

# Brisbane Radio - Share Movement (%) by Demographic

Mon-Sun 5.30am-12.00Mndt

Survey #6 - 2007

Survey Period: Sun June 24 - Sat September 01, 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	9.2	9.1	0.1	0.6	0.2	0.4	1.4	1.3	0.1	1.4	1.1	0.3	6.7	7.8	-1.1	24.0	21.9	2.1	10.7	10.6	0.1
4BH-882	6.7	7.5	-0.8	0.5	1.0	-0.5	0.3	0.3	0.0	1.0	1.6	-0.6	4.1	4.2	-0.1	18.3	19.5	-1.2	8.0	9.5	-1.5
4KQ	8.5	7.5	1.0	0.4	1.3	-0.9	3.2	2.6	0.6	4.6	2.6	2.0	14.4	13.5	0.9	11.1	9.7	1.4	6.9	6.6	0.3
B105	11.1	10.6	0.5	31.5	30.0	1.5	17.9	21.0	-3.1	15.6	14.3	1.3	8.8	8.7	0.1	1.7	1.3	0.4	11.0	9.8	1.2
97.3 FM	11.0	10.7	0.3	10.8	11.7	-0.9	12.4	9.9	2.5	14.1	15.5	-1.4	15.6	14.6	1.0	3.4	3.4	0.0	12.0	12.0	0.0
FM104 MMM	10.3	11.6	-1.3	6.2	7.1	-0.9	11.6	15.5	-3.9	17.0	17.8	-0.8	13.9	16.0	-2.1	1.2	1.7	-0.5	8.2	10.3	-2.1
NOVA 106.9	14.8	14.3	0.5	32.9	34.9	-2.0	37.1	31.9	5.2	21.5	21.8	-0.3	7.8	10.2	-2.4	1.5	0.6	0.9	11.8	11.1	0.7
ABC612	8.9	8.8	0.1	1.2	1.5	-0.3	0.2	1.2	-1.0	2.1	3.0	-0.9	8.4	7.5	0.9	21.0	19.4	1.6	11.2	10.4	0.8
4RN	2.5	2.3	0.2	1.9	1.6	0.3	0.2	2.2	-2.0	0.8	1.0	-0.2	2.5	3.2	-0.7	5.1	2.9	2.2	3.1	2.9	0.2
NEWSR	0.9	1.3	-0.4	0.1	0.1	0.0	0.2	*	0.2	0.6	0.7	-0.1	0.3	0.7	-0.4	2.2	3.0	-0.8	0.8	1.2	-0.4
4JJJ	6.0	5.4	0.6	2.8	2.5	0.3	11.4	10.1	1.3	13.0	11.5	1.5	3.4	4.0	-0.6	0.1	0.1	0.0	4.6	4.2	0.4
ABC CL-FM	1.8	2.4	-0.6	0.9	1.7	-0.8	0.2	0.5	-0.3	0.6	0.9	-0.3	1.6	2.0	-0.4	3.8	4.8	-1.0	2.0	2.3	-0.3

# Brisbane Radio - Share Movement (%) by Session

10+

Survey #6 - 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	9.5	-0.2	10.5	10.6	-0.1	11.6	12.2	-0.6	6.6	6.1	0.5	6.1	6.2	-0.1	13.1	14.1	-1.0	8.9	7.9	1.0
4BH-882	6.3	7.1	-0.8	7.1	7.6	-0.5	7.0	8.8	-1.8	6.1	7.0	-0.9	3.9	3.8	0.1	5.8	6.9	-1.1	8.2	8.7	-0.5
4KQ	8.1	7.2	0.9	8.4	7.3	1.1	8.4	7.6	0.8	8.3	7.0	1.3	7.5	7.9	-0.4	6.6	4.6	2.0	10.1	8.8	1.3
B105	11.4	10.8	0.6	10.5	9.7	0.8	10.8	9.8	1.0	11.4	11.0	0.4	15.5	15.4	0.1	9.5	8.9	0.6	10.1	10.0	0.1
97.3 FM	11.1	11.0	0.1	8.7	9.6	-0.9	11.6	11.2	0.4	13.6	13.3	0.3	11.8	11.2	0.6	9.4	7.9	1.5	10.4	9.7	0.7
FM104 MMM	10.8	12.3	-1.5	9.3	11.6	-2.3	11.7	12.5	-0.8	13.3	14.8	-1.5	9.2	11.3	-2.1	8.3	7.8	0.5	8.7	8.9	-0.2
NOVA 106.9	15.8	14.9	0.9	14.8	13.7	1.1	14.3	13.6	0.7	17.2	16.5	0.7	17.6	17.8	-0.2	15.5	12.8	2.7	11.0	12.2	-1.2
ABC612	8.4	8.3	0.1	12.1	11.5	0.6	7.3	7.3	0.0	5.0	5.2	-0.2	7.0	5.8	1.2	11.4	13.7	-2.3	10.7	10.6	0.1
4RN	2.4	2.4	0.0	3.0	2.9	0.1	1.7	1.9	-0.2	1.9	1.6	0.3	2.6	2.7	-0.1	3.6	3.9	-0.3	2.5	2.1	0.4
NEWSR	0.8	1.1	-0.3	1.6	1.8	-0.2	0.2	0.4	-0.2	0.4	0.5	-0.1	0.4	0.7	-0.3	1.8	3.2	-1.4	1.3	1.9	-0.6
4JJJ	6.1	5.6	0.5	5.0	4.7	0.3	5.8	5.0	0.8	6.6	6.2	0.4	7.7	6.9	0.8	6.7	6.8	-0.1	5.5	4.6	0.9
ABC CL-FM	1.6	2.2	-0.6	1.4	1.7	-0.3	1.7	2.2	-0.5	1.1	2.3	-1.2	2.7	3.2	-0.5	1.8	1.9	-0.1	2.2	3.0	-0.8

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #6 - 2007

Survey Period: Sun June 24 - Sat September 01, 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	21	0	*	*	0	*	*	0	1	1	0	4	5	-1	16	15	1	11	11	0
4BH-882	15	17	-2	*	*	0	*	*	0	1	1	0	2	3	-1	12	13	-1	8	10	-2
4KQ	19	17	2	*	*	0	1	1	0	3	2	1	8	8	0	7	7	0	7	7	0
B105	25	24	1	5	4	1	5	6	-1	10	8	2	5	5	0	1	1	0	12	11	1
97.3 FM	25	24	1	2	2	0	3	3	0	9	9	0	9	9	0	2	2	0	13	13	0
FM104 MMM	24	26	-2	1	1	0	3	4	-1	11	10	1	8	10	-2	1	1	0	9	11	-2
NOVA 106.9	34	33	1	5	5	0	10	8	2	14	13	1	5	6	-1	1	*	1	13	12	1
ABC612	20	20	0	*	*	0	*	*	0	1	2	-1	5	5	0	14	13	1	12	11	1
4RN	6	5	1	*	*	0	*	1	-1	*	1	-1	1	2	-1	3	2	1	3	3	0
NEWSR	2	3	-1	*	*	0	*	*	0	*	*	0	*	*	0	1	2	-1	1	1	0
4JJJ	14	12	2	*	*	0	3	3	0	8	7	1	2	2	0	*	*	0	5	5	0
ABC CL-FM	4	5	-1	*	*	0	*	*	0	*	1	-1	1	1	0	2	3	-1	2	3	-1
ALL	228	228	0	14	14	0	26	27	-1	63	59	4	58	60	-2	66	69	-3	106	109	-3

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

10+ [Potential: 1649]

Survey #6 - 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	23	24	-1	42	44	-2	40	42	-2	20	18	2	14	14	0	10	9	1	15	14	1
4BH-882	16	18	-2	28	32	-4	24	30	-6	18	21	-3	9	8	1	4	5	-1	14	15	-1
4KQ	20	18	2	33	30	3	29	26	3	25	20	5	17	17	0	5	3	2	17	15	2
B105	29	27	2	42	40	2	37	34	3	34	32	2	34	34	0	7	6	1	17	17	0
97.3 FM	28	27	1	35	40	-5	40	38	2	41	39	2	26	25	1	7	5	2	18	17	1
FM104 MMM	27	31	-4	37	48	-11	40	43	-3	40	43	-3	20	25	-5	6	5	1	15	16	-1
NOVA 106.9	40	37	3	59	57	2	49	46	3	51	48	3	39	39	0	11	9	2	19	21	-2
ABC612	21	21	0	48	48	0	25	25	0	15	15	0	16	13	3	8	9	-1	18	18	0
4RN	6	6	0	12	12	0	6	7	-1	6	5	1	6	6	0	3	3	0	4	4	0
NEWSR	2	3	-1	6	7	-1	1	1	0	1	2	-1	1	2	-1	1	2	-1	2	3	-1
4JJJ	15	14	1	20	19	1	20	17	3	20	18	2	17	15	2	5	4	1	9	8	1
ABC CL-FM	4	5	-1	6	7	-1	6	7	-1	3	7	-4	6	7	-1	1	1	0	4	5	-1
ALL	251	250	1	398	414	-16	345	341	4	297	292	5	221	219	2	73	66	7	170	174	-4

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

Mon-Sun 5.30am-12.00Mdnt

Survey #6 - 2007

Survey Period: Sun June 24 - Sat September 01, 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	195	166	29	7	5	2	8	4	4	19	11	8	47	46	1	114	99	15	91	82	9
4BH-882	192	196	-4	5	6	-1	6	4	2	13	16	-3	47	47	0	122	122	0	103	109	-6
4KQ	222	210	12	4	5	-1	8	5	3	29	24	5	97	93	4	84	83	1	111	106	5
B105	409	418	-9	79	88	-9	82	86	-4	150	138	12	77	88	-11	21	18	3	177	169	8
97.3 FM	408	387	21	63	54	9	49	44	5	138	132	6	117	119	-2	41	38	3	182	180	2
FM104 MMM	344	348	-4	45	45	0	47	44	3	132	132	0	100	106	-6	19	20	-1	137	147	-10
NOVA 106.9	446	454	-8	95	96	-1	104	116	-12	150	140	10	86	93	-7	13	9	4	162	162	0
ABC612	294	277	17	19	13	6	4	6	-2	31	41	-10	90	81	9	150	136	14	147	135	12
4RN	105	99	6	8	7	1	5	6	-1	17	19	-2	28	27	1	48	40	8	55	51	4
NEWSR	79	75	4	2	1	1	2	1	1	15	17	-2	13	14	-1	48	43	5	36	34	2
4JJJ	174	162	12	10	10	0	41	27	14	81	82	-1	36	37	-1	6	6	0	69	68	1
ABC CL-FM	85	99	-14	7	12	-5	2	2	0	16	15	1	23	24	-1	38	45	-7	45	44	1
ALL	1557	1562	-5	188	186	2	186	192	-6	397	400	-3	384	383	1	402	401	1	697	699	-2

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

10+ [Potential: 1649]

Survey #6 - 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	175	147	28	125	116	9	108	99	9	103	76	27	81	68	13	46	45	1	134	108	26
4BH-882	169	174	-5	116	117	-1	90	105	-15	87	92	-5	70	67	3	46	41	5	129	135	-6
4KQ	188	180	8	129	130	-1	92	94	-2	94	95	-1	91	91	0	44	35	9	141	132	9
B105	364	376	-12	240	228	12	164	157	7	207	211	-4	207	210	-3	90	89	1	247	238	9
97.3 FM	351	341	10	226	219	7	168	155	13	208	210	-2	194	171	23	106	93	13	254	233	21
FM104 MMM	306	310	-4	190	205	-15	152	143	9	191	190	1	160	176	-16	74	72	2	198	199	-1
NOVA 106.9	407	402	5	286	281	5	175	177	-2	230	233	-3	247	246	1	122	112	10	273	305	-32
ABC612	252	234	18	193	167	26	116	111	5	101	104	-3	114	99	15	73	77	-4	200	184	16
4RN	94	91	3	61	61	0	38	41	-3	42	32	10	37	37	0	33	28	5	50	48	2
NEWSR	60	59	1	38	37	1	10	17	-7	17	22	-5	11	19	-8	19	20	-1	48	53	-5
4JJJ	153	143	10	94	92	2	60	56	4	86	78	8	94	92	2	59	52	7	99	92	7
ABC CL-FM	69	80	-11	29	38	-9	32	38	-6	29	36	-7	40	45	-5	25	28	-3	45	67	-22
ALL	1520	1515	5	1300	1292	8	942	943	-1	1071	1062	9	1042	1038	4	624	577	47	1285	1283	2