

Brisbane Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #1 - 2007

Survey Period: Sun January 14 - Sat February 10, 2007

Station	P10+			P10-17			P18-24			P25-39			P40-54			P55+			Grocery Buyer		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
4BC	9.0	6.3	2.7	0.7	0.6	0.1	0.6	0.2	0.4	1.4	2.9	-1.5	5.8	4.5	1.3	23.0	13.6	9.4	10.8	6.4	4.4
4BH-882	7.4	8.8	-1.4	0.4	0.9	-0.5	0.8	1.6	-0.8	1.3	0.7	0.6	5.2	8.5	-3.3	18.4	19.6	-1.2	10.1	10.7	-0.6
4KQ	6.7	6.7	0.0	3.8	2.1	1.7	1.4	2.5	-1.1	1.8	1.7	0.1	11.9	12.1	-0.2	8.9	8.5	0.4	7.8	8.1	-0.3
B105	8.3	8.0	0.3	31.6	27.5	4.1	10.1	13.0	-2.9	10.2	12.0	-1.8	8.1	5.4	2.7	1.4	1.5	-0.1	7.3	6.9	0.4
97.3 FM	10.3	10.1	0.2	10.0	14.3	-4.3	12.5	11.4	1.1	12.1	13.4	-1.3	15.8	15.3	0.5	3.2	2.1	1.1	10.9	11.4	-0.5
FM104 MMM	12.4	13.0	-0.6	11.2	10.3	0.9	11.5	10.3	1.2	20.2	20.5	-0.3	18.0	19.8	-1.8	1.9	3.0	-1.1	11.2	11.3	-0.1
NOVA 106.9	13.6	14.4	-0.8	31.7	30.5	1.2	37.9	38.4	-0.5	21.0	24.5	-3.5	6.6	7.7	-1.1	0.4	0.5	-0.1	7.7	10.8	-3.1
ABC612	9.2	11.8	-2.6	1.1	3.2	-2.1	1.2	1.1	0.1	3.4	3.3	0.1	8.2	10.1	-1.9	19.4	25.3	-5.9	10.4	12.3	-1.9
4RN	2.1	2.1	0.0	0.3	0.7	-0.4	*	1.3	-1.3	0.6	0.8	-0.2	1.6	3.4	-1.8	5.0	2.7	2.3	3.0	2.8	0.2
NEWSR	2.1	1.1	1.0	0.3	0.1	0.2	0.1	0.1	0.0	1.0	0.6	0.4	2.0	0.9	1.1	4.4	2.3	2.1	2.6	1.5	1.1
4JJB	7.7	5.7	2.0	5.1	3.6	1.5	19.3	15.1	4.2	17.1	11.7	5.4	2.3	3.4	-1.1	1.0	*	1.0	7.1	4.3	2.8
ABC CL-FM	1.8	3.0	-1.2	*	0.2	-0.2	0.1	1.4	-1.3	0.8	0.9	-0.1	1.6	2.2	-0.6	3.7	6.3	-2.6	2.1	3.9	-1.8

Brisbane Radio - Share Movement (%) by Session

10+

Survey #1 - 2007

Station	Mon-Fri 5.30am-12.00Mndt			Breakfast 5.30am-9.00am			Morning 9.00am-12.00Noon			Afternoon 12.00Noon-4.00pm			Drive 4.00pm-7.00pm			Evening 7.00pm-12.00Mndt			Saturday & Sunday 5.30am-12.00Mndt		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
4BC	9.4	6.6	2.8	10.1	8.4	1.7	10.5	7.7	2.8	7.4	5.4	2.0	6.8	4.8	2.0	14.4	3.5	10.9	8.0	5.1	2.9
4BH-882	7.0	8.4	-1.4	6.2	8.1	-1.9	8.1	9.0	-0.9	7.1	8.4	-1.3	7.2	7.1	0.1	6.2	10.2	-4.0	8.9	10.5	-1.6
4KQ	6.4	6.3	0.1	8.0	6.8	1.2	6.7	6.3	0.4	6.0	6.5	-0.5	5.2	5.7	-0.5	3.8	4.6	-0.8	7.8	8.0	-0.2
B105	8.4	8.1	0.3	7.6	8.0	-0.4	7.8	6.5	1.3	8.1	8.0	0.1	10.6	10.1	0.5	9.9	10.3	-0.4	8.1	7.6	0.5
97.3 FM	10.6	10.1	0.5	9.5	8.7	0.8	10.9	10.6	0.3	12.3	11.3	1.0	11.4	10.6	0.8	7.3	9.2	-1.9	9.0	10.2	-1.2
FM104 MMM	12.9	13.7	-0.8	11.7	11.7	0.0	13.2	15.7	-2.5	15.2	16.1	-0.9	12.5	13.6	-1.1	9.9	7.7	2.2	10.8	10.6	0.2
NOVA 106.9	14.0	15.0	-1.0	13.2	13.2	0.0	14.7	15.3	-0.6	15.6	17.1	-1.5	13.1	15.4	-2.3	11.6	13.9	-2.3	12.1	12.5	-0.4
ABC612	8.7	11.6	-2.9	12.3	15.9	-3.6	6.6	10.0	-3.4	5.8	8.5	-2.7	7.9	9.5	-1.6	11.0	13.0	-2.0	10.9	12.7	-1.8
4RN	2.1	2.2	-0.1	2.6	3.0	-0.4	1.4	1.6	-0.2	1.3	1.2	0.1	2.6	2.4	0.2	2.8	3.3	-0.5	2.3	1.9	0.4
NEWSR	1.9	1.1	0.8	3.0	1.3	1.7	0.9	0.7	0.2	0.7	0.9	-0.2	1.4	1.0	0.4	5.5	1.8	3.7	2.9	1.4	1.5
4JJB	8.3	6.0	2.3	5.8	5.2	0.6	8.6	6.2	2.4	10.3	6.4	3.9	10.6	6.8	3.8	6.0	6.1	-0.1	5.8	4.7	1.1
ABC CL-FM	1.6	2.7	-1.1	1.9	2.4	-0.5	1.7	2.4	-0.7	1.3	2.2	-0.9	1.7	4.3	-2.6	1.8	4.1	-2.3	2.3	3.8	-1.5

Brisbane Radio - Average Audience (000's) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #1 - 2007

Survey Period: Sun January 14 - Sat February 10, 2007

Station	P10+			P10-17			P18-24			P25-39			P40-54			P55+			Grocery Buyer		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
Potential	1649	1611	38	205	203	2	208	204	4	416	409	7	400	392	8	420	403	17	727	715	12
4BC	21	15	6	*	*	0	*	*	0	1	2	-1	4	3	1	16	10	6	12	8	4
4BH-882	17	21	-4	*	*	0	*	*	0	1	*	1	3	5	-2	13	15	-2	11	13	-2
4KQ	16	16	0	1	*	1	*	1	-1	1	1	0	7	8	-1	6	7	-1	9	10	-1
B105	19	19	0	5	4	1	3	4	-1	6	7	-1	5	3	2	1	1	0	8	8	0
97.3 FM	24	25	-1	2	2	0	3	3	0	7	8	-1	10	10	0	2	2	0	12	13	-1
FM104 MMM	29	31	-2	2	2	0	3	3	0	12	12	0	11	12	-1	1	2	-1	13	13	0
NOVA 106.9	32	35	-3	5	5	0	10	10	0	12	15	-3	4	5	-1	*	*	0	9	13	-4
ABC612	21	29	-8	*	*	0	*	*	0	2	2	0	5	6	-1	14	20	-6	12	14	-2
4RN	5	5	0	*	*	0	*	*	0	*	*	0	1	2	-1	4	2	2	3	3	0
NEWSR	5	3	2	*	*	0	*	*	0	1	*	1	1	1	0	3	2	1	3	2	1
4JJJ	18	14	4	1	1	0	5	4	1	10	7	3	1	2	-1	1	*	1	8	5	3
ABC CL-FM	4	7	-3	*	*	0	*	*	0	*	1	-1	1	1	0	3	5	-2	2	5	-3
ALL	234	242	-8	15	15	0	28	27	1	57	60	-3	62	63	-1	71	77	-6	112	118	-6

Brisbane Radio - Average Audience (000's) by Session

10+ [Potential: 1649]

Survey #1 - 2007

Station	Mon-Fri 5.30am-12.00Mndt			Breakfast 5.30am-9.00am			Morning 9.00am-12.00Noon			Afternoon 12.00Noon-4.00pm			Drive 4.00pm-7.00pm			Evening 7.00pm-12.00Mndt			Saturday & Sunday 5.30am-12.00Mndt		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
4BC	24	17	7	40	36	4	37	27	10	22	16	6	16	12	4	11	2	9	15	10	5
4BH-882	18	22	-4	24	35	-11	28	32	-4	21	26	-5	17	17	0	5	7	-2	16	20	-4
4KQ	16	17	-1	32	29	3	24	22	2	18	20	-2	12	14	-2	3	3	0	14	15	-1
B105	21	21	0	30	35	-5	27	23	4	24	25	-1	24	24	0	7	7	0	15	14	1
97.3 FM	27	27	0	38	38	0	38	37	1	36	35	1	26	26	0	5	6	-1	17	19	-2
FM104 MMM	33	36	-3	46	51	-5	46	55	-9	45	49	-4	29	33	-4	7	5	2	20	20	0
NOVA 106.9	35	40	-5	52	57	-5	51	53	-2	46	53	-7	30	37	-7	9	10	-1	22	24	-2
ABC612	22	31	-9	49	69	-20	23	35	-12	17	26	-9	18	23	-5	8	9	-1	20	24	-4
4RN	5	6	-1	11	13	-2	5	5	0	4	4	0	6	6	0	2	2	0	4	4	0
NEWSR	5	3	2	12	6	6	3	2	1	2	3	-1	3	2	1	4	1	3	5	3	2
4JJJ	21	16	5	23	22	1	30	22	8	30	20	10	25	17	8	5	4	1	11	9	2
ABC CL-FM	4	7	-3	7	10	-3	6	8	-2	4	7	-3	4	10	-6	1	3	-2	4	7	-3
ALL	253	264	-11	397	432	-35	350	351	-1	295	308	-13	231	243	-12	75	70	5	184	189	-5

Brisbane Radio - Cumulative Audience (000's) by Demographic Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #1 - 2007

Survey Period: Sun January 14 - Sat February 10, 2007

Station	P10+			P10-17			P18-24			P25-39			P40-54			P55+			Grocery Buyer		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
Potential	1649	1611	38	205	203	2	208	204	4	416	409	7	400	392	8	420	403	17	727	715	12
4BC	175	150	25	7	4	3	3	3	0	13	21	-8	49	34	15	103	87	16	91	81	10
4BH-882	195	206	-11	2	5	-3	1	7	-6	17	15	2	46	55	-9	128	123	5	111	110	1
4KQ	205	200	5	13	9	4	6	9	-3	23	22	1	79	83	-4	84	78	6	111	104	7
B105	381	340	41	93	77	16	71	59	12	111	105	6	84	76	8	22	23	-1	151	134	17
97.3 FM	369	357	12	56	53	3	43	43	0	122	116	6	111	112	-1	36	32	4	174	174	0
FM104 MMM	356	372	-16	50	46	4	41	39	2	134	144	-10	112	114	-2	20	28	-8	146	164	-18
NOVA 106.9	430	412	18	83	86	-3	118	103	15	147	148	-1	74	69	5	9	7	2	153	152	1
ABC612	334	272	62	12	10	2	13	7	6	61	32	29	95	78	17	153	146	7	165	130	35
4RN	105	90	15	4	4	0	1	4	-3	19	9	10	27	36	-9	54	38	16	57	48	9
NEWSR	97	76	21	4	1	3	3	2	1	16	12	4	30	16	14	44	46	-2	49	39	10
4JJJ	222	191	31	19	12	7	64	54	10	98	86	12	33	35	-2	8	5	3	87	78	9
ABC CL-FM	83	90	-7	2	3	-1	3	7	-4	18	17	1	18	19	-1	42	46	-4	45	51	-6
ALL	1554	1525	29	176	183	-7	190	190	0	399	390	9	386	377	9	402	386	16	701	685	16

Brisbane Radio - Cumulative Audience (000's) by Session

10+ [Potential: 1649]

Survey #1 - 2007

Station	Mon-Fri 5.30am-12.00Mndt			Breakfast 5.30am-9.00am			Morning 9.00am-12.00Noon			Afternoon 12.00Noon-4.00pm			Drive 4.00pm-7.00pm			Evening 7.00pm-12.00Mndt			Saturday & Sunday 5.30am-12.00Mndt		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
4BC	163	135	28	114	104	10	100	75	25	96	71	25	80	59	21	51	28	23	105	90	15
4BH-882	172	182	-10	105	116	-11	103	103	0	98	113	-15	87	97	-10	44	58	-14	130	135	-5
4KQ	178	170	8	123	121	2	100	91	9	91	94	-3	78	83	-5	51	32	19	141	124	17
B105	330	295	35	195	200	-5	142	125	17	172	162	10	175	161	14	87	79	8	219	194	25
97.3 FM	334	309	25	198	211	-13	167	139	28	199	178	21	189	178	11	88	102	-14	217	226	-9
FM104 MMM	305	337	-32	201	232	-31	153	164	-11	204	197	7	175	211	-36	80	80	0	222	217	5
NOVA 106.9	392	375	17	269	270	-1	208	169	39	223	217	6	210	224	-14	123	101	22	264	257	7
ABC612	285	246	39	186	202	-16	123	121	2	147	133	14	148	126	22	96	74	22	234	196	38
4RN	94	81	13	52	61	-9	30	37	-7	39	37	2	41	37	4	30	27	3	57	52	5
NEWSR	91	69	22	65	46	19	27	25	2	27	34	-7	29	20	9	36	16	20	60	49	11
4JJJ	197	170	27	111	112	-1	111	77	34	124	97	27	129	105	24	74	68	6	132	117	15
ABC CL-FM	70	73	-3	38	38	0	32	36	-4	35	38	-3	34	41	-7	23	26	-3	60	56	4
ALL	1510	1484	26	1278	1315	-37	1038	934	104	1080	1070	10	1068	1072	-4	625	590	35	1302	1260	42