



## BRISBANE RADIO - SURVEY 3 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	6.0	0.4	1.0	0.5	0.5	*	*	*	1.9	1.0	0.9	5.8	3.8	2.0	6.2	8.7	-2.5	14.3	14.8	-0.5
4BH 882	2.1	2.2	-0.1	1.3	0.4	0.9	0.2	*	*	0.4	0.8	-0.4	0.8	1.1	-0.3	2.0	2.0	0.0	5.6	6.1	-0.5
4KQ	10.3	11.0	-0.7	0.8	2.0	-1.2	2.0	1.5	0.5	1.0	1.6	-0.6	3.9	4.2	-0.3	17.2	20.0	-2.8	25.3	26.8	-1.5
B105	9.9	11.1	-1.2	19.8	23.3	-3.5	16.2	19.0	-2.8	17.7	19.1	-1.4	10.9	11.0	-0.1	3.3	6.8	-3.5	1.5	0.6	0.9
97.3FM	9.8	10.2	-0.4	11.0	13.0	-2.0	15.7	10.6	5.1	5.7	8.3	-2.6	15.7	13.5	2.2	12.5	14.2	-1.7	4.1	4.5	-0.4
104.5 TRIPLE M	10.2	10.0	0.2	12.3	13.2	-0.9	7.2	6.7	0.5	11.1	12.3	-1.2	15.3	13.9	1.4	15.5	13.1	2.4	1.8	2.0	-0.2
NOVA106.9	11.1	10.6	0.5	23.5	18.8	4.7	21.6	25.2	-3.6	18.5	16.9	1.6	10.8	11.0	-0.2	5.6	4.0	1.6	1.5	1.3	0.2
ABC BRIS	8.1	8.0	0.1	2.7	2.2	0.5	1.2	1.5	-0.3	1.6	3.7	-2.1	5.6	6.4	-0.8	6.0	7.8	-1.8	20.7	17.9	2.8
4RN	2.4	2.0	0.4	0.2	0.2	0.0	*	0.5	*	1.0	0.7	0.3	2.2	1.4	0.8	2.4	2.4	0.0	5.3	4.6	0.7
ABC NEWSRADIO	1.4	1.9	-0.5	0.4	0.7	-0.3	0.8	0.9	-0.1	0.6	2.2	-1.6	0.8	1.0	0.2	1.0	0.6	0.4	3.3	4.2	-0.9
4JJJ	7.1	7.2	-0.1	9.3	9.3	0.0	17.0	21.6	-4.6	16.4	13.1	3.3	5.0	7.0	-2.0	1.8	1.6	0.2	0.9	0.3	0.6
ABC CLASSIC	3.6	3.0	0.6	1.0	0.4	0.6	0.2	0.1	0.1	1.5	1.3	0.2	2.6	3.4	-0.8	7.6	2.1	5.5	5.8	6.3	-0.5

### 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	6.7	6.4	0.3	8.2	7.2	1.0	7.9	8.1	-0.2	5.0	5.2	-0.2	3.1	3.7	-0.6	11.3	8.0	3.3	5.3	4.8	0.5						
4BH 882	2.0	2.2	-0.2	1.6	1.6	0.0	2.7	2.8	-0.1	2.2	2.5	-0.3	1.7	1.7	0.0	1.1	2.3	-1.2	2.4	2.4	0.0						
4KQ	9.5	10.4	-0.9	10.3	12.0	-1.7	11.3	12.7	-1.4	9.5	10.0	-0.5	6.1	6.3	-0.2	6.7	6.8	-0.1	13.1	12.7	0.4						
B105	10.4	11.9	-1.5	9.6	11.3	-1.7	8.8	11.8	-3.0	13.0	14.1	-1.1	10.8	11.0	-0.2	7.9	8.0	-0.1	8.3	8.4	-0.1						
97.3FM	9.9	10.3	-0.4	9.3	9.7	-0.4	10.0	10.5	-0.5	10.6	11.8	-1.2	10.8	10.1	0.7	8.1	6.3	1.8	9.4	9.8	-0.4						
104.5 TRIPLE M	10.6	10.6	0.0	10.2	10.2	0.0	11.4	10.7	0.7	11.6	11.3	0.3	9.8	10.3	-0.5	7.8	9.0	-1.2	8.9	8.3	0.6						
NOVA106.9	11.4	10.6	0.8	12.0	11.2	0.8	8.2	8.4	-0.2	11.6	10.3	1.3	15.3	13.3	2.0	8.6	10.5	-1.9	10.3	10.6	-0.3						
ABC BRIS	7.8	7.9	-0.1	10.3	10.4	-0.1	8.9	8.0	0.9	5.5	5.4	0.1	5.4	7.1	-1.7	7.2	8.7	-1.5	8.9	8.5	0.4						
4RN	2.4	2.0	0.4	2.9	2.5	0.4	1.3	1.4	-0.1	1.4	1.1	0.3	3.5	2.2	1.3	6.2	4.6	1.6	2.5	2.0	0.5						
ABC NEWSRADIO	1.3	1.8	-0.5	1.7	2.4	-0.7	1.2	1.6	-0.4	1.0	1.0	0.0	1.1	1.9	-0.8	2.1	3.2	-1.1	1.5	2.1	-0.6						
4JJJ	7.2	7.0	0.2	7.1	6.1	1.0	6.0	5.7	0.3	6.9	7.0	-0.1	9.8	10.5	-0.7	6.6	7.9	-1.3	6.8	7.8	-1.0						
ABC CLASSIC	3.5	2.9	0.6	3.3	2.5	0.8	3.8	2.6	1.2	3.3	3.0	0.3	3.5	3.6	-0.1	3.5	2.8	0.7	4.2	3.4	0.8						



**BRISBANE RADIO - SURVEY 3 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	139	154	-15	4	7	-3	1	2	-1	9	14	-5	33	28	5	28	34	-6	63	69	-6
4BH 882	87	85	2	5	5	0	5	2	3	10	8	2	9	13	-4	20	17	3	39	40	-1
4KQ	240	277	-37	8	16	-8	2	7	-5	19	32	-13	36	32	4	66	72	-6	108	118	-10
B105	503	524	-21	67	72	-5	71	81	-10	221	213	8	95	102	-7	33	44	-11	16	12	4
97.3FM	495	518	-23	62	67	-5	64	69	-5	115	113	2	144	148	-4	68	84	-16	41	37	4
104.5 TRIPLE M	452	478	-26	68	78	-10	57	57	0	122	128	-6	119	127	-8	67	65	2	19	22	-3
NOVA106.9	643	612	31	95	103	-8	115	116	-1	250	219	31	128	129	-1	38	32	6	18	13	5
ABC BRIS	268	302	-34	17	18	-1	9	16	-7	27	38	-11	58	75	-17	47	49	-2	110	107	3
4RN	89	91	-2	5	2	3	*	4	*	20	17	3	21	19	2	15	18	-3	28	30	-2
ABC NEWSRADIO	105	106	-1	7	11	-4	10	8	2	20	25	-5	28	16	12	13	12	1	28	33	-5
4JJJ	401	411	-10	49	47	2	87	95	-8	177	176	1	60	66	-6	23	20	3	6	7	-1
ABC CLASSIC	138	112	26	10	6	4	11	4	7	32	30	2	24	31	-7	25	15	10	36	26	10
Total	2037	2043	-6	231	232	-1	225	229	-4	536	541	-5	458	452	6	256	258	-2	330	330	0

Cumulative 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	132	146	-14	110	117	-7	80	87	-7	71	73	-2	54	58	-4	37	36	1	86	85	1
4BH 882	74	77	-3	35	40	-5	37	42	-5	41	42	-1	39	35	4	16	14	2	55	50	5
4KQ	219	252	-33	141	161	-20	130	163	-33	140	156	-16	109	112	-3	39	53	-14	173	183	-10
B105	459	484	-25	284	324	-40	200	205	-5	272	274	-2	236	245	-9	102	88	14	277	265	12
97.3FM	452	462	-10	271	280	-9	205	209	-4	243	258	-15	209	211	-2	95	93	2	288	316	-28
104.5 TRIPLE M	405	425	-20	241	260	-19	172	176	-4	221	238	-17	204	224	-20	82	77	5	263	269	-6
NOVA106.9	587	559	28	383	372	11	212	211	1	308	282	26	324	298	26	126	121	5	382	368	14
ABC BRIS	235	273	-38	164	200	-36	137	143	-6	119	148	-29	94	119	-25	51	62	-11	184	195	-11
4RN	77	82	-5	47	58	-11	31	32	-1	37	37	0	41	41	0	30	27	3	59	60	-1
ABC NEWSRADIO	93	97	-4	66	67	-1	30	36	-6	28	28	0	27	36	-9	25	22	3	50	52	-2
4JJJ	373	374	-1	236	205	31	138	142	-4	198	204	-6	207	220	-13	96	88	8	228	244	-16
ABC CLASSIC	124	96	28	73	53	20	62	43	19	72	58	14	70	48	22	32	23	9	96	77	19
Total	1985	1992	-7	1600	1619	-19	1219	1220	-1	1443	1429	14	1367	1357	10	665	650	15	1650	1663	-13



## BRISBANE RADIO - SURVEY 3 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	14	14	0	*	*	*	*	*	*	1	*	*	3	2	1	2	3	-1	8	8	0
4BH 882	5	5	0	*	*	*	*	*	*	*	*	*	*	1	*	1	1	0	3	3	0
4KQ	23	26	-3	*	*	*	*	*	*	1	*	2	3	-1	6	7	-1	14	15	-1	
B105	22	26	-4	4	4	0	3	4	-1	8	9	-1	6	7	-1	1	2	-1	1	*	*
97.3FM	22	24	-2	2	2	0	3	2	1	3	4	-1	8	8	0	4	5	-1	2	2	0
104.5 TRIPLE M	23	24	-1	2	2	0	1	1	0	5	6	-1	8	8	0	5	5	0	1	1	0
NOVA106.9	25	25	0	4	3	1	4	5	-1	9	8	1	6	7	-1	2	1	1	1	1	0
ABC BRIS	18	19	-1	*	*	*	*	*	*	1	2	-1	3	4	-1	2	3	-1	12	10	2
4RN	6	5	1	*	*	*	*	*	*	*	*	*	1	1	0	1	1	0	3	3	0
ABC NEWSRADIO	3	4	-1	*	*	*	*	*	*	*	1	*	*	1	*	*	*	*	2	2	0
4JJJ	16	17	-1	2	1	1	3	4	-1	8	6	2	3	4	-1	1	1	0	1	*	*
ABC CLASSIC	8	7	1	*	*	*	*	*	*	1	1	0	1	2	-1	3	1	2	3	3	0
<b>Total</b>	<b>226</b>	<b>235</b>	<b>-9</b>	<b>18</b>	<b>16</b>	<b>2</b>	<b>17</b>	<b>19</b>	<b>-2</b>	<b>48</b>	<b>48</b>	<b>0</b>	<b>53</b>	<b>61</b>	<b>-8</b>	<b>34</b>	<b>36</b>	<b>-2</b>	<b>57</b>	<b>55</b>	<b>2</b>

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

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
4BC 1116	16	16	0	32	29	3	26	28	-2	15	16	-1	7	9	-2	7	5	2	10	9	1
4BH 882	5	5	0	6	6	0	9	10	-1	7	8	-1	4	4	0	1	1	0	4	5	-1
4KQ	23	26	-3	40	48	-8	37	44	-7	28	31	-3	14	15	-1	4	4	0	24	24	0
B105	25	30	-5	38	45	-7	29	41	-12	39	44	-5	25	26	-1	5	5	0	15	16	-1
97.3FM	24	26	-2	36	39	-3	33	36	-3	31	37	-6	25	24	1	5	4	1	17	19	-2
104.5 TRIPLE M	26	27	-1	40	41	-1	38	37	1	34	35	-1	22	24	-2	5	5	0	16	16	0
NOVA106.9	28	27	1	47	45	2	27	29	-2	34	32	2	35	32	3	5	6	-1	19	20	-1
ABC BRIS	19	20	-1	40	42	-2	29	28	1	16	17	-1	12	17	-5	4	5	-1	16	16	0
4RN	6	5	1	11	10	1	4	5	-1	4	3	1	8	5	3	4	3	1	4	4	0
ABC NEWSRADIO	3	5	-2	7	10	-3	4	5	-1	3	3	0	2	5	-3	1	2	-1	3	4	-1
4JJJ	18	18	0	28	25	3	20	20	0	20	22	-2	22	25	-3	4	5	-1	12	15	-3
ABC CLASSIC	8	7	1	13	10	3	13	9	4	10	9	1	8	9	-1	2	2	0	8	6	2
<b>Total</b>	<b>244</b>	<b>253</b>	<b>-9</b>	<b>391</b>	<b>400</b>	<b>-9</b>	<b>331</b>	<b>348</b>	<b>-17</b>	<b>296</b>	<b>309</b>	<b>-13</b>	<b>228</b>	<b>237</b>	<b>-9</b>	<b>58</b>	<b>57</b>	<b>1</b>	<b>181</b>	<b>190</b>	<b>-9</b>



## BRISBANE RADIO - DAB+ STATIONS ONLY - SURVEY 3 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	+/-	
97.3 The 80s	39	37	2	7	7	0	2	1	1	8	6	2	19	19	0	2	*	*	2	4	-2	
97.3 The 90s	33	37	-4	7	6	1	5	6	-1	9	13	-4	6	8	-2	4	1	3	2	3	-1	
BUDDHA HITS	14	17	-3	*	1	*	*	17	*	8	5	3	2	5	-3	2	3	-1	1	2	-1	
Chemist Warehouse Remix	7	6	1	4	2	2	*	*	*	2	3	-1	1	1	0	*	1	*	*	*	*	
Coles Radio	57	49	8	10	8	2	6	6	0	25	16	9	9	10	-1	4	9	-5	3	1	2	
DANCE HITS	14	14	0	3	4	-1	*	*	*	9	5	4	1	4	-3	*	1	*	*	*	*	
EASY 80s HITS	17	12	5	1	2	-1	*	*	*	2	3	-1	9	6	3	3	*	*	*	1	1	0
Edge Digital	6	10	-4	6	5	1	*	*	*	*	2	*	*	3	*	*	*	*	*	*	*	
MMM 90s	15	18	-3	3	5	-2	1	*	*	7	9	-2	2	3	-1	1	1	0	*	*	*	
MMM CLASSIC ROCK	43	40	3	12	6	6	4	2	2	6	9	-3	11	10	1	9	9	0	1	4	-3	
MMM COUNTRY	28	24	4	3	2	1	8	6	2	7	6	1	1	5	-4	7	4	3	2	1	1	
MMM HARD N HEAVY	14	15	-1	4	5	-1	*	*	*	4	3	1	7	6	1	*	*	*	*	*	*	
MMM SOFT ROCK	10	10	0	*	1	*	*	*	*	2	3	-1	4	4	0	3	2	1	*	*	*	
NOVA 90s	19	36	-17	4	11	-7	6	5	1	8	13	-5	1	5	-4	*	*	*	*	3	*	
NTS News Talk Sport	7	8	-1	*	*	*	*	*	*	2	2	0	5	5	0	*	1	*	1	*	*	
OLDSKOOL 90s HITS	25	23	2	9	7	2	4	3	1	10	10	0	2	3	-1	*	*	*	*	*	*	
smooth	34	39	-5	5	4	1	*	2	*	9	9	0	6	7	-1	9	7	2	5	9	-4	
smooth 80s	21	14	7	5	1	4	3	3	0	4	6	-2	6	3	3	2	1	1	*	*	*	
SOUNDCLOUD RADIO	9	6	3	1	5	-4	3	1	2	4	*	*	1	*	*	*	*	*	*	*	*	
URBAN HITS	13	12	1	4	2	2	3	2	1	7	6	1	*	*	*	*	*	*	*	2	*	
triple j Unearthed	23	26	-3	5	8	-3	7	8	-1	2	4	-2	4	2	2	4	5	-1	*	*	*	
ABC Country	14	19	-5	1	3	-2	2	3	-1	1	1	0	*	2	*	5	3	2	4	8	-4	
ABC Jazz	30	24	6	6	4	2	*	*	*	11	9	2	8	6	2	2	2	0	3	3	0	
ABC KIDS LISTEN	24	24	0	9	12	-3	1	1	0	13	10	3	1	*	*	*	1	*	*	*	*	
ABC Sport	21	12	9	*	*	*	*	*	*	5	3	2	11	6	5	5	3	2	1	*	*	
Double J	26	36	-10	3	5	-2	4	5	-1	14	15	-1	2	9	-7	3	1	2	1	1	0	
Total Digital/Internet Only	383	372	11	61	58	3	40	39	1	104	90	14	95	104	-9	55	48	7	27	33	-6	

### Cumulative 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	+/-
97.3 The 80s	32	28	4	15	7	8	11	7	4	8	6	2	10	11	-1	8	9	-1	23	24	-1
97.3 The 90s	27	29	-2	8	13	-5	5	6	-1	10	14	-4	11	7	4	8	5	3	11	13	-2
BUDDHA HITS	12	16	-4	10	10	0	5	7	-2	4	9	-5	8	6	2	3	5	-2	14	13	1
Chemist Warehouse Remix	7	6	1	3	2	1	3	2	1	4	3	1	4	3	1	2	2	0	5	2	3
Coles Radio	47	38	9	20	12	8	18	10	8	21	14	7	24	11	13	19	9	10	25	20	5
DANCE HITS	14	12	2	7	5	2	6	6	0	6	5	1	5	4	1	*	1	*	4	7	-3
EASY 80s HITS	12	9	3	1	1	0	7	1	6	5	1	4	5	4	1	5	3	2	11	5	6
Edge Digital	4	9	-5	2	7	-5	*	4	*	2	6	-4	2	5	-3	*	3	*	2	3	-1
MMM 90s	15	16	-1	5	10	-5	5	9	-4	7	6	1	3	5	-2	1	*	*	6	14	-8
MMM CLASSIC ROCK	30	26	4	19	12	7	14	8	6	17	16	1	20	15	5	9	1	8	23	27	-4
MMM COUNTRY	26	23	3	14	10	4	12	11	1	10	7	3	11	14	-3	2	2	0	11	12	-1
MMM HARD N HEAVY	13	14	-1	7	7	0	3	4	-1	3	7	-4	5	10	-5	4	8	-4	6	6	0
MMM SOFT ROCK	10	10	0	5	3	2	4	4	0	*	2	*	2	2	0	3	3	0	4	6	-2
NOVA 90s	17	32	-15	12	15	-3	6	13	-7	5	10	-5	5	9	-4	1	5	-4	8	15	-7
NTS News Talk Sport	5	6	-1	3	3	0	*	*	*	*	*	*	2	2	0	1	1	0	7	7	0
OLDSKOOL 90s HITS	17	17	0	3	3	0	5	5	0	2	11	-9	10	7	3	6	4	2	15	9	6
smooth	24	31	-7	6	10	-4	13	16	-3	12	15	-3	18	10	8	7	7	0	22	19	3
smooth 80s	20	14	6	6	6	0	7	4	3	11	6	5	9	4	5	6	4	2	13	7	6
SOUNDCLOUD RADIO	9	5	4	2	3	-1	4	2	2	5	1	4	3	1	2	2	2	0	2	2	0
URBAN HITS	13	12	1	6	4	2	9	9	0	5	6	-1	3	3	0	3	5	-2	3	2	1
triple j Unearthed	19	22	-3	2	7	-5	5	10	-5	7	10	-3	2	6	-4	3	*	*	7	7	0
ABC Country	12	16	-4	8	9	-1	4	6	-2	7	10	-3	4	3	1	*	4	*	10	12	-2
ABC Jazz	23	21	2	8	7	1	2	7	-5	5	6	-1	6	7	-1	9	8	1	19	15	4
ABC KIDS LISTEN	23	21	2	13	12	1	7	7	0	6	6	0	11	6	5	9	6	3	13	11	2
ABC Sport	10	3	7	4	*	*	3	*	*	*	*	*	4	*	*	4	3	1	15	12	3
Double J	24	31	-7	11	13	-2	11	12	-1	13	18	-5	10	11	-1	9	6	3	11	17	-6
Total Digital/Internet Only	327	314	13	157	155	2	139	140	-1	161	158	3	174	142	32	111	88	23	228	231	-3