

Brisbane Radio - Share Movement (%) by Demographic

Mon-Sun 5.30am-12.00Mndt

Survey #4 - 2007

Survey Period: Sun March 25 - Sat April 28, 2007 and Sun May 06 - Sat June 09, 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	8.6	9.1	-0.5	1.3	2.4	-1.1	0.5	0.6	-0.1	1.3	1.3	0.0	9.3	9.5	-0.2	18.7	19.2	-0.5	10.7	10.9	-0.2
4BH-882	8.0	10.5	-2.5	1.4	1.2	0.2	0.4	0.4	0.0	1.5	0.6	0.9	5.2	6.5	-1.3	20.2	27.2	-7.0	10.3	12.9	-2.6
4KQ	7.3	7.1	0.2	1.6	2.0	-0.4	1.9	2.4	-0.5	3.2	3.8	-0.6	10.7	9.9	0.8	10.9	10.1	0.8	7.5	7.6	-0.1
B105	9.2	8.0	1.2	24.5	22.5	2.0	19.1	15.0	4.1	12.6	9.7	2.9	7.3	7.6	-0.3	0.9	1.7	-0.8	7.3	7.2	0.1
97.3 FM	11.1	10.3	0.8	12.8	12.2	0.6	7.4	10.1	-2.7	17.6	16.0	1.6	13.6	13.9	-0.3	4.7	2.5	2.2	11.8	9.7	2.1
FM104 MMM	11.8	11.3	0.5	7.6	7.2	0.4	16.8	19.0	-2.2	18.2	18.5	-0.3	15.5	12.4	3.1	1.9	2.6	-0.7	9.8	8.6	1.2
NOVA 106.9	15.1	16.2	-1.1	38.8	39.6	-0.8	34.1	37.0	-2.9	21.2	25.7	-4.5	11.8	11.7	0.1	0.5	0.5	0.0	11.9	13.6	-1.7
ABC612	8.9	8.4	0.5	1.7	4.9	-3.2	1.5	1.0	0.5	3.2	3.7	-0.5	8.7	9.9	-1.2	18.4	14.3	4.1	10.0	8.9	1.1
4RN	2.4	2.2	0.2	0.5	0.1	0.4	1.6	0.2	1.4	0.9	0.5	0.4	3.1	2.5	0.6	3.8	4.5	-0.7	2.9	2.9	0.0
NEWSR	1.0	0.8	0.2	*	0.2	-0.2	0.1	0.3	-0.2	0.4	0.5	-0.1	0.9	0.9	0.0	2.3	1.2	1.1	1.1	0.9	0.2
4JJJ	6.0	6.5	-0.5	3.7	4.3	-0.6	10.8	10.8	0.0	11.7	13.0	-1.3	5.0	5.2	-0.2	0.5	1.3	-0.8	6.0	7.4	-1.4
ABC CL-FM	2.4	2.3	0.1	1.3	*	1.3	0.4	0.2	0.2	0.6	0.8	-0.2	2.7	2.6	0.1	4.5	4.3	0.2	2.4	2.6	-0.2

Brisbane Radio - Share Movement (%) by Session

10+

Survey #4 - 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	9.0	9.3	-0.3	9.3	10.1	-0.8	11.9	11.6	0.3	6.4	6.9	-0.5	6.7	6.4	0.3	12.7	13.2	-0.5	7.1	8.3	-1.2
4BH-882	7.4	9.6	-2.2	7.8	9.6	-1.8	8.1	10.6	-2.5	7.2	9.3	-2.1	5.6	9.0	-3.4	7.8	9.1	-1.3	10.1	13.8	-3.7
4KQ	7.2	7.2	0.0	8.3	9.4	-1.1	7.7	7.1	0.6	7.0	6.5	0.5	6.4	5.2	1.2	3.3	4.0	-0.7	7.6	7.1	0.5
B105	9.3	8.4	0.9	8.6	8.8	-0.2	8.0	6.3	1.7	9.3	7.5	1.8	12.5	10.9	1.6	10.1	10.9	-0.8	8.7	6.6	2.1
97.3 FM	11.2	10.6	0.6	10.2	8.8	1.4	11.6	11.7	-0.1	13.4	13.7	-0.3	10.9	9.8	1.1	7.7	6.3	1.4	10.6	9.1	1.5
FM104 MMM	12.4	11.7	0.7	12.2	11.7	0.5	12.6	11.5	1.1	13.7	12.5	1.2	11.8	11.0	0.8	9.8	11.1	-1.3	9.5	9.8	-0.3
NOVA 106.9	15.6	16.9	-1.3	14.5	14.7	-0.2	14.3	16.9	-2.6	17.4	19.6	-2.2	17.7	18.0	-0.3	14.0	14.9	-0.9	13.2	14.0	-0.8
ABC612	8.5	7.9	0.6	11.6	10.6	1.0	7.6	7.0	0.6	6.4	5.5	0.9	6.1	7.3	-1.2	10.1	8.8	1.3	10.4	10.2	0.2
4RN	2.6	2.3	0.3	2.9	2.9	0.0	2.2	1.7	0.5	1.7	1.5	0.2	3.8	3.4	0.4	2.5	2.0	0.5	1.9	2.0	-0.1
NEWSR	0.9	0.7	0.2	1.5	0.8	0.7	0.5	0.3	0.2	0.4	0.4	0.0	0.9	1.3	-0.4	2.0	1.0	1.0	1.5	1.1	0.4
4JJJ	6.0	6.3	-0.3	4.2	4.9	-0.7	5.7	5.5	0.2	6.4	6.2	0.2	7.3	8.5	-1.2	11.0	11.1	-0.1	5.7	7.0	-1.3
ABC CL-FM	2.2	2.2	0.0	1.8	1.8	0.0	2.2	2.4	-0.2	2.2	2.4	-0.2	3.1	2.6	0.5	2.2	2.4	-0.2	2.9	2.3	0.6

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

Mon-Sun 5.30am-12.00Mndt

Survey #4 - 2007

Survey Period: Sun March 25 - Sat April 28, 2007 and Sun May 06 - Sat June 09, 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	1649	0	205	205	0	208	208	0	416	416	0	400	400	0	420	420	0	727	727	0
4BC	19	21	-2	*	*	0	*	*	0	1	1	0	6	6	0	13	14	-1	12	12	0
4BH-882	18	25	-7	*	*	0	*	*	0	1	*	1	3	4	-1	14	20	-6	11	14	-3
4KQ	16	17	-1	*	*	0	1	1	0	2	2	0	7	6	1	7	7	0	8	9	-1
B105	21	19	2	3	3	0	5	4	1	7	5	2	5	5	0	1	1	0	8	8	0
97.3 FM	25	24	1	2	2	0	2	3	-1	10	9	1	8	9	-1	3	2	1	13	11	2
FM104 MMM	27	27	0	1	1	0	5	5	0	10	10	0	10	8	2	1	2	-1	11	10	1
NOVA 106.9	34	38	-4	5	5	0	10	11	-1	12	14	-2	7	7	0	*	*	0	13	15	-2
ABC612	20	20	0	*	1	-1	*	*	0	2	2	0	5	6	-1	12	11	1	11	10	1
4RN	5	5	0	*	*	0	*	*	0	*	*	0	2	2	0	3	3	0	3	3	0
NEWSR	2	2	0	*	*	0	*	*	0	*	*	0	1	1	0	2	1	1	1	1	0
4JJJ	13	15	-2	*	1	-1	3	3	0	6	7	-1	3	3	0	*	1	-1	7	8	-1
ABC CL-FM	5	5	0	*	*	0	*	*	0	*	*	0	2	2	0	3	3	0	3	3	0
ALL	226	235	-9	13	13	0	28	29	-1	55	56	-1	62	63	-1	67	74	-7	111	113	-2

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

10+ [Potential: 1649]

Survey #4 - 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	22	24	-2	39	44	-5	40	40	0	18	20	-2	15	15	0	8	9	-1	12	15	-3
4BH-882	18	25	-7	33	42	-9	27	36	-9	20	27	-7	13	21	-8	5	6	-1	17	25	-8
4KQ	18	18	0	35	41	-6	26	24	2	20	19	1	14	12	2	2	3	-1	13	13	0
B105	23	22	1	36	38	-2	27	22	5	27	22	5	28	25	3	7	8	-1	15	12	3
97.3 FM	28	27	1	42	38	4	39	40	-1	38	40	-2	24	22	2	5	4	1	18	17	1
FM104 MMM	31	30	1	51	50	1	42	40	2	39	37	2	26	25	1	6	8	-2	16	18	-2
NOVA 106.9	39	43	-4	61	64	-3	48	58	-10	50	57	-7	39	41	-2	9	10	-1	22	25	-3
ABC612	21	20	1	49	46	3	25	24	1	18	16	2	14	17	-3	7	6	1	18	18	0
4RN	6	6	0	12	12	0	7	6	1	5	4	1	8	8	0	2	1	1	3	4	-1
NEWSR	2	2	0	6	4	2	2	1	1	1	0	2	3	-1	1	1	0	2	2	0	
4JJJ	15	16	-1	18	21	-3	19	19	0	18	18	0	16	19	-3	7	8	-1	10	13	-3
ABC CL-FM	6	6	0	8	8	0	7	8	-1	6	7	-1	7	6	1	1	2	-1	5	4	1
ALL	249	257	-8	418	433	-15	335	344	-9	286	293	-7	223	229	-6	66	70	-4	168	181	-13

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

Mon-Sun 5.30am-12.00Mdnt

Survey #4 - 2007

Survey Period: Sun March 25 - Sat April 28, 2007 and Sun May 06 - Sat June 09, 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	1649	0	205	205	0	208	208	0	416	416	0	400	400	0	420	420	0	727	727	0
4BC	163	189	-26	5	8	-3	5	5	0	14	18	-4	46	53	-7	94	104	-10	92	106	-14
4BH-882	200	216	-16	7	5	2	5	4	1	15	12	3	51	52	-1	123	143	-20	110	115	-5
4KQ	204	214	-10	8	13	-5	10	14	-4	22	24	-2	80	82	-2	84	81	3	102	107	-5
B105	404	406	-2	91	96	-5	85	77	8	126	118	8	85	90	-5	18	26	-8	153	159	-6
97.3 FM	380	357	23	49	50	-1	30	38	-8	140	131	9	122	111	11	38	27	11	179	158	21
FM104 MMM	365	377	-12	49	49	0	52	61	-9	137	147	-10	107	94	13	20	26	-6	150	151	-1
NOVA 106.9	452	442	10	98	93	5	120	113	7	135	147	-12	91	77	14	10	12	-2	158	160	-2
ABC612	287	284	3	14	15	-1	10	10	0	47	48	-1	78	83	-5	137	129	8	136	137	-1
4RN	92	88	4	6	2	4	4	4	0	14	10	4	29	29	0	39	43	-4	47	47	0
NEWSR	64	65	-1	*	2	-2	3	4	-1	9	11	-2	18	22	-4	34	25	9	33	33	0
4JJJ	168	190	-22	16	17	-1	28	43	-15	79	84	-5	38	36	2	7	10	-3	73	86	-13
ABC CL-FM	95	84	11	9	1	8	3	3	0	8	10	-2	24	25	-1	51	46	5	44	50	-6
ALL	1561	1560	1	184	184	0	196	192	4	398	396	2	385	387	-2	399	400	-1	702	702	0

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

10+ [Potential: 1649]

Survey #4 - 2007

Station	Mon-Fri 5.30am-12.00Mdnt			Breakfast 5.30am-9.00am			Morning 9.00am-12.00Noon			Afternoon 12.00Noon-4.00pm			Drive 4.00pm-7.00pm			Evening 7.00pm-12.00Mdnt			Saturday & Sunday 5.30am-12.00Mdnt		
	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-	THIS	LAST	+/-
4BC	149	175	-26	105	124	-19	99	109	-10	78	97	-19	64	83	-19	43	39	4	98	103	-5
4BH-882	173	189	-16	117	139	-22	97	107	-10	101	117	-16	76	101	-25	38	47	-9	139	156	-17
4KQ	183	187	-4	139	147	-8	97	91	6	94	96	-2	89	89	0	36	47	-11	126	131	-5
B105	366	361	5	216	222	-6	142	124	18	203	190	13	195	188	7	99	110	-11	228	208	20
97.3 FM	336	319	17	211	204	7	152	153	-1	197	192	5	176	172	4	89	76	13	216	200	16
FM104 MMM	320	325	-5	226	225	1	154	153	1	186	196	-10	178	173	5	80	79	1	202	221	-19
NOVA 106.9	402	408	-6	289	295	-6	184	190	-6	246	256	-10	234	238	-4	124	139	-15	295	267	28
ABC612	244	235	9	178	180	-2	121	113	8	121	120	1	113	120	-7	68	62	6	198	208	-10
4RN	86	74	12	61	53	8	35	27	8	26	29	-3	44	38	6	23	24	-1	44	51	-7
NEWSR	50	51	-1	34	28	6	20	19	1	19	17	2	21	27	-6	14	13	1	46	41	5
4JJJ	148	165	-17	92	102	-10	61	73	-12	82	90	-8	91	110	-19	54	68	-14	102	122	-20
ABC CL-FM	81	68	13	41	36	5	35	37	-2	37	37	0	42	33	9	25	19	6	64	59	5
ALL	1513	1518	-5	1309	1321	-12	941	948	-7	1057	1071	-14	1050	1077	-27	579	612	-33	1268	1272	-4