



BRISBANE RADIO - SURVEY 4 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 1116	6.4	6.4	0.0	1.0	1.0	0.0	*	*	*	2.5	1.9	0.6	4.2	5.8	-1.6	8.1	6.2	1.9	14.9	14.3	0.6
4BH 882	2.0	2.1	-0.1	1.0	1.3	-0.3	2.5	0.2	2.3	0.2	0.4	-0.2	1.0	0.8	0.2	2.2	2.0	0.2	4.8	5.6	-0.8
4KQ	9.3	10.3	-1.0	9.4	0.8	8.6	2.5	2.0	0.5	1.0	1.0	0.0	3.6	3.9	-0.3	14.8	17.2	-2.4	21.3	25.3	-4.0
B105	9.2	9.9	-0.7	14.7	19.8	-5.1	22.0	16.2	5.8	17.3	17.7	-0.4	7.7	10.9	-3.2	3.5	3.3	0.2	1.2	1.5	-0.3
97.3FM	10.2	9.8	0.4	9.9	11.0	-1.1	10.2	15.7	-5.5	8.6	5.7	2.9	16.3	15.7	0.6	10.4	12.5	-2.1	5.6	4.1	1.5
104.5 TRIPLE M	9.9	10.2	-0.3	8.2	12.3	-4.1	8.1	7.2	0.9	13.7	11.1	2.6	16.6	15.3	1.3	10.2	15.5	-5.3	0.7	1.8	-1.1
NOVA106.9	10.8	11.1	-0.3	25.1	23.5	1.6	19.4	21.6	-2.2	15.0	18.5	-3.5	12.1	10.8	1.3	5.8	5.6	0.2	0.9	1.5	-0.6
ABC BRIS	8.2	8.1	0.1	1.1	2.7	-1.6	0.7	1.2	-0.5	1.4	1.6	-0.2	6.2	5.6	0.6	10.0	6.0	4.0	19.9	20.7	-0.8
4RN	2.8	2.4	0.4	0.1	0.2	-0.1	*	*	*	0.7	1.0	-0.3	2.4	2.2	0.2	2.5	2.4	0.1	7.0	5.3	1.7
ABC NEWSRADIO	1.6	1.4	0.2	1.0	0.4	0.6	0.7	0.8	-0.1	0.3	0.6	-0.3	1.6	0.8	0.8	1.4	1.0	0.4	3.4	3.3	0.1
4JJJ	7.0	7.1	-0.1	6.1	9.3	-3.2	16.0	17.0	-1.0	15.9	16.4	-0.5	5.1	5.0	0.1	2.8	1.8	1.0	1.3	0.9	0.4
ABC CLASSIC	3.5	3.6	-0.1	0.6	1.0	-0.4	2.1	0.2	1.9	1.0	1.5	-0.5	1.6	2.6	-1.0	6.6	7.6	-1.0	7.2	5.8	1.4

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 1116	6.4	6.7	-0.3	7.3	8.2	-0.9	8.5	7.9	0.6	4.8	5.0	-0.2	3.5	3.1	0.4	8.5	11.3	-2.8	6.2	5.3	0.9						
4BH 882	2.0	2.0	0.0	1.7	1.6	0.1	2.5	2.7	-0.2	2.4	2.2	0.2	1.5	1.7	-0.2	1.2	1.1	0.1	2.2	2.4	-0.2						
4KQ	8.7	9.5	-0.8	9.1	10.3	-1.2	10.3	11.3	-1.0	9.1	9.5	-0.4	5.9	6.1	-0.2	6.8	6.7	0.1	11.4	13.1	-1.7						
B105	9.5	10.4	-0.9	9.3	9.6	-0.3	7.5	8.8	-1.3	11.4	13.0	-1.6	10.2	10.8	-0.6	8.4	7.9	0.5	8.1	8.3	-0.2						
97.3FM	10.4	9.9	0.5	10.0	9.3	0.7	10.9	10.0	0.9	10.8	10.6	0.2	10.9	10.8	0.1	8.3	8.1	0.2	9.6	9.4	0.2						
104.5 TRIPLE M	10.7	10.6	0.1	11.0	10.2	0.8	10.5	11.4	-0.9	11.1	11.6	-0.5	10.7	9.8	0.9	7.7	7.8	-0.1	7.3	8.9	-1.6						
NOVA106.9	11.0	11.4	-0.4	11.8	12.0	-0.2	8.3	8.2	0.1	11.1	11.6	-0.5	14.5	15.3	-0.8	7.3	8.6	-1.3	10.3	10.3	0.0						
ABC BRIS	7.9	7.8	0.1	10.3	10.3	0.0	8.0	8.9	-0.9	5.5	5.5	0.0	5.9	5.4	0.5	10.9	7.2	3.7	9.1	8.9	0.2						
4RN	2.7	2.4	0.3	3.0	2.9	0.1	1.9	1.3	0.6	1.6	1.4	0.2	3.8	3.5	0.3	5.9	6.2	-0.3	3.0	2.5	0.5						
ABC NEWSRADIO	1.6	1.3	0.3	2.5	1.7	0.8	1.2	1.2	0.0	1.1	1.0	0.1	1.0	1.1	-0.1	2.1	2.1	0.0	1.8	1.5	0.3						
4JJJ	7.3	7.2	0.1	7.1	7.1	0.0	6.6	6.0	0.6	7.8	6.9	0.9	9.1	9.8	-0.7	5.1	6.6	-1.5	5.9	6.8	-0.9						
ABC CLASSIC	3.3	3.5	-0.2	2.9	3.3	-0.4	3.4	3.8	-0.4	3.1	3.3	-0.2	4.0	3.5	0.5	4.5	3.5	1.0	4.0	4.2	-0.2						



BRISBANE RADIO - SURVEY 4 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 1116	145	139	6	7	4	3	*	1	*	14	9	5	31	33	-2	28	28	0	64	63	1
4BH 882	80	87	-7	3	5	-2	6	5	1	5	10	-5	10	9	1	16	20	-4	40	39	1
4KQ	253	240	13	14	8	6	9	2	7	16	19	-3	42	36	6	63	66	-3	109	108	1
B105	513	503	10	80	67	13	82	71	11	210	221	-11	92	95	-3	37	33	4	11	16	-5
97.3FM	487	495	-8	67	62	5	45	64	-19	127	115	12	130	144	-14	63	68	-5	54	41	13
104.5 TRIPLE M	404	452	-48	53	68	-15	43	57	-14	106	122	-16	130	119	11	58	67	-9	13	19	-6
NOVA106.9	624	643	-19	106	95	11	102	115	-13	220	250	-30	135	128	7	44	38	6	18	18	0
ABC BRIS	259	268	-9	13	17	-4	11	9	2	27	27	0	53	58	-5	49	47	2	106	110	-4
4RN	80	89	-9	3	5	-2	*	*	*	13	20	-7	22	21	1	12	15	-3	30	28	2
ABC NEWSRADIO	107	105	2	8	7	1	8	10	-2	9	20	-11	34	28	6	13	13	0	35	28	7
4JJJ	366	401	-35	41	49	-8	81	87	-6	146	177	-31	69	60	9	20	23	-3	8	6	2
ABC CLASSIC	127	138	-11	6	10	-4	11	11	0	21	32	-11	24	24	0	24	25	-1	41	36	5
Total	2038	2037	1	232	231	1	225	225	0	536	536	0	462	458	4	253	256	-3	330	330	0

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

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
4BC 1116	131	132	-1	98	110	-12	86	80	6	70	71	-1	57	54	3	37	37	0	93	86	7
4BH 882	67	74	-7	31	35	-4	34	37	-3	41	41	0	33	39	-6	12	16	-4	51	55	-4
4KQ	228	219	9	141	141	0	141	130	11	138	140	-2	103	109	-6	45	39	6	179	173	6
B105	470	459	11	293	284	9	186	200	-14	268	272	-4	253	236	17	109	102	7	301	277	24
97.3FM	433	452	-19	262	271	-9	194	205	-11	229	243	-14	205	209	-4	89	95	-6	284	288	-4
104.5 TRIPLE M	366	405	-39	233	241	-8	158	172	-14	192	221	-29	197	204	-7	84	82	2	206	263	-57
NOVA106.9	587	587	0	381	383	-2	213	212	1	301	308	-7	348	324	24	120	126	-6	367	382	-15
ABC BRIS	231	235	-4	159	164	-5	111	137	-26	106	119	-13	92	94	-2	69	51	18	168	184	-16
4RN	70	77	-7	47	47	0	33	31	2	36	37	-1	43	41	2	27	30	-3	54	59	-5
ABC NEWSRADIO	91	93	-2	62	66	-4	29	30	-1	34	28	6	22	27	-5	25	25	0	55	50	5
4JJJ	336	373	-37	215	236	-21	133	138	-5	162	198	-36	203	207	-4	81	96	-15	208	228	-20
ABC CLASSIC	117	124	-7	69	73	-4	59	62	-3	68	72	-4	65	70	-5	33	32	1	80	96	-16
Total	1993	1985	8	1598	1600	-2	1202	1219	-17	1422	1443	-21	1360	1367	-7	682	665	17	1636	1650	-14



BRISBANE RADIO - SURVEY 4 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 1116	15	14	1	*	*	*	*	*	*	1	1	0	2	3	-1	3	2	1	8	8	0
4BH 882	5	5	0	*	*	*	*	*	*	*	*	*	1	*	*	1	1	0	3	3	0
4KQ	22	23	-1	2	*	*	*	*	*	*	*	*	2	2	0	5	6	-1	12	14	-2
B105	22	22	0	3	4	-1	4	3	1	9	8	1	4	6	-2	1	1	0	1	1	0
97.3FM	24	22	2	2	2	0	2	3	-1	4	3	1	9	8	1	4	4	0	3	2	1
104.5 TRIPLE M	23	23	0	2	2	0	1	1	0	7	5	2	10	8	2	3	5	-2	*	1	*
NOVA106.9	25	25	0	5	4	1	3	4	-1	7	9	-2	7	6	1	2	2	0	1	1	0
ABC BRIS	19	18	1	*	*	*	*	*	*	1	1	0	4	3	1	3	2	1	11	12	-1
4RN	7	6	1	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	4	3	1
ABC NEWSRADIO	4	3	1	*	*	*	*	*	*	*	*	*	1	*	*	*	*	*	2	2	0
4JJJ	16	16	0	1	2	-1	3	3	0	8	8	0	3	3	0	1	1	0	1	1	0
ABC CLASSIC	8	8	0	*	*	*	*	*	*	*	1	*	1	1	0	2	3	-1	4	3	1
Total	235	226	9	21	18	3	17	17	0	49	48	1	57	53	4	34	34	0	56	57	-1

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

Station	Mon-Fri 5:30am-12mn			Breakfast Mon-Fri 5:30am-9:00am			Morning Mon-Fri 9:00am-12:00md			Afternoon Mon-Fri 12:00md-4:00pm			Drive Mon-Fri 4:00pm-7:00pm			Evening Mon-Fri 7:00pm-12:00mn			Weekend Sat-Sun 5:30am-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
4BC 1116	16	16	0	30	32	-2	29	26	3	15	15	0	8	7	1	6	7	-1	12	10	2
4BH 882	5	5	0	7	6	1	8	9	-1	7	7	0	4	4	0	1	1	0	4	4	0
4KQ	22	23	-1	37	40	-3	35	37	-2	28	28	0	14	14	0	4	4	0	21	24	-3
B105	24	25	-1	38	38	0	25	29	-4	35	39	-4	24	25	-1	5	5	0	15	15	0
97.3FM	26	24	2	40	36	4	37	33	4	33	31	2	26	25	1	5	5	0	18	17	1
104.5 TRIPLE M	27	26	1	45	40	5	35	38	-3	34	34	0	26	22	4	5	5	0	14	16	-2
NOVA106.9	28	28	0	48	47	1	28	27	1	34	34	0	35	35	0	5	5	0	19	19	0
ABC BRIS	20	19	1	42	40	2	27	29	-2	17	16	1	14	12	2	7	4	3	17	16	1
4RN	7	6	1	12	11	1	6	4	2	5	4	1	9	8	1	4	4	0	6	4	2
ABC NEWSRADIO	4	3	1	10	7	3	4	4	0	3	3	0	2	2	0	1	1	0	3	3	0
4JJJ	19	18	1	29	28	1	22	20	2	24	20	4	22	22	0	3	4	-1	11	12	-1
ABC CLASSIC	8	8	0	12	13	-1	11	13	-2	9	10	-1	9	8	1	3	2	1	7	8	-1
Total	253	244	9	404	391	13	336	331	5	304	296	8	238	228	10	65	58	7	189	181	8