



BRISBANE RADIO - SURVEY 8 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	7.0	6.0	1.0	0.2	0.1	0.1	0.1	0.1	0.0	1.7	0.3	1.4	3.6	3.2	0.4	9.4	9.7	-0.3	21.9	18.2	3.7
Macquarie Sports 882	0.6	0.4	0.2	0.2	0.4	-0.2	*	*	*	0.1	*	*	0.8	0.2	0.6	0.6	0.4	0.2	1.2	1.3	-0.1
4KQ	8.5	8.9	-0.4	0.4	0.3	0.1	0.4	0.2	0.2	2.8	1.4	1.4	3.4	4.7	-1.3	21.4	21.8	-0.4	19.0	20.2	-1.2
HIT 105	10.2	11.3	-1.1	19.3	22.1	-2.8	17.2	23.9	-6.7	20.5	22.0	-1.5	7.0	7.5	-0.5	1.9	1.4	0.5	0.6	1.1	-0.5
97.3FM	9.7	9.6	0.1	17.3	14.0	3.3	9.4	7.6	1.8	9.3	9.7	-0.4	12.9	11.6	1.3	9.8	11.7	-1.9	3.5	4.4	-0.9
104.5 TRIPLE M	13.3	11.6	1.7	12.5	14.3	-1.8	13.2	10.2	3.0	15.3	12.6	2.7	21.8	17.2	4.6	11.5	13.5	-2.0	2.2	1.3	0.9
NOVA106.9	11.3	11.5	-0.2	25.1	23.6	1.5	25.0	24.1	0.9	16.6	16.0	0.6	8.3	11.3	-3.0	5.6	5.0	0.6	0.8	0.6	0.2
ABC BRI	7.9	7.4	0.5	1.0	1.7	-0.7	0.2	0.3	-0.1	2.8	1.3	1.5	6.6	6.3	0.3	10.6	9.8	0.8	20.0	19.9	0.1
4RN	2.7	3.2	-0.5	0.5	0.4	0.1	*	1.7	*	0.9	1.0	-0.1	3.0	4.7	-1.7	4.1	2.3	1.8	5.8	6.4	-0.6
ABC NEWS	1.4	1.3	0.1	0.8	0.5	0.3	0.7	0.2	0.5	0.6	1.4	-0.8	1.4	1.3	0.1	1.1	0.9	0.2	3.2	2.6	0.6
4JJJ	8.4	7.7	0.7	7.0	7.5	-0.5	23.2	18.1	5.1	15.3	15.5	-0.2	7.4	6.7	0.7	0.9	1.1	-0.2	0.1	0.1	0.0
ABCFM	2.2	2.8	-0.6	1.9	1.7	0.2	*	*	*	1.3	2.0	-0.7	1.6	3.0	-1.4	2.5	3.2	-0.7	5.0	5.2	-0.2

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	7.4	6.3	1.1	8.8	7.3	1.5	10.0	8.3	1.7	5.8	5.3	0.5	4.3	4.0	0.3	6.1	5.6	0.5	5.9	4.7	1.2
Macquarie Sports 882	0.6	0.4	0.2	0.8	0.6	0.2	0.4	0.3	0.1	0.4	0.2	0.2	0.4	0.4	0.0	0.9	0.6	0.3	0.6	0.4	0.2
4KQ	7.9	8.3	-0.4	7.9	9.3	-1.4	8.1	8.9	-0.8	8.9	8.4	0.5	7.0	6.5	0.5	6.1	5.6	0.5	10.6	11.1	-0.5
HIT 105	10.6	12.0	-1.4	10.0	11.2	-1.2	9.2	10.7	-1.5	12.4	13.7	-1.3	12.8	14.2	-1.4	5.9	7.7	-1.8	8.6	8.8	-0.2
97.3FM	9.7	9.6	0.1	9.5	9.1	0.4	9.8	9.7	0.1	10.2	10.0	0.2	9.4	9.9	-0.5	9.4	8.9	0.5	9.7	9.6	0.1
104.5 TRIPLE M	14.4	12.4	2.0	14.1	12.3	1.8	15.6	13.0	2.6	16.1	13.6	2.5	12.5	11.6	0.9	10.1	7.6	2.5	9.4	9.0	0.4
NOVA106.9	11.1	11.5	-0.4	10.0	10.1	-0.1	8.8	10.3	-1.5	10.9	12.1	-1.2	14.8	13.7	1.1	14.5	13.5	1.0	11.9	11.5	0.4
ABC BRI	7.9	7.2	0.7	10.3	9.9	0.4	7.6	6.7	0.9	5.3	4.6	0.7	6.6	5.9	0.7	11.2	10.9	0.3	7.9	8.0	-0.1
4RN	2.6	3.1	-0.5	3.5	4.0	-0.5	2.3	2.3	0.0	1.8	2.1	-0.3	2.4	3.3	-0.9	2.8	5.1	-2.3	3.2	3.5	-0.3
ABC NEWS	1.3	1.3	0.0	1.6	1.9	-0.3	0.8	0.9	-0.1	1.2	0.9	0.3	0.9	1.0	-0.1	3.7	2.5	1.2	1.6	1.4	0.2
4JJJ	8.4	7.8	0.6	7.7	7.1	0.6	8.0	7.8	0.2	8.6	7.5	1.1	10.1	9.0	1.1	7.9	8.7	-0.8	8.2	7.4	0.8
ABCFM	2.0	2.6	-0.6	1.8	2.2	-0.4	2.4	3.2	-0.8	1.9	2.5	-0.6	1.9	2.7	-0.8	2.5	2.8	-0.3	2.9	3.6	-0.7



BRISBANE RADIO - SURVEY 8 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	143	121	22	3	2	1	2	2	0	16	8	8	29	30	-1	31	22	9	62	58	4
Macquarie Sports 882	31	27	4	1	2	-1	*	*	*	5	4	1	10	7	3	6	3	3	9	11	-2
4KQ	234	240	-6	5	3	2	4	3	1	21	18	3	34	42	-8	71	74	-3	99	99	0
HIT 105	502	498	4	86	87	-1	106	116	-10	191	181	10	86	86	0	21	17	4	11	10	1
97.3FM	499	493	6	73	62	11	56	52	4	139	143	-4	134	132	2	62	62	0	35	43	-8
104.5 TRIPLE M	463	413	50	62	60	2	58	57	1	124	104	20	148	125	23	48	51	-3	22	17	5
NOVA106.9	576	577	-1	110	101	9	105	117	-12	207	196	11	108	122	-14	32	31	1	14	9	5
ABC BRI	231	250	-19	10	12	-2	3	6	-3	20	29	-9	59	51	8	47	49	-2	93	103	-10
4RN	92	91	1	3	4	-1	*	3	*	13	13	0	25	29	-4	16	14	2	34	29	5
ABC NEWS	86	93	-7	9	7	2	4	3	1	20	29	-9	24	25	-1	10	9	1	19	21	-2
4JJJ	319	335	-16	40	38	2	75	79	-4	130	136	-6	60	67	-7	11	12	-1	3	4	-1
ABCFM	97	108	-11	10	9	1	2	1	1	22	27	-5	22	23	-1	12	17	-5	29	30	-1
Total	1907	1909	-2	212	211	1	226	226	0	501	500	1	437	440	-3	240	240	0	290	292	-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	132	115	17	114	90	24	82	77	5	76	72	4	65	59	6	33	27	6	98	75	23
Macquarie Sports 882	31	26	5	13	13	0	9	7	2	14	10	4	10	10	0	8	6	2	14	12	2
4KQ	213	220	-7	135	140	-5	129	134	-5	134	126	8	104	102	2	45	40	5	175	171	4
HIT 105	460	455	5	299	287	12	166	172	-6	261	266	-5	259	259	0	102	95	7	288	279	9
97.3FM	447	437	10	274	260	14	194	196	-2	242	238	4	226	217	9	101	104	-3	306	292	14
104.5 TRIPLE M	406	365	41	273	256	17	177	148	29	236	207	29	226	211	15	81	78	3	255	234	21
NOVA106.9	536	527	9	335	297	38	193	204	-11	292	293	-1	308	281	27	135	130	5	363	351	12
ABC BRI	217	230	-13	164	170	-6	115	101	14	116	107	9	97	98	-1	48	46	2	147	157	-10
4RN	89	86	3	57	68	-11	35	42	-7	44	45	-1	39	48	-9	25	28	-3	59	61	-2
ABC NEWS	78	82	-4	49	58	-9	22	24	-2	32	25	7	28	30	-2	25	24	1	47	51	-4
4JJJ	287	314	-27	188	200	-12	121	135	-14	145	149	-4	171	177	-6	77	78	-1	180	187	-7
ABCFM	87	98	-11	52	61	-9	45	53	-8	51	59	-8	47	55	-8	28	27	1	63	72	-9
Total	1861	1865	-4	1536	1518	18	1106	1103	3	1306	1312	-6	1328	1316	12	664	628	36	1553	1539	14



BRISBANE RADIO - SURVEY 8 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	16	13	3	*	*	*	*	*	*	1	*	*	2	2	0	3	3	0	10	8	2
Macquarie Sports 882	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0
4KQ	20	20	0	*	*	*	*	*	*	2	1	1	2	3	-1	7	8	-1	9	9	0
HIT 105	23	25	-2	3	4	-1	4	5	-1	12	11	1	4	4	0	1	1	0	*	*	*
97.3FM	22	22	0	3	2	1	2	2	0	5	5	0	7	6	1	3	4	-1	2	2	0
104.5 TRIPLE M	31	26	5	2	2	0	3	2	1	9	6	3	12	10	2	4	5	-1	1	1	0
NOVA106.9	26	26	0	4	4	0	5	5	0	9	8	1	5	6	-1	2	2	0	*	*	*
ABC BRI	18	17	1	*	*	*	*	*	*	2	1	1	4	4	0	4	4	0	9	9	0
4RN	6	7	-1	*	*	*	*	*	*	1	1	0	2	3	-1	1	1	0	3	3	0
ABC NEWS	3	3	0	*	*	*	*	*	*	*	1	*	1	1	0	*	*	*	1	1	0
4JJJ	19	17	2	1	1	0	5	4	1	9	8	1	4	4	0	*	*	*	*	*	*
ABCFM	5	6	-1	*	*	*	*	*	*	1	1	0	1	2	-1	1	1	0	2	2	0
Total	231	226	5	17	17	0	21	22	-1	57	51	6	55	56	-1	35	36	-1	46	44	2

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

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5:30am-12mn	Last	+/-	Mon-Fri 5:30am-9:00am	Last	+/-	Mon-Fri 9:00am-12:00md	Last	+/-	Mon-Fri 12:00md-4:00pm	Last	+/-	Mon-Fri 4:00pm-7:00pm	Last	+/-	Mon-Fri 7:00pm-12:00mn	Last	+/-	Sat-Sun 5:30am-12mn	Last	+/-
4BC	18	15	3	35	28	7	32	26	6	17	16	1	11	10	1	4	3	1	11	8	3
Macquarie Sports 882	1	1	0	3	2	1	1	1	0	1	1	0	1	1	0	1	*	*	1	1	0
4KQ	20	20	0	32	36	-4	26	28	-2	27	25	2	18	16	2	4	3	1	19	20	-1
HIT 105	27	29	-2	40	43	-3	29	33	-4	37	41	-4	32	35	-3	4	5	-1	15	16	-1
97.3FM	24	23	1	38	35	3	31	30	1	30	30	0	24	25	-1	6	5	1	17	17	0
104.5 TRIPLE M	36	30	6	57	47	10	50	41	9	48	40	8	32	29	3	7	5	2	17	16	1
NOVA106.9	28	28	0	40	39	1	28	32	-4	33	36	-3	38	34	4	10	8	2	21	21	0
ABC BRI	20	18	2	41	38	3	24	21	3	16	14	2	17	14	3	7	6	1	14	14	0
4RN	7	8	-1	14	15	-1	7	7	0	6	6	0	6	8	-2	2	3	-1	6	6	0
ABC NEWS	3	3	0	6	7	-1	2	3	-1	3	3	0	2	2	0	2	1	1	3	2	1
4JJJ	21	19	2	31	27	4	25	24	1	26	22	4	26	22	4	5	5	0	15	13	2
ABCFM	5	6	-1	7	9	-2	8	10	-2	6	7	-1	5	7	-2	2	2	0	5	6	-1
Total	251	244	7	402	386	16	319	312	7	299	298	1	255	246	9	66	59	7	179	180	-1



BRISBANE RADIO - DAB+ STATIONS ONLY - SURVEY 8 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	16	22	-6	4	4	0	*	4	*	6	7	-1	5	6	-1	1	*	*	1	1	0
Chemist Warehouse Remix	12	15	-3	2	2	0	1	1	0	5	8	-3	3	3	0	1	1	0	*	*	*
Coles Radio	29	30	-1	5	3	2	5	8	-3	11	9	2	4	7	-3	2	1	1	3	2	1
EASY HITS	17	20	-3	1	2	-1	*	1	*	6	7	-1	8	10	-2	1	*	*	*	*	*
Edge Digital	10	14	-4	*	1	*	*	*	*	5	9	-4	4	4	0	*	*	*	*	*	*
Elf Radio	5	na	*	*	na	*	*	na	*	1	na	*	2	na	*	2	na	*	*	na	*
Kinderling Kids	6	8	-2	2	2	0	*	*	*	3	6	-3	1	*	*	*	*	*	*	*	*
Koffee	17	18	-1	*	1	*	1	3	-2	7	8	-1	5	5	0	1	*	*	2	2	0
MMM CLASSIC ROCK	28	31	-3	4	4	0	*	3	*	13	14	-1	7	6	1	2	3	-1	2	1	1
MMM COUNTRY	19	18	1	*	*	*	1	1	0	12	9	3	3	6	-3	2	1	1	1	1	0
MMM GREATEST HITS	23	24	-1	4	4	0	*	4	*	11	7	4	7	4	3	*	3	*	2	2	0
MMM MODERN DIGITAL	14	17	-3	3	4	-1	*	*	*	5	6	-1	6	7	-1	*	*	*	*	*	*
NTS News Talk Sport	7	2	5	*	*	*	3	2	1	2	*	*	1	*	*	1	*	*	*	*	*
OLDSKOOL HITS	18	24	-6	3	4	-1	*	3	*	15	12	3	*	5	*	*	*	*	*	*	*
Smooth	22	20	2	2	1	1	1	*	*	5	6	-1	7	7	0	4	5	-1	2	1	1
The 80s iHeartRadio	24	28	-4	4	4	0	1	4	-3	7	10	-3	9	8	1	2	1	1	*	*	*
The 90s iHeartRadio	32	36	-4	6	6	0	4	5	-1	10	18	-8	9	5	4	1	1	0	3	*	*
URBAN HITS	8	8	0	4	3	1	1	2	-1	3	3	0	*	*	*	*	*	*	*	*	*
triple j Uearthed	19	24	-5	1	3	-2	4	6	-2	11	10	1	4	4	0	*	1	*	*	*	*
ABC Country	16	18	-2	1	*	*	5	4	1	6	10	-4	2	3	-1	*	*	*	2	1	1
ABC Grandstand	25	23	2	2	1	1	*	4	*	9	7	2	7	5	2	3	2	1	6	3	3
ABC Jazz	20	25	-5	2	1	1	1	1	0	10	14	-4	2	4	-2	1	*	*	5	5	0
ABC KIDS LISTEN	16	22	-6	6	6	0	*	*	*	7	13	-6	2	2	0	*	*	*	1	*	*
Double J	24	27	-3	3	1	2	*	1	*	12	13	-1	5	8	-3	1	2	-1	3	2	1
Total Digital/Internet Only	262	274	-12	35	33	2	24	34	-10	80	93	-13	68	70	-2	24	19	5	31	26	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			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	12	19	-7	7	7	0	4	7	-3	2	6	-4	4	7	-3	2	3	-1	10	11	-1
Chemist Warehouse Remix	9	11	-2	2	1	1	3	4	-1	3	3	0	2	2	0	1	2	-1	7	9	-2
Coles Radio	29	27	2	13	10	3	11	7	4	17	9	8	19	14	5	5	7	-2	12	15	-3
EASY HITS	15	18	-3	7	8	-1	6	4	2	5	6	-1	1	2	-1	5	5	0	4	7	-3
Edge Digital	6	13	-7	4	8	-4	4	6	-2	2	3	-1	2	3	-1	2	5	-3	6	5	1
Elf Radio	4	na	*	1	na	*	3	na	*	2	na	*	1	na	*	2	na	*	2	na	*
Kinderling Kids	6	8	-2	3	4	-1	1	2	-1	1	*	*	4	4	0	4	2	2	2	2	0
Koffee	12	11	1	6	4	2	5	5	0	3	3	0	5	5	0	2	1	1	11	13	-2
MMM CLASSIC ROCK	22	24	-2	13	18	-5	5	4	1	6	4	2	4	6	-2	9	7	2	15	16	-1
MMM COUNTRY	18	17	1	9	8	1	7	5	2	5	7	-2	9	7	2	7	4	3	6	6	0
MMM GREATEST HITS	11	13	-2	9	9	0	5	4	1	2	6	-4	2	2	0	2	1	1	15	15	0
MMM MODERN DIGITAL	13	14	-1	6	8	-2	*	2	*	2	3	-1	6	6	0	5	6	-1	1	3	-2
NTS News Talk Sport	7	2	5	4	*	*	1	*	*	2	*	*	3	2	1	2	*	*	1	*	*
OLDSKOOL HITS	13	19	-6	10	9	1	7	9	-2	3	7	-4	2	6	-4	1	2	-1	7	10	-3
Smooth	20	18	2	10	9	1	7	6	1	10	8	2	10	7	3	5	9	-4	7	6	1
The 80s iHeartRadio	20	26	-6	11	17	-6	4	13	-9	5	10	-5	13	10	3	6	5	1	12	14	-2
The 90s iHeartRadio	27	28	-1	13	16	-3	11	11	0	9	9	0	12	8	4	7	6	1	15	18	-3
URBAN HITS	7	7	0	3	4	-1	1	3	-2	3	4	-1	2	3	-1	3	1	2	2	3	-1
triple j Uearthed	16	18	-2	5	6	-1	6	5	1	6	9	-3	7	8	-1	2	4	-2	8	11	-3
ABC Country	13	14	-1	2	6	-4	4	5	-1	4	3	1	2	2	0	2	3	-1	8	11	-3
ABC Grandstand	15	15	0	6	8	-2	1	3	-2	2	5	-3	3	*	*	7	4	3	16	13	3
ABC Jazz	15	18	-3	5	8	-3	*	4	*	3	4	-1	6	8	-2	7	7	0	12	19	-7
ABC KIDS LISTEN	11	16	-5	4	12	-8	3	2	1	4	4	0	6	6	0	3	5	-2	11	17	-6
Double J	19	24	-5	5	9	-4	5	6	-1	11	8	3	14	15	-1	6	7	-1	17	16	1
Total Digital/Internet Only	222	238	-16	111	139	-28	90	106	-16	106	116	-10	125	120	5	78	66	12	169	190	-21