



BRISBANE RADIO - SURVEY 2 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	6.1	5.5	0.6	0.8	0.5	0.3	0.4	0.7	-0.3	0.8	0.9	-0.1	3.1	1.6	1.5	11.3	8.7	2.6	14.9	15.8	-0.9
Macquarie Sports 882	0.5	0.7	-0.2	0.1	0.1	0.0	*	0.1	*	0.6	0.8	-0.2	0.1	0.2	-0.1	1.0	2.2	-1.2	0.9	0.5	0.4
4KQ	7.9	9.2	-1.3	1.4	1.3	0.1	0.1	0.8	-0.7	0.6	0.9	-0.3	4.2	6.6	-2.4	15.1	19.5	-4.4	19.2	20.0	-0.8
HIT 105	11.8	10.2	1.6	18.1	20.8	-2.7	23.5	25.2	-1.7	17.6	14.7	2.9	14.0	9.0	5.0	5.3	4.1	1.2	1.6	1.2	0.4
97.3FM	10.8	10.4	0.4	12.2	14.6	-2.4	9.7	5.0	4.7	10.3	9.4	0.9	15.4	15.9	-0.5	11.0	11.1	-0.1	6.0	5.5	0.5
104.5 TRIPLE M	11.9	12.4	-0.5	13.0	13.9	-0.9	10.6	9.5	1.1	16.8	17.6	-0.8	18.0	17.0	1.0	10.1	12.9	-2.8	2.2	2.3	-0.1
NOVA106.9	12.4	12.9	-0.5	32.5	26.9	5.6	25.7	26.1	-0.4	19.9	20.5	-0.6	9.9	10.7	-0.8	4.9	7.4	-2.5	0.9	0.8	0.1
ABC BRI	7.9	6.9	1.0	1.1	1.8	-0.7	0.7	1.0	-0.3	3.6	1.3	2.3	5.0	3.6	1.4	10.8	10.3	0.5	18.2	18.1	0.1
4RN	2.5	2.3	0.2	0.1	0.5	-0.4	1.2	0.7	0.5	0.7	0.6	0.1	1.2	1.9	-0.7	2.6	2.0	0.6	7.1	5.8	1.3
ABC NEWS	1.1	1.5	-0.4	0.8	0.8	0.0	0.9	0.3	0.6	0.2	0.8	-0.6	1.7	1.6	0.1	1.6	1.5	0.1	1.1	2.8	-1.7
4JJJ	6.8	7.8	-1.0	5.0	6.6	-1.6	17.1	16.6	0.5	15.3	17.8	-2.5	5.4	5.7	-0.3	2.2	2.3	-0.1	0.4	0.1	0.3
ABC CLASSIC	3.3	3.0	0.3	2.4	1.2	1.2	0.2	0.2	0.0	1.7	1.0	0.7	1.6	2.1	-0.5	2.6	1.6	1.0	8.6	8.6	0.0

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	6.2	5.5	0.7	7.6	6.4	1.2	8.0	7.0	1.0	4.9	4.6	0.3	3.2	3.1	0.1	6.8	6.8	0.0	5.7	5.2	0.5
Macquarie Sports 882	0.5	0.7	-0.2	0.5	0.7	-0.2	0.4	0.7	-0.3	0.5	0.6	-0.1	0.6	0.6	0.0	0.8	1.5	-0.7	0.4	0.7	-0.3
4KQ	7.4	8.7	-1.3	8.2	10.5	-2.3	8.0	9.9	-1.9	8.0	7.7	0.3	4.9	6.5	-1.6	4.5	6.6	-2.1	9.7	10.9	-1.2
HIT 105	12.4	10.8	1.6	12.0	11.2	0.8	11.6	8.8	2.8	13.1	11.4	1.7	14.2	11.6	2.6	10.6	11.6	-1.0	9.8	8.1	1.7
97.3FM	10.6	10.6	0.0	9.0	9.0	0.0	11.5	11.2	0.3	12.6	12.3	0.3	9.4	10.4	-1.0	10.9	10.0	0.9	11.4	9.5	1.9
104.5 TRIPLE M	12.6	13.0	-0.4	11.7	11.7	0.0	13.7	14.4	-0.7	14.1	14.3	-0.2	12.3	13.1	-0.8	7.9	8.5	-0.6	9.6	10.5	-0.9
NOVA106.9	12.4	13.0	-0.6	12.4	12.9	-0.5	9.7	11.1	-1.4	12.1	12.8	-0.7	16.4	16.2	0.2	12.4	12.2	0.2	12.6	12.4	0.2
ABC BRI	7.7	6.6	1.1	10.0	10.2	-0.2	7.1	6.0	1.1	4.9	4.0	0.9	6.5	4.3	2.2	13.4	9.2	4.2	8.3	7.8	0.5
4RN	2.4	2.2	0.2	3.1	3.6	-0.5	2.0	1.3	0.7	1.2	1.0	0.2	2.8	2.4	0.4	4.8	3.8	1.0	3.0	2.4	0.6
ABC NEWS	1.0	1.4	-0.4	1.4	1.5	-0.1	0.6	1.4	-0.8	0.3	0.7	-0.4	1.2	1.2	0.0	3.0	3.7	-0.7	1.3	1.8	-0.5
4JJJ	7.2	7.6	-0.4	6.9	7.4	-0.5	6.7	7.2	-0.5	7.7	8.3	-0.6	7.8	8.2	-0.4	7.3	5.3	2.0	5.4	8.4	-3.0
ABC CLASSIC	3.3	2.8	0.5	2.5	2.1	0.4	3.9	3.1	0.8	3.7	3.1	0.6	3.9	3.6	0.3	2.1	2.5	-0.4	3.3	3.4	-0.1



BRISBANE RADIO - SURVEY 2 2019

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	130	113	17	4	3	1	2	3	-1	14	12	2	26	17	9	29	27	2	55	52	3
Macquarie Sports 882	26	27	-1	2	1	1	*	1	*	4	5	-1	3	2	1	5	10	-5	12	7	5
4KQ	224	248	-24	8	7	1	2	4	-2	14	20	-6	29	42	-13	69	70	-1	102	103	-1
HIT 105	513	508	5	83	88	-5	101	105	-4	180	177	3	109	98	11	26	27	-1	15	12	3
97.3FM	493	503	-10	74	79	-5	49	45	4	114	118	-4	148	148	0	62	64	-2	46	49	-3
104.5 TRIPLE M	459	451	8	58	57	1	51	54	-3	129	134	-5	134	131	3	62	56	6	25	20	5
NOVA106.9	598	609	-11	99	113	-14	119	113	6	213	217	-4	123	126	-3	32	31	1	13	9	4
ABC BRI	243	240	3	13	12	1	5	6	-1	29	27	2	50	49	1	54	53	1	93	94	-1
4RN	80	79	1	2	3	-1	8	4	4	6	6	0	14	18	-4	18	17	1	33	31	2
ABC NEWS	69	79	-10	8	9	-1	5	4	1	8	13	-5	14	17	-3	15	14	1	19	23	-4
4JJJ	332	335	-3	33	40	-7	80	72	8	130	147	-17	65	56	9	18	18	0	6	3	3
ABC CLASSIC	92	87	5	7	3	4	4	5	-1	16	9	7	21	25	-4	12	9	3	31	36	-5
Total	1953	1955	-2	216	219	-3	228	227	1	509	511	-2	450	449	1	246	244	2	303	305	-2

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

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	124	106	18	106	90	16	80	70	10	64	57	7	53	44	9	40	34	6	88	65	23
Macquarie Sports 882	22	24	-2	11	16	-5	11	12	-1	11	12	-1	12	13	-1	7	7	0	16	19	-3
4KQ	196	222	-26	131	155	-24	110	130	-20	122	130	-8	93	98	-5	35	49	-14	161	174	-13
HIT 105	468	465	3	298	296	2	188	169	19	260	268	-8	265	252	13	105	112	-7	294	279	15
97.3FM	430	445	-15	251	259	-8	188	196	-8	236	249	-13	218	243	-25	102	116	-14	315	300	15
104.5 TRIPLE M	420	409	11	269	262	7	187	192	-5	234	226	8	223	225	-2	86	86	0	269	265	4
NOVA106.9	543	561	-18	349	342	7	205	210	-5	290	310	-20	335	342	-7	131	150	-19	395	374	21
ABC BRI	223	216	7	167	163	4	111	103	8	109	105	4	111	86	25	65	54	11	171	164	7
4RN	68	74	-6	45	55	-10	38	26	12	31	31	0	43	40	3	30	21	9	56	50	6
ABC NEWS	63	69	-6	41	35	6	22	32	-10	15	23	-8	24	30	-6	23	24	-1	41	50	-9
4JJJ	293	300	-7	199	194	5	123	130	-7	143	150	-7	165	169	-4	77	79	-2	209	215	-6
ABC CLASSIC	85	79	6	54	40	14	47	41	6	47	45	2	58	52	6	15	20	-5	55	51	4
Total	1892	1903	-11	1532	1520	12	1149	1156	-7	1316	1350	-34	1354	1366	-12	650	695	-45	1651	1609	42



BRISBANE RADIO - SURVEY 2 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	12	2	*	*	*	*	*	*	*	*	*	2	1	1	4	3	1	7	8	-1
Macquarie Sports 882	1	2	-1	*	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*	*	*
4KQ	18	21	-3	*	*	*	*	*	*	*	*	*	2	3	-1	5	7	-2	10	10	0
HIT 105	26	23	3	3	4	-1	5	5	0	8	7	1	8	5	3	2	1	1	1	1	0
97.3FM	24	23	1	2	3	-1	2	1	1	5	5	0	8	8	0	4	4	0	3	3	0
104.5 TRIPLE M	27	28	-1	2	2	0	2	2	0	7	9	-2	10	9	1	3	4	-1	1	1	0
NOVA106.9	28	29	-1	6	5	1	5	5	0	9	10	-1	5	6	-1	2	3	-1	*	*	*
ABC BRI	18	15	3	*	*	*	*	*	*	2	1	1	3	2	1	4	4	0	9	9	0
4RN	6	5	1	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	4	3	1
ABC NEWS	2	3	-1	*	*	*	*	*	*	*	*	*	1	1	0	1	*	*	1	1	0
4J JJ	15	17	-2	1	1	0	4	3	1	7	9	-2	3	3	0	1	1	0	*	*	*
ABC CLASSIC	7	7	0	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0	4	4	0
Total	223	224	-1	19	17	2	21	20	1	45	51	-6	55	53	2	34	34	0	50	49	1

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

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5:30am-12mn	Last	+/-	Mon-Fri 5:30am-9:00am	Last	+/-	Mon-Fri 9:00am-12:00md	Last	+/-	Mon-Fri 12:00md-4:00pm	Last	+/-	Mon-Fri 4:00pm-7:00pm	Last	+/-	Mon-Fri 7:00pm-12:00mn	Last	+/-	Sat-Sun 5:30am-12mn	Last	+/-
4BC	15	13	2	29	24	5	25	22	3	14	13	1	8	8	0	4	4	0	10	10	0
Macquarie Sports 882	1	2	-1	2	3	-1	1	2	-1	2	2	0	2	2	0	*	1	*	1	1	0
4KQ	18	21	-3	31	39	-8	25	31	-6	23	22	1	12	16	-4	3	4	-1	18	20	-2
HIT 105	30	26	4	45	41	4	36	28	8	37	33	4	34	29	5	6	7	-1	18	15	3
97.3FM	25	25	0	34	33	1	36	35	1	36	35	1	23	26	-3	6	6	0	21	18	3
104.5 TRIPLE M	30	31	-1	44	43	1	43	46	-3	40	41	-1	30	32	-2	5	5	0	18	19	-1
NOVA106.9	30	31	-1	47	48	-1	30	35	-5	35	37	-2	40	40	0	7	7	0	23	23	0
ABC BRI	19	16	3	38	37	1	22	19	3	14	11	3	16	11	5	8	6	2	15	15	0
4RN	6	5	1	12	13	-1	6	4	2	3	3	0	7	6	1	3	2	1	5	4	1
ABC NEWS	2	3	-1	5	6	-1	2	5	-3	1	2	-1	3	3	0	2	2	0	2	3	-1
4J JJ	17	18	-1	26	27	-1	21	23	-2	22	24	-2	19	20	-1	4	3	1	10	16	-6
ABC CLASSIC	8	7	1	9	8	1	12	10	2	11	9	2	9	9	0	1	2	-1	6	6	0
Total	240	239	1	380	368	12	314	316	-2	286	287	-1	241	246	-5	58	61	-3	182	186	-4