

# Brisbane Radio - Share Movement (%) by Demographic

Mon-Sun 5.30am-12.00Mdnt

Survey #8 - 2007

Survey Period: Sun September 16 - Sat November 24, 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	9.4	10.1	-0.7	0.6	0.9	-0.3	0.4	0.1	0.3	0.9	1.5	-0.6	7.3	6.5	0.8	23.1	26.9	-3.8	11.6	11.6	0.0
4BH-882	7.0	6.1	0.9	2.7	3.3	-0.6	0.1	0.1	0.0	1.0	1.1	-0.1	7.5	6.7	0.8	14.9	13.0	1.9	8.8	6.9	1.9
4KQ	8.1	8.5	-0.4	0.4	0.6	-0.2	1.3	2.1	-0.8	5.3	5.2	0.1	11.2	12.4	-1.2	11.7	12.2	-0.5	8.8	8.5	0.3
B105	9.9	11.5	-1.6	28.2	31.0	-2.8	18.1	17.0	1.1	14.9	18.0	-3.1	7.7	8.8	-1.1	1.2	1.8	-0.6	7.1	10.0	-2.9
97.3 FM	10.4	10.8	-0.4	13.4	12.4	1.0	10.8	7.5	3.3	16.6	14.4	2.2	12.1	15.7	-3.6	3.1	4.2	-1.1	11.5	12.3	-0.8
FM104 MMM	10.2	9.3	0.9	9.5	9.3	0.2	11.3	10.9	0.4	16.7	13.3	3.4	13.9	13.9	0.0	1.4	1.0	0.4	8.8	7.5	1.3
NOVA 106.9	15.6	15.4	0.2	32.4	30.6	1.8	47.5	49.1	-1.6	20.7	20.4	0.3	10.7	8.2	2.5	1.1	1.2	-0.1	11.3	11.9	-0.6
ABC612	11.4	9.2	2.2	0.6	0.8	-0.2	1.4	1.1	0.3	4.3	3.4	0.9	10.7	9.4	1.3	23.3	19.2	4.1	11.9	10.5	1.4
4RN	2.7	2.7	0.0	0.4	0.2	0.2	0.1	*	0.1	0.7	0.8	-0.1	3.4	2.3	1.1	5.2	6.3	-1.1	3.6	3.2	0.4
NEWSR	1.1	1.0	0.1	*	0.1	-0.1	*	0.2	-0.2	0.3	0.3	0.0	1.7	1.0	0.7	1.8	2.2	-0.4	1.4	1.3	0.1
4JJJ	4.9	5.8	-0.9	3.8	3.3	0.5	6.6	8.2	-1.6	10.8	14.1	-3.3	3.8	2.6	1.2	0.2	0.2	0.0	5.1	5.5	-0.4
ABC CL-FM	1.5	1.6	-0.1	0.2	0.2	0.0	0.1	0.1	0.0	0.3	0.3	0.0	2.0	2.0	0.0	2.9	3.2	-0.3	2.0	2.0	0.0

# Brisbane Radio - Share Movement (%) by Session

10+

Survey #8 - 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	9.7	10.2	-0.5	10.5	11.1	-0.6	11.7	13.1	-1.4	8.0	7.8	0.2	7.5	6.8	0.7	11.3	13.4	-2.1	8.2	9.8	-1.6
4BH-882	6.6	5.7	0.9	7.2	5.8	1.4	7.6	6.0	1.6	6.6	6.1	0.5	4.4	4.9	-0.5	4.9	5.0	-0.1	8.6	7.5	1.1
4KQ	7.8	8.0	-0.2	8.7	8.7	0.0	8.2	8.8	-0.6	7.1	8.1	-1.0	7.1	6.6	0.5	5.9	5.1	0.8	9.2	10.3	-1.1
B105	10.5	11.9	-1.4	9.4	10.9	-1.5	7.8	10.0	-2.2	9.9	11.8	-1.9	15.8	16.2	-0.4	14.5	13.5	1.0	7.8	10.1	-2.3
97.3 FM	10.2	10.8	-0.6	8.7	8.4	0.3	10.5	11.7	-1.2	12.0	13.3	-1.3	10.3	10.6	-0.3	8.9	10.2	-1.3	11.3	10.6	0.7
FM104 MMM	11.0	9.7	1.3	10.4	8.8	1.6	11.8	10.6	1.2	12.6	10.7	1.9	9.1	9.1	0.0	9.1	9.2	-0.1	7.2	7.6	-0.4
NOVA 106.9	16.1	16.3	-0.2	14.4	15.3	-0.9	16.5	15.4	1.1	18.4	18.1	0.3	16.5	17.2	-0.7	13.7	14.4	-0.7	13.6	12.4	1.2
ABC612	10.7	8.9	1.8	12.6	12.0	0.6	10.6	7.5	3.1	9.2	6.5	2.7	9.2	7.8	1.4	11.9	10.9	1.0	13.7	10.4	3.3
4RN	2.8	2.7	0.1	3.7	3.5	0.2	1.9	1.8	0.1	1.4	1.8	-0.4	3.7	3.5	0.2	4.5	3.2	1.3	2.6	2.7	-0.1
NEWSR	1.0	1.0	0.0	1.6	2.0	-0.4	0.4	0.3	0.1	0.6	0.5	0.1	0.6	0.4	0.2	2.7	1.8	0.9	1.3	1.3	0.0
4JJJ	5.1	6.0	-0.9	4.5	5.0	-0.5	4.3	5.7	-1.4	5.5	6.5	-1.0	6.7	7.8	-1.1	4.8	5.7	-0.9	4.2	4.9	-0.7
ABC CL-FM	1.3	1.4	-0.1	1.3	1.4	-0.1	1.5	1.4	0.1	0.9	0.8	0.1	1.8	2.3	-0.5	1.5	1.6	-0.1	2.1	2.2	-0.1

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mdnt

Survey #8 - 2007

Survey Period: Sun September 16 - Sat November 24, 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	23	0	*	*	0	*	*	0	1	1	0	4	4	0	17	18	-1	13	12	1
4BH-882	17	14	3	*	*	0	*	*	0	1	1	0	4	4	0	11	9	2	10	7	3
4KQ	19	19	0	*	*	0	*	1	-1	3	3	0	7	7	0	9	8	1	10	9	1
B105	24	26	-2	4	4	0	5	4	1	10	11	-1	5	5	0	1	1	0	8	11	-3
97.3 FM	25	25	0	2	2	0	3	2	1	11	9	2	7	9	-2	2	3	-1	13	13	0
FM104 MMM	24	21	3	1	1	0	3	3	0	11	8	3	8	8	0	1	1	0	10	8	2
NOVA 106.9	37	35	2	4	4	0	12	13	-1	13	13	0	6	5	1	1	1	0	13	13	0
ABC612	27	21	6	*	*	0	*	*	0	3	2	1	6	5	1	18	13	5	13	11	2
4RN	7	6	1	*	*	0	*	*	0	*	*	0	2	1	1	4	4	0	4	3	1
NEWSR	3	2	1	*	*	0	*	*	0	*	*	0	1	1	0	1	2	-1	2	1	1
4JJJ	12	13	-1	1	*	1	2	2	0	7	9	-2	2	2	0	*	*	0	6	6	0
ABC CL-FM	4	4	0	*	*	0	*	*	0	*	*	0	1	1	0	2	2	0	2	2	0
ALL	240	230	10	14	14	0	26	26	0	65	64	1	60	58	2	76	68	8	112	107	5

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

10+ [Potential: 1649]

Survey #8 - 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	26	26	0	45	45	0	42	45	-3	25	23	2	18	16	2	7	9	-2	15	16	-1
4BH-882	17	15	2	31	23	8	27	21	6	21	18	3	11	11	0	3	3	0	15	13	2
4KQ	21	20	1	38	35	3	29	30	-1	22	24	-2	17	15	2	4	3	1	16	17	-1
B105	28	30	-2	41	44	-3	28	34	-6	31	35	-4	38	38	0	10	9	1	14	17	-3
97.3 FM	27	28	-1	37	34	3	38	40	-2	38	40	-2	25	25	0	6	7	-1	20	18	2
FM104 MMM	29	25	4	45	36	9	42	36	6	40	32	8	22	21	1	6	6	0	13	13	0
NOVA 106.9	43	41	2	62	62	0	59	53	6	58	54	4	40	40	0	9	10	-1	24	21	3
ABC612	28	23	5	54	49	5	38	26	12	29	19	10	22	18	4	8	7	1	24	17	7
4RN	7	7	0	16	14	2	7	6	1	5	5	0	9	8	1	3	2	1	5	5	0
NEWSR	3	2	1	7	8	-1	2	1	1	2	1	1	2	1	1	2	1	1	2	2	0
4JJJ	13	15	-2	19	20	-1	15	20	-5	17	19	-2	16	18	-2	3	4	-1	8	8	0
ABC CL-FM	4	4	0	6	6	0	6	5	1	3	2	1	4	5	-1	1	1	0	4	4	0
ALL	265	254	11	431	407	24	358	345	13	314	299	15	243	233	10	66	68	-2	178	169	9

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

Mon-Sun 5.30am-12.00Mdnt

Survey #8 - 2007

Survey Period: Sun September 16 - Sat November 24, 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	173	197	-24	8	6	2	2	3	-1	12	19	-7	54	50	4	97	119	-22	92	98	-6
4BH-882	197	191	6	11	9	2	4	4	0	14	13	1	48	54	-6	119	110	9	98	100	-2
4KQ	212	220	-8	7	7	0	11	14	-3	29	31	-2	70	76	-6	95	93	2	108	110	-2
B105	435	434	1	93	84	9	86	83	3	145	155	-10	88	84	4	23	27	-4	168	182	-14
97.3 FM	418	417	1	66	68	-2	53	41	12	137	135	2	116	125	-9	46	48	-2	187	188	-1
FM104 MMM	337	349	-12	47	49	-2	52	57	-5	127	121	6	93	101	-8	19	20	-1	137	140	-3
NOVA 106.9	491	471	20	93	89	4	127	121	6	167	165	2	85	80	5	18	16	2	180	173	7
ABC612	306	297	9	12	17	-5	9	7	2	45	36	9	87	83	4	152	153	-1	146	143	3
4RN	99	103	-4	4	2	2	2	2	0	12	16	-4	28	33	-5	52	50	2	50	57	-7
NEWSR	61	78	-17	*	1	-1	1	3	-2	7	10	-3	27	21	6	25	42	-17	30	39	-9
4JJJ	153	174	-21	16	15	1	33	37	-4	76	92	-16	22	23	-1	6	6	0	59	67	-8
ABC CL-FM	81	89	-8	3	6	-3	4	4	0	10	12	-2	23	28	-5	42	40	2	47	50	-3
ALL	1558	1559	-1	183	184	-1	191	190	1	403	400	3	387	385	2	394	398	-4	699	699	0

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

10+ [Potential: 1649]

Survey #8 - 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	157	174	-17	113	122	-9	97	110	-13	94	110	-16	78	80	-2	43	48	-5	103	135	-32
4BH-882	173	163	10	119	116	3	102	84	18	103	90	13	86	79	7	49	45	4	133	128	5
4KQ	186	190	-4	132	128	4	98	95	3	99	97	2	92	87	5	41	40	1	142	150	-8
B105	388	383	5	230	249	-19	132	156	-24	190	208	-18	238	230	8	108	109	-1	225	254	-29
97.3 FM	363	357	6	228	225	3	165	163	2	216	208	8	190	191	-1	78	93	-15	262	257	5
FM104 MMM	297	301	-4	190	186	4	142	147	-5	179	181	-2	145	151	-6	75	69	6	188	193	-5
NOVA 106.9	443	426	17	319	304	15	207	204	3	266	263	3	255	249	6	132	126	6	302	283	19
ABC612	265	259	6	190	198	-8	142	113	29	151	114	37	142	122	20	75	73	2	222	200	22
4RN	87	89	-2	66	67	-1	39	36	3	37	40	-3	46	47	-1	25	26	-1	58	56	2
NEWSR	51	64	-13	37	47	-10	14	14	0	19	19	0	15	11	4	18	18	0	35	42	-7
4JJJ	137	150	-13	96	97	-1	51	58	-7	76	87	-11	83	90	-7	42	51	-9	96	104	-8
ABC CL-FM	67	75	-8	35	35	0	33	31	2	35	36	-1	31	36	-5	19	24	-5	49	48	1
ALL	1530	1530	0	1332	1329	3	973	943	30	1105	1096	9	1074	1057	17	591	612	-21	1301	1289	12