



## BRISBANE RADIO - SURVEY 2 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	6.0	6.7	-0.7	0.5	0.5	0.0	*	*	*	1.0	0.6	0.4	3.8	1.3	2.5	8.7	10.3	-1.6	14.8	20.7	-5.9
4BH 882	2.2	2.1	0.1	0.4	0.5	-0.1	*	*	*	0.8	0.7	0.1	1.1	1.2	-0.1	2.0	2.7	-0.7	6.1	5.6	0.5
4KQ	11.0	9.0	2.0	2.0	1.6	0.4	1.5	1.9	-0.4	1.6	1.5	0.1	4.2	4.8	-0.6	20.0	16.5	3.5	26.8	21.1	5.7
B105	11.1	10.2	0.9	23.3	19.4	3.9	19.0	16.1	2.9	19.1	20.3	-1.2	11.0	7.6	3.4	6.8	6.8	0.0	0.6	0.3	0.3
97.3FM	10.2	9.9	0.3	13.0	12.2	0.8	10.6	7.2	3.4	8.3	9.9	-1.6	13.5	13.8	-0.3	14.2	12.6	1.6	4.5	3.7	0.8
104.5 TRIPLE M	10.0	9.9	0.1	13.2	11.3	1.9	6.7	8.2	-1.5	12.3	11.5	0.8	13.9	15.1	-1.2	13.1	10.1	3.0	2.0	2.5	-0.5
NOVA106.9	10.6	11.4	-0.8	18.8	23.7	-4.9	25.2	24.1	1.1	16.9	15.4	1.5	11.0	12.6	-1.6	4.0	7.0	-3.0	1.3	0.6	0.7
ABC BRIS	8.0	8.4	-0.4	2.2	1.0	1.2	1.5	1.2	0.3	3.7	3.2	0.5	6.4	5.3	1.1	7.8	10.4	-2.6	17.9	20.4	-2.5
4RN	2.0	2.0	0.0	0.2	0.2	0.0	0.5	0.5	0.0	0.7	0.1	0.6	1.4	1.6	-0.2	2.4	3.4	-1.0	4.6	4.4	0.2
ABC NEWSRADIO	1.9	1.7	0.2	0.7	0.9	-0.2	0.9	0.8	0.1	2.2	2.0	0.2	1.0	1.1	-0.1	0.6	0.6	0.0	4.2	3.2	1.0
4JJJ	7.2	8.7	-1.5	9.3	8.8	0.5	21.6	24.2	-2.6	13.1	15.7	-2.6	7.0	9.4	-2.4	1.6	1.6	0.0	0.3	0.4	-0.1
ABC CLASSIC	3.0	2.3	0.7	0.4	0.6	-0.2	0.1	0.3	-0.2	1.3	0.9	0.4	3.4	2.8	0.6	2.1	0.8	1.3	6.3	5.2	1.1

### 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	6.4	6.7	-0.3	7.2	7.9	-0.7	8.1	9.1	-1.0	5.2	5.1	0.1	3.7	3.7	0.0	8.0	7.1	0.9	4.8	6.5	-1.7						
4BH 882	2.2	2.1	0.1	1.6	1.8	-0.2	2.8	2.5	0.3	2.5	2.3	0.2	1.7	1.7	0.0	2.3	2.2	0.1	2.4	2.3	0.1						
4KQ	10.4	8.7	1.7	12.0	10.8	1.2	12.7	9.7	3.0	10.0	7.7	2.3	6.3	5.6	0.7	6.8	6.7	0.1	12.7	10.1	2.6						
B105	11.9	11.1	0.8	11.3	10.3	1.0	11.8	11.4	0.4	14.1	13.3	0.8	11.0	10.2	0.8	8.0	6.2	1.8	8.4	7.1	1.3						
97.3FM	10.3	9.6	0.7	9.7	10.0	-0.3	10.5	9.3	1.2	11.8	10.7	1.1	10.1	8.9	1.2	6.3	6.3	0.0	9.8	10.7	-0.9						
104.5 TRIPLE M	10.6	10.5	0.1	10.2	10.6	-0.4	10.7	10.1	0.6	11.3	10.9	0.4	10.3	10.8	-0.5	9.0	9.5	-0.5	8.3	7.9	0.4						
NOVA106.9	10.6	11.3	-0.7	11.2	11.4	-0.2	8.4	9.1	-0.7	10.3	10.6	-0.3	13.3	14.8	-1.5	10.5	13.0	-2.5	10.6	11.7	-1.1						
ABC BRIS	7.9	8.4	-0.5	10.4	11.0	-0.6	8.0	7.5	0.5	5.4	6.3	-0.9	7.1	7.6	-0.5	8.7	10.7	-2.0	8.5	8.3	0.2						
4RN	2.0	2.0	0.0	2.5	2.6	-0.1	1.4	1.5	-0.1	1.1	1.1	0.0	2.2	2.3	-0.1	4.6	4.0	0.6	2.0	1.9	0.1						
ABC NEWSRADIO	1.8	1.6	0.2	2.4	2.3	0.1	1.6	1.2	0.4	1.0	0.7	0.3	1.9	1.8	0.1	3.2	3.3	-0.1	2.1	1.7	0.4						
4JJJ	7.0	8.4	-1.4	6.1	6.9	-0.8	5.7	7.6	-1.9	7.0	9.2	-2.2	10.5	11.9	-1.4	7.9	6.5	1.4	7.8	9.8	-2.0						
ABC CLASSIC	2.9	2.2	0.7	2.5	1.7	0.8	2.6	2.1	0.5	3.0	2.6	0.4	3.6	3.0	0.6	2.8	2.0	0.8	3.4	2.4	1.0						



## BRISBANE RADIO - SURVEY 2 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	+/-
4BC	154	154	0	7	8	-1	2	1	1	14	14	0	28	17	11	34	32	2	69	81	-12
4BH 882	85	87	-2	5	4	1	2	*	*	8	7	1	13	13	0	17	13	4	40	50	-10
4KQ	277	275	2	16	16	0	7	9	-2	32	30	2	32	40	-8	72	65	7	118	115	3
B105	524	517	7	72	83	-11	81	81	0	213	206	7	102	102	0	44	37	7	12	8	4
97.3FM	518	530	-12	67	71	-4	69	61	8	113	139	-26	148	146	2	84	78	6	37	35	2
104.5 TRIPLE M	478	475	3	78	71	7	57	45	12	128	132	-4	127	147	-20	65	58	7	22	22	0
NOVA106.9	612	627	-15	103	116	-13	116	106	10	219	212	7	129	147	-18	32	39	-7	13	8	5
ABC BRIS	302	306	-4	18	13	5	16	15	1	38	38	0	75	68	7	49	58	-9	107	114	-7
4RN	91	95	-4	2	2	0	4	4	0	17	4	13	19	27	-8	18	20	-2	30	38	-8
ABC NEWSRADIO	106	106	0	11	12	-1	8	10	-2	25	21	4	16	21	-5	12	12	0	33	31	2
4JJJ	411	413	-2	47	37	10	95	97	-2	176	167	9	66	87	-21	20	15	5	7	10	-3
ABC CLASSIC	112	100	12	6	10	-4	4	4	0	30	18	12	31	30	1	15	11	4	26	26	0
Total	2043	2044	-1	232	233	-1	229	222	7	541	545	-4	452	457	-5	258	255	3	330	331	-1

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

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	146	143	3	117	110	7	87	93	-6	73	76	-3	58	61	-3	36	37	-1	85	97	-12						
4BH 882	77	72	5	40	39	1	42	37	5	42	44	-2	35	28	7	14	14	0	50	54	-4						
4KQ	252	239	13	161	156	5	163	157	6	156	137	19	112	103	9	53	56	-3	183	179	4						
B105	484	472	12	324	310	14	205	194	11	274	283	-9	245	235	10	88	74	14	265	265	0						
97.3FM	462	454	8	280	277	3	209	197	12	258	265	-7	211	208	3	93	91	2	316	342	-26						
104.5 TRIPLE M	425	417	8	260	269	-9	176	183	-7	238	229	9	224	227	-3	77	77	0	269	262	7						
NOVA106.9	559	568	-9	372	370	2	211	228	-17	282	298	-16	298	318	-20	121	121	0	368	387	-19						
ABC BRIS	273	279	-6	200	200	0	143	135	8	148	156	-8	119	130	-11	62	70	-8	195	195	0						
4RN	82	86	-4	58	61	-3	32	31	1	37	44	-7	41	46	-5	27	29	-2	60	58	2						
ABC NEWSRADIO	97	95	2	67	59	8	36	34	2	28	29	-1	36	39	-3	22	22	0	52	57	-5						
4JJJ	374	354	20	205	199	6	142	161	-19	204	194	10	220	216	4	88	75	13	244	263	-19						
ABC CLASSIC	96	91	5	53	38	15	43	45	-2	58	53	5	48	41	7	23	19	4	77	57	20						
Total	1992	1978	14	1619	1598	21	1220	1236	-16	1429	1443	-14	1357	1319	38	650	652	-2	1663	1686	-23						



## BRISBANE RADIO - SURVEY 2 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	14	16	-2	*	*	*	*	*	*	*	*	*	2	1	1	3	4	-1	8	11	-3
4BH 882	5	5	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	3	3	0
4KQ	26	22	4	*	*	*	*	*	*	1	1	0	3	3	0	7	6	1	15	11	4
B105	26	24	2	4	3	1	4	3	1	9	11	-2	7	5	2	2	2	0	*	*	*
97.3FM	24	24	0	2	2	0	2	1	1	4	5	-1	8	9	-1	5	4	1	2	2	0
104.5 TRIPLE M	24	24	0	2	2	0	1	2	-1	6	6	0	8	9	-1	5	4	1	1	1	0
NOVA106.9	25	27	-2	3	4	-1	5	5	0	8	8	0	7	8	-1	1	2	-1	1	*	*
ABC BRIS	19	20	-1	*	*	*	*	*	*	2	2	0	4	3	1	3	4	-1	10	11	-1
4RN	5	5	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	3	2	1
ABC NEWSRADIO	4	4	0	*	*	*	*	*	*	1	1	0	1	1	0	*	*	*	2	2	0
4JJJ	17	21	-4	1	2	-1	4	5	-1	6	8	-2	4	6	-2	1	1	0	*	*	*
ABC CLASSIC	7	5	2	*	*	*	*	*	*	1	*	*	2	2	0	1	*	*	3	3	0
Total	235	240	-5	16	17	-1	19	19	0	48	53	-5	61	62	-1	36	35	1	55	54	1

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

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	16	17	-1	29	32	-3	28	32	-4	16	16	0	9	9	0	5	4	1	9	13	-4						
4BH 882	5	5	0	6	7	-1	10	9	1	8	7	1	4	4	0	1	1	0	5	5	0						
4KQ	26	22	4	48	43	5	44	34	10	31	24	7	15	14	1	4	4	0	24	20	4						
B105	30	29	1	45	41	4	41	40	1	44	42	2	26	25	1	5	4	1	16	14	2						
97.3FM	26	25	1	39	40	-1	36	33	3	37	34	3	24	22	2	4	4	0	19	21	-2						
104.5 TRIPLE M	27	27	0	41	42	-1	37	36	1	35	34	1	24	27	-3	5	6	-1	16	16	0						
NOVA106.9	27	29	-2	45	45	0	29	32	-3	32	33	-1	32	36	-4	6	8	-2	20	23	-3						
ABC BRIS	20	22	-2	42	44	-2	28	26	2	17	20	-3	17	19	-2	5	6	-1	16	16	0						
4RN	5	5	0	10	10	0	5	5	0	3	4	-1	5	6	-1	3	2	1	4	4	0						
ABC NEWSRADIO	5	4	1	10	9	1	5	4	1	3	2	1	5	5	0	2	2	0	4	3	1						
4JJJ	18	22	-4	25	28	-3	20	27	-7	22	29	-7	25	29	-4	5	4	1	15	19	-4						
ABC CLASSIC	7	6	1	10	7	3	9	7	2	9	8	1	9	7	2	2	1	1	6	5	1						
Total	253	257	-4	400	400	0	348	353	-5	309	315	-6	237	247	-10	57	60	-3	190	198	-8						