

Brisbane Radio - Share Movement (%) by Demographic

Mon-Sun 5.30am-12.00Mndt

Survey #3 - 2007

Survey Period: Sun February 11 - Sat March 17, 2007 and Sun March 25 - Sat April 28, 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	9.1	10.7	-1.6	2.4	1.1	1.3	0.6	0.3	0.3	1.3	1.8	-0.5	9.5	8.4	1.1	19.2	24.1	-4.9	10.9	12.8	-1.9
4BH-882	10.5	9.2	1.3	1.2	0.2	1.0	0.4	1.0	-0.6	0.6	1.0	-0.4	6.5	5.2	1.3	27.2	22.6	4.6	12.9	11.3	1.6
4KQ	7.1	5.9	1.2	2.0	1.3	0.7	2.4	0.9	1.5	3.8	1.5	2.3	9.9	10.1	-0.2	10.1	8.1	2.0	7.6	6.8	0.8
B105	8.0	8.7	-0.7	22.5	29.2	-6.7	15.0	15.9	-0.9	9.7	8.4	1.3	7.6	9.9	-2.3	1.7	1.9	-0.2	7.2	7.5	-0.3
97.3 FM	10.3	9.6	0.7	12.2	10.4	1.8	10.1	10.0	0.1	16.0	12.5	3.5	13.9	16.4	-2.5	2.5	1.7	0.8	9.7	8.9	0.8
FM104 MMM	11.3	12.2	-0.9	7.2	10.1	-2.9	19.0	15.3	3.7	18.5	20.1	-1.6	12.4	16.3	-3.9	2.6	2.5	0.1	8.6	10.2	-1.6
NOVA 106.9	16.2	15.2	1.0	39.6	34.2	5.4	37.0	41.0	-4.0	25.7	25.3	0.4	11.7	9.3	2.4	0.5	0.6	-0.1	13.6	11.4	2.2
ABC612	8.4	8.2	0.2	4.9	4.3	0.6	1.0	0.7	0.3	3.7	4.1	-0.4	9.9	8.8	1.1	14.3	13.7	0.6	8.9	9.5	-0.6
4RN	2.2	2.3	-0.1	0.1	0.1	0.0	0.2	0.1	0.1	0.5	0.6	-0.1	2.5	1.8	0.7	4.5	5.0	-0.5	2.9	3.0	-0.1
NEWSR	0.8	1.8	-1.0	0.2	0.4	-0.2	0.3	0.1	0.2	0.5	1.3	-0.8	0.9	1.4	-0.5	1.2	3.2	-2.0	0.9	2.1	-1.2
4JJJ	6.5	6.6	-0.1	4.3	6.0	-1.7	10.8	12.8	-2.0	13.0	15.3	-2.3	5.2	2.4	2.8	1.3	1.6	-0.3	7.4	6.1	1.3
ABC CL-FM	2.3	2.0	0.3	*	0.1	-0.1	0.2	*	0.2	0.8	1.2	-0.4	2.6	1.7	0.9	4.3	3.9	0.4	2.6	2.4	0.2

Brisbane Radio - Share Movement (%) by Session

10+

Survey #3 - 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	9.3	11.1	-1.8	10.1	11.9	-1.8	11.6	13.6	-2.0	6.9	8.4	-1.5	6.4	6.9	-0.5	13.2	17.0	-3.8	8.3	9.3	-1.0
4BH-882	9.6	8.6	1.0	9.6	7.2	2.4	10.6	10.1	0.5	9.3	9.1	0.2	9.0	8.7	0.3	9.1	8.5	0.6	13.8	11.1	2.7
4KQ	7.2	5.6	1.6	9.4	7.7	1.7	7.1	4.8	2.3	6.5	5.0	1.5	5.2	4.5	0.7	4.0	3.4	0.6	7.1	6.8	0.3
B105	8.4	8.9	-0.5	8.8	9.5	-0.7	6.3	6.9	-0.6	7.5	8.0	-0.5	10.9	11.3	-0.4	10.9	10.9	0.0	6.6	7.8	-1.2
97.3 FM	10.6	10.3	0.3	8.8	8.6	0.2	11.7	11.1	0.6	13.7	13.3	0.4	9.8	9.6	0.2	6.3	5.8	0.5	9.1	7.3	1.8
FM104 MMM	11.7	12.2	-0.5	11.7	11.9	-0.2	11.5	11.7	-0.2	12.5	13.8	-1.3	11.0	12.5	-1.5	11.1	9.1	2.0	9.8	12.2	-2.4
NOVA 106.9	16.9	15.7	1.2	14.7	14.0	0.7	16.9	16.1	0.8	19.6	17.8	1.8	18.0	16.3	1.7	14.9	13.4	1.5	14.0	13.5	0.5
ABC612	7.9	7.7	0.2	10.6	10.1	0.5	7.0	6.1	0.9	5.5	5.0	0.5	7.3	8.1	-0.8	8.8	9.9	-1.1	10.2	9.8	0.4
4RN	2.3	2.2	0.1	2.9	3.2	-0.3	1.7	1.3	0.4	1.5	1.3	0.2	3.4	3.2	0.2	2.0	2.3	-0.3	2.0	2.4	-0.4
NEWSR	0.7	1.5	-0.8	0.8	1.9	-1.1	0.3	0.6	-0.3	0.4	0.9	-0.5	1.3	1.5	-0.2	1.0	5.0	-4.0	1.1	2.5	-1.4
4JJJ	6.3	6.6	-0.3	4.9	5.5	-0.6	5.5	6.5	-1.0	6.2	6.9	-0.7	8.5	8.8	-0.3	11.1	6.2	4.9	7.0	6.5	0.5
ABC CL-FM	2.2	2.0	0.2	1.8	1.6	0.2	2.4	2.3	0.1	2.4	2.0	0.4	2.6	2.0	0.6	2.4	2.2	0.2	2.3	2.3	0.0

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #3 - 2007

Survey Period: Sun February 11 - Sat March 17, 2007 and Sun March 25 - Sat April 28, 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	21	26	-5	*	*	0	*	*	0	1	1	0	6	5	1	14	19	-5	12	15	-3
4BH-882	25	22	3	*	*	0	*	*	0	*	1	-1	4	3	1	20	18	2	14	13	1
4KQ	17	14	3	*	*	0	1	*	1	2	1	1	6	7	-1	7	7	0	9	8	1
B105	19	21	-2	3	4	-1	4	4	0	5	5	0	5	6	-1	1	2	-1	8	9	-1
97.3 FM	24	23	1	2	1	1	3	3	0	9	7	2	9	11	-2	2	1	1	11	10	1
FM104 MMM	27	30	-3	1	1	0	5	4	1	10	12	-2	8	11	-3	2	2	0	10	12	-2
NOVA 106.9	38	37	1	5	5	0	11	11	0	14	15	-1	7	6	1	*	1	-1	15	13	2
ABC612	20	20	0	1	1	0	*	*	0	2	2	0	6	6	0	11	11	0	10	11	-1
4RN	5	6	-1	*	*	0	*	*	0	*	*	0	2	1	1	3	4	-1	3	3	0
NEWSR	2	4	-2	*	*	0	*	*	0	*	1	-1	1	1	0	1	3	-2	1	2	-1
4JJJ	15	16	-1	1	1	0	3	3	0	7	9	-2	3	2	1	1	1	0	8	7	1
ABC CL-FM	5	5	0	*	*	0	*	*	0	*	1	-1	2	1	1	3	3	0	3	3	0
ALL	235	245	-10	13	14	-1	29	27	2	56	59	-3	63	65	-2	74	81	-7	113	117	-4

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

10+ [Potential: 1649]

Survey #3 - 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	29	-5	44	53	-9	40	48	-8	20	26	-6	15	16	-1	9	13	-4	15	18	-3
4BH-882	25	23	2	42	32	10	36	36	0	27	28	-1	21	20	1	6	6	0	25	21	4
4KQ	18	15	3	41	34	7	24	17	7	19	15	4	12	10	2	3	3	0	13	13	0
B105	22	24	-2	38	43	-5	22	24	-2	22	24	-2	25	26	-1	8	8	0	12	15	-3
97.3 FM	27	27	0	38	39	-1	40	39	1	40	41	-1	22	22	0	4	4	0	17	14	3
FM104 MMM	30	32	-2	50	53	-3	40	41	-1	37	42	-5	25	29	-4	8	7	1	18	23	-5
NOVA 106.9	43	42	1	64	63	1	58	57	1	57	54	3	41	38	3	10	10	0	25	26	-1
ABC612	20	20	0	46	45	1	24	21	3	16	15	1	17	19	-2	6	7	-1	18	19	-1
4RN	6	6	0	12	14	-2	6	5	1	4	4	0	8	7	1	1	2	-1	4	5	-1
NEWSR	2	4	-2	4	8	-4	1	2	-1	1	3	-2	3	3	0	1	4	-3	2	5	-3
4JJJ	16	18	-2	21	25	-4	19	23	-4	18	21	-3	19	21	-2	8	5	3	13	12	1
ABC CL-FM	6	5	1	8	7	1	8	8	0	7	6	1	6	5	1	2	2	0	4	4	0
ALL	257	266	-9	433	448	-15	344	354	-10	293	304	-11	229	232	-3	70	75	-5	181	192	-11

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

Mon-Sun 5.30am-12.00Mndt

Survey #3 - 2007

Survey Period: Sun February 11 - Sat March 17, 2007 and Sun March 25 - Sat April 28, 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	189	206	-17	8	10	-2	5	3	2	18	18	0	53	59	-6	104	115	-11	106	111	-5
4BH-882	216	209	7	5	3	2	4	1	3	12	18	-6	52	49	3	143	138	5	115	117	-2
4KQ	214	197	17	13	8	5	14	5	9	24	22	2	82	81	1	81	80	1	107	109	-2
B105	406	415	-9	96	102	-6	77	81	-4	118	103	15	90	101	-11	26	29	-3	159	159	0
97.3 FM	357	355	2	50	52	-2	38	43	-5	131	121	10	111	110	1	27	30	-3	158	157	1
FM104 MMM	377	366	11	49	50	-1	61	43	18	147	146	1	94	103	-9	26	26	0	151	153	-2
NOVA 106.9	442	433	9	93	84	9	113	114	-1	147	156	-9	77	69	8	12	10	2	160	164	-4
ABC612	284	288	-4	15	10	5	10	8	2	48	55	-7	83	84	-1	129	130	-1	137	145	-8
4RN	88	101	-13	2	2	0	4	2	2	10	19	-9	29	28	1	43	51	-8	47	55	-8
NEWSR	65	88	-23	2	6	-4	4	3	1	11	21	-10	22	26	-4	25	33	-8	33	42	-9
4J JJ	190	196	-6	17	14	3	43	51	-8	84	96	-12	36	26	10	10	10	0	86	83	3
ABC CL-FM	84	91	-7	1	3	-2	3	1	2	10	23	-13	25	22	3	46	43	3	50	57	-7
ALL	1560	1554	6	184	178	6	192	187	5	396	398	-2	387	387	0	400	403	-3	702	700	2

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

10+ [Potential: 1649]

Survey #3 - 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	175	190	-15	124	141	-17	109	121	-12	97	112	-15	83	89	-6	39	54	-15	103	118	-15
4BH-882	189	184	5	139	124	15	107	103	4	117	114	3	101	97	4	47	50	-3	156	144	12
4KQ	187	172	15	147	124	23	91	75	16	96	87	9	89	83	6	47	47	0	131	128	3
B105	361	358	3	222	233	-11	124	119	5	190	183	7	188	184	4	110	97	13	208	218	-10
97.3 FM	319	320	-1	204	211	-7	153	143	10	192	197	-5	172	172	0	76	65	11	200	198	2
FM104 MMM	325	308	17	225	225	0	153	137	16	196	200	-4	173	168	5	79	70	9	221	240	-19
NOVA 106.9	408	399	9	295	304	-9	190	183	7	256	244	12	238	241	-3	139	132	7	267	267	0
ABC612	235	241	-6	180	169	11	113	105	8	120	134	-14	120	130	-10	62	77	-15	208	198	10
4RN	74	82	-8	53	54	-1	27	26	1	29	38	-9	38	42	-4	24	34	-10	51	63	-12
NEWSR	51	81	-30	28	50	-22	19	27	-8	17	27	-10	27	30	-3	13	30	-17	41	50	-9
4J JJ	165	166	-1	102	104	-2	73	83	-10	90	91	-1	110	113	-3	68	68	0	122	129	-7
ABC CL-FM	68	75	-7	36	38	-2	37	45	-8	37	42	-5	33	36	-3	19	24	-5	59	66	-7
ALL	1518	1514	4	1321	1336	-15	948	947	1	1071	1091	-20	1077	1068	9	612	613	-1	1272	1274	-2