



BRISBANE

ACMA	ON-AIR NAME	FREQUENCY	PHONE	WWW
4BBB	B105 FM	105.3 MHz	07 3837 1053	www.b105.com.au
4MMM	Triple M	104.5 MHz	07 3361 0104	www.triple.com.au
4KQ	4KQ	693 kHz	07 3394 0693	www.4kq.com.au
4BFM	97.3 FM	97.3 MHz	07 3421 4973	www.973fm.com.au
4BNE	Nova 106.9	106.9 MHz	07 3872 6999	www.novafm.com.au
4BC	4BC	1116 kHz	07 3908 8200	www.4bc.com.au
4BH	4BH	882 kHz	07 3908 8200	www.4bh.com.au
4TAB	Radio Tab	1008 kHz	07 3360 1008	www.tabonline.com.au

More info: Click [here](#) for updated Station contacts and non-metro Agency representation

BRISBANE

*Brisbane, Australia's third largest city is located in the south eastern corner of Queensland on the banks of the Brisbane River. There are seven Commercial Radio Stations licensed to broadcast in the Brisbane metropolitan area, though other commercial radio stations can be heard in certain areas of Brisbane. There have also been numerous new stations launched since 2009, broadcasting DAB+ digital radio services in digital quality sound.

In comparison to the 2006 census, the population within the Radio Licence Area of Brisbane has increased by 24.58% to 2,107,398. The birthplace for 75.3% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Brisbane has a wide range of educational and training facilities for all ages. There are several universities, TAFE colleges and private training institutions in Brisbane. 442,096 people (22%) were attending an educational institution in 2011, with 8.7% in infants or primary, 6% attending a secondary educational institution, 5.3% attending University or another tertiary institution, and 2% attending TAFE. 751,413 people (37.2%) already have a tertiary qualification, 15% have a degree and 22.3% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (714,879) in the Brisbane radio licence area, 27% are owned outright and 37% are mortgaged. Private rental properties represent nearly 30% of total dwellings.

15.2% of the total households in Brisbane have a household income range between \$42,000-\$65,000pa, 19.8% between \$65,000-\$104,000pa and 18% between \$104,000-\$156,000pa.

AGRICULTURE

There are over 84 thousand nut trees in the region; the area produces over 430 thousand kilograms of avocados and more than 74 thousand kilograms of nectarines. Farms in the area support over 46 thousand beef cattle.

EMPLOYMENT

The majority (61%) of the labour force of 1,052,787 is employed full time. The main industries of employment are:

- Education, Health & Community Services (20.5%);
- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants (20.2%) and
- Manufacturing, Construction, Electricity, Gas & Water Supply (18%);

**Brisbane commercial radio stations participate in the official Radio Audience Measurement Surveys 8 times per year. To find out more please contact Commercial Radio Australia.*

BRISBANE

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	855026	889347	1744373	86.47
Aged 0-9 Years	140322	132703	273025	13.53
Aged 10-17 Years	109037	103843	212880	10.55
Aged 18-24 Years	106822	105802	212624	10.54
Aged 25-39 Years	223633	228677	452310	22.42
Aged 40-54 Years	202703	211864	414567	20.55
Aged 55+ Years	212831	239161	451992	22.40
Total 2011 Population	995348	1022050	2017398	100.00
Total 2006 Population	882400	914026	1619268	
% Change 2006-2011			24.59%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	642738	61.05
Part-time Employed	290369	27.58
Not Stated Employed	20020	1.90
Unemployed	61537	5.85
Total Labour Force	1052787	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	16645	2.33
\$10000-\$20999pa	51402	7.19
\$21000-\$41999pa	111675	15.62
\$42000-\$64999pa	108945	15.24
\$65000-\$103999pa	141896	19.85
\$104000-\$155999pa	130835	18.30
\$156000+pa	81690	11.43
Not Stated	16445	2.30
Total Households	714842	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	241405	45.12
Couple Families-No Children	196752	36.77
Single Parents	86217	16.11
Other Families	10706	2.00
Total Families	535080	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	336553	33.96
Technicians/Trade Workers/Community Personal Service Workers	229346	23.14
Clerical & Administrative Workers	161381	16.28
Sales Workers	93884	9.47
Machinery Operation/Driver/& Labourers	151852	15.32
Not Stated	18030	1.82
Total	991046	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	5361	0.54
Mining	12443	1.26
Construction/Electricity gas water and waste services/Manufacturing	185345	18.70
Wholesale/Retail Trade, Accommodation	200400	20.22
Transport, Postal & Warehouse/ Telecomms	71192	7.18
Finance & Insurance Services	84065	8.48
Professional scientific and technical services	83587	8.43
Public administration and safety	73501	7.42
Education & Health	203204	20.50
Arts and recreation services	13224	1.33
Other services	36986	3.73
Not stated	21808	2.20
Total	991116	100.00

ANNUAL HOUSEHOLD EXPENDITURE

\$000'S PA

Food and non Alcoholic Beverages	8,056,758
Total Alcoholic beverages	1,280,508
Total Clothing and Footwear	1,793,670
Total Household Linen Furnishings & Equipment	2,112,413
Furniture and Floor Covering	781,733
Household Appliances	402,856
Household Services and Operation	2,532,609
Total Medical Care and Pharmacy	2,604,916
Motor Vehicle Purchase	1,597,776
Total Motor Vehicle Running Cost incl Rego	3,547,497
Audio Visual Equipment and Parts	2,290,600
Recreation	6,774,037
Holidays Australia and Overseas	2,154,470
Total Personal care and Hygiene	1,015,626
Total Super and Life Insurance	2,596,800

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	89877	84961	174838	8.67
Secondary	61030	59200	120230	5.96
TAFE	17620	22013	39633	1.96
University & Other	46124	61271	107395	5.32
Total	214651	227445	442096	21.91

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	193394	27.05
Mortgaged	263332	36.84
Private Rental	210454	29.44
Housing Authority/Not Stated	42067	5.88
Other Tenure Type	5632	0.79
Total Dwellings	714879	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	300727	14.91
Certificate	450686	22.34
Total	751413	37.24

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	14952	5.68
\$500-\$799 per month	13319	5.06
\$800-\$999 per month	11576	4.40
\$1000-\$1399 per month	31595	12.01
\$1400+ per month	178729	67.94
Not Stated	12907	4.91
Total Mortgaged Dwellings	263078	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	56208	0.08
1 Vehicle	254063	0.36
2+ Vehicles	385731	0.54
Not Stated	18962	1.34
Total	639794	0.89

AGRICULTURE COMMODITY	VALUE
Area of holding - total area (ha)	138,535
Land Use - Grazing land (including pastures and rangelands) area (ha)	142,652
Cereal Crops - Wheat for grain production (t)	512
Cereals for grain total production (t)	1,854
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	229
Sorghum for grain production (t)	90
Vegetables for human consumption, total area (ha)	842
Tomatoes total production (t)	375
Avocados, total production (kg)	430,942
Nuts total trees (n)	84,380
Total grapes total area of vines (ha)	29
Orchard trees (incl. nuts) total trees - number (n)	183,894
Sheep and lambs total number (n)	906
Milk cattle (n)	9,163
Meat cattle (n)	46,869
Apples production (kg)	0
Nectarines production (kg)	74,454
Peaches production (kg)	61,679

INTERNET USAGE

Connection	Total	% Market Population
No Connection	109743	15.35
Broadband	535352	74.88
Dial-up	18564	2.60
Other	28650	4.01
Not Stated	22618	3.16
Total	714927	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	748070	771358	1519428	75.31
Europe	77793	73180	150973	7.48
Africa & Middle East	11456	11155	22611	1.12
Asia	53928	65776	119704	5.93
Americas	6509	6508	13017	0.65
Other	97632	94240	191872	9.51
Total Population Total	995388	1022217	2017605	100.00