



## 2009 SURVEY DATES

SURVEY ONE  
January 18 - February 14

**SURVEY TWO**  
**February 1 - March 21**

SURVEY THREE  
February 15 - May 2

SURVEY FOUR  
March 29 - June 13

SURVEY FIVE  
May 10 - August 1

SURVEY SIX  
June 28 - September 5

SURVEY SEVEN  
August 2 - October 24

SURVEY EIGHT  
September 20 - December 5

## BRISBANE

## Survey #2 2009

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**Station Profiles**

**Shares %**

**Cumes (000's) & Averages (000's)**

**Shares by Session**

**Shares by Age Group**

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**Please note: From Survey 1 2009 there has been significant changes in the research methodology used for the Radio Ratings.**

**Nielsen strongly recommends that cautious comparisons be made between audience estimates from years prior to 2009 and those from 2009 forward.**

# BRISBANE

## SURVEY #2, 2009



### 4BC

NEWS TALK 1116 – Brisbane 4BC

4BC is Brisbane's only commercial talk station, featuring news, interview opinion, sport and calls.

Target audience is 40+.

*Personalities include:* Jamie Dunn, Ian Calder, Victoria Carthew, Greg Cary, Peter Dick, Michael P Smith, Billy J Smith, Ian Maurice, Dave Downie, Col Campbell, Kevin Turner, John Miller, Alex Bernard, Chris Adams and Sharina.

77 Southgate Avenue, Cannon Hill, Qld 4170. PO Box 10116 Adelaide Street, Brisbane, QLD, 4000  
Phone: (07) 3908 8200 Fax: (07) 3908 8210



### 882 4BH

THE BEST SONGS OF ALL TIME 882 4BH

Blending contemporary music and timeless favourites with entertainment, competitions and Brisbane's Best News, Traffic reports and local info all day on weekdays and weekends. Moyd & Loretta for Breakfast and the Best Songs of All Time, all day. Target audience 40+.

77 Southgate Avenue, Cannon Hill, Qld 4170. PO Box 10116 Adelaide Street, Brisbane. QLD. 4000  
Phone: (07) 3908 8200. Fax: (07) 3908 8210.



### 4KQ 693AM

Good Times and Great Classic Hits.

Non-stop Classic Hits of the 60's, 70's & 80's. Brisbane's best news and traffic. Focused 40-59 with a commitment to families and fun.

P O Box 693, Coorparoo DC, 4151  
444 Logan Road, Stones Corner, QLD, 4120  
Phone: (07) 3394 0693



### 97.3 FM

Brisbane's Best Mix

Brisbane's feel good adult contemporary hits station.  
Target is 25-54 females with a promise of more music and less talk.

444 Logan Road, Stones Corner, Qld, 4120  
PO Box 973, Coorparoo DC, Qld, 4151  
Phone: (07) 3421 4973 Fax: (07) 3397 8757



### B105 FM

B105 is Brisbane's Hit Music Station

Wake up with Labby, Camilla & Stav for breakfast, with the Gotcha Calls. At work, get Brisbane's biggest hits with no ads for 50 minutes every hour with B105's AD Free 50's. Get a lift home with Hamish & Andy from 4, followed by Kyle & Jackie O's Hour of Power at 6. Then , Tim Lee and Biggy host the Hot 30 from 7.

William Jolly Place, 309 North Quay, Brisbane, 4000  
GPO Box 105, Brisbane, 4001  
Phone: (07) 3837 1053 Fax: (07) 3837 1022



### FM104 Triple M

Triple M – Brisbane's widest variety of music

The Cage for breakfast with Ian Skippen, Marto, Sully and Emily-Jade. Start the workday with Triple M's 104 minute music marathon. On Mondays and Fridays 4pm-7pm have a laugh on the drive home with Roy & HG's "The Life".

William Jolly Place, 309 North Quay, Brisbane, 4000  
GPO Box 1041, Brisbane, 4001  
Phone: (07) 3361 0104 Fax: (07) 3243 1154



### NOVA 106.9

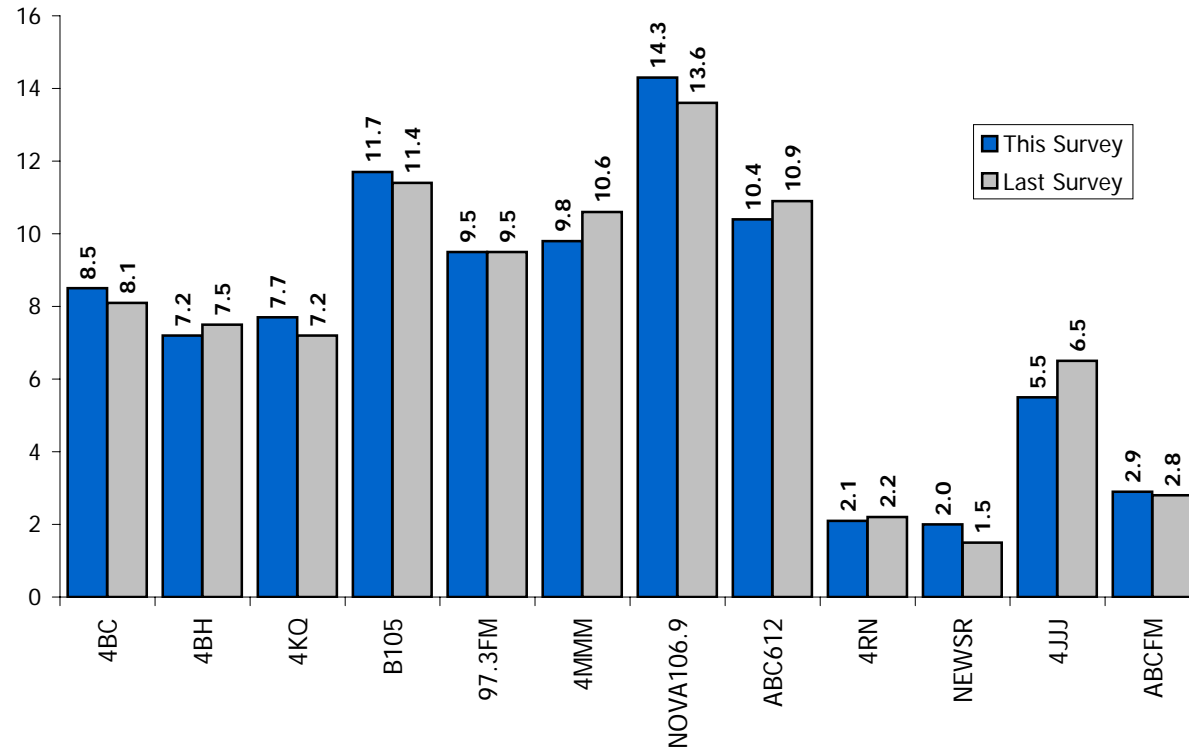
Sounds Different

Nova 106.9 is Brisbane's station for new music first, with never more than 2 ads in a row! Meshel, Ash & Kip with Luttsy start the day with breakfast. Whippy and Cat Lynch get you through the workday, and Ryan, Monty & Wippa get you home, with the help of Merrick & Rosso & Kate Ritchie at 6pm. From 7pm Nova's Launchp@d recommends new music first from around Australia and the world with Michelle and Smalzy. Hit music plus all the new stuff first and never more than 2 ads in a row...Nova 106.9

Level 3, 130 Commercial Road, Teneriffe, QLD, 4005  
Phone: (07) 3872 6999 Fax: (07) 3872 6962

MONDAY - SUNDAY 5:30am-12:00mn ALL PEOPLE 10+ (Previous Survey in Brackets)

	SHARE %	
4BC	8.5	(8.1)
4BH	7.2	(7.5)
4KQ	7.7	(7.2)
B105	11.7	(11.4)
97.3FM	9.5	(9.5)
4MMM	9.8	(10.6)
NOVA106.9	14.3	(13.6)
ABC612	10.4	(10.9)
4RN	2.1	(2.2)
NEWSR	2.0	(1.5)
4JJJ	5.5	(6.5)
ABCFM	2.9	(2.8)



MONDAY - SUNDAY 5:30am-12:00mn ALL PEOPLE 10+ (Previous Survey in Brackets)

	CUME (000's)	
Potential	1714	(1,714)
4BC	162	(161)
4BH	186	(190)
4KQ	182	(191)
B105	505	(495)
97.3FM	340	(340)
4MMM	300	(329)
NOVA106.9	492	(490)
ABC612	291	(296)
4RN	72	(70)
NEWSR	99	(87)
4JJJ	179	(211)
ABCFM	95	(91)

	AVERAGE (000's)	
Potential	1714	(1,714)
4BC	21	(20)
4BH	17	(18)
4KQ	19	(18)
B105	28	(28)
97.3FM	23	(23)
4MMM	24	(26)
NOVA106.9	35	(33)
ABC612	25	(26)
4RN	5	(5)
NEWSR	5	(4)
4JJJ	13	(16)
ABCFM	7	(7)

MONDAY - FRIDAY 5:30am-12:00mn ALL PEOPLE 10+ SHARE BY SESSION (Previous Survey in Brackets)

	5.30am-9.00am		9.00am-12.00Noon		12.00Noon-4.00pm		4.00pm-7.00pm		7.00pm-12.00Mdnt	
4BC	8.2	(8.1)	10.0	(9.8)	9.5	(8.7)	6.6	(6.0)	8.4	(7.9)
4BH	6.8	(8.6)	7.2	(7.4)	6.6	(6.0)	5.0	(5.6)	7.4	(5.7)
4KQ	8.5	(8.1)	7.7	(7.8)	6.7	(7.1)	5.9	(5.2)	4.5	(4.9)
B105	11.8	(9.9)	8.1	(9.0)	10.0	(10.4)	18.3	(17.5)	12.7	(14.5)
97.3FM	9.2	(9.1)	10.2	(9.7)	10.9	(10.9)	8.3	(9.3)	9.3	(9.3)
4MMM	9.0	(10.6)	11.6	(12.4)	12.5	(12.9)	9.0	(9.4)	9.5	(9.7)
NOVA106.9	15.9	(13.7)	15.1	(14.2)	15.8	(15.5)	14.6	(14.8)	9.9	(9.6)
ABC612	12.0	(13.7)	9.3	(9.2)	8.4	(8.8)	9.8	(8.9)	13.2	(12.2)
4RN	2.5	(3.0)	1.4	(1.8)	1.3	(0.9)	2.4	(2.4)	3.6	(2.8)
NEWSR	2.6	(2.0)	1.5	(1.0)	1.3	(1.0)	1.7	(1.1)	3.0	(2.2)
4JJJ	4.8	(4.8)	5.8	(7.1)	5.9	(8.3)	6.4	(8.1)	7.0	(8.3)
ABCFM	2.5	(2.4)	3.0	(2.6)	2.6	(2.3)	3.5	(3.5)	2.6	(3.3)

MONDAY-SUNDAY SHARE BY AGE GROUP (Previous Survey in Brackets)

	10-17		18-24		25-39		40-54		55+		Buyer	
4BC	1.5	(0.9)	*	(0.6)	2.5	(2.9)	6.5	(3.1)	19.9	(20.2)	10.1	(9.1)
4BH	0.3	(0.6)	4.1	(3.5)	1.6	(0.5)	7.9	(7.6)	14.0	(16.0)	7.9	(8.2)
4KQ	2.2	(1.3)	1.0	(1.0)	1.8	(1.5)	12.0	(10.5)	12.6	(13.0)	7.2	(6.7)
B105	40.2	(37.9)	20.8	(19.7)	13.9	(15.6)	9.4	(8.8)	2.0	(1.5)	9.4	(10.0)
97.3FM	11.3	(9.1)	5.6	(6.9)	12.2	(10.4)	14.6	(18.3)	3.6	(3.4)	10.6	(10.3)
4MMM	13.1	(11.0)	8.0	(7.7)	17.1	(21.3)	12.0	(12.5)	1.5	(1.7)	9.0	(11.2)
NOVA106.9	16.3	(19.3)	36.7	(35.4)	24.9	(23.8)	9.4	(6.1)	1.1	(1.5)	11.8	(10.5)
ABC612	2.6	(5.2)	0.5	(1.0)	3.7	(4.6)	8.9	(10.9)	22.8	(20.8)	12.9	(13.7)
4RN	0.7	(*)	*	(*)	1.6	(0.8)	2.0	(2.4)	3.8	(4.4)	2.3	(3.4)
NEWSR	1.3	(0.2)	0.3	(0.1)	1.7	(0.9)	1.8	(2.1)	3.0	(2.3)	1.8	(1.6)
4JJJ	1.1	(2.6)	16.6	(17.9)	9.7	(11.1)	4.0	(4.8)	0.3	(0.6)	3.9	(4.5)
ABCFM	0.1	(0.1)	1.0	(1.0)	2.5	(1.1)	1.6	(2.7)	5.7	(5.5)	3.5	(3.5)

## SINGLE SOURCE

Radio Single Source is compiled from the Lifestyle Questionnaire included in the Nielsen Radio Diary. It allows Radio Advisor users to combine normal re-analysis routines with additional data collected from radio diary respondents on product and service usage.

Product usage and purchase intention categories are currently available for:

- Newspaper read in last 7 days
- Hours spent viewing television
- PAY-TV subscription
- Video/DVD rent/download activity
- Visit cinema in past month
- Attend a major sporting event
- Type of pet
- Buy whitegoods in next 12 months
- Buy air conditioner/heater in next 12 months
- Buy general furniture in next 12 months
- Buy audio/visual equipment in next 12 mths
- Buy small electrical goods in next 12 months
- Finance and investment in next 12 months
- Buy motor vehicle in next 12 months
- Buy computer/video games in next 12 months
- Buy PC and/or hardware/accessories 12 mnths
- Buy PC software in next 12 months
- Buy MP3 played/iPod in next 12 months
- Buy digital radio receiver in next 12 months
- Access to personal computer
- Restaurant eating out in past month
- Takeaway food bought in last 4 weeks
- Takeaway food type bought
- Service Station/convenience store purchase
- Hardware store/Garden nursery purchases
- Pharmacy/Chemist purchases
- Department store purchases
- Discount retailer purchases
- Fashion/clothing store purchases
- Buy other PC hardware/accessories
- Internet access when and where
- Type of Internet Connection
- Internet access frequency
- Purchase goods/services over internet
- Travel intention & destination next 12 months
- Interstate/overseas air travel intentions
- Mobile phone ownership
- Mobile phone network carriers
- Furniture/appliance store purchases
- Newsagency/book store purchases
- Music/record store purchases
- Sell/buy house/unit in next 2 years
- Home renovations in next 12 months
- Visited hotel/licensed club in last 7 days
- Regular buyers of takeaway alcohol
- Type of alcohol purchased
- Participate in TAB betting
- Visit casino
- Internet Gambling
- Participate in lotto/lotteries/scratchies
- Mortgage with bank/credit union
- Have comprehensive car insurance
- Have Credit Card
- Have a personal loan
- Have private health insurance
- Amount of investments