ABC Jazz	27	22	5	4	4	0	6	4	2	6	5	1	5	3	2	2	2	0	4	4	0
ABC KIDS LISTEN	12	9	3	4	2	2	*	1	*	6	4	2	1	2	-1	1	*	*	*	*	*
Double J	32	35	-3	1	1	0	2	2	0	14	13	1	12	16	-4	1	2	-1	2	2	0
Total Digital/Internet Only	290	288	2	36	33	3	32	30	2	79	85	-6	83	79	4	33	35	-2	28	26	2

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

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	+/-
BUDDHA HITS	10	9	1	5	2	3	2	2	0	1	2	-1	5	5	0	3	4	-1	8	5	3
Chemist Warehouse Remix	7	5	2	4	3	1	4	1	3	3	*	*	2	3	-1	1	2	-1	4	4	0
Coles Radio	40	32	8	6	8	-2	13	9	4	16	15	1	13	9	4	15	9	6	30	22	8
EASY HITS	18	15	3	4	5	-1	7	7	0	10	8	2	7	7	0	6	5	1	9	11	-2
Edge Digital	7	3	4	2	1	1	2	1	1	1	2	-1	2	2	0	3	1	2	5	4	1
Kinderling Kids	7	7	0	3	2	1	1	2	-1	5	5	0	5	3	2	6	3	3	5	3	2
Koffee	14	9	5	7	4	3	6	5	1	7	6	1	7	4	3	3	4	-1	7	4	3
MMM CLASSIC ROCK	23	17	6	9	8	1	8	5	3	10	7	3	10	7	3	8	5	3	9	8	1
MMM COUNTRY	7	6	1	*	1	*	2	3	-1	2	3	-1	4	1	3	2	1	1	7	2	5
MMM GREATEST HITS	16	16	0	6	10	-4	5	4	1	7	4	3	1	2	-1	1	1	0	10	8	2
MMM MODERN DIGITAL	3	5	-2	1	3	-2	1	1	0	1	2	-1	1	1	0	1	*	*	1	1	0
NTS News Talk Sport	5	2	3	2	*	*	*	*	*	*	*	*	3	1	2	1	1	0	5	1	4
OLDSKOOL HITS	15	11	4	9	5	4	5	4	1	7	4	3	11	6	5	7	4	3	13	10	3
Smooth	15	25	-10	8	13	-5	7	11	-4	5	14	-9	7	11	-4	8	9	-1	14	18	-4
The 80s iHeartRadio	20	17	3	9	6	3	7	4	3	9	10	-1	8	7	1	3	4	-1	14	17	-3
The 90s iHeartRadio	16	9	7	8	6	2	3	3	0	6	4	2	4	3	1	2	1	1	13	9	4
triple j Uearthed	19	22	-3	7	12	-5	8	10	-2	8	10	-2	10	7	3	9	4	5	12	13	-1
ABC Country	13	13	0	9	5	4	4	2	2	8	8	0	7	7	0	2	3	-1	11	9	2
ABC Grandstand	13	12	1	1	2	-1	2	2	0	4	2	2	3	4	-1	7	6	1	18	19	-1
ABC Jazz	20	19	1	6	7	-1	9	7	2	6	4	2	9	6	3	6	8	-2	17	11	6
ABC KIDS LISTEN	12	8	4	7	2	5	6	2	4	6	4	2	6	4	2	4	*	*	6	5	1
Double J	24	26	-2	3	4	-1	8	7	1	8	12	-4	9	10	-1	5	8	-3	22	26	-4
Total Digital/Internet Only	240	230	10	97	103	-6	105	92	13	117	110	7	114	100	14	88	84	4	199	192	7