

Brisbane Radio - Share Movement (%) by Demographic

Nielsen Media Research

Mon-Sun 5.30am-12.00Mdnt

Survey #5 - 2007

Survey Period: Sun May 06 - Sat June 09, 2007 and Sun June 24 - Sat July 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	8.6	0.5	0.2	1.3	-1.1	1.3	0.5	0.8	1.1	1.3	-0.2	7.8	9.3	-1.5	21.9	18.7	3.2	10.6	10.7	-0.1
4BH-882	7.5	8.0	-0.5	1.0	1.4	-0.4	0.3	0.4	-0.1	1.6	1.5	0.1	4.2	5.2	-1.0	19.5	20.2	-0.7	9.5	10.3	-0.8
4KQ	7.5	7.3	0.2	1.3	1.6	-0.3	2.6	1.9	0.7	2.6	3.2	-0.6	13.5	10.7	2.8	9.7	10.9	-1.2	6.6	7.5	-0.9
B105	10.6	9.2	1.4	30.0	24.5	5.5	21.0	19.1	1.9	14.3	12.6	1.7	8.7	7.3	1.4	1.3	0.9	0.4	9.8	7.3	2.5
97.3 FM	10.7	11.1	-0.4	11.7	12.8	-1.1	9.9	7.4	2.5	15.5	17.6	-2.1	14.6	13.6	1.0	3.4	4.7	-1.3	12.0	11.8	0.2
FM104 MMM	11.6	11.8	-0.2	7.1	7.6	-0.5	15.5	16.8	-1.3	17.8	18.2	-0.4	16.0	15.5	0.5	1.7	1.9	-0.2	10.3	9.8	0.5
NOVA 106.9	14.3	15.1	-0.8	34.9	38.8	-3.9	31.9	34.1	-2.2	21.8	21.2	0.6	10.2	11.8	-1.6	0.6	0.5	0.1	11.1	11.9	-0.8
ABC612	8.8	8.9	-0.1	1.5	1.7	-0.2	1.2	1.5	-0.3	3.0	3.2	-0.2	7.5	8.7	-1.2	19.4	18.4	1.0	10.4	10.0	0.4
4RN	2.3	2.4	-0.1	1.6	0.5	1.1	2.2	1.6	0.6	1.0	0.9	0.1	3.2	3.1	0.1	2.9	3.8	-0.9	2.9	2.9	0.0
NEWSR	1.3	1.0	0.3	0.1	*	0.1	*	0.1	-0.1	0.7	0.4	0.3	0.7	0.9	-0.2	3.0	2.3	0.7	1.2	1.1	0.1
4JJJ	5.4	6.0	-0.6	2.5	3.7	-1.2	10.1	10.8	-0.7	11.5	11.7	-0.2	4.0	5.0	-1.0	0.1	0.5	-0.4	4.2	6.0	-1.8
ABC CL-FM	2.4	2.4	0.0	1.7	1.3	0.4	0.5	0.4	0.1	0.9	0.6	0.3	2.0	2.7	-0.7	4.8	4.5	0.3	2.3	2.4	-0.1

Brisbane Radio - Share Movement (%) by Session

10+

Survey #5 - 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	9.5	9.0	0.5	10.6	9.3	1.3	12.2	11.9	0.3	6.1	6.4	-0.3	6.2	6.7	-0.5	14.1	12.7	1.4	7.9	7.1	0.8
4BH-882	7.1	7.4	-0.3	7.6	7.8	-0.2	8.8	8.1	0.7	7.0	7.2	-0.2	3.8	5.6	-1.8	6.9	7.8	-0.9	8.7	10.1	-1.4
4KQ	7.2	7.2	0.0	7.3	8.3	-1.0	7.6	7.7	-0.1	7.0	7.0	0.0	7.9	6.4	1.5	4.6	3.3	1.3	8.8	7.6	1.2
B105	10.8	9.3	1.5	9.7	8.6	1.1	9.8	8.0	1.8	11.0	9.3	1.7	15.4	12.5	2.9	8.9	10.1	-1.2	10.0	8.7	1.3
97.3 FM	11.0	11.2	-0.2	9.6	10.2	-0.6	11.2	11.6	-0.4	13.3	13.4	-0.1	11.2	10.9	0.3	7.9	7.7	0.2	9.7	10.6	-0.9
FM104 MMM	12.3	12.4	-0.1	11.6	12.2	-0.6	12.5	12.6	-0.1	14.8	13.7	1.1	11.3	11.8	-0.5	7.8	9.8	-2.0	8.9	9.5	-0.6
NOVA 106.9	14.9	15.6	-0.7	13.7	14.5	-0.8	13.6	14.3	-0.7	16.5	17.4	-0.9	17.8	17.7	0.1	12.8	14.0	-1.2	12.2	13.2	-1.0
ABC612	8.3	8.5	-0.2	11.5	11.6	-0.1	7.3	7.6	-0.3	5.2	6.4	-1.2	5.8	6.1	-0.3	13.7	10.1	3.6	10.6	10.4	0.2
4RN	2.4	2.6	-0.2	2.9	2.9	0.0	1.9	2.2	-0.3	1.6	1.7	-0.1	2.7	3.8	-1.1	3.9	2.5	1.4	2.1	1.9	0.2
NEWSR	1.1	0.9	0.2	1.8	1.5	0.3	0.4	0.5	-0.1	0.5	0.4	0.1	0.7	0.9	-0.2	3.2	2.0	1.2	1.9	1.5	0.4
4JJJ	5.6	6.0	-0.4	4.7	4.2	0.5	5.0	5.7	-0.7	6.2	6.4	-0.2	6.9	7.3	-0.4	6.8	11.0	-4.2	4.6	5.7	-1.1
ABC CL-FM	2.2	2.2	0.0	1.7	1.8	-0.1	2.2	2.2	0.0	2.3	2.2	0.1	3.2	3.1	0.1	1.9	2.2	-0.3	3.0	2.9	0.1

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

Mon-Sun 5.30am-12.00Mndt

Survey #5 - 2007

Survey Period: Sun May 06 - Sat June 09, 2007 and Sun June 24 - Sat July 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	19	2	*	*	0	*	*	0	1	1	0	5	6	-1	15	13	2	11	12	-1
4BH-882	17	18	-1	*	*	0	*	*	0	1	1	0	3	3	0	13	14	-1	10	11	-1
4KQ	17	16	1	*	*	0	1	1	0	2	2	0	8	7	1	7	7	0	7	8	-1
B105	24	21	3	4	3	1	6	5	1	8	7	1	5	5	0	1	1	0	11	8	3
97.3 FM	24	25	-1	2	2	0	3	2	1	9	10	-1	9	8	1	2	3	-1	13	13	0
FM104 MMM	26	27	-1	1	1	0	4	5	-1	10	10	0	10	10	0	1	1	0	11	11	0
NOVA 106.9	33	34	-1	5	5	0	8	10	-2	13	12	1	6	7	-1	*	*	0	12	13	-1
ABC612	20	20	0	*	*	0	*	*	0	2	2	0	5	5	0	13	12	1	11	11	0
4RN	5	5	0	*	*	0	1	*	1	1	*	1	2	2	0	2	3	-1	3	3	0
NEWSR	3	2	1	*	*	0	*	*	0	*	*	0	*	1	-1	2	2	0	1	1	0
4JJJ	12	13	-1	*	*	0	3	3	0	7	6	1	2	3	-1	*	*	0	5	7	-2
ABC CL-FM	5	5	0	*	*	0	*	*	0	1	*	1	1	2	-1	3	3	0	3	3	0
ALL	228	226	2	14	13	1	27	28	-1	59	55	4	60	62	-2	69	67	2	109	111	-2

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

10+ [Potential: 1649]

Survey #5 - 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	22	2	44	39	5	42	40	2	18	18	0	14	15	-1	9	8	1	14	12	2
4BH-882	18	18	0	32	33	-1	30	27	3	21	20	1	8	13	-5	5	5	0	15	17	-2
4KQ	18	18	0	30	35	-5	26	26	0	20	20	0	17	14	3	3	2	1	15	13	2
B105	27	23	4	40	36	4	34	27	7	32	27	5	34	28	6	6	7	-1	17	15	2
97.3 FM	27	28	-1	40	42	-2	38	39	-1	39	38	1	25	24	1	5	5	0	17	18	-1
FM104 MMM	31	31	0	48	51	-3	43	42	1	43	39	4	25	26	-1	5	6	-1	16	16	0
NOVA 106.9	37	39	-2	57	61	-4	46	48	-2	48	50	-2	39	39	0	9	9	0	21	22	-1
ABC612	21	21	0	48	49	-1	25	25	0	15	18	-3	13	14	-1	9	7	2	18	18	0
4RN	6	6	0	12	12	0	7	7	0	5	5	0	6	8	-2	3	2	1	4	3	1
NEWSR	3	2	1	7	6	1	1	2	-1	2	1	1	2	2	0	2	1	1	3	2	1
4JJJ	14	15	-1	19	18	1	17	19	-2	18	18	0	15	16	-1	4	7	-3	8	10	-2
ABC CL-FM	5	6	-1	7	8	-1	7	7	0	7	6	1	7	7	0	1	1	0	5	5	0
ALL	250	249	1	414	418	-4	341	335	6	292	286	6	219	223	-4	66	66	0	174	168	6

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

Mon-Sun 5.30am-12.00Mndt

Survey #5 - 2007

Survey Period: Sun May 06 - Sat June 09, 2007 and Sun June 24 - Sat July 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	166	163	3	5	5	0	4	5	-1	11	14	-3	46	46	0	99	94	5	82	92	-10
4BH-882	196	200	-4	6	7	-1	4	5	-1	16	15	1	47	51	-4	122	123	-1	109	110	-1
4KQ	210	204	6	5	8	-3	5	10	-5	24	22	2	93	80	13	83	84	-1	106	102	4
B105	418	404	14	88	91	-3	86	85	1	138	126	12	88	85	3	18	18	0	169	153	16
97.3 FM	387	380	7	54	49	5	44	30	14	132	140	-8	119	122	-3	38	38	0	180	179	1
FM104 MMM	348	365	-17	45	49	-4	44	52	-8	132	137	-5	106	107	-1	20	20	0	147	150	-3
NOVA 106.9	454	452	2	96	98	-2	116	120	-4	140	135	5	93	91	2	9	10	-1	162	158	4
ABC612	277	287	-10	13	14	-1	6	10	-4	41	47	-6	81	78	3	136	137	-1	135	136	-1
4RN	99	92	7	7	6	1	6	4	2	19	14	5	27	29	-2	40	39	1	51	47	4
NEWSR	75	64	11	1	*	1	1	3	-2	17	9	8	14	18	-4	43	34	9	34	33	1
4JJJ	162	168	-6	10	16	-6	27	28	-1	82	79	3	37	38	-1	6	7	-1	68	73	-5
ABC CL-FM	99	95	4	12	9	3	2	3	-1	15	8	7	24	24	0	45	51	-6	44	44	0
ALL	1562	1561	1	186	184	2	192	196	-4	400	398	2	383	385	-2	401	399	2	699	702	-3

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

10+ [Potential: 1649]

Survey #5 - 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	147	149	-2	116	105	11	99	99	0	76	78	-2	68	64	4	45	43	2	108	98	10
4BH-882	174	173	1	117	117	0	105	97	8	92	101	-9	67	76	-9	41	38	3	135	139	-4
4KQ	180	183	-3	130	139	-9	94	97	-3	95	94	1	91	89	2	35	36	-1	132	126	6
B105	376	366	10	228	216	12	157	142	15	211	203	8	210	195	15	89	99	-10	238	228	10
97.3 FM	341	336	5	219	211	8	155	152	3	210	197	13	171	176	-5	93	89	4	233	216	17
FM104 MMM	310	320	-10	205	226	-21	143	154	-11	190	186	4	176	178	-2	72	80	-8	199	202	-3
NOVA 106.9	402	402	0	281	289	-8	177	184	-7	233	246	-13	246	234	12	112	124	-12	305	295	10
ABC612	234	244	-10	167	178	-11	111	121	-10	104	121	-17	99	113	-14	77	68	9	184	198	-14
4RN	91	86	5	61	61	0	41	35	6	32	26	6	37	44	-7	28	23	5	48	44	4
NEWSR	59	50	9	37	34	3	17	20	-3	22	19	3	19	21	-2	20	14	6	53	46	7
4JJJ	143	148	-5	92	92	0	56	61	-5	78	82	-4	92	91	1	52	54	-2	92	102	-10
ABC CL-FM	80	81	-1	38	41	-3	38	35	3	36	37	-1	45	42	3	28	25	3	67	64	3
ALL	1515	1513	2	1292	1309	-17	943	941	2	1062	1057	5	1038	1050	-12	577	579	-2	1283	1268	15