



# BRISBANE RADIO - SURVEY 3 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	4.9	5.6	-0.7	0.3	0.4	-0.1	0.1	0.1	0.0	0.9	0.5	0.4	1.4	2.9	-1.5	4.9	3.6	1.3	16.9	18.9	-2.0
MACQUARIE SPORT 882	0.5	0.5	0.0	*	*	*	*	0.1	*	0.8	*	*	0.6	0.1	0.5	0.5	0.7	-0.2	0.4	1.5	-1.1
4KQ	9.0	8.1	0.9	1.4	1.7	-0.3	2.6	0.4	2.2	2.2	0.6	1.6	6.3	5.2	1.1	15.6	17.5	-1.9	20.1	17.4	2.7
HIT 105	11.6	11.2	0.4	23.4	18.6	4.8	23.2	23.5	-0.3	18.3	21.0	-2.7	10.6	8.8	1.8	5.4	5.8	-0.4	0.8	0.3	0.5
97.3FM	13.0	12.9	0.1	19.2	15.2	4.0	10.9	11.7	-0.8	10.0	11.3	-1.3	16.9	18.9	-2.0	21.1	18.8	2.3	4.9	3.7	1.2
104.5 TRIPLE M	10.6	11.0	-0.4	9.8	9.4	0.4	8.2	8.9	-0.7	12.8	15.5	-2.7	18.0	17.7	0.3	10.5	10.0	0.5	1.1	1.2	-0.1
NOVA106.9	13.0	12.1	0.9	23.8	26.2	-2.4	17.7	16.0	1.7	21.8	20.9	0.9	16.0	14.3	1.7	3.5	3.4	0.1	0.7	0.9	-0.2
ABC BRI	6.2	6.4	-0.2	0.7	1.7	-1.0	1.1	0.5	0.6	2.6	2.0	0.6	3.4	2.6	0.8	7.4	7.6	-0.2	16.5	18.1	-1.6
4RN	2.6	3.4	-0.8	0.3	0.1	0.2	0.7	0.8	-0.1	2.1	1.1	1.0	1.3	1.8	-0.5	1.6	4.0	-2.4	6.8	9.1	-2.3
ABC NEWS	0.8	1.0	-0.2	0.1	*	*	0.7	0.3	0.4	0.7	0.8	-0.1	0.5	1.3	-0.8	0.6	0.7	-0.1	1.6	1.7	-0.1
4JJJ	6.5	6.9	-0.4	4.3	8.5	-4.2	18.8	21.2	-2.4	12.7	12.6	0.1	5.3	4.9	0.4	1.8	2.7	-0.9	0.1	0.1	0.0
ABCFM	2.6	2.8	-0.2	0.2	0.2	0.0	1.6	1.6	0.0	0.9	1.2	-0.3	0.4	0.9	-0.5	0.7	1.4	-0.7	9.4	8.9	0.5

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	5.0	5.7	-0.7	5.6	6.1	-0.5	5.5	6.4	-0.9	3.9	4.3	-0.4	3.4	4.6	-1.2	8.8	9.5	-0.7	4.8	5.3	-0.5						
MACQUARIE SPORT 882	0.5	0.4	0.1	0.5	0.5	0.0	0.3	0.6	-0.3	0.3	0.3	0.0	1.1	0.3	0.8	0.2	0.9	-0.7	0.5	0.6	-0.1						
4KQ	8.9	8.0	0.9	8.8	9.2	-0.4	10.5	9.3	1.2	9.8	8.1	1.7	7.0	5.6	1.4	5.8	4.0	1.8	9.3	8.6	0.7						
HIT 105	12.0	11.5	0.5	12.5	11.9	0.6	11.0	10.5	0.5	11.7	11.7	0.0	14.4	12.9	1.5	8.7	8.7	0.0	10.4	10.1	0.3						
97.3FM	12.7	12.8	-0.1	12.3	11.9	0.4	13.1	14.6	-1.5	13.6	13.9	-0.3	12.2	12.1	0.1	11.0	8.8	2.2	14.0	13.5	0.5						
104.5 TRIPLE M	11.0	11.7	-0.7	10.4	11.0	-0.6	11.3	11.5	-0.2	12.7	13.6	-0.9	10.1	11.9	-1.8	9.1	8.3	0.8	9.0	8.7	0.3						
NOVA106.9	13.4	12.3	1.1	12.6	11.6	1.0	12.9	11.6	1.3	13.7	12.5	1.2	15.8	14.2	1.6	11.5	12.8	-1.3	11.4	11.4	0.0						
ABC BRI	6.1	6.4	-0.3	8.8	8.6	0.2	6.0	6.3	-0.3	3.9	4.4	-0.5	5.2	5.5	-0.3	6.3	7.3	-1.0	6.5	6.4	0.1						
4RN	2.6	3.4	-0.8	3.7	3.9	-0.2	1.6	2.7	-1.1	1.5	2.1	-0.6	2.6	3.2	-0.6	4.4	8.4	-4.0	2.5	3.4	-0.9						
ABC NEWS	0.8	0.9	-0.1	1.3	1.5	-0.2	0.4	0.4	0.0	0.4	0.6	-0.2	0.7	0.8	-0.1	1.1	1.1	0.0	0.8	1.3	-0.5						
4JJJ	6.5	7.0	-0.5	6.4	6.5	-0.1	6.4	6.8	-0.4	7.1	7.3	-0.2	6.6	8.4	-1.8	5.4	5.8	-0.4	6.4	6.4	0.0						
ABCFM	2.5	2.6	-0.1	2.4	2.6	-0.2	2.4	2.1	0.3	2.5	2.3	0.2	3.0	3.3	-0.3	2.3	3.4	-1.1	2.9	3.5	-0.6						

Please note: TalkingLifestyle882 changed to MACQUARIE SPORT 882 effective 4th April 2018.



# BRISBANE RADIO - SURVEY 3 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	112	121	-9	4	4	0	2	2	0	7	7	0	15	22	-7	26	24	2	57	60	-3
MACQUARIE SPORT 882	26	27	-1	*	*	*	1	3	-2	4	1	3	7	3	4	4	4	0	10	15	-5
4KQ	235	193	42	8	6	2	2	1	1	13	8	5	40	34	6	63	63	0	109	81	28
HIT 105	518	508	10	95	91	4	108	103	5	185	187	-2	97	93	4	30	31	-1	3	3	0
97.3FM	516	515	1	75	65	10	56	56	0	121	131	-10	148	158	-10	82	71	11	34	35	-1
104.5 TRIPLE M	416	386	30	58	51	7	41	39	2	114	119	-5	141	123	18	49	46	3	14	10	4
NOVA106.9	596	592	4	109	114	-5	120	102	18	214	221	-7	118	120	-2	25	25	0	10	11	-1
ABC BRI	196	222	-26	6	11	-5	6	10	-4	30	22	8	38	43	-5	32	37	-5	85	99	-14
4RN	77	77	0	2	1	1	3	6	-3	13	9	4	15	16	-1	14	13	1	30	32	-2
ABC NEWS	71	77	-6	5	3	2	5	4	1	18	17	1	13	18	-5	10	11	-1	21	24	-3
4JJJ	299	286	13	26	34	-8	60	63	-3	133	118	15	64	56	8	12	11	1	4	3	1
ABC FM	84	102	-18	2	4	-2	15	13	2	18	23	-5	11	14	-3	5	10	-5	34	38	-4
Total	1903	1903	0	210	213	-3	225	223	2	498	498	0	441	440	1	242	241	1	287	288	-1

## 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	102	116	-14	74	82	-8	59	64	-5	62	66	-4	50	61	-11	39	40	-1	75	74	1
MACQUARIE SPORT 882	24	25	-1	7	9	-2	10	12	-2	12	9	3	12	7	5	3	5	-2	15	15	0
4KQ	207	174	33	123	125	-2	124	110	14	140	117	23	117	95	22	46	35	11	166	145	21
HIT 105	474	470	4	308	318	-10	201	182	19	269	280	-11	277	258	19	107	104	3	296	302	-6
97.3FM	469	466	3	306	293	13	223	228	-5	282	275	7	252	230	22	115	102	13	348	338	10
104.5 TRIPLE M	366	349	17	215	225	-10	143	147	-4	200	203	-3	192	194	-2	76	70	6	248	219	29
NOVA106.9	533	522	11	319	316	3	229	220	9	323	303	20	298	295	3	124	130	-6	351	361	-10
ABC BRI	174	198	-24	136	155	-19	98	92	6	94	101	-7	88	94	-6	35	50	-15	130	151	-21
4RN	69	73	-4	57	58	-1	32	42	-10	42	39	3	44	44	0	27	41	-14	57	52	5
ABC NEWS	66	69	-3	40	45	-5	17	20	-3	19	20	-1	18	19	-1	12	12	0	32	42	-10
4JJJ	268	261	7	171	165	6	126	114	12	157	148	9	156	165	-9	69	62	7	200	170	30
ABC FM	77	90	-13	46	50	-4	31	31	0	38	36	2	50	53	-3	24	30	-6	53	67	-14
Total	1835	1823	12	1501	1517	-16	1120	1104	16	1356	1306	50	1325	1301	24	663	652	11	1564	1567	-3

Please note: TalkingLifestyle882 changed to MACQUARIE SPORT 882 effective 4th April 2018.



# BRISBANE RADIO - SURVEY 3 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	11	13	-2	*	*	*	*	*	*	*	*	*	1	2	-1	2	1	1	8	10	-2
MACQUARIE SPORT 882	1	1	0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*
4KQ	20	19	1	*	*	*	1	*	*	1	*	*	3	3	0	5	6	-1	10	9	1
HIT 105	26	26	0	4	3	1	5	5	0	9	11	-2	6	5	1	2	2	0	*	*	*
97.3FM	29	30	-1	3	3	0	2	2	0	5	6	-1	9	11	-2	7	7	0	2	2	0
104.5 TRIPLE M	24	26	-2	2	2	0	2	2	0	7	8	-1	10	10	0	3	4	-1	1	1	0
NOVA106.9	29	28	1	4	4	0	4	3	1	11	11	0	9	8	1	1	1	0	*	*	*
ABC BRI	14	15	-1	*	*	*	*	*	*	1	1	0	2	1	1	2	3	-1	8	9	-1
4RN	6	8	-2	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0	3	5	-2
ABC NEWS	2	2	0	*	*	*	*	*	*	*	*	*	*	1	*	*	*	*	1	1	0
4JJJ	15	16	-1	1	1	0	4	4	0	7	6	1	3	3	0	1	1	0	*	*	*
ABCFM	6	7	-1	*	*	*	*	*	*	*	1	*	*	*	*	*	*	*	5	5	0
Total	226	232	-6	18	17	1	21	20	1	51	51	0	55	56	-1	33	36	-3	49	51	-2

Average 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	12	14	-2	21	24	-3	17	20	-3	12	13	-1	9	12	-3	6	6	0	9	10	-1
MACQUARIE SPORT 882	1	1	0	2	2	0	1	2	-1	1	1	0	3	1	2	*	1	*	1	1	0
4KQ	22	20	2	33	37	-4	32	28	4	29	24	5	18	14	4	4	3	1	17	16	1
HIT 105	29	29	0	47	47	0	33	32	1	35	35	0	36	32	4	6	6	0	19	19	0
97.3FM	31	32	-1	46	47	-1	40	45	-5	41	42	-1	31	30	1	7	6	1	25	26	-1
104.5 TRIPLE M	27	29	-2	39	44	-5	34	35	-1	38	41	-3	26	30	-4	6	5	1	16	17	-1
NOVA106.9	33	31	2	47	46	1	39	36	3	41	37	4	40	35	5	7	8	-1	21	22	-1
ABC BRI	15	16	-1	33	34	-1	18	19	-1	12	13	-1	13	14	-1	4	5	-1	12	12	0
4RN	6	8	-2	14	16	-2	5	8	-3	5	6	-1	6	8	-2	3	6	-3	5	6	-1
ABC NEWS	2	2	0	5	6	-1	1	1	0	1	2	-1	2	2	0	1	1	0	1	3	-2
4JJJ	16	17	-1	24	26	-2	19	21	-2	21	22	-1	17	21	-4	4	4	0	12	12	0
ABCFM	6	6	0	9	11	-2	7	7	0	7	7	0	8	8	0	1	2	-1	5	7	-2
Total	244	248	-4	377	399	-22	303	308	-5	299	299	0	253	249	4	65	66	-1	181	191	-10

Please note: TalkingLifestyle882 changed to MACQUARIE SPORT 882 effective 4th April 2018.



# BRISBANE RADIO - DAB+ STATIONS ONLY - SURVEY 3 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	10	13	-3	4	2	2	*	3	*	2	3	-1	1	3	-2	1	3	-2	2	*	*
Chemist Warehouse Remix	7	7	0	*	1	*	3	2	1	2	1	1	1	1	0	1	1	0	*	*	*
Coles Radio	41	33	8	4	3	1	8	5	3	17	10	7	6	9	-3	4	1	3	2	4	-2
EASY HITS	22	13	9	5	2	3	2	4	-2	6	5	1	2	*	*	3	1	2	3	1	2
Edge Digital	6	8	-2	2	2	0	*	2	*	1	1	0	1	2	-1	2	*	*	1	1	0
Kinderling Kids	8	9	-1	2	2	0	*	*	*	5	6	-1	1	1	0	*	*	*	*	*	*
Koffee	10	11	-1	1	2	-1	1	3	-2	3	4	-1	*	3	*	3	*	*	1	*	*
MMM CLASSIC ROCK	19	20	-1	1	1	0	1	1	0	4	5	-1	8	8	0	4	5	-1	*	*	*
MMM COUNTRY	6	n.a.	*	*	n.a.	*	*	n.a.	*	4	n.a.	*	1	n.a.	*	1	n.a.	*	*	n.a.	*
MMM GREATEST HITS	20	21	-1	3	1	2	3	3	0	3	4	-1	10	12	-2	2	2	0	1	*	*
MMM MODERN DIGITAL	6	7	-1	*	*	*	1	3	-2	4	4	0	1	*	*	*	1	*	*	*	*
NTS News Talk Sport	3	3	0	1	*	*	*	2	*	1	1	0	1	*	*	*	*	*	*	*	*
OLDSKOOL HITS	17	11	6	3	*	*	1	*	*	6	7	-1	5	3	2	1	*	*	1	1	0
Smooth	33	36	-3	3	2	1	3	3	0	7	8	-1	9	11	-2	7	8	-1	4	5	-1
The 80s iHeartRadio	27	28	-1	4	2	2	2	5	-3	6	6	0	10	14	-4	4	2	2	1	*	*
The 90s iHeartRadio	15	18	-3	*	*	*	2	3	-1	7	5	2	2	7	-5	4	3	1	*	*	*
triple j Unerthed	26	28	-2	6	2	4	8	8	0	9	15	-6	3	4	-1	*	*	*	*	*	*
ABC Country	16	12	4	1	*	*	4	8	-4	4	4	0	2	*	*	*	*	*	5	*	*
ABC Grandstand	24	32	-8	3	4	-1	*	*	*	6	7	-1	5	8	-3	4	6	-2	6	6	0
ABC Jazz	22	21	1	4	3	1	4	5	-1	5	5	0	3	3	0	2	2	0	4	3	1
ABC KIDS LISTEN	9	n.a.	*	2	n.a.	*	1	n.a.	*	4	n.a.	*	2	n.a.	*	*	n.a.	*	*	n.a.	*
Double J	35	32	3	1	1	0	2	3	-1	13	15	-2	16	10	6	2	2	0	2	*	*
Total Digital/Internet Only	288	263	25	33	24	9	30	28	2	85	81	4	79	78	1	35	31	4	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			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	9	12	-3	2	8	-6	2	2	0	2	4	-2	5	6	-1	4	5	-1	5	8	-3
Chemist Warehouse Remix	5	7	-2	3	1	2	1	2	-1	*	2	*	3	3	0	2	1	1	4	1	3
Coles Radio	32	25	7	8	7	1	9	10	-1	15	11	4	9	10	-1	9	4	5	22	18	4
EASY HITS	15	8	7	5	5	0	7	2	5	8	1	7	7	2	5	5	4	1	11	6	5
Edge Digital	3	6	-3	1	1	0	1	1	0	2	4	-2	2	2	0	1	1	0	4	3	1
Kinderling Kids	7	8	-1	2	5	-3	2	5	-3	5	6	-1	3	5	-2	3	1	2	3	3	0
Koffee	9	7	2	4	3	1	5	3	2	6	2	4	4	2	2	4	2	2	4	5	-1
MMM CLASSIC ROCK	17	16	1	8	7	1	5	9	-4	7	11	-4	7	7	0	5	3	2	8	11	-3
MMM COUNTRY	6	n.a.	*	1	n.a.	*	3	n.a.	*	3	n.a.	*	1	n.a.	*	1	n.a.	*	2	n.a.	*
MMM GREATEST HITS	16	16	0	10	11	-1	4	3	1	4	5	-1	2	2	0	1	*	*	8	8	0
MMM MODERN DIGITAL	5	7	-2	3	2	1	1	2	-1	2	4	-2	1	*	*	*	*	*	1	1	0
NTS News Talk Sport	2	3	-1	*	2	*	*	2	*	*	*	*	1	*	*	1	3	-2	1	2	-1
OLDSKOOL HITS	11	4	7	5	3	2	4	2	2	4	3	1	6	1	5	4	*	*	10	9	1
Smooth	25	30	-5	13	10	3	11	10	1	14	17	-3	11	11	0	9	11	-2	18	21	-3
The 80s iHeartRadio	17	21	-4	6	5	1	4	9	-5	10	12	-2	7	11	-4	4	3	1	17	14	3
The 90s iHeartRadio	9	13	-4	6	7	-1	3	4	-1	4	9	-5	3	3	0	1	3	-2	9	8	1
triple j Unerthed	22	25	-3	12	14	-2	10	10	0	10	14	-4	7	6	1	4	4	0	13	8	5
ABC Country	13	11	2	5	2	3	2	2	0	8	5	3	7	1	6	3	3	0	9	8	1
ABC Grandstand	12	21	-9	2	4	-2	2	6	-4	2	4	-2	4	5	-1	6	9	-3	19	23	-4
ABC Jazz	19	21	-2	7	9	-2	7	4	3	4	6	-2	6	7	-1	8	6	2	11	13	-2
ABC KIDS LISTEN	8	n.a.	*	2	n.a.	*	2	n.a.	*	4	n.a.	*	4	n.a.	*	*	n.a.	*	5	n.a.	*
Double J	26	22	4	4	7	-3	7	10	-3	12	8	4	10	10	0	8	7	1	26	21	5
Total Digital/Internet Only	230	211	19	103	107	-4	92	90	2	110	110	0	100	92	8	84	67	17	192	178	14