

BRISBANE RADIO - SURVEY 8 2021

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	8.0	7.9	0.1	1.5	0.9	0.6	0.2	0.1	0.1	3.0	0.9	2.1	5.9	5.5	0.4	7.4	8.0	-0.6	18.4	19.8	-1.4
4BH	2.4	2.6	-0.2	*	*	*	*	0.2	*	0.1	3.4	-3.3	1.4	0.7	0.7	2.2	1.9	0.3	6.5	5.5	1.0
4KQ	10.6	11.3	-0.7	12.0	5.0	7.0	1.2	0.2	1.0	0.9	0.7	0.2	2.9	4.3	-1.4	19.5	19.0	0.5	21.3	25.6	-4.3
B105	8.3	8.5	-0.2	10.4	13.1	-2.7	20.0	24.1	-4.1	14.6	15.3	-0.7	9.2	8.2	1.0	5.3	4.2	1.1	0.7	1.0	-0.3
97.3FM	11.2	11.0	0.2	16.9	16.8	0.1	6.6	8.7	-2.1	10.1	9.8	0.3	16.0	14.6	1.4	13.9	12.9	1.0	5.6	6.0	-0.4
104.5 TRIPLE M	9.1	8.9	0.2	9.8	8.4	1.4	10.3	5.4	4.9	10.2	11.1	-0.9	15.3	14.5	0.8	10.5	11.0	-0.5	1.1	1.9	-0.8
NOVA106.9	9.7	11.5	-1.8	21.5	23.6	-2.1	18.5	23.9	-5.4	17.4	18.7	-1.3	10.6	14.6	-4.0	4.4	4.9	-0.5	0.5	0.5	0.0
ABC BRIS	7.6	7.8	-0.2	2.4	2.7	-0.3	1.3	0.3	1.0	1.8	2.4	-0.6	3.9	3.6	0.3	6.4	6.8	-0.4	19.3	20.0	-0.7
4RN	2.5	2.5	0.0	0.4	0.3	0.1	0.1	0.3	-0.2	0.5	0.4	0.1	1.5	1.3	0.2	5.5	5.4	0.1	4.5	4.7	-0.2
ABC NEWSRADIO	1.9	1.5	0.4	0.5	0.8	-0.3	0.9	0.6	0.3	1.9	1.5	0.4	1.9	2.0	-0.1	1.3	1.2	0.1	3.0	1.8	1.2
4JJJ	6.4	6.6	-0.2	7.0	9.0	-2.0	14.2	16.7	-2.5	15.7	15.9	-0.2	5.8	5.8	0.0	1.7	1.4	0.3	0.4	0.4	0.0
ABC CLASSIC	2.8	1.8	1.0	0.3	0.6	-0.3	1.6	0.1	1.5	2.2	2.2	0.0	2.0	1.5	0.5	1.6	1.8	-0.2	5.9	2.7	3.2

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	8.6	8.5	0.1	10.7	9.3	1.4	10.6	11.7	-1.1	5.8	6.1	-0.3	5.8	5.3	0.5	10.0	11.9	-1.9	6.1	6.0	0.1						
4BH	2.2	2.4	-0.2	2.0	2.0	0.0	2.2	2.3	-0.1	2.3	2.5	-0.2	1.9	2.8	-0.9	2.8	3.8	-1.0	3.1	3.0	0.1						
4KQ	9.8	10.7	-0.9	12.0	12.0	0.0	11.7	13.3	-1.6	9.4	10.4	-1.0	6.1	7.3	-1.2	4.8	5.5	-0.7	13.0	13.3	-0.3						
B105	8.9	8.9	0.0	8.1	8.3	-0.2	8.8	9.0	-0.2	10.0	10.2	-0.2	10.5	9.6	0.9	5.3	4.7	0.6	6.4	7.0	-0.6						
97.3FM	10.9	10.4	0.5	11.2	10.3	0.9	11.4	10.9	0.5	10.8	10.9	-0.1	11.1	10.5	0.6	8.6	7.9	0.7	12.1	12.6	-0.5						
104.5 TRIPLE M	9.6	9.5	0.1	8.4	8.3	0.1	10.3	9.5	0.8	12.3	11.9	0.4	9.5	10.0	-0.5	3.4	4.7	-1.3	7.4	7.0	0.4						
NOVA106.9	9.8	11.7	-1.9	10.7	13.1	-2.4	6.7	7.8	-1.1	9.7	11.1	-1.4	12.5	15.1	-2.6	9.0	12.2	-3.2	9.6	11.0	-1.4						
ABC BRIS	7.5	7.9	-0.4	9.3	10.5	-1.2	6.5	7.1	-0.6	4.7	5.0	-0.3	6.4	6.3	0.1	14.6	14.3	0.3	7.8	7.6	0.2						
4RN	2.7	2.6	0.1	3.8	3.5	0.3	2.2	2.3	-0.1	2.1	1.7	0.4	2.0	2.2	-0.2	2.6	4.2	-1.6	2.2	2.3	-0.1						
ABC NEWSRADIO	1.9	1.5	0.4	2.5	1.9	0.6	1.9	1.5	0.4	1.3	1.1	0.2	1.7	1.6	0.1	2.3	1.8	0.5	1.9	1.5	0.4						
4JJJ	6.4	6.5	-0.1	5.5	5.9	-0.4	5.6	5.3	0.3	7.3	7.4	-0.1	8.1	8.4	-0.3	5.2	5.7	-0.5	6.4	6.8	-0.4						
ABC CLASSIC	2.7	1.7	1.0	1.7	1.6	0.1	2.7	1.4	1.3	2.9	1.8	1.1	3.8	2.0	1.8	3.8	2.3	1.5	3.2	2.0	1.2						



BRISBANE RADIO - DAB+ STATIONS ONLY - SURVEY 8 2021

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	+/-
97.3 The 80s	43	47	-4	7	12	-5	4	4	0	6	7	-1	15	16	-1	5	5	0	5	4	1
97.3 The 90s	37	48	-11	7	9	-2	4	5	-1	8	12	-4	11	12	-1	2	1	1	5	8	-3
Australia Today	13	na	*	2	na	*	*	na	*	5	na	*	1	na	*	2	na	*	3	na	*
BUDDHA HITS	8	12	-4	1	*	*	*	*	*	2	1	1	5	7	-2	*	2	*	*	1	*
Chemist Warehouse Remix	7	7	0	2	2	0	1	2	-1	*	2	*	1	*	*	1	1	0	1	*	*
Coles Radio	45	57	-12	3	8	-5	6	6	0	18	26	-8	8	9	-1	9	10	-1	1	*	*
DANCE HITS	9	13	-4	1	4	-3	4	3	1	4	5	-1	*	1	*	*	*	*	*	*	*
EASY 80s HITS	6	4	2	1	1	0	*	*	*	1	*	*	3	1	2	1	2	-1	*	*	*
Edge Digital	16	28	-12	4	9	-5	3	4	-1	8	10	-2	1	3	-2	*	*	*	*	2	*
Elf Radio	4	na	*	1	na	*	*	na	*	*	na	*	3	na	*	*	na	*	*	na	*
iHeartCountry	15	na	*	*	na	*	3	na	*	4	na	*	5	na	*	2	na	*	1	na	*
MMM 90s	19	16	3	2	2	0	*	1	*	2	3	-1	13	8	5	1	*	*	1	1	0
MMM CLASSIC ROCK	34	29	5	8	5	3	3	3	0	2	2	0	9	9	0	8	9	-1	4	1	3
MMM COUNTRY	15	17	-2	3	2	1	2	*	*	5	10	-5	3	4	-1	2	1	1	1	1	0
MMM HARD N HEAVY	9	10	-1	1	2	-1	2	2	0	1	1	0	2	4	-2	2	1	1	*	*	*
MMM SOFT ROCK	15	13	2	2	2	0	2	2	0	4	*	*	5	6	-1	1	2	-1	*	*	*
NOVA 90s	26	39	-13	4	7	-3	*	*	*	13	18	-5	7	12	-5	2	2	0	*	*	*
NTS News Talk Sport	2	*	*	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*
OLDSKOOL 90s HITS	18	14	4	7	8	-1	4	2	2	3	1	2	2	3	-1	*	*	*	1	*	*
smooth	36	33	3	1	1	0	2	*	*	10	7	3	6	3	3	11	15	-4	6	6	0
smooth 80s	16	14	2	1	2	-1	*	*	*	4	3	1	9	6	3	*	2	*	2	1	1
SOUNDCLOUD RADIO	8	12	-4	2	3	-1	3	3	0	3	6	-3	*	*	*	*	*	*	*	*	*
TikTok Trending	17	na	*	5	na	*	4	na	*	2	na	*	7	na	*	*	na	*	*	na	*
URBAN HITS	9	10	-1	2	3	-1	1	*	*	6	5	1	*	1	*	*	*	*	*	*	*
triple j Uneearthed	36	34	2	6	8	-2	8	6	2	11	11	0	6	6	0	3	2	1	1	1	0
ABC Country	20	13	7	*	1	*	*	*	*	*	1	*	9	4	5	4	2	2	7	5	2
ABC Jazz	20	15	5	2	2	0	5	*	*	3	6	-3	2	2	0	2	2	0	7	3	4
ABC KIDS LISTEN	15	19	-4	1	3	-2	*	*	*	6	7	-1	5	7	-2	*	*	*	3	1	2
ABC Sport	4	9	-5	*	1	*	2	*	*	*	1	*	1	3	-2	*	2	*	2	2	0
Double J	27	31	-4	4	4	0	2	4	-2	3	3	0	14	17	-3	3	2	1	1	1	0
Total Digital/Internet Only	431	449	-18	51	64	-13	43	38	5	105	119	-14	121	124	-3	59	62	-3	52	41	11

Cumulative Audience (000's) by Session, P10+ [Potential: 2156]

Station	Mon-Fri 5:30am-12mn			Breakfast 5:30am-9:00am			Morning 9:00am-12:00md			Afternoon 12:00md-4:00pm			Drive 4:00pm-7:00pm			Evening 7:00pm-12:00mn			Weekend Sat-Sun 5:30am-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
97.3 The 80s	37	37	0	14	12	2	12	9	3	16	16	0	17	12	5	10	11	-1	19	21	-2
97.3 The 90s	33	37	-4	8	17	-9	5	10	-5	12	14	-2	19	15	4	5	4	1	7	22	-15
Australia Today	13	na	*	9	na	*	1	na	*	3	na	*	1	na	*	2	na	*	3	na	*
BUDDHA HITS	8	9	-1	3	6	-3	4	6	-2	3	4	-1	6	4	2	2	*	*	4	10	-6
Chemist Warehouse Remix	6	7	-1	3	3	0	2	3	-1	3	5	-2	3	3	0	1	3	-2	4	*	*
Coles Radio	42	47	-5	16	19	-3	15	18	-3	18	19	-1	18	18	0	5	2	3	9	23	-14
DANCE HITS	9	12	-3	1	3	-2	1	5	-4	3	7	-4	3	6	-3	2	1	1	2	4	-2
EASY 80s HITS	5	3	2	*	*	*	*	1	*	2	3	-1	5	3	2	*	1	*	4	3	1
Edge Digital	15	27	-12	6	9	-3	4	2	2	8	9	-1	5	9	-4	1	5	-4	5	9	-4
Elf Radio	4	na	*	3	na	*	*	na	*	*	na	*	1	na	*	*	na	*	*	na	*
iHeartCountry	12	na	*	1	na	*	4	na	*	5	na	*	2	na	*	7	na	*	5	na	*
MMM 90s	16	12	4	6	2	4	11	6	5	6	5	1	7	7	0	2	1	1	10	9	1
MMM CLASSIC ROCK	30	24	6	16	10	6	13	8	5	15	10	5	15	10	5	4	6	-2	12	14	-2
MMM COUNTRY	15	14	1	7	6	1	6	6	0	8	10	-2	13	9	4	3	1	2	11	13	-2
MMM HARD N HEAVY	9	9	0	4	6	-2	1	3	-2	*	2	*	6	6	0	3	3	0	4	7	-3
MMM SOFT ROCK	12	12	0	4	6	-2	3	3	0	2	5	-3	5	3	2	*	2	*	6	4	2
NOVA 90s	21	31	-10	8	16	-8	3	3	0	10	14	-4	11	12	-1	*	3	*	9	17	-8
NTS News Talk Sport	2	*	*	2	*	*	2	*	*	1	*	*	*	*	*	*	*	*	1	*	*
OLDSKOOL 90s HITS	12	10	2	6	5	1	4	6	-2	6	3	3	5	3	2	4	4	0	11	8	3
smooth	31	27	4	14	7	7	13	10	3	12	15	-3	13	12	1	8	6	2	22	21	1
smooth 80s	13	11	2	5	4	1	1	3	-2	4	4	0	2	2	0	6	3	3	7	7	0
SOUNDCLOUD RADIO	6	11	-5	4	7	-3	3	3	0	2	5	-3	4	7	-3	4	4	0	7	5	2
TikTok Trending	15	na	*	10	na	*	7	na	*	6	na	*	3	na	*	5	na	*	12	na	*
URBAN HITS	6	8	-2	2	3	-1	2	6	-4	2	5	-3	3	2	1	1	3	-2	6	5	1
triple j Uneearthed	29	26	3	13	14	-1	6	4	2	11	8	3	6	5	1	7	7	0	14	16	-2
ABC Country	15	10	5	7	5	2	5	3	2	5	3	2	6	4	2	5	2	3	10	8	2
ABC Jazz	17	12	5	3	4	-1	4	2	2	4	6	-2	7	7	0	9	2	7	13	7	6
ABC KIDS LISTEN	14	19	-5	9	11	-2	8	5	3	2	9	-7	3	9	-6	2	3	-1	7	8	-1
ABC Sport	2	3	-1	2	*	*	*	3	*	*	*	*	*	*	*	*	*	*	3	6	-3
Double J	24	26	-2	13	15	-2	10	16	-6	8	13	-5	9	14	-5	1	3	-2	17	21	-4
Total Digital/Internet Only	377	380	-3	190	199	-9	152	164	-12	176	194	-18	191	192	-1	96	91	5	255	283	-28

Please note: Australia Today, Elf Radio, iHeartCountry & TikTok Trending commenced broadcasting from Sept 26.