

# BRISBANE'S #1 40+ RADIO STATION



**classic hits**

## **AUDIENCE PROFILE**

**DECEMBER 2022**



classic hits

# 4BH #1 RADIO STATION 40+ IN BRISBANE

- ✓ **4BH #1 AM Station in Brisbane 10+**
- ✓ **4BH #1 45+ Mornings (9am-12noon)**
- ✓ **4BH #1 50+ Afternoons (12n-4pm)**
- ✓ **4BH #1 40+ On Weekends**
- ✓ **4BH #1 Time Spent Listening 12h 24m**

## BBQ Bob's Breakfast

Cume increased again to 107,000

### #1 10+ Breakfast Time Spent Listening

## 4BH'S AUDIENCE CONTINUES TO EMBRACE BRISBANE'S HOME OF CLASSIC HITS, CAPTURING 192,000 LISTENERS EACH WEEK!

SOURCE: BRISBANE RADIO - Survey 8 2022  
Cumulative Audience (000's) by Demographic, Mon-Sun 12.00am-12midnight  
Cumulative Audience (000's) by Demographic, Sat-Sun 12.00am-12midnight  
Share Movement (%) by Demographic, Mon-Sun 5.30am-12midnight  
Share Movement (%) by Demographic, Sat-Sun 12.00am-12midnight  
Time Spent Listening, Mon-Sun 12.00am-12midnight (All people 10+)

# OUR LISTENERS

## 192,000

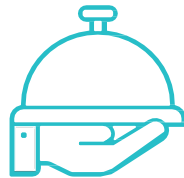
Capturing 192,000 listeners each week, our audience tends to be homeowners aged 40+ who are financially secure.



They are the household decision makers, who are very house proud and enjoy entertaining at home.



Fitness and wellbeing is important to them, and they like to travel and explore new places



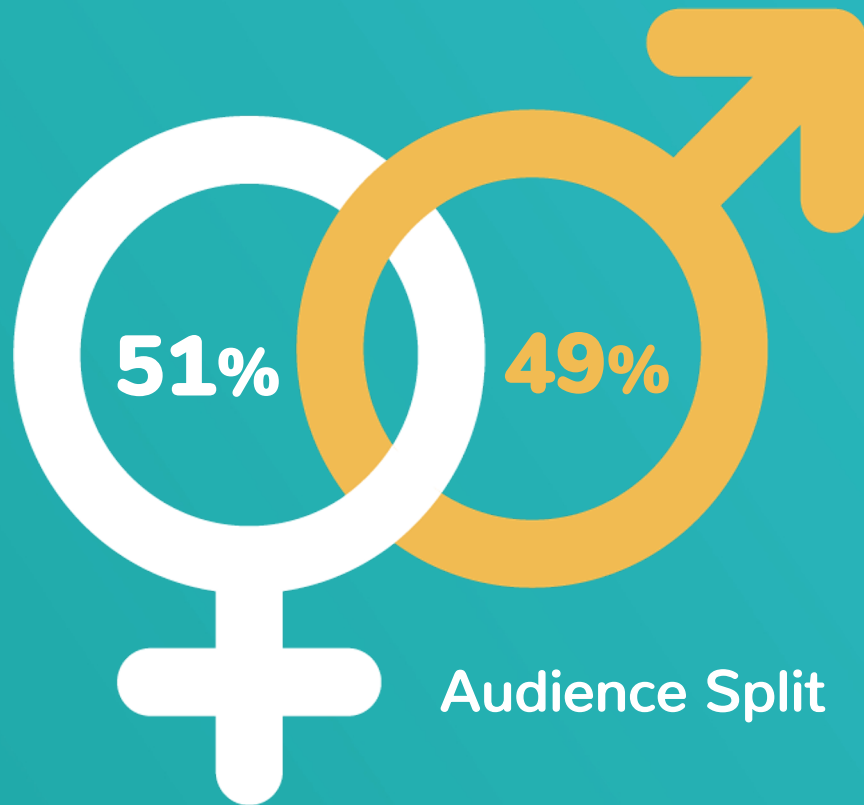
They love dining out and enjoy all the local wineries and restaurants on offer.



4BH Listeners enjoy singing along to Classic Hits and spending time with family and friends



# DEMOGRAPHIC ANALYSIS



## #1 WEEKLY TIME SPENT LISTENING

**12** HOURS **24** MINS

MALES  
**12** HOURS **43** MINS

FEMALES  
**12** HOURS **05** MINS



# LISTENER SELFIE

Below is a quick shot of 4BH's audience:

- 106,000** are Grocery Buyers
- 94,000** are Male
- 98,000** are Female
- 108,000** live in a home that is owned Outright
- 49,000** live in a home that is under a Mortgage
- 25,000** intend to purchase a car in the next 12 months
- 91,000** dined in a restaurant 1-3 in the last month
- 143,000** Plan a holiday in the next 12 months
- 110,000** intend to travel within Queensland in the next 12 months
- 178,000** purchase from a Pharmacy monthly
- 83,000** purchase from a Garden Nursery monthly
- 132,000** purchased from a News agency monthly
- 74,000** purchased beer in the last month
- 73,000** purchased wine in the last month

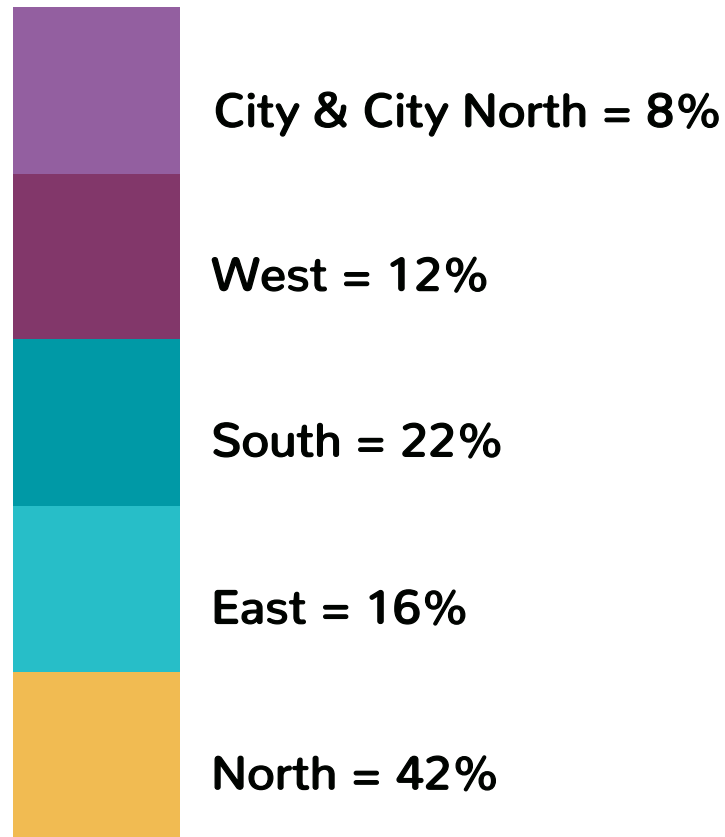


**117,000**  
purchased  
alcoholic  
beverages in the  
past month  
for home  
consumption



# AUDIENCE REACH

4BH captures a huge audience share across Brisbane's CBD and outer suburbs.





**classic hits**

[www.4bh.com.au](http://www.4bh.com.au)

