



BRISBANE RADIO - SURVEY 4 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	7.8	7.6	0.2	0.4	0.8	-0.4	0.2	0.5	-0.3	2.5	2.4	0.1	3.6	4.4	-0.8	6.2	13.2	-7.0	23.8	16.9	6.9
Macquarie Sports 882	1.0	0.8	0.2	0.4	0.5	-0.1	0.2	0.2	0.0	0.2	0.1	0.1	1.1	0.4	0.7	1.7	1.8	-0.1	1.5	1.5	0.0
4KQ	10.5	9.3	1.2	3.8	1.8	2.0	2.1	0.2	1.9	1.4	0.7	0.7	4.7	5.0	-0.3	25.0	17.5	7.5	21.4	22.4	-1.0
HIT 105	9.7	10.9	-1.2	18.5	16.5	2.0	17.1	22.1	-5.0	15.8	18.2	-2.4	10.3	12.5	-2.2	4.1	5.2	-1.1	1.1	0.5	0.6
97.3FM	10.5	10.7	-0.2	15.1	16.4	-1.3	9.2	11.4	-2.2	10.7	9.1	1.6	15.9	14.9	1.0	8.3	9.2	-0.9	4.6	6.2	-1.6
104.5 TRIPLE M	10.4	10.0	0.4	13.2	10.0	3.2	9.1	7.3	1.8	11.5	10.8	0.7	16.7	17.7	-1.0	10.9	10.6	0.3	1.8	1.7	0.1
NOVA106.9	11.7	11.5	0.2	28.6	32.9	-4.3	22.2	24.1	-1.9	17.8	17.4	0.4	11.5	9.9	1.6	5.7	3.9	1.8	0.3	0.6	-0.3
ABC BRI	6.8	7.8	-1.0	0.5	0.7	-0.2	2.5	0.2	2.3	1.8	4.1	-2.3	4.7	6.3	-1.6	7.9	7.9	0.0	17.1	18.1	-1.0
4RN	2.8	2.6	0.2	0.1	0.1	0.0	0.1	0.8	-0.7	0.7	0.7	0.0	1.3	1.4	-0.1	5.8	3.9	1.9	6.4	6.2	0.2
ABC NEWS	1.7	1.4	0.3	0.6	0.5	0.1	3.0	2.9	0.1	0.9	0.4	0.5	1.6	1.3	0.3	2.4	1.6	0.8	1.8	1.9	-0.1
4JXX	8.2	8.2	0.0	3.3	2.7	0.6	18.5	19.0	-0.5	18.3	18.7	-0.4	9.0	8.7	0.3	1.2	1.8	-0.6	0.3	0.5	-0.2
ABC CLASSIC	2.4	2.8	-0.4	0.2	1.2	-1.0	0.7	0.3	0.4	1.4	2.1	-0.7	1.4	1.5	-0.1	1.7	2.2	-0.5	6.5	6.6	-0.1

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	8.0	7.8	0.2	8.9	9.4	-0.5	10.6	10.5	0.1	6.7	6.3	0.4	4.6	4.3	0.3	8.5	7.0	1.5	7.2	6.7	0.5						
Macquarie Sports 882	0.9	0.8	0.1	0.7	0.8	-0.1	0.6	0.6	0.0	0.8	0.8	0.0	1.2	1.1	0.1	1.8	1.2	0.6	1.3	0.7	0.6						
4KQ	10.0	8.7	1.3	10.4	9.1	1.3	11.7	10.0	1.7	9.5	9.5	0.0	7.9	6.0	1.9	9.7	6.1	3.6	12.1	11.5	0.6						
HIT 105	10.2	11.6	-1.4	9.7	11.0	-1.3	9.5	11.2	-1.7	11.4	12.6	-1.2	11.0	12.9	-1.9	8.7	8.7	0.0	8.0	8.9	-0.9						
97.3FM	10.5	10.5	0.0	9.7	9.3	0.4	10.5	11.0	-0.5	12.4	12.2	0.2	9.9	9.0	0.9	8.6	11.0	-2.4	10.5	11.3	-0.8						
104.5 TRIPLE M	11.1	10.5	0.6	11.4	10.6	0.8	11.0	10.0	1.0	12.5	10.9	1.6	10.8	11.3	-0.5	6.1	7.9	-1.8	8.3	8.6	-0.3						
NOVA106.9	12.0	11.7	0.3	11.8	11.3	0.5	9.8	9.5	0.3	12.0	11.3	0.7	16.0	16.0	0.0	10.3	10.5	-0.2	10.8	11.0	-0.2						
ABC BRI	6.8	7.9	-1.1	8.7	9.7	-1.0	5.6	7.1	-1.5	4.6	5.3	-0.7	6.2	7.0	-0.8	11.3	12.8	-1.5	6.9	7.7	-0.8						
4RN	2.6	2.5	0.1	3.7	3.0	0.7	1.9	1.9	0.0	1.6	1.6	0.0	3.1	3.3	-0.2	2.5	3.7	-1.2	3.4	2.7	0.7						
ABC NEWS	1.6	1.3	0.3	1.8	1.6	0.2	1.4	1.1	0.3	1.1	0.9	0.2	1.4	1.2	0.2	3.0	2.7	0.3	1.9	1.5	0.4						
4JXX	8.2	8.5	-0.3	8.2	8.0	0.2	8.2	8.2	0.0	8.0	9.2	-1.2	9.7	9.2	0.5	5.9	7.1	-1.2	8.1	7.4	0.7						
ABC CLASSIC	2.2	2.7	-0.5	2.1	2.3	-0.2	2.6	3.2	-0.6	2.1	2.9	-0.8	1.5	2.7	-1.2	2.6	2.0	0.6	3.4	3.2	0.2						



BRISBANE RADIO - SURVEY 4 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	145	149	-4	7	8	-1	3	4	-1	18	16	2	28	31	-3	19	31	-12	70	61	9
Macquarie Sports 882	56	41	15	5	5	0	3	2	1	9	4	5	14	8	6	11	7	4	14	16	-2
4KQ	279	251	28	15	11	4	6	5	1	26	14	12	45	39	6	78	77	1	108	105	3
HIT 105	527	532	-5	93	94	-1	102	105	-3	189	186	3	98	109	-11	30	28	2	15	10	5
97.3FM	518	509	9	81	83	-2	55	53	2	130	115	15	150	145	5	59	65	-6	42	48	-6
104.5 TRIPLE M	485	435	50	79	63	16	51	38	13	130	120	10	143	130	13	55	59	-4	27	25	2
NOVA106.9	594	593	1	115	118	-3	109	116	-7	205	193	12	124	122	2	31	31	0	11	13	-2
ABC BRI	255	260	-5	8	11	-3	10	5	5	30	38	-8	56	57	-1	42	49	-7	109	99	10
4RN	103	92	11	1	2	-1	2	5	-3	15	14	1	20	16	4	29	20	9	36	35	1
ABC NEWS	94	89	5	10	10	0	13	12	1	20	17	3	21	18	3	12	12	0	19	19	0
4JJJ	359	363	-4	36	30	6	77	76	1	146	146	0	81	88	-7	11	14	-3	7	10	-3
ABC CLASSIC	107	106	1	6	8	-2	7	4	3	29	28	1	19	23	-4	14	13	1	32	30	2
Total	1953	1955	-2	221	221	0	230	229	1	511	511	0	445	446	-1	243	245	-2	304	302	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	133	139	-6	104	115	-11	80	85	-5	75	75	0	61	65	-4	41	42	-1	100	105	-5
Macquarie Sports 882	47	35	12	21	19	2	13	13	0	24	19	5	19	18	1	14	11	3	34	25	9
4KQ	253	225	28	165	147	18	145	128	17	153	136	17	118	109	9	72	50	22	191	178	13
HIT 105	487	491	-4	290	300	-10	203	204	-1	270	273	-3	266	276	-10	110	109	1	295	301	-6
97.3FM	464	454	10	288	278	10	187	175	12	249	245	4	234	233	1	121	121	0	327	323	4
104.5 TRIPLE M	440	398	42	278	250	28	166	153	13	227	206	21	228	208	20	83	85	-2	254	251	3
NOVA106.9	553	535	18	351	345	6	217	202	15	298	271	27	323	321	2	141	133	8	350	370	-20
ABC BRI	235	241	-6	166	178	-12	106	112	-6	117	112	5	114	126	-12	72	72	0	162	168	-6
4RN	91	79	12	62	51	11	44	42	2	41	37	4	44	43	1	19	24	-5	65	60	5
ABC NEWS	79	77	2	51	46	5	26	23	3	31	24	7	34	22	12	28	25	3	52	44	8
4JJJ	329	320	9	212	205	7	146	140	6	169	169	0	195	190	5	91	86	5	220	233	-13
ABC CLASSIC	97	96	1	56	56	0	44	45	-1	53	55	-2	43	53	-10	22	16	6	71	62	9
Total	1909	1901	8	1558	1540	18	1164	1141	23	1358	1333	25	1355	1358	-3	724	693	31	1576	1626	-50



BRISBANE RADIO - SURVEY 4 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	17	0	*	*	*	*	*	*	1	1	0	2	2	0	2	4	-2	12	9	3
Macquarie Sports 882	2	2	0	*	*	*	*	*	*	*	*	*	1	*	*	1	1	0	1	1	0
4KQ	23	21	2	1	*	*	*	*	*	1	*	*	3	3	0	8	6	2	11	11	0
HIT 105	22	24	-2	3	3	0	3	4	-1	7	8	-1	6	7	-1	1	2	-1	1	*	*
97.3FM	23	24	-1	3	3	0	2	2	0	5	4	1	9	8	1	3	3	0	2	3	-1
104.5 TRIPLE M	23	22	1	2	2	0	2	1	1	5	5	0	9	10	-1	4	4	0	1	1	0
NOVA106.9	26	25	1	5	6	-1	4	5	-1	8	8	0	6	5	1	2	1	1	*	*	*
ABC BRI	15	17	-2	*	*	*	*	*	*	1	2	-1	3	3	0	3	3	0	9	9	0
4RN	6	6	0	*	*	*	*	*	*	*	*	*	1	1	0	2	1	1	3	3	0
ABC NEWS	4	3	1	*	*	*	1	1	0	*	*	*	1	1	0	1	1	0	1	1	0
4JJJ	18	18	0	1	*	*	3	4	-1	9	8	1	5	5	0	*	1	*	*	*	*
ABC CLASSIC	5	6	-1	*	*	*	*	*	*	1	1	0	1	1	0	1	1	0	3	3	0
Total	222	221	1	18	18	0	19	20	-1	47	44	3	55	55	0	33	34	-1	50	51	-1

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

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
4BC	19	19	0	34	36	-2	32	32	0	18	17	1	11	10	1	6	5	1	13	12	1
Macquarie Sports 882	2	2	0	3	3	0	2	2	0	2	2	0	3	3	0	1	1	0	2	1	1
4KQ	24	21	3	40	35	5	36	30	6	25	26	-1	19	14	5	6	4	2	22	21	1
HIT 105	24	27	-3	37	42	-5	29	34	-5	31	34	-3	27	31	-4	6	6	0	14	16	-2
97.3FM	25	25	0	37	36	1	32	33	-1	33	34	-1	24	22	2	6	7	-1	19	21	-2
104.5 TRIPLE M	26	25	1	44	40	4	34	30	4	34	30	4	27	27	0	4	5	-1	15	16	-1
NOVA106.9	29	28	1	45	43	2	30	29	1	32	31	1	39	38	1	7	7	0	19	20	-1
ABC BRI	16	19	-3	33	37	-4	17	22	-5	13	15	-2	15	17	-2	8	8	0	12	14	-2
4RN	6	6	0	14	11	3	6	6	0	4	5	-1	8	8	0	2	2	0	6	5	1
ABC NEWS	4	3	1	7	6	1	4	3	1	3	2	1	3	3	0	2	2	0	3	3	0
4JJJ	20	20	0	31	30	1	25	25	0	22	25	-3	24	22	2	4	5	-1	15	14	1
ABC CLASSIC	5	6	-1	8	9	-1	8	10	-2	6	8	-2	4	6	-2	2	1	1	6	6	0
Total	238	236	2	383	381	2	307	301	6	269	274	-5	246	240	6	66	64	2	180	182	-2