



## 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   | *          | *    | *   | * |
| SOUNDCLLOUD 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   |
| SOUNDCLLOUD 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  |