



# 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
4JJB	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
4JJB	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 - SURVEY 7 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	105	16	2	3	-1	2	1	1	8	7	1	30	22	8	22	20	2	58	53	5
Macquarie Sports 882	27	25	2	2	4	-2	*	*	*	4	4	0	7	4	3	3	3	0	11	10	1
4KQ	240	222	18	3	6	-3	3	5	-2	18	14	4	42	45	-3	74	67	7	99	86	13
HIT 105	498	468	30	87	81	6	116	114	2	181	166	15	86	87	-1	17	15	2	10	5	5
97.3FM	493	528	-35	62	69	-7	52	60	-8	143	153	-10	132	136	-4	62	66	-4	43	44	-1
104.5 TRIPLE M	413	392	21	60	49	11	57	51	6	104	97	7	125	130	-5	51	49	2	17	16	1
NOVA106.9	577	600	-23	101	106	-5	117	119	-2	196	202	-6	122	134	-12	31	26	5	9	13	-4
ABC BRI	250	233	17	12	11	1	6	8	-2	29	29	0	51	38	13	49	51	-2	103	96	7
4RN	91	80	11	4	5	-1	3	3	0	13	13	0	29	23	6	14	16	-2	29	21	8
ABC NEWS	93	88	5	7	4	3	3	7	-4	29	28	1	25	17	8	9	11	-2	21	22	-1
4JJJ	335	330	5	38	23	15	79	78	1	136	143	-7	67	71	-4	12	11	1	4	4	0
ABCFM	108	95	13	9	5	4	1	2	-1	27	26	1	23	16	7	17	13	4	30	32	-2
Total	1909	1911	-2	211	212	-1	226	225	1	500	497	3	440	446	-6	240	238	2	292	292	0

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	115	98	17	90	74	16	77	69	8	72	66	6	59	56	3	27	27	0	75	61	14
Macquarie Sports 882	26	24	2	13	11	2	7	11	-4	10	11	-1	10	12	-2	6	8	-2	12	13	-1
4KQ	220	197	23	140	114	26	134	118	16	126	123	3	102	91	11	40	32	8	171	155	16
HIT 105	455	431	24	287	301	-14	172	187	-15	266	266	0	259	233	26	95	102	-7	279	259	20
97.3FM	437	464	-27	260	285	-25	196	202	-6	238	264	-26	217	221	-4	104	112	-8	292	312	-20
104.5 TRIPLE M	365	351	14	256	241	15	148	145	3	207	205	2	211	197	14	78	81	-3	234	214	20
NOVA106.9	527	546	-19	297	331	-34	204	218	-14	293	298	-5	281	301	-20	130	142	-12	351	362	-11
ABC BRI	230	204	26	170	148	22	101	90	11	107	100	7	98	97	1	46	44	2	157	157	0
4RN	86	75	11	68	63	5	42	39	3	45	35	10	48	45	3	28	29	-1	61	53	8
ABC NEWS	82	74	8	58	49	9	24	24	0	25	23	2	30	27	3	24	22	2	51	51	0
4JJJ	314	303	11	200	167	33	135	127	8	149	151	-2	177	186	-9	78	89	-11	187	204	-17
ABCFM	98	86	12	61	52	9	53	43	10	59	51	8	55	52	3	27	16	11	72	65	7
Total	1865	1856	9	1518	1513	5	1103	1095	8	1312	1299	13	1316	1303	13	628	640	-12	1539	1530	9



# BRISBANE RADIO - SURVEY 7 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	13	10	3	*	*	*	*	*	*	*	*	*	2	2	0	3	2	1	8	6	2
Macquarie Sports 882	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*
4KQ	20	18	2	*	*	*	*	*	*	1	*	*	3	3	0	8	7	1	9	8	1
HIT 105	25	26	-1	4	4	0	5	6	-1	11	10	1	4	5	-1	1	1	0	*	*	*
97.3FM	22	25	-3	2	2	0	2	2	0	5	6	-1	6	7	-1	4	4	0	2	3	-1
104.5 TRIPLE M	26	25	1	2	2	0	2	2	0	6	5	1	10	11	-1	5	5	0	1	1	0
NOVA106.9	26	28	-2	4	4	0	5	5	0	8	10	-2	6	7	-1	2	2	0	*	*	*
ABC BRI	17	15	2	*	*	*	*	*	*	1	1	0	4	2	2	4	3	1	9	9	0
4RN	7	6	1	*	*	*	*	*	*	1	*	*	3	2	1	1	1	0	3	2	1
ABC NEWS	3	3	0	*	*	*	*	*	*	1	1	0	1	1	0	*	*	*	1	1	0
4JJJ	17	17	0	1	1	0	4	3	1	8	9	-1	4	4	0	*	*	*	*	*	*
ABCFM	6	6	0	*	*	*	*	*	*	1	1	0	2	1	1	1	1	0	2	3	-1
Total	226	225	1	17	16	1	22	22	0	51	53	-2	56	57	-1	36	33	3	44	43	1

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

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	15	12	3	28	21	7	26	20	6	16	11	5	10	8	2	3	4	-1	8	6	2						
Macquarie Sports 882	1	1	0	2	1	1	1	1	0	1	1	0	1	1	0	*	1	*	1	1	0						
4KQ	20	19	1	36	28	8	28	32	-4	25	25	0	16	13	3	3	3	0	20	16	4						
HIT 105	29	30	-1	43	51	-8	33	35	-2	41	38	3	35	31	4	5	5	0	16	17	-1						
97.3FM	23	27	-4	35	42	-7	30	33	-3	30	34	-4	25	27	-2	5	6	-1	17	20	-3						
104.5 TRIPLE M	30	29	1	47	44	3	41	38	3	40	39	1	29	27	2	5	5	0	16	17	-1						
NOVA106.9	28	31	-3	39	45	-6	32	36	-4	36	37	-1	34	39	-5	8	8	0	21	22	-1						
ABC BRI	18	16	2	38	34	4	21	19	2	14	13	1	14	14	0	6	5	1	14	14	0						
4RN	8	6	2	15	13	2	7	5	2	6	5	1	8	7	1	3	3	0	6	5	1						
ABC NEWS	3	3	0	7	7	0	3	2	1	3	2	1	2	2	0	1	1	0	2	3	-1						
4JJJ	19	18	1	27	25	2	24	22	2	22	21	1	22	22	0	5	6	-1	13	15	-2						
ABCFM	6	6	0	9	8	1	10	7	3	7	6	1	7	9	-2	2	2	0	6	6	0						
Total	244	242	2	386	381	5	312	308	4	298	291	7	246	251	-5	59	63	-4	180	182	-2						



# 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	
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	
MMM GREATEST HITS	24	29	-5	4	7	-3	4	5	-1	7	5	2	4	5	-1	3	6	-3	2	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	
ABC Grandstand	23	26	-3	1	1	0	4	4	0	7	5	2	5	5	0	2	5	-3	3	5	-2	
ABC Jazz	25	32	-7	1	5	-4	1	*	*	14	14	0	4	8	-4	*	2	*	5	3	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	

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	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
BUDDHA HITS	19	14	5	7	5	2	7	6	1	6	10	-4	7	4	3	3	3	0	11	6	5						
Chemist Warehouse Remix	11	3	8	1	*	*	4	1	3	3	*	*	2	1	1	2	1	1	9	3	6						
Coles Radio	27	29	-2	10	11	-1	7	9	-2	9	15	-6	14	13	1	7	9	-2	15	20	-5						
EASY HITS	18	23	-5	8	10	-2	4	11	-7	6	9	-3	2	3	-1	5	4	1	7	11	-4						
Edge Digital	13	10	3	8	6	2	6	4	2	3	3	0	3	2	1	5	4	1	5	3	2						
Kinderling Kids	8	7	1	4	3	1	2	2	0	*	2	*	4	4	0	2	*	*	2	1	1						
Koffee	11	4	7	4	1	3	5	3	2	3	1	2	5	2	3	1	*	*	13	5	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						
MMM COUNTRY	17	14	3	8	6	2	5	5	0	7	9	-2	7	6	1	4	4	0	6	6	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						
MMM MODERN DIGITAL	14	8	6	8	4	4	2	4	-2	3	2	1	6	3	3	6	2	4	3	3	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						
Smooth	18	19	-1	9	8	1	6	5	1	8	5	3	7	6	1	9	9	0	6	7	-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						
The 90s iHeartRadio	28	28	0	16	14	2	11	9	2	9	10	-1	8	12	-4	6	5	1	18	13	5						
URBAN HITS	7	11	-4	4	3	1	3	8	-5	4	4	0	3	4	-1	1	2	-1	3	4	-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						
ABC Country	14	11	3	6	7	-1	5	2	3	3	3	0	2	1	1	3	5	-2	11	13	-2						
ABC Grandstand	15	17	-2	8	4	4	3	2	1	5	8	-3	*	7	*	4	6	-2	13	15	-2						
ABC Jazz	18	26	-8	8	7	1	4	8	-4	4	8	-4	8	12	-4	7	4	3	19	23	-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						
Double J	24	23	1	9	8	1	6	6	0	8	5	3	15	11	4	7	5	2	16	16	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						