



BRISBANE RADIO - SURVEY 8 2019

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	6.3	6.4	-0.1	1.2	1.3	-0.1	0.1	0.1	0.0	1.4	1.5	-0.1	3.0	2.1	0.9	7.5	6.5	1.0	18.4	19.9	-1.5
Macquarie Sports 882	0.7	0.9	-0.2	0.1	0.3	-0.2	0.1	0.3	-0.2	0.6	0.5	0.1	0.7	1.4	-0.7	1.6	1.7	-0.1	0.7	0.6	0.1
4KQ	8.2	8.7	-0.5	1.2	1.5	-0.3	0.2	0.5	-0.3	2.6	1.5	1.1	4.3	3.6	0.7	19.6	17.2	2.4	16.6	21.3	-4.7
HIT 105	10.7	11.1	-0.4	22.7	23.7	-1.0	19.6	22.4	-2.8	21.2	21.0	0.2	7.5	7.7	-0.2	3.3	4.4	-1.1	0.8	0.9	-0.1
97.3FM	12.5	11.0	1.5	15.8	14.5	1.3	11.4	10.7	0.7	11.6	11.8	-0.2	14.7	13.8	0.9	18.4	14.8	3.6	6.0	3.6	2.4
104.5 TRIPLE M	10.9	11.0	-0.1	13.4	9.0	4.4	6.9	8.6	-1.7	9.5	10.6	-1.1	20.8	18.4	2.4	10.5	14.1	-3.6	2.2	2.9	-0.7
NOVA106.9	10.4	11.9	-1.5	18.9	23.9	-5.0	20.8	16.0	4.8	15.2	23.0	-7.8	10.6	11.5	-0.9	4.5	4.7	-0.2	1.9	0.8	1.1
ABC BRI	6.4	6.6	-0.2	1.1	1.9	-0.8	0.6	0.8	-0.2	1.4	2.3	-0.9	5.4	4.1	1.3	6.2	9.2	-3.0	17.0	15.7	1.3
4RN	2.5	2.2	0.3	0.3	*	*	0.2	0.4	-0.2	0.2	0.1	0.1	0.6	0.7	-0.1	3.9	4.0	-0.1	7.8	6.1	1.7
ABC NEWS	1.3	1.4	-0.1	0.5	1.3	-0.8	0.7	0.6	0.1	1.2	1.2	0.0	0.6	1.0	-0.4	1.4	1.7	-0.3	2.5	2.2	0.3
4JJJ	9.6	7.6	2.0	7.9	8.2	-0.3	25.6	20.9	4.7	19.2	13.1	6.1	8.6	7.4	1.2	1.7	2.0	-0.3	0.4	0.5	-0.1
ABC CLASSIC	2.6	2.9	-0.3	0.5	0.4	0.1	0.3	2.2	-1.9	0.9	0.8	0.1	2.0	1.7	0.3	2.6	2.1	0.5	7.0	7.9	-0.9

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	6.6	6.8	-0.2	8.1	8.1	0.0	7.3	8.3	-1.0	5.5	6.3	-0.8	3.9	4.0	-0.1	7.2	5.6	1.6	5.3	4.9	0.4						
Macquarie Sports 882	0.7	0.9	-0.2	0.7	0.8	-0.1	0.5	0.8	-0.3	0.7	0.9	-0.2	1.0	1.1	-0.1	1.4	1.4	0.0	0.6	0.8	-0.2						
4KQ	7.7	8.0	-0.3	8.5	9.2	-0.7	8.8	8.0	0.8	7.8	7.3	0.5	5.5	6.3	-0.8	6.1	8.9	-2.8	9.8	11.1	-1.3						
HIT 105	11.0	11.6	-0.6	11.0	11.1	-0.1	10.8	11.9	-1.1	11.4	12.4	-1.0	11.8	11.6	0.2	8.6	9.9	-1.3	9.7	9.4	0.3						
97.3FM	12.2	10.8	1.4	11.2	9.5	1.7	12.9	12.1	0.8	14.0	12.6	1.4	11.5	10.2	1.3	9.3	7.7	1.6	13.5	11.6	1.9						
104.5 TRIPLE M	11.6	11.6	0.0	11.0	10.5	0.5	12.3	12.3	0.0	13.2	14.2	-1.0	10.9	11.0	-0.1	6.9	7.3	-0.4	8.8	8.9	-0.1						
NOVA106.9	10.4	11.8	-1.4	10.1	11.1	-1.0	8.7	9.5	-0.8	10.5	11.0	-0.5	14.1	16.7	-2.6	8.8	13.4	-4.6	10.4	12.1	-1.7						
ABC BRI	6.4	6.6	-0.2	9.1	10.1	-1.0	5.5	5.1	0.4	4.2	3.7	0.5	5.3	6.3	-1.0	8.5	6.8	1.7	6.2	6.6	-0.4						
4RN	2.5	2.1	0.4	2.9	2.7	0.2	1.7	1.1	0.6	1.6	1.4	0.2	3.6	2.4	1.2	3.8	3.8	0.0	2.7	2.5	0.2						
ABC NEWS	1.3	1.4	-0.1	1.7	1.7	0.0	1.0	1.4	-0.4	0.8	0.9	-0.1	1.4	1.5	-0.1	2.3	2.0	0.3	1.1	1.3	-0.2						
4JJJ	10.1	8.1	2.0	9.5	7.1	2.4	10.9	8.9	2.0	11.1	8.6	2.5	9.6	8.7	0.9	8.0	6.2	1.8	7.7	6.0	1.7						
ABC CLASSIC	2.6	2.8	-0.2	2.6	3.1	-0.5	2.6	2.5	0.1	2.5	2.5	0.0	2.4	2.9	-0.5	3.4	3.1	0.3	2.8	3.2	-0.4						



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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	127	124	3	5	6	-1	1	2	-1	15	14	1	27	21	6	22	20	2	58	61	-3
Macquarie Sports 882	35	41	-6	1	2	-1	1	5	-4	6	4	2	9	11	-2	9	9	0	10	10	0
4KQ	241	235	6	12	10	2	3	4	-1	22	20	2	38	37	1	70	64	6	96	99	-3
HIT 105	526	539	-13	95	98	-3	88	91	-3	210	227	-17	93	87	6	28	27	1	12	10	2
97.3FM	512	529	-17	76	74	2	52	54	-2	132	138	-6	127	147	-20	81	80	1	43	36	7
104.5 TRIPLE M	439	437	2	59	58	1	38	35	3	117	115	2	147	154	-7	56	56	0	21	19	2
NOVA106.9	558	614	-56	100	110	-10	92	107	-15	193	238	-45	128	125	3	32	26	6	12	8	4
ABC BRI	228	219	9	8	13	-5	6	8	-2	25	20	5	56	42	14	38	46	-8	96	90	6
4RN	95	93	2	2	2	0	6	7	-1	10	8	2	15	10	5	16	17	-1	46	48	-2
ABC NEWS	87	88	-1	2	10	-8	9	9	0	23	15	8	19	22	-3	10	11	-1	24	21	3
4JJJ	362	328	34	35	36	-1	87	69	18	150	134	16	76	73	3	9	11	-2	4	5	-1
ABC CLASSIC	104	103	1	5	5	0	4	7	-3	23	17	6	25	20	5	12	12	0	34	43	-9
Total	1950	1951	-1	217	219	-2	226	224	2	512	514	-2	451	450	1	244	243	1	301	301	0

Cumulative Audience (000's) by Session, P10+ [Potential: 2061]

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	124	118	6	100	93	7	74	76	-2	73	69	4	65	55	10	29	24	5	83	82	1
Macquarie Sports 882	33	38	-5	16	21	-5	13	13	0	16	18	-2	15	17	-2	13	17	-4	12	22	-10
4KQ	222	217	5	142	144	-2	120	121	-1	127	124	3	98	110	-12	50	61	-11	178	167	11
HIT 105	483	500	-17	319	327	-8	207	215	-8	263	262	1	230	265	-35	80	101	-21	286	290	-4
97.3FM	459	480	-21	280	289	-9	208	221	-13	274	282	-8	226	238	-12	96	100	-4	317	316	1
104.5 TRIPLE M	385	383	2	233	235	-2	178	177	1	228	222	6	204	211	-7	72	73	-1	253	254	-1
NOVA106.9	513	569	-56	322	358	-36	193	234	-41	288	293	-5	275	321	-46	109	125	-16	339	380	-41
ABC BRI	206	197	9	141	149	-8	99	96	3	92	83	9	107	99	8	52	53	-1	152	146	6
4RN	89	84	5	59	52	7	28	28	0	36	34	2	52	41	11	30	27	3	60	58	2
ABC NEWS	74	78	-4	45	51	-6	23	31	-8	17	25	-8	30	32	-2	22	22	0	51	56	-5
4JJJ	329	291	38	204	174	30	153	127	26	174	144	30	177	155	22	96	76	20	207	184	23
ABC CLASSIC	89	93	-4	52	51	1	43	43	0	52	57	-5	47	46	1	27	21	6	74	72	2
Total	1906	1908	-2	1538	1543	-5	1142	1149	-7	1347	1313	34	1305	1334	-29	669	663	6	1572	1583	-11



BRISBANE RADIO - SURVEY 8 2019

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	15	-1	*	*	*	*	*	*	1	1	0	2	1	1	2	2	0	9	10	-1
Macquarie Sports 882	2	2	0	*	*	*	*	*	*	*	*	*	*	1	*	1	0	*	*	*	
4KQ	18	20	-2	*	*	*	*	*	*	1	1	0	2	2	0	6	6	0	8	11	-3
HIT 105	24	25	-1	4	4	0	4	5	-1	10	10	0	4	4	0	1	1	0	*	*	*
97.3FM	28	25	3	3	2	1	2	2	0	5	6	-1	8	8	0	6	5	1	3	2	1
104.5 TRIPLE M	24	25	-1	2	2	0	1	2	-1	4	5	-1	11	10	1	3	5	-2	1	2	-1
NOVA106.9	23	27	-4	4	4	0	4	3	1	7	11	-4	6	6	0	1	2	-1	1	*	*
ABC BRI	14	15	-1	*	*	*	*	*	*	1	1	0	3	2	1	2	3	-1	8	8	0
4RN	6	5	1	*	*	*	*	*	*	*	*	*	*	*	*	1	1	0	4	3	1
ABC NEWS	3	3	0	*	*	*	*	*	*	1	1	0	*	1	*	*	1	*	1	1	0
4JJJ	21	17	4	1	1	0	5	4	1	9	6	3	5	4	1	1	1	0	*	*	*
ABC CLASSIC	6	7	-1	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	3	4	-1
Total	221	228	-7	19	17	2	20	21	-1	47	49	-2	54	56	-2	33	34	-1	48	51	-3

Average Audience (000's) by Session, P10+ [Potential: 2061]

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	31	32	-1	22	26	-4	16	18	-2	9	10	-1	4	4	0	9	9	0
Macquarie Sports 882	2	2	0	3	3	0	1	3	-2	2	2	0	2	3	-1	1	1	0	1	1	0
4KQ	18	19	-1	33	36	-3	27	25	2	23	21	2	12	16	-4	4	6	-2	18	21	-3
HIT 105	26	28	-2	42	44	-2	33	37	-4	33	35	-2	27	29	-2	5	6	-1	18	18	0
97.3FM	29	26	3	43	38	5	39	37	2	41	36	5	26	25	1	6	5	1	24	22	2
104.5 TRIPLE M	27	28	-1	42	41	1	37	38	-1	38	40	-2	24	27	-3	4	5	-1	16	17	-1
NOVA106.9	25	29	-4	39	44	-5	26	29	-3	30	31	-1	32	41	-9	5	9	-4	19	23	-4
ABC BRI	15	16	-1	35	40	-5	17	16	1	12	11	1	12	16	-4	5	4	1	11	12	-1
4RN	6	5	1	11	11	0	5	3	2	5	4	1	8	6	2	2	2	0	5	5	0
ABC NEWS	3	3	0	6	7	-1	3	4	-1	2	3	-1	3	4	-1	1	1	0	2	2	0
4JJJ	24	20	4	36	28	8	33	28	5	32	24	8	22	22	0	5	4	1	14	11	3
ABC CLASSIC	6	7	-1	10	12	-2	8	8	0	7	7	0	5	7	-2	2	2	0	5	6	-1
Total	238	244	-6	384	396	-12	302	309	-7	290	284	6	225	247	-22	62	64	-2	180	189	-9