



BRISBANE RADIO - SURVEY 1 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	6.7	7.9	-1.2	0.5	1.3	-0.8	*	0.5	*	0.6	0.5	0.1	1.3	4.5	-3.2	10.3	8.1	2.2	20.7	21.6	-0.9
4BH 882	2.1	1.1	1.0	0.5	0.3	0.2	*	*	*	0.7	0.7	0.0	1.2	0.4	0.8	2.7	1.2	1.5	5.6	2.7	2.9
4KQ	9.0	9.4	-0.4	1.6	2.0	-0.4	1.9	0.3	1.6	1.5	0.5	1.0	4.8	4.1	0.7	16.5	14.7	1.8	21.1	23.9	-2.8
B105	10.2	9.7	0.5	19.4	22.2	-2.8	16.1	27.3	-11.2	20.3	14.6	5.7	7.6	9.2	-1.6	6.8	2.6	4.2	0.3	1.4	-1.1
97.3FM	9.9	8.8	1.1	12.2	10.1	2.1	7.2	6.4	0.8	9.9	8.7	1.2	13.8	10.4	3.4	12.6	14.7	-2.1	3.7	3.8	-0.1
104.5 TRIPLE M	9.9	11.0	-1.1	11.3	11.0	0.3	8.2	4.8	3.4	11.5	12.5	-1.0	15.1	16.3	-1.2	10.1	16.8	-6.7	2.5	2.5	0.0
NOVA106.9	11.4	12.5	-1.1	23.7	25.0	-1.3	24.1	22.1	2.0	15.4	22.3	-6.9	12.6	13.9	-1.3	7.0	5.2	1.8	0.6	0.7	-0.1
ABC BRIS	8.4	7.6	0.8	1.0	1.6	-0.6	1.2	1.8	-0.6	3.2	2.1	1.1	5.3	6.8	-1.5	10.4	9.0	1.4	20.4	16.0	4.4
4RN	2.0	2.3	-0.3	0.2	0.8	-0.6	0.5	0.3	0.2	0.1	0.5	-0.4	1.6	1.6	0.0	3.4	2.7	0.7	4.4	5.2	-0.8
ABC NEWSRADIO	1.7	1.6	0.1	0.9	0.5	0.4	0.8	0.8	0.0	2.0	2.3	-0.3	1.1	2.3	-1.2	0.6	1.3	-0.7	3.2	1.0	2.2
4JJJ	8.7	6.4	2.3	8.8	4.4	4.4	24.2	23.2	1.0	15.7	11.6	4.1	9.4	7.0	2.4	1.6	1.0	0.6	0.4	0.4	0.0
ABC CLASSIC	2.3	2.6	-0.3	0.6	0.3	0.3	0.3	2.6	-2.3	0.9	1.3	-0.4	2.8	2.1	0.7	0.8	3.1	-2.3	5.2	4.6	0.6

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	6.7	8.0	-1.3	7.9	9.1	-1.2	9.1	11.0	-1.9	5.1	5.3	-0.2	3.7	6.0	-2.3	7.1	8.7	-1.6	6.5	7.3	-0.8
4BH 882	2.1	1.0	1.1	1.8	1.1	0.7	2.5	1.1	1.4	2.3	1.1	1.2	1.7	0.9	0.8	2.2	0.7	1.5	2.3	1.4	0.9
4KQ	8.7	8.9	-0.2	10.8	10.5	0.3	9.7	9.8	-0.1	7.7	8.4	-0.7	5.6	6.3	-0.7	6.7	7.3	-0.6	10.1	11.0	-0.9
B105	11.1	9.9	1.2	10.3	9.3	1.0	11.4	9.2	2.2	13.3	10.6	2.7	10.2	11.4	-1.2	6.2	8.0	-1.8	7.1	9.2	-2.1
97.3FM	9.6	9.1	0.5	10.0	8.2	1.8	9.3	9.2	0.1	10.7	11.0	-0.3	8.9	9.0	-0.1	6.3	5.1	1.2	10.7	7.9	2.8
104.5 TRIPLE M	10.5	11.5	-1.0	10.6	10.6	0.0	10.1	12.2	-2.1	10.9	13.7	-2.8	10.8	10.4	0.4	9.5	7.0	2.5	7.9	9.4	-1.5
NOVA106.9	11.3	12.9	-1.6	11.4	13.0	-1.6	9.1	10.8	-1.7	10.6	13.4	-2.8	14.8	15.9	-1.1	13.0	11.3	1.7	11.7	11.1	0.6
ABC BRIS	8.4	7.7	0.7	11.0	9.9	1.1	7.5	6.4	1.1	6.3	4.8	1.5	7.6	7.9	-0.3	10.7	12.3	-1.6	8.3	7.6	0.7
4RN	2.0	2.3	-0.3	2.6	3.1	-0.5	1.5	2.0	-0.5	1.1	1.5	-0.4	2.3	2.4	-0.1	4.0	1.9	2.1	1.9	2.3	-0.4
ABC NEWSRADIO	1.6	1.6	0.0	2.3	2.1	0.2	1.2	1.0	0.2	0.7	0.8	-0.1	1.8	1.3	0.5	3.3	5.4	-2.1	1.7	1.5	0.2
4JJJ	8.4	6.3	2.1	6.9	6.1	0.8	7.6	5.7	1.9	9.2	6.6	2.6	11.9	7.2	4.7	6.5	6.1	0.4	9.8	6.5	3.3
ABC CLASSIC	2.2	2.3	-0.1	1.7	2.3	-0.6	2.1	2.5	-0.4	2.6	1.9	0.7	3.0	2.2	0.8	2.0	3.7	-1.7	2.4	3.4	-1.0



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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	154	168	-14	8	6	2	1	7	-6	14	17	-3	17	33	-16	32	33	-1	81	72	9
4BH 882	87	70	17	4	5	-1	*	2	*	7	8	-1	13	10	3	13	14	-1	50	32	18
4KQ	275	285	-10	16	9	7	9	5	4	30	21	9	40	43	-3	65	76	-11	115	131	-16
B105	517	523	-6	83	97	-14	81	84	-3	206	198	8	102	106	-4	37	23	14	8	14	-6
97.3FM	530	500	30	71	76	-5	61	45	16	139	132	7	146	134	12	78	82	-4	35	31	4
104.5 TRIPLE M	475	432	43	71	60	11	45	47	-2	132	118	14	147	128	19	58	60	-2	22	19	3
NOVA106.9	627	609	18	116	102	14	106	85	21	212	227	-15	147	148	-1	39	34	5	8	13	-5
ABC BRIS	306	278	28	13	18	-5	15	12	3	38	30	8	68	73	-5	58	50	8	114	95	19
4RN	95	106	-11	2	6	-4	4	6	-2	4	14	-10	27	29	-2	20	19	1	38	32	6
ABC NEWSRADIO	106	98	8	12	7	5	10	10	0	21	20	1	21	34	-13	12	10	2	31	18	13
4JJJ	413	346	67	37	37	0	97	85	12	167	134	33	87	68	19	15	13	2	10	9	1
ABC CLASSIC	100	93	7	10	2	8	4	5	-1	18	19	-1	30	23	7	11	13	-2	26	32	-6
Total	2044	2004	40	233	226	7	222	226	-4	545	524	21	457	453	4	255	251	4	331	323	8

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

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	143	155	-12	110	110	0	93	91	2	76	80	-4	61	70	-9	37	42	-5	97	105	-8
4BH 882	72	61	11	39	37	2	37	32	5	44	28	16	28	22	6	14	14	0	54	40	14
4KQ	239	261	-22	156	156	0	157	146	11	137	155	-18	103	114	-11	56	52	4	179	187	-8
B105	472	462	10	310	272	38	194	198	-4	283	249	34	235	210	25	74	87	-13	265	310	-45
97.3FM	454	435	19	277	258	19	197	191	6	265	251	14	208	189	19	91	82	9	342	290	52
104.5 TRIPLE M	417	374	43	269	226	43	183	188	-5	229	191	38	227	183	44	77	86	-9	262	247	15
NOVA106.9	568	567	1	370	353	17	228	242	-14	298	319	-21	318	332	-14	121	136	-15	387	355	32
ABC BRIS	279	254	25	200	179	21	135	115	20	156	117	39	130	115	15	70	61	9	195	167	28
4RN	86	93	-7	61	57	4	31	36	-5	44	43	1	46	47	-1	29	17	12	58	68	-10
ABC NEWSRADIO	95	86	9	59	50	9	34	28	6	29	28	1	39	24	15	22	23	-1	57	55	2
4JJJ	354	312	42	199	181	18	161	129	32	194	164	30	216	148	68	75	84	-9	263	216	47
ABC CLASSIC	91	86	5	38	52	-14	45	49	-4	53	45	8	41	50	-9	19	28	-9	57	68	-11
Total	1978	1936	42	1598	1525	73	1236	1232	4	1443	1373	70	1319	1325	-6	652	631	21	1686	1642	44



BRISBANE RADIO - SURVEY 1 2021

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	17	-1	*	*	*	*	*	*	*	*	*	1	2	-1	4	3	1	11	12	-1
4BH 882	5	2	3	*	*	*	*	*	*	*	*	*	1	*	*	1	*	*	3	1	2
4KQ	22	21	1	*	*	*	*	*	*	1	*	*	3	2	1	6	5	1	11	13	-2
B105	24	21	3	3	4	-1	3	4	-1	11	7	4	5	5	0	2	1	1	*	1	*
97.3FM	24	19	5	2	2	0	1	1	0	5	4	1	9	6	3	4	5	-1	2	2	0
104.5 TRIPLE M	24	24	0	2	2	0	2	1	1	6	6	0	9	9	0	4	6	-2	1	1	0
NOVA106.9	27	28	-1	4	4	0	5	3	2	8	10	-2	8	7	1	2	2	0	*	*	*
ABC BRIS	20	17	3	*	*	*	*	*	*	2	1	1	3	4	-1	4	3	1	11	9	2
4RN	5	5	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	2	3	-1
ABC NEWSRADIO	4	4	0	*	*	*	*	*	*	1	1	0	1	1	0	*	*	*	2	1	1
4JJJ	21	14	7	2	1	1	5	4	1	8	5	3	6	4	2	1	*	*	*	*	*
ABC CLASSIC	5	6	-1	*	*	*	*	*	*	*	1	*	2	1	1	*	1	*	3	2	1
Total	240	221	19	17	17	0	19	16	3	53	45	8	62	54	8	35	34	1	54	54	0

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

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	17	19	-2	32	33	-1	32	36	-4	16	15	1	9	13	-4	4	5	-1	13	13	0
4BH 882	5	2	3	7	4	3	9	4	5	7	3	4	4	2	2	1	*	*	5	3	2
4KQ	22	21	1	43	38	5	34	32	2	24	24	0	14	14	0	4	4	0	20	20	0
B105	29	23	6	41	34	7	40	30	10	42	30	12	25	25	0	4	5	-1	14	17	-3
97.3FM	25	21	4	40	30	10	33	30	3	34	31	3	22	20	2	4	3	1	21	14	7
104.5 TRIPLE M	27	27	0	42	39	3	36	40	-4	34	39	-5	27	23	4	6	4	2	16	17	-1
NOVA106.9	29	31	-2	45	48	-3	32	35	-3	33	38	-5	36	35	1	8	7	1	23	20	3
ABC BRIS	22	18	4	44	36	8	26	21	5	20	13	7	19	18	1	6	7	-1	16	14	2
4RN	5	5	0	10	11	-1	5	6	-1	4	4	0	6	5	1	2	1	1	4	4	0
ABC NEWSRADIO	4	4	0	9	8	1	4	3	1	2	2	0	5	3	2	2	3	-1	3	3	0
4JJJ	22	15	7	28	22	6	27	19	8	29	19	10	29	16	13	4	4	0	19	12	7
ABC CLASSIC	6	6	0	7	9	-2	7	8	-1	8	5	3	7	5	2	1	2	-1	5	6	-1
Total	257	236	21	400	367	33	353	326	27	315	282	33	247	223	24	60	61	-1	198	183	15