



BRISBANE RADIO - SURVEY 3 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	7.6	6.1	1.5	0.8	0.8	0.0	0.5	0.4	0.1	2.4	0.8	1.6	4.4	3.1	1.3	13.2	11.3	1.9	16.9	14.9	2.0
Macquarie Sports 882	0.8	0.5	0.3	0.5	0.1	0.4	0.2	*	*	0.1	0.6	-0.5	0.4	0.1	0.3	1.8	1.0	0.8	1.5	0.9	0.6
4KQ	9.3	7.9	1.4	1.8	1.4	0.4	0.2	0.1	0.1	0.7	0.6	0.1	5.0	4.2	0.8	17.5	15.1	2.4	22.4	19.2	3.2
HIT 105	10.9	11.8	-0.9	16.5	18.1	-1.6	22.1	23.5	-1.4	18.2	17.6	0.6	12.5	14.0	-1.5	5.2	5.3	-0.1	0.5	1.6	-1.1
97.3FM	10.7	10.8	-0.1	16.4	12.2	4.2	11.4	9.7	1.7	9.1	10.3	-1.2	14.9	15.4	-0.5	9.2	11.0	-1.8	6.2	6.0	0.2
104.5 TRIPLE M	10.0	11.9	-1.9	10.0	13.0	-3.0	7.3	10.6	-3.3	10.8	16.8	-6.0	17.7	18.0	-0.3	10.6	10.1	0.5	1.7	2.2	-0.5
NOVA106.9	11.5	12.4	-0.9	32.9	32.5	0.4	24.1	25.7	-1.6	17.4	19.9	-2.5	9.9	9.9	0.0	3.9	4.9	-1.0	0.6	0.9	-0.3
ABC BRI	7.8	7.9	-0.1	0.7	1.1	-0.4	0.2	0.7	-0.5	4.1	3.6	0.5	6.3	5.0	1.3	7.9	10.8	-2.9	18.1	18.2	-0.1
4RN	2.6	2.5	0.1	0.1	0.1	0.0	0.8	1.2	-0.4	0.7	0.7	0.0	1.4	1.2	0.2	3.9	2.6	1.3	6.2	7.1	-0.9
ABC NEWS	1.4	1.1	0.3	0.5	0.8	-0.3	2.9	0.9	2.0	0.4	0.2	0.2	1.3	1.7	-0.4	1.6	1.6	0.0	1.9	1.1	0.8
4JXX	8.2	6.8	1.4	2.7	5.0	-2.3	19.0	17.1	1.9	18.7	15.3	3.4	8.7	5.4	3.3	1.8	2.2	-0.4	0.5	0.4	0.1
ABC CLASSIC	2.8	3.3	-0.5	1.2	2.4	-1.2	0.3	0.2	0.1	2.1	1.7	0.4	1.5	1.6	-0.1	2.2	2.6	-0.4	6.6	8.6	-2.0

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	7.8	6.2	1.6	9.4	7.6	1.8	10.5	8.0	2.5	6.3	4.9	1.4	4.3	3.2	1.1	7.0	6.8	0.2	6.7	5.7	1.0
Macquarie Sports 882	0.8	0.5	0.3	0.8	0.5	0.3	0.6	0.4	0.2	0.8	0.5	0.3	1.1	0.6	0.5	1.2	0.8	0.4	0.7	0.4	0.3
4KQ	8.7	7.4	1.3	9.1	8.2	0.9	10.0	8.0	2.0	9.5	8.0	1.5	6.0	4.9	1.1	6.1	4.5	1.6	11.5	9.7	1.8
HIT 105	11.6	12.4	-0.8	11.0	12.0	-1.0	11.2	11.6	-0.4	12.6	13.1	-0.5	12.9	14.2	-1.3	8.7	10.6	-1.9	8.9	9.8	-0.9
97.3FM	10.5	10.6	-0.1	9.3	9.0	0.3	11.0	11.5	-0.5	12.2	12.6	-0.4	9.0	9.4	-0.4	11.0	10.9	0.1	11.3	11.4	-0.1
104.5 TRIPLE M	10.5	12.6	-2.1	10.6	11.7	-1.1	10.0	13.7	-3.7	10.9	14.1	-3.2	11.3	12.3	-1.0	7.9	7.9	0.0	8.6	9.6	-1.0
NOVA106.9	11.7	12.4	-0.7	11.3	12.4	-1.1	9.5	9.7	-0.2	11.3	12.1	-0.8	16.0	16.4	-0.4	10.5	12.4	-1.9	11.0	12.6	-1.6
ABC BRI	7.9	7.7	0.2	9.7	10.0	-0.3	7.1	7.1	0.0	5.3	4.9	0.4	7.0	6.5	0.5	12.8	13.4	-0.6	7.7	8.3	-0.6
4RN	2.5	2.4	0.1	3.0	3.1	-0.1	1.9	2.0	-0.1	1.6	1.2	0.4	3.3	2.8	0.5	3.7	4.8	-1.1	2.7	3.0	-0.3
ABC NEWS	1.3	1.0	0.3	1.6	1.4	0.2	1.1	0.6	0.5	0.9	0.3	0.6	1.2	1.2	0.0	2.7	3.0	-0.3	1.5	1.3	0.2
4JXX	8.5	7.2	1.3	8.0	6.9	1.1	8.2	6.7	1.5	9.2	7.7	1.5	9.2	7.8	1.4	7.1	7.3	-0.2	7.4	5.4	2.0
ABC CLASSIC	2.7	3.3	-0.6	2.3	2.5	-0.2	3.2	3.9	-0.7	2.9	3.7	-0.8	2.7	3.9	-1.2	2.0	2.1	-0.1	3.2	3.3	-0.1



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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	149	130	19	8	4	4	4	2	2	16	14	2	31	26	5	31	29	2	61	55	6
Macquarie Sports 882	41	26	15	5	2	3	2	*	*	4	4	0	8	3	5	7	5	2	16	12	4
4KQ	251	224	27	11	8	3	5	2	3	14	14	0	39	29	10	77	69	8	105	102	3
HIT 105	532	513	19	94	83	11	105	101	4	186	180	6	109	109	0	28	26	2	10	15	-5
97.3FM	509	493	16	83	74	9	53	49	4	115	114	1	145	148	-3	65	62	3	48	46	2
104.5 TRIPLE M	435	459	-24	63	58	5	38	51	-13	120	129	-9	130	134	-4	59	62	-3	25	25	0
NOVA106.9	593	598	-5	118	99	19	116	119	-3	193	213	-20	122	123	-1	31	32	-1	13	13	0
ABC BRI	260	243	17	11	13	-2	5	5	0	38	29	9	57	50	7	49	54	-5	99	93	6
4RN	92	80	12	2	2	0	5	8	-3	14	6	8	16	14	2	20	18	2	35	33	2
ABC NEWS	89	69	20	10	8	2	12	5	7	17	8	9	18	14	4	12	15	-3	19	19	0
4JJJ	363	332	31	30	33	-3	76	80	-4	146	130	16	88	65	23	14	18	-4	10	6	4
ABC CLASSIC	106	92	14	8	7	1	4	4	0	28	16	12	23	21	2	13	12	1	30	31	-1
Total	1955	1953	2	221	216	5	229	228	1	511	509	2	446	450	-4	245	246	-1	302	303	-1

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	139	124	15	115	106	9	85	80	5	75	64	11	65	53	12	42	40	2	105	88	17
Macquarie Sports 882	35	22	13	19	11	8	13	11	2	19	11	8	18	12	6	11	7	4	25	16	9
4KQ	225	196	29	147	131	16	128	110	18	136	122	14	109	93	16	50	35	15	178	161	17
HIT 105	491	468	23	300	298	2	204	188	16	273	260	13	276	265	11	109	105	4	301	294	7
97.3FM	454	430	24	278	251	27	175	188	-13	245	236	9	233	218	15	121	102	19	323	315	8
104.5 TRIPLE M	398	420	-22	250	269	-19	153	187	-34	206	234	-28	208	223	-15	85	86	-1	251	269	-18
NOVA106.9	535	543	-8	345	349	-4	202	205	-3	271	290	-19	321	335	-14	133	131	2	370	395	-25
ABC BRI	241	223	18	178	167	11	112	111	1	112	109	3	126	111	15	72	65	7	168	171	-3
4RN	79	68	11	51	45	6	42	38	4	37	31	6	43	43	0	24	30	-6	60	56	4
ABC NEWS	77	63	14	46	41	5	23	22	1	24	15	9	22	24	-2	25	23	2	44	41	3
4JJJ	320	293	27	205	199	6	140	123	17	169	143	26	190	165	25	86	77	9	233	209	24
ABC CLASSIC	96	85	11	56	54	2	45	47	-2	55	47	8	53	58	-5	16	15	1	62	55	7
Total	1901	1892	9	1540	1532	8	1141	1149	-8	1333	1316	17	1358	1354	4	693	650	43	1626	1651	-25



BRISBANE RADIO - SURVEY 3 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	17	14	3	*	*	*	*	*	*	1	*	*	2	2	0	4	4	0	9	7	2
Macquarie Sports 882	2	1	1	*	*	*	*	*	*	*	*	*	*	*	*	1	*	*	1	*	*
4KQ	21	18	3	*	*	*	*	*	*	*	*	*	3	2	1	6	5	1	11	10	1
HIT 105	24	26	-2	3	3	0	4	5	-1	8	8	0	7	8	-1	2	2	0	*	1	*
97.3FM	24	24	0	3	2	1	2	2	0	4	5	-1	8	8	0	3	4	-1	3	3	0
104.5 TRIPLE M	22	27	-5	2	2	0	1	2	-1	5	7	-2	10	10	0	4	3	1	1	1	0
NOVA106.9	25	28	-3	6	6	0	5	5	0	8	9	-1	5	5	0	1	2	-1	*	*	*
ABC BRI	17	18	-1	*	*	*	*	*	*	2	2	0	3	3	0	3	4	-1	9	9	0
4RN	6	6	0	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	3	4	-1
ABC NEWS	3	2	1	*	*	*	1	*	*	*	*	*	1	1	0	1	1	0	1	1	0
4JJJ	18	15	3	*	1	*	4	4	0	8	7	1	5	3	2	1	1	0	*	*	*
ABC CLASSIC	6	7	-1	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0	3	4	-1
Total	221	223	-2	18	19	-1	20	21	-1	44	45	-1	55	55	0	34	34	0	51	50	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	19	15	4	36	29	7	32	25	7	17	14	3	10	8	2	5	4	1	12	10	2
Macquarie Sports 882	2	1	1	3	2	1	2	1	1	2	2	0	3	2	1	1	*	*	1	1	0
4KQ	21	18	3	35	31	4	30	25	5	26	23	3	14	12	2	4	3	1	21	18	3
HIT 105	27	30	-3	42	45	-3	34	36	-2	34	37	-3	31	34	-3	6	6	0	16	18	-2
97.3FM	25	25	0	36	34	2	33	36	-3	34	36	-2	22	23	-1	7	6	1	21	21	0
104.5 TRIPLE M	25	30	-5	40	44	-4	30	43	-13	30	40	-10	27	30	-3	5	5	0	16	18	-2
NOVA106.9	28	30	-2	43	47	-4	29	30	-1	31	35	-4	38	40	-2	7	7	0	20	23	-3
ABC BRI	19	19	0	37	38	-1	22	22	0	15	14	1	17	16	1	8	8	0	14	15	-1
4RN	6	6	0	11	12	-1	6	6	0	5	3	2	8	7	1	2	3	-1	5	5	0
ABC NEWS	3	2	1	6	5	1	3	2	1	2	1	1	3	3	0	2	2	0	3	2	1
4JJJ	20	17	3	30	26	4	25	21	4	25	22	3	22	19	3	5	4	1	14	10	4
ABC CLASSIC	6	8	-2	9	9	0	10	12	-2	8	11	-3	6	9	-3	1	1	0	6	6	0
Total	236	240	-4	381	380	1	301	314	-13	274	286	-12	240	241	-1	64	58	6	182	182	0