

# Brisbane Radio - Share Movement (%) by Demographic

Mon-Sun 5.30am-12.00Mndt

Survey #7 - 2007

Survey Period: Sun July 29 - Sat September 01, 2007 and Sun September 16 - Sat October 20, 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	10.1	9.2	0.9	0.9	0.6	0.3	0.1	1.4	-1.3	1.5	1.4	0.1	6.5	6.7	-0.2	26.9	24.0	2.9	11.6	10.7	0.9
4BH-882	6.1	6.7	-0.6	3.3	0.5	2.8	0.1	0.3	-0.2	1.1	1.0	0.1	6.7	4.1	2.6	13.0	18.3	-5.3	6.9	8.0	-1.1
4KQ	8.5	8.5	0.0	0.6	0.4	0.2	2.1	3.2	-1.1	5.2	4.6	0.6	12.4	14.4	-2.0	12.2	11.1	1.1	8.5	6.9	1.6
B105	11.5	11.1	0.4	31.0	31.5	-0.5	17.0	17.9	-0.9	18.0	15.6	2.4	8.8	8.8	0.0	1.8	1.7	0.1	10.0	11.0	-1.0
97.3 FM	10.8	11.0	-0.2	12.4	10.8	1.6	7.5	12.4	-4.9	14.4	14.1	0.3	15.7	15.6	0.1	4.2	3.4	0.8	12.3	12.0	0.3
FM104 MMM	9.3	10.3	-1.0	9.3	6.2	3.1	10.9	11.6	-0.7	13.3	17.0	-3.7	13.9	13.9	0.0	1.0	1.2	-0.2	7.5	8.2	-0.7
NOVA 106.9	15.4	14.8	0.6	30.6	32.9	-2.3	49.1	37.1	12.0	20.4	21.5	-1.1	8.2	7.8	0.4	1.2	1.5	-0.3	11.9	11.8	0.1
ABC612	9.2	8.9	0.3	0.8	1.2	-0.4	1.1	0.2	0.9	3.4	2.1	1.3	9.4	8.4	1.0	19.2	21.0	-1.8	10.5	11.2	-0.7
4RN	2.7	2.5	0.2	0.2	1.9	-1.7	*	0.2	-0.2	0.8	0.8	0.0	2.3	2.5	-0.2	6.3	5.1	1.2	3.2	3.1	0.1
NEWSR	1.0	0.9	0.1	0.1	0.1	0.0	0.2	0.2	0.0	0.3	0.6	-0.3	1.0	0.3	0.7	2.2	2.2	0.0	1.3	0.8	0.5
4JJJ	5.8	6.0	-0.2	3.3	2.8	0.5	8.2	11.4	-3.2	14.1	13.0	1.1	2.6	3.4	-0.8	0.2	0.1	0.1	5.5	4.6	0.9
ABC CL-FM	1.6	1.8	-0.2	0.2	0.9	-0.7	0.1	0.2	-0.1	0.3	0.6	-0.3	2.0	1.6	0.4	3.2	3.8	-0.6	2.0	2.0	0.0

# Brisbane Radio - Share Movement (%) by Session

10+

Survey #7 - 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	10.2	9.3	0.9	11.1	10.5	0.6	13.1	11.6	1.5	7.8	6.6	1.2	6.8	6.1	0.7	13.4	13.1	0.3	9.8	8.9	0.9
4BH-882	5.7	6.3	-0.6	5.8	7.1	-1.3	6.0	7.0	-1.0	6.1	6.1	0.0	4.9	3.9	1.0	5.0	5.8	-0.8	7.5	8.2	-0.7
4KQ	8.0	8.1	-0.1	8.7	8.4	0.3	8.8	8.4	0.4	8.1	8.3	-0.2	6.6	7.5	-0.9	5.1	6.6	-1.5	10.3	10.1	0.2
B105	11.9	11.4	0.5	10.9	10.5	0.4	10.0	10.8	-0.8	11.8	11.4	0.4	16.2	15.5	0.7	13.5	9.5	4.0	10.1	10.1	0.0
97.3 FM	10.8	11.1	-0.3	8.4	8.7	-0.3	11.7	11.6	0.1	13.3	13.6	-0.3	10.6	11.8	-1.2	10.2	9.4	0.8	10.6	10.4	0.2
FM104 MMM	9.7	10.8	-1.1	8.8	9.3	-0.5	10.6	11.7	-1.1	10.7	13.3	-2.6	9.1	9.2	-0.1	9.2	8.3	0.9	7.6	8.7	-1.1
NOVA 106.9	16.3	15.8	0.5	15.3	14.8	0.5	15.4	14.3	1.1	18.1	17.2	0.9	17.2	17.6	-0.4	14.4	15.5	-1.1	12.4	11.0	1.4
ABC612	8.9	8.4	0.5	12.0	12.1	-0.1	7.5	7.3	0.2	6.5	5.0	1.5	7.8	7.0	0.8	10.9	11.4	-0.5	10.4	10.7	-0.3
4RN	2.7	2.4	0.3	3.5	3.0	0.5	1.8	1.7	0.1	1.8	1.9	-0.1	3.5	2.6	0.9	3.2	3.6	-0.4	2.7	2.5	0.2
NEWSR	1.0	0.8	0.2	2.0	1.6	0.4	0.3	0.2	0.1	0.5	0.4	0.1	0.4	0.4	0.0	1.8	1.8	0.0	1.3	1.3	0.0
4JJJ	6.0	6.1	-0.1	5.0	5.0	0.0	5.7	5.8	-0.1	6.5	6.6	-0.1	7.8	7.7	0.1	5.7	6.7	-1.0	4.9	5.5	-0.6
ABC CL-FM	1.4	1.6	-0.2	1.4	1.4	0.0	1.4	1.7	-0.3	0.8	1.1	-0.3	2.3	2.7	-0.4	1.6	1.8	-0.2	2.2	2.2	0.0

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #7 - 2007

Survey Period: Sun July 29 - Sat September 01, 2007 and Sun September 16 - Sat October 20, 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	23	21	2	*	*	0	*	*	0	1	1	0	4	4	0	18	16	2	12	11	1
4BH-882	14	15	-1	*	*	0	*	*	0	1	1	0	4	2	2	9	12	-3	7	8	-1
4KQ	19	19	0	*	*	0	1	1	0	3	3	0	7	8	-1	8	7	1	9	7	2
B105	26	25	1	4	5	-1	4	5	-1	11	10	1	5	5	0	1	1	0	11	12	-1
97.3 FM	25	25	0	2	2	0	2	3	-1	9	9	0	9	9	0	3	2	1	13	13	0
FM104 MMM	21	24	-3	1	1	0	3	3	0	8	11	-3	8	8	0	1	1	0	8	9	-1
NOVA 106.9	35	34	1	4	5	-1	13	10	3	13	14	-1	5	5	0	1	1	0	13	13	0
ABC612	21	20	1	*	*	0	*	*	0	2	1	1	5	5	0	13	14	-1	11	12	-1
4RN	6	6	0	*	*	0	*	*	0	*	*	0	1	1	0	4	3	1	3	3	0
NEWSR	2	2	0	*	*	0	*	*	0	*	*	0	1	*	1	2	1	1	1	1	0
4JJJ	13	14	-1	*	*	0	2	3	-1	9	8	1	2	2	0	*	*	0	6	5	1
ABC CL-FM	4	4	0	*	*	0	*	*	0	*	*	0	1	1	0	2	2	0	2	2	0
ALL	230	228	2	14	14	0	26	26	0	64	63	1	58	58	0	68	66	2	107	106	1

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

10+ [Potential: 1649]

Survey #7 - 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	26	23	3	45	42	3	45	40	5	23	20	3	16	14	2	9	10	-1	16	15	1
4BH-882	15	16	-1	23	28	-5	21	24	-3	18	18	0	11	9	2	3	4	-1	13	14	-1
4KQ	20	20	0	35	33	2	30	29	1	24	25	-1	15	17	-2	3	5	-2	17	17	0
B105	30	29	1	44	42	2	34	37	-3	35	34	1	38	34	4	9	7	2	17	17	0
97.3 FM	28	28	0	34	35	-1	40	40	0	40	41	-1	25	26	-1	7	7	0	18	18	0
FM104 MMM	25	27	-2	36	37	-1	36	40	-4	32	40	-8	21	20	1	6	6	0	13	15	-2
NOVA 106.9	41	40	1	62	59	3	53	49	4	54	51	3	40	39	1	10	11	-1	21	19	2
ABC612	23	21	2	49	48	1	26	25	1	19	15	4	18	16	2	7	8	-1	17	18	-1
4RN	7	6	1	14	12	2	6	6	0	5	6	-1	8	6	2	2	3	-1	5	4	1
NEWSR	2	2	0	8	6	2	1	1	0	1	1	0	1	1	0	1	1	0	2	2	0
4JJJ	15	15	0	20	20	0	20	20	0	19	20	-1	18	17	1	4	5	-1	8	9	-1
ABC CL-FM	4	4	0	6	6	0	5	6	-1	2	3	-1	5	6	-1	1	1	0	4	4	0
ALL	254	251	3	407	398	9	345	345	0	299	297	2	233	221	12	68	73	-5	169	170	-1

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

Mon-Sun 5.30am-12.00Mndt

Survey #7 - 2007

Survey Period: Sun July 29 - Sat September 01, 2007 and Sun September 16 - Sat October 20, 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	197	195	2	6	7	-1	3	8	-5	19	19	0	50	47	3	119	114	5	98	91	7
4BH-882	191	192	-1	9	5	4	4	6	-2	13	13	0	54	47	7	110	122	-12	100	103	-3
4KQ	220	222	-2	7	4	3	14	8	6	31	29	2	76	97	-21	93	84	9	110	111	-1
B105	434	409	25	84	79	5	83	82	1	155	150	5	84	77	7	27	21	6	182	177	5
97.3 FM	417	408	9	68	63	5	41	49	-8	135	138	-3	125	117	8	48	41	7	188	182	6
FM104 MMM	349	344	5	49	45	4	57	47	10	121	132	-11	101	100	1	20	19	1	140	137	3
NOVA 106.9	471	446	25	89	95	-6	121	104	17	165	150	15	80	86	-6	16	13	3	173	162	11
ABC612	297	294	3	17	19	-2	7	4	3	36	31	5	83	90	-7	153	150	3	143	147	-4
4RN	103	105	-2	2	8	-6	2	5	-3	16	17	-1	33	28	5	50	48	2	57	55	2
NEWSR	78	79	-1	1	2	-1	3	2	-1	10	15	-5	21	13	8	42	48	-6	39	36	3
4JJJ	174	174	0	15	10	5	37	41	-4	92	81	11	23	36	-13	6	6	0	67	69	-2
ABC CL-FM	89	85	4	6	7	-1	4	2	2	12	16	-4	28	23	5	40	38	2	50	45	5
ALL	1559	1557	2	184	188	-4	190	186	4	400	397	3	385	384	1	398	402	-4	699	697	2

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

10+ [Potential: 1649]

Survey #7 - 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	174	175	-1	122	125	-3	110	108	2	110	103	7	80	81	-1	48	46	2	135	134	1
4BH-882	163	169	-6	116	116	0	84	90	-6	90	87	3	79	70	9	45	46	-1	128	129	-1
4KQ	190	188	2	128	129	-1	95	92	3	97	94	3	87	91	-4	40	44	-4	150	141	9
B105	383	364	19	249	240	9	156	164	-8	208	207	1	230	207	23	109	90	19	254	247	7
97.3 FM	357	351	6	225	226	-1	163	168	-5	208	208	0	191	194	-3	93	106	-13	257	254	3
FM104 MMM	301	306	-5	186	190	-4	147	152	-5	181	191	-10	151	160	-9	69	74	-5	193	198	-5
NOVA 106.9	426	407	19	304	286	18	204	175	29	263	230	33	249	247	2	126	122	4	283	273	10
ABC612	259	252	7	198	193	5	113	116	-3	114	101	13	122	114	8	73	73	0	200	200	0
4RN	89	94	-5	67	61	6	36	38	-2	40	42	-2	47	37	10	26	33	-7	56	50	6
NEWSR	64	60	4	47	38	9	14	10	4	19	17	2	11	11	0	18	19	-1	42	48	-6
4JJJ	150	153	-3	97	94	3	58	60	-2	87	86	1	90	94	-4	51	59	-8	104	99	5
ABC CL-FM	75	69	6	35	29	6	31	32	-1	36	29	7	36	40	-4	24	25	-1	48	45	3
ALL	1530	1520	10	1329	1300	29	943	942	1	1096	1071	25	1057	1042	15	612	624	-12	1289	1285	4