



# BRISBANE RADIO - SURVEY 4 2018

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                  | 5.3        | 4.9  | 0.4  | 0.4          | 0.3  | 0.1  | 0.1          | 0.1  | 0.0  | 2.3          | 0.9  | 1.4  | 2.7          | 1.4  | 1.3  | 8.1          | 4.9  | 3.2  | 14.8       | 16.9 | -2.1 |
| Macquarie Sports 882 | 1.1        | 0.5  | 0.6  | *            | *    | *    | *            | *    | *    | 0.8          | 0.8  | 0.0  | 2.9          | 0.6  | 2.3  | 0.7          | 0.5  | 0.2  | 0.2        | 0.4  | -0.2 |
| 4KQ                  | 9.9        | 9.0  | 0.9  | 1.0          | 1.4  | -0.4 | 2.9          | 2.6  | 0.3  | 2.4          | 2.2  | 0.2  | 6.6          | 6.3  | 0.3  | 17.6         | 15.6 | 2.0  | 24.8       | 20.1 | 4.7  |
| HIT 105              | 11.8       | 11.6 | 0.2  | 26.4         | 23.4 | 3.0  | 28.0         | 23.2 | 4.8  | 15.7         | 18.3 | -2.6 | 9.0          | 10.6 | -1.6 | 4.9          | 5.4  | -0.5 | 1.4        | 0.8  | 0.6  |
| 97.3FM               | 11.9       | 13.0 | -1.1 | 19.0         | 19.2 | -0.2 | 7.2          | 10.9 | -3.7 | 9.3          | 10.0 | -0.7 | 17.9         | 16.9 | 1.0  | 15.0         | 21.1 | -6.1 | 4.6        | 4.9  | -0.3 |
| 104.5 TRIPLE M       | 10.5       | 10.6 | -0.1 | 10.2         | 9.8  | 0.4  | 11.8         | 8.2  | 3.6  | 12.4         | 12.8 | -0.4 | 14.0         | 18.0 | -4.0 | 12.8         | 10.5 | 2.3  | 2.0        | 1.1  | 0.9  |
| NOVA106.9            | 12.2       | 13.0 | -0.8 | 20.7         | 23.8 | -3.1 | 15.9         | 17.7 | -1.8 | 20.7         | 21.8 | -1.1 | 13.5         | 16.0 | -2.5 | 2.8          | 3.5  | -0.7 | 1.2        | 0.7  | 0.5  |
| ABC BRI              | 7.2        | 6.2  | 1.0  | 0.9          | 0.7  | 0.2  | 1.4          | 1.1  | 0.3  | 2.9          | 2.6  | 0.3  | 3.8          | 3.4  | 0.4  | 9.9          | 7.4  | 2.5  | 20.4       | 16.5 | 3.9  |
| 4RN                  | 2.0        | 2.6  | -0.6 | 0.3          | 0.3  | 0.0  | *            | 0.7  | *    | 1.7          | 2.1  | -0.4 | 2.0          | 1.3  | 0.7  | 1.9          | 1.6  | 0.3  | 4.2        | 6.8  | -2.6 |
| ABC NEWS             | 0.8        | 0.8  | 0.0  | 0.4          | 0.1  | 0.3  | 1.0          | 0.7  | 0.3  | 0.3          | 0.7  | -0.4 | 0.5          | 0.5  | 0.0  | 1.2          | 0.6  | 0.6  | 1.6        | 1.6  | 0.0  |
| 4JJJ                 | 7.6        | 6.5  | 1.1  | 4.5          | 4.3  | 0.2  | 18.2         | 18.8 | -0.6 | 14.7         | 12.7 | 2.0  | 6.4          | 5.3  | 1.1  | 2.1          | 1.8  | 0.3  | 0.1        | 0.1  | 0.0  |
| ABCFM                | 2.0        | 2.6  | -0.6 | 0.4          | 0.2  | 0.2  | 1.1          | 1.6  | -0.5 | 0.9          | 0.9  | 0.0  | 1.0          | 0.4  | 0.6  | 1.0          | 0.7  | 0.3  | 6.4        | 9.4  | -3.0 |

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                  | 5.4                 | 5.0  | 0.4  | 6.4                   | 5.6  | 0.8  | 6.6                    | 5.5  | 1.1  | 4.8                    | 3.9  | 0.9  | 2.9                   | 3.4  | -0.5 | 6.5                    | 8.8  | -2.3 | 4.7                 | 4.8  | -0.1 |
| Macquarie Sports 882 | 1.0                 | 0.5  | 0.5  | 1.0                   | 0.5  | 0.5  | 0.9                    | 0.3  | 0.6  | 0.6                    | 0.3  | 0.3  | 1.6                   | 1.1  | 0.5  | 1.5                    | 0.2  | 1.3  | 1.2                 | 0.5  | 0.7  |
| 4KQ                  | 9.3                 | 8.9  | 0.4  | 8.2                   | 8.8  | -0.6 | 11.6                   | 10.5 | 1.1  | 10.6                   | 9.8  | 0.8  | 7.6                   | 7.0  | 0.6  | 6.5                    | 5.8  | 0.7  | 11.7                | 9.3  | 2.4  |
| HIT 105              | 12.3                | 12.0 | 0.3  | 12.5                  | 12.5 | 0.0  | 11.7                   | 11.0 | 0.7  | 12.8                   | 11.7 | 1.1  | 14.1                  | 14.4 | -0.3 | 7.6                    | 8.7  | -1.1 | 10.0                | 10.4 | -0.4 |
| 97.3FM               | 11.6                | 12.7 | -1.1 | 11.7                  | 12.3 | -0.6 | 10.9                   | 13.1 | -2.2 | 11.8                   | 13.6 | -1.8 | 11.8                  | 12.2 | -0.4 | 11.1                   | 11.0 | 0.1  | 13.1                | 14.0 | -0.9 |
| 104.5 TRIPLE M       | 11.2                | 11.0 | 0.2  | 11.1                  | 10.4 | 0.7  | 11.0                   | 11.3 | -0.3 | 12.1                   | 12.7 | -0.6 | 11.1                  | 10.1 | 1.0  | 8.8                    | 9.1  | -0.3 | 8.4                 | 9.0  | -0.6 |
| NOVA106.9            | 12.8                | 13.4 | -0.6 | 12.7                  | 12.6 | 0.1  | 11.2                   | 12.9 | -1.7 | 13.3                   | 13.7 | -0.4 | 15.2                  | 15.8 | -0.6 | 10.4                   | 11.5 | -1.1 | 10.0                | 11.4 | -1.4 |
| ABC BRI              | 7.3                 | 6.1  | 1.2  | 9.1                   | 8.8  | 0.3  | 7.2                    | 6.0  | 1.2  | 4.9                    | 3.9  | 1.0  | 6.2                   | 5.2  | 1.0  | 10.9                   | 6.3  | 4.6  | 7.1                 | 6.5  | 0.6  |
| 4RN                  | 2.1                 | 2.6  | -0.5 | 3.1                   | 3.7  | -0.6 | 1.4                    | 1.6  | -0.2 | 1.5                    | 1.5  | 0.0  | 2.4                   | 2.6  | -0.2 | 1.4                    | 4.4  | -3.0 | 1.9                 | 2.5  | -0.6 |
| ABC NEWS             | 0.9                 | 0.8  | 0.1  | 1.2                   | 1.3  | -0.1 | 0.6                    | 0.4  | 0.2  | 0.5                    | 0.4  | 0.1  | 0.8                   | 0.7  | 0.1  | 1.6                    | 1.1  | 0.5  | 0.7                 | 0.8  | -0.1 |
| 4JJJ                 | 7.6                 | 6.5  | 1.1  | 7.4                   | 6.4  | 1.0  | 7.7                    | 6.4  | 1.3  | 8.0                    | 7.1  | 0.9  | 8.2                   | 6.6  | 1.6  | 5.3                    | 5.4  | -0.1 | 7.4                 | 6.4  | 1.0  |
| ABCFM                | 1.9                 | 2.5  | -0.6 | 1.7                   | 2.4  | -0.7 | 1.9                    | 2.4  | -0.5 | 1.6                    | 2.5  | -0.9 | 2.1                   | 3.0  | -0.9 | 3.4                    | 2.3  | 1.1  | 2.2                 | 2.9  | -0.7 |



# BRISBANE RADIO - SURVEY 4 2018

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                  | 121        | 112  | 9   | 4            | 4    | 0   | 1            | 2    | -1  | 11           | 7    | 4   | 23           | 15   | 8   | 29           | 26   | 3   | 52         | 57   | -5  |
| Macquarie Sports 882 | 28         | 26   | 2   | *            | *    | *   | *            | 1    | *   | 7            | 4    | 3   | 10           | 7    | 3   | 5            | 4    | 1   | 4          | 10   | -6  |
| 4KQ                  | 252        | 235  | 17  | 7            | 8    | -1  | 7            | 2    | 5   | 22           | 13   | 9   | 40           | 40   | 0   | 63           | 63   | 0   | 113        | 109  | 4   |
| HIT 105              | 503        | 518  | -15 | 97           | 95   | 2   | 114          | 108  | 6   | 174          | 185  | -11 | 89           | 97   | -8  | 23           | 30   | -7  | 6          | 3    | 3   |
| 97.3FM               | 533        | 516  | 17  | 84           | 75   | 9   | 51           | 56   | -5  | 130          | 121  | 9   | 155          | 148  | 7   | 79           | 82   | -3  | 35         | 34   | 1   |
| 104.5 TRIPLE M       | 429        | 416  | 13  | 55           | 58   | -3  | 53           | 41   | 12  | 127          | 114  | 13  | 134          | 141  | -7  | 49           | 49   | 0   | 11         | 14   | -3  |
| NOVA106.9            | 592        | 596  | -4  | 99           | 109  | -10 | 122          | 120  | 2   | 210          | 214  | -4  | 131          | 118  | 13  | 23           | 25   | -2  | 7          | 10   | -3  |
| ABC BRI              | 230        | 196  | 34  | 10           | 6    | 4   | 6            | 6    | 0   | 38           | 30   | 8   | 44           | 38   | 6   | 50           | 32   | 18  | 83         | 85   | -2  |
| 4RN                  | 82         | 77   | 5   | 3            | 2    | 1   | *            | 3    | *   | 16           | 13   | 3   | 23           | 15   | 8   | 15           | 14   | 1   | 24         | 30   | -6  |
| ABC NEWS             | 63         | 71   | -8  | 5            | 5    | 0   | 6            | 5    | 1   | 12           | 18   | -6  | 13           | 13   | 0   | 12           | 10   | 2   | 15         | 21   | -6  |
| 4JJJ                 | 323        | 299  | 24  | 27           | 26   | 1   | 66           | 60   | 6   | 147          | 133  | 14  | 68           | 64   | 4   | 13           | 12   | 1   | 3          | 4    | -1  |
| ABCFM                | 80         | 84   | -4  | 2            | 2    | 0   | 11           | 15   | -4  | 19           | 18   | 1   | 16           | 11   | 5   | 7            | 5    | 2   | 26         | 34   | -8  |
| Total                | 1902       | 1903 | -1  | 213          | 210  | 3   | 226          | 225  | 1   | 499          | 498  | 1   | 440          | 441  | -1  | 239          | 242  | -3  | 285        | 287  | -2  |

Cumulative Audience (000's) by Session, P10+ [Potential: 2012]

| 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                  | 110                 | 102  | 8   | 83                    | 74   | 9   | 77                     | 59   | 18  | 68                     | 62   | 6   | 51                    | 50   | 1   | 36                     | 39   | -3  | 77                  | 75   | 2   |
| Macquarie Sports 882 | 22                  | 24   | -2  | 10                    | 7    | 3   | 9                      | 10   | -1  | 13                     | 12   | 1   | 13                    | 12   | 1   | 6                      | 3    | 3   | 17                  | 15   | 2   |
| 4KQ                  | 226                 | 207  | 19  | 137                   | 123  | 14  | 137                    | 124  | 13  | 151                    | 140  | 11  | 117                   | 117  | 0   | 42                     | 46   | -4  | 176                 | 166  | 10  |
| HIT 105              | 453                 | 474  | -21 | 310                   | 308  | 2   | 194                    | 201  | -7  | 275                    | 269  | 6   | 262                   | 277  | -15 | 108                    | 107  | 1   | 293                 | 296  | -3  |
| 97.3FM               | 472                 | 469  | 3   | 296                   | 306  | -10 | 210                    | 223  | -13 | 277                    | 282  | -5  | 241                   | 252  | -11 | 114                    | 115  | -1  | 351                 | 348  | 3   |
| 104.5 TRIPLE M       | 386                 | 366  | 20  | 231                   | 215  | 16  | 156                    | 143  | 13  | 216                    | 200  | 16  | 200                   | 192  | 8   | 95                     | 76   | 19  | 245                 | 248  | -3  |
| NOVA106.9            | 539                 | 533  | 6   | 335                   | 319  | 16  | 210                    | 229  | -19 | 316                    | 323  | -7  | 299                   | 298  | 1   | 131                    | 124  | 7   | 336                 | 351  | -15 |
| ABC BRI              | 209                 | 174  | 35  | 148                   | 136  | 12  | 120                    | 98   | 22  | 117                    | 94   | 23  | 105                   | 88   | 17  | 56                     | 35   | 21  | 137                 | 130  | 7   |
| 4RN                  | 71                  | 69   | 2   | 56                    | 57   | -1  | 28                     | 32   | -4  | 39                     | 42   | -3  | 45                    | 44   | 1   | 18                     | 27   | -9  | 51                  | 57   | -6  |
| ABC NEWS             | 60                  | 66   | -6  | 33                    | 40   | -7  | 16                     | 17   | -1  | 26                     | 19   | 7   | 19                    | 18   | 1   | 17                     | 12   | 5   | 31                  | 32   | -1  |
| 4JJJ                 | 285                 | 268  | 17  | 185                   | 171  | 14  | 141                    | 126  | 15  | 171                    | 157  | 14  | 172                   | 156  | 16  | 73                     | 69   | 4   | 214                 | 200  | 14  |
| ABCFM                | 73                  | 77   | -4  | 44                    | 46   | -2  | 33                     | 31   | 2   | 37                     | 38   | -1  | 43                    | 50   | -7  | 34                     | 24   | 10  | 55                  | 53   | 2   |
| Total                | 1848                | 1835 | 13  | 1515                  | 1501 | 14  | 1118                   | 1120 | -2  | 1362                   | 1356 | 6   | 1303                  | 1325 | -22 | 692                    | 663  | 29  | 1566                | 1564 | 2   |



# BRISBANE RADIO - SURVEY 4 2018

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                  | 12         | 11   | 1   | *            | *    | *   | *            | *    | *   | 1            | *    | *   | 2            | 1    | 1   | 2            | 2    | 0   | 7          | 8    | -1  |
| Macquarie Sports 882 | 2          | 1    | 1   | *            | *    | *   | *            | *    | *   | *            | *    | *   | 2            | *    | *   | *            | *    | *   | *          | *    | *   |
| 4KQ                  | 22         | 20   | 2   | *            | *    | *   | 1            | 1    | 0   | 1            | 1    | 0   | 4            | 3    | 1   | 5            | 5    | 0   | 11         | 10   | 1   |
| HIT 105              | 27         | 26   | 1   | 5            | 4    | 1   | 6            | 5    | 1   | 8            | 9    | -1  | 5            | 6    | -1  | 1            | 2    | -1  | 1          | *    | *   |
| 97.3FM               | 27         | 29   | -2  | 3            | 3    | 0   | 2            | 2    | 0   | 5            | 5    | 0   | 11           | 9    | 2   | 4            | 7    | -3  | 2          | 2    | 0   |
| 104.5 TRIPLE M       | 24         | 24   | 0   | 2            | 2    | 0   | 3            | 2    | 1   | 7            | 7    | 0   | 8            | 10   | -2  | 4            | 3    | 1   | 1          | 1    | 0   |
| NOVA106.9            | 28         | 29   | -1  | 4            | 4    | 0   | 4            | 4    | 0   | 11           | 11   | 0   | 8            | 9    | -1  | 1            | 1    | 0   | 1          | *    | *   |
| ABC BRI              | 16         | 14   | 2   | *            | *    | *   | *            | *    | *   | 2            | 1    | 1   | 2            | 2    | 0   | 3            | 2    | 1   | 9          | 8    | 1   |
| 4RN                  | 5          | 6    | -1  | *            | *    | *   | *            | *    | *   | 1            | 1    | 0   | 1            | 1    | 0   | 1            | 1    | 0   | 2          | 3    | -1  |
| ABC NEWS             | 2          | 2    | 0   | *            | *    | *   | *            | *    | *   | *            | *    | *   | *            | *    | *   | *            | *    | *   | 1          | 1    | 0   |
| 4JJB                 | 17         | 15   | 2   | 1            | 1    | 0   | 4            | 4    | 0   | 8            | 7    | 1   | 4            | 3    | 1   | 1            | 1    | 0   | *          | *    | *   |
| ABCFM                | 4          | 6    | -2  | *            | *    | *   | *            | *    | *   | *            | *    | *   | 1            | *    | *   | *            | *    | *   | 3          | 5    | -2  |
| Total                | 227        | 226  | 1   | 18           | 18   | 0   | 22           | 21   | 1   | 54           | 51   | 3   | 59           | 55   | 4   | 30           | 33   | -3  | 45         | 49   | -4  |

Average Audience (000's) by Session, P10+ [Potential: 2012]

| Station              | Mon-Fri |      |     | Breakfast |      |     | Morning |      |     | Afternoon |      |     | Drive |      |     | Evening |      |     | Weekend |      |     |
|----------------------|---------|------|-----|-----------|------|-----|---------|------|-----|-----------|------|-----|-------|------|-----|---------|------|-----|---------|------|-----|
|                      | This    | Last | +/- | This      | Last | +/- | This    | Last | +/- | This      | Last | +/- | This  | Last | +/- | This    | Last | +/- | This    | Last | +/- |
| 4BC                  | 13      | 12   | 1   | 23        | 21   | 2   | 21      | 17   | 4   | 15        | 12   | 3   | 7     | 9    | -2  | 5       | 6    | -1  | 9       | 9    | 0   |
| Macquarie Sports 882 | 3       | 1    | 2   | 4         | 2    | 2   | 3       | 1    | 2   | 2         | 1    | 1   | 4     | 3    | 1   | 1       | *    | *   | 2       | 1    | 1   |
| 4KQ                  | 23      | 22   | 1   | 30        | 33   | -3  | 36      | 32   | 4   | 32        | 29   | 3   | 19    | 18   | 1   | 5       | 4    | 1   | 21      | 17   | 4   |
| HIT 105              | 30      | 29   | 1   | 46        | 47   | -1  | 37      | 33   | 4   | 39        | 35   | 4   | 36    | 36   | 0   | 5       | 6    | -1  | 18      | 19   | -1  |
| 97.3FM               | 28      | 31   | -3  | 43        | 46   | -3  | 34      | 40   | -6  | 36        | 41   | -5  | 30    | 31   | -1  | 8       | 7    | 1   | 24      | 25   | -1  |
| 104.5 TRIPLE M       | 27      | 27   | 0   | 41        | 39   | 2   | 34      | 34   | 0   | 37        | 38   | -1  | 28    | 26   | 2   | 6       | 6    | 0   | 15      | 16   | -1  |
| NOVA106.9            | 31      | 33   | -2  | 47        | 47   | 0   | 35      | 39   | -4  | 40        | 41   | -1  | 39    | 40   | -1  | 7       | 7    | 0   | 18      | 21   | -3  |
| ABC BRI              | 18      | 15   | 3   | 33        | 33   | 0   | 23      | 18   | 5   | 15        | 12   | 3   | 16    | 13   | 3   | 8       | 4    | 4   | 13      | 12   | 1   |
| 4RN                  | 5       | 6    | -1  | 11        | 14   | -3  | 4       | 5    | -1  | 5         | 5    | 0   | 6     | 6    | 0   | 1       | 3    | -2  | 3       | 5    | -2  |
| ABC NEWS             | 2       | 2    | 0   | 4         | 5    | -1  | 2       | 1    | 1   | 2         | 1    | 1   | 2     | 2    | 0   | 1       | 1    | 0   | 1       | 1    | 0   |
| 4JJB                 | 19      | 16   | 3   | 27        | 24   | 3   | 24      | 19   | 5   | 24        | 21   | 3   | 21    | 17   | 4   | 4       | 4    | 0   | 13      | 12   | 1   |
| ABCFM                | 5       | 6    | -1  | 6         | 9    | -3  | 6       | 7    | -1  | 5         | 7    | -2  | 5     | 8    | -3  | 2       | 1    | 1   | 4       | 5    | -1  |
| Total                | 246     | 244  | 2   | 365       | 377  | -12 | 313     | 303  | 10  | 304       | 299  | 5   | 255   | 253  | 2   | 70      | 65   | 5   | 181     | 181  | 0   |