

Brisbane Radio - Share Movement (%) by Demographic

Mon-Sun 5.30am-12.00Mndt

Survey #2 - 2007

Survey Period: Sun January 28 - Sat March 17, 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	10.7	9.0	1.7	1.1	0.7	0.4	0.3	0.6	-0.3	1.8	1.4	0.4	8.4	5.8	2.6	24.1	23.0	1.1	12.8	10.8	2.0
4BH-882	9.2	7.4	1.8	0.2	0.4	-0.2	1.0	0.8	0.2	1.0	1.3	-0.3	5.2	5.2	0.0	22.6	18.4	4.2	11.3	10.1	1.2
4KQ	5.9	6.7	-0.8	1.3	3.8	-2.5	0.9	1.4	-0.5	1.5	1.8	-0.3	10.1	11.9	-1.8	8.1	8.9	-0.8	6.8	7.8	-1.0
B105	8.7	8.3	0.4	29.2	31.6	-2.4	15.9	10.1	5.8	8.4	10.2	-1.8	9.9	8.1	1.8	1.9	1.4	0.5	7.5	7.3	0.2
97.3 FM	9.6	10.3	-0.7	10.4	10.0	0.4	10.0	12.5	-2.5	12.5	12.1	0.4	16.4	15.8	0.6	1.7	3.2	-1.5	8.9	10.9	-2.0
FM104 MMM	12.2	12.4	-0.2	10.1	11.2	-1.1	15.3	11.5	3.8	20.1	20.2	-0.1	16.3	18.0	-1.7	2.5	1.9	0.6	10.2	11.2	-1.0
NOVA 106.9	15.2	13.6	1.6	34.2	31.7	2.5	41.0	37.9	3.1	25.3	21.0	4.3	9.3	6.6	2.7	0.6	0.4	0.2	11.4	7.7	3.7
ABC612	8.2	9.2	-1.0	4.3	1.1	3.2	0.7	1.2	-0.5	4.1	3.4	0.7	8.8	8.2	0.6	13.7	19.4	-5.7	9.5	10.4	-0.9
4RN	2.3	2.1	0.2	0.1	0.3	-0.2	0.1	*	0.1	0.6	0.6	0.0	1.8	1.6	0.2	5.0	5.0	0.0	3.0	3.0	0.0
NEWSR	1.8	2.1	-0.3	0.4	0.3	0.1	0.1	0.1	0.0	1.3	1.0	0.3	1.4	2.0	-0.6	3.2	4.4	-1.2	2.1	2.6	-0.5
4JJJ	6.6	7.7	-1.1	6.0	5.1	0.9	12.8	19.3	-6.5	15.3	17.1	-1.8	2.4	2.3	0.1	1.6	1.0	0.6	6.1	7.1	-1.0
ABC CL-FM	2.0	1.8	0.2	0.1	*	0.1	*	0.1	-0.1	1.2	0.8	0.4	1.7	1.6	0.1	3.9	3.7	0.2	2.4	2.1	0.3

Brisbane Radio - Share Movement (%) by Session

10+

Survey #2 - 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	11.1	9.4	1.7	11.9	10.1	1.8	13.6	10.5	3.1	8.4	7.4	1.0	6.9	6.8	0.1	17.0	14.4	2.6	9.3	8.0	1.3
4BH-882	8.6	7.0	1.6	7.2	6.2	1.0	10.1	8.1	2.0	9.1	7.1	2.0	8.7	7.2	1.5	8.5	6.2	2.3	11.1	8.9	2.2
4KQ	5.6	6.4	-0.8	7.7	8.0	-0.3	4.8	6.7	-1.9	5.0	6.0	-1.0	4.5	5.2	-0.7	3.4	3.8	-0.4	6.8	7.8	-1.0
B105	8.9	8.4	0.5	9.5	7.6	1.9	6.9	7.8	-0.9	8.0	8.1	-0.1	11.3	10.6	0.7	10.9	9.9	1.0	7.8	8.1	-0.3
97.3 FM	10.3	10.6	-0.3	8.6	9.5	-0.9	11.1	10.9	0.2	13.3	12.3	1.0	9.6	11.4	-1.8	5.8	7.3	-1.5	7.3	9.0	-1.7
FM104 MMM	12.2	12.9	-0.7	11.9	11.7	0.2	11.7	13.2	-1.5	13.8	15.2	-1.4	12.5	12.5	0.0	9.1	9.9	-0.8	12.2	10.8	1.4
NOVA 106.9	15.7	14.0	1.7	14.0	13.2	0.8	16.1	14.7	1.4	17.8	15.6	2.2	16.3	13.1	3.2	13.4	11.6	1.8	13.5	12.1	1.4
ABC612	7.7	8.7	-1.0	10.1	12.3	-2.2	6.1	6.6	-0.5	5.0	5.8	-0.8	8.1	7.9	0.2	9.9	11.0	-1.1	9.8	10.9	-1.1
4RN	2.2	2.1	0.1	3.2	2.6	0.6	1.3	1.4	-0.1	1.3	1.3	0.0	3.2	2.6	0.6	2.3	2.8	-0.5	2.4	2.3	0.1
NEWSR	1.5	1.9	-0.4	1.9	3.0	-1.1	0.6	0.9	-0.3	0.9	0.7	0.2	1.5	1.4	0.1	5.0	5.5	-0.5	2.5	2.9	-0.4
4JJJ	6.6	8.3	-1.7	5.5	5.8	-0.3	6.5	8.6	-2.1	6.9	10.3	-3.4	8.8	10.6	-1.8	6.2	6.0	0.2	6.5	5.8	0.7
ABC CL-FM	2.0	1.6	0.4	1.6	1.9	-0.3	2.3	1.7	0.6	2.0	1.3	0.7	2.0	1.7	0.3	2.2	1.8	0.4	2.3	2.3	0.0

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #2 - 2007

Survey Period: Sun January 28 - Sat March 17, 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	26	21	5	*	*	0	*	*	0	1	1	0	5	4	1	19	16	3	15	12	3
4BH-882	22	17	5	*	*	0	*	*	0	1	1	0	3	3	0	18	13	5	13	11	2
4KQ	14	16	-2	*	1	-1	*	*	0	1	1	0	7	7	0	7	6	1	8	9	-1
B105	21	19	2	4	5	-1	4	3	1	5	6	-1	6	5	1	2	1	1	9	8	1
97.3 FM	23	24	-1	1	2	-1	3	3	0	7	7	0	11	10	1	1	2	-1	10	12	-2
FM104 MMM	30	29	1	1	2	-1	4	3	1	12	12	0	11	11	0	2	1	1	12	13	-1
NOVA 106.9	37	32	5	5	5	0	11	10	1	15	12	3	6	4	2	1	*	1	13	9	4
ABC612	20	21	-1	1	*	1	*	*	0	2	2	0	6	5	1	11	14	-3	11	12	-1
4RN	6	5	1	*	*	0	*	*	0	*	*	0	1	1	0	4	4	0	3	3	0
NEWSR	4	5	-1	*	*	0	*	*	0	1	1	0	1	1	0	3	3	0	2	3	-1
4JJJ	16	18	-2	1	1	0	3	5	-2	9	10	-1	2	1	1	1	1	0	7	8	-1
ABC CL-FM	5	4	1	*	*	0	*	*	0	1	*	1	1	1	0	3	3	0	3	2	1
ALL	245	234	11	14	15	-1	27	28	-1	59	57	2	65	62	3	81	71	10	117	112	5

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

10+ [Potential: 1649]

Survey #2 - 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	29	24	5	53	40	13	48	37	11	26	22	4	16	16	0	13	11	2	18	15	3
4BH-882	23	18	5	32	24	8	36	28	8	28	21	7	20	17	3	6	5	1	21	16	5
4KQ	15	16	-1	34	32	2	17	24	-7	15	18	-3	10	12	-2	3	3	0	13	14	-1
B105	24	21	3	43	30	13	24	27	-3	24	24	0	26	24	2	8	7	1	15	15	0
97.3 FM	27	27	0	39	38	1	39	38	1	41	36	5	22	26	-4	4	5	-1	14	17	-3
FM104 MMM	32	33	-1	53	46	7	41	46	-5	42	45	-3	29	29	0	7	7	0	23	20	3
NOVA 106.9	42	35	7	63	52	11	57	51	6	54	46	8	38	30	8	10	9	1	26	22	4
ABC612	20	22	-2	45	49	-4	21	23	-2	15	17	-2	19	18	1	7	8	-1	19	20	-1
4RN	6	5	1	14	11	3	5	5	0	4	4	0	7	6	1	2	2	0	5	4	1
NEWSR	4	5	-1	8	12	-4	2	3	-1	3	2	1	3	3	0	4	4	0	5	5	0
4JJJ	18	21	-3	25	23	2	23	30	-7	21	30	-9	21	25	-4	5	5	0	12	11	1
ABC CL-FM	5	4	1	7	7	0	8	6	2	6	4	2	5	4	1	2	1	1	4	4	0
ALL	266	253	13	448	397	51	354	350	4	304	295	9	232	231	1	75	75	0	192	184	8

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

Nielsen Media Research

Mon-Sun 5.30am-12.00Mndt

Survey #2 - 2007

Survey Period: Sun January 28 - Sat March 17, 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	206	175	31	10	7	3	3	3	0	18	13	5	59	49	10	115	103	12	111	91	20
4BH-882	209	195	14	3	2	1	1	1	0	18	17	1	49	46	3	138	128	10	117	111	6
4KQ	197	205	-8	8	13	-5	5	6	-1	22	23	-1	81	79	2	80	84	-4	109	111	-2
B105	415	381	34	102	93	9	81	71	10	103	111	-8	101	84	17	29	22	7	159	151	8
97.3 FM	355	369	-14	52	56	-4	43	43	0	121	122	-1	110	111	-1	30	36	-6	157	174	-17
FM104 MMM	366	356	10	50	50	0	43	41	2	146	134	12	103	112	-9	26	20	6	153	146	7
NOVA 106.9	433	430	3	84	83	1	114	118	-4	156	147	9	69	74	-5	10	9	1	164	153	11
ABC612	288	334	-46	10	12	-2	8	13	-5	55	61	-6	84	95	-11	130	153	-23	145	165	-20
4RN	101	105	-4	2	4	-2	2	1	1	19	19	0	28	27	1	51	54	-3	55	57	-2
NEWSR	88	97	-9	6	4	2	3	3	0	21	16	5	26	30	-4	33	44	-11	42	49	-7
4JJB	196	222	-26	14	19	-5	51	64	-13	96	98	-2	26	33	-7	10	8	2	83	87	-4
ABC CL-FM	91	83	8	3	2	1	1	3	-2	23	18	5	22	18	4	43	42	1	57	45	12
ALL	1554	1554	0	178	176	2	187	190	-3	398	399	-1	387	386	1	403	402	1	700	701	-1

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

10+ [Potential: 1649]

Survey #2 - 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	190	163	27	141	114	27	121	100	21	112	96	16	89	80	9	54	51	3	118	105	13
4BH-882	184	172	12	124	105	19	103	103	0	114	98	16	97	87	10	50	44	6	144	130	14
4KQ	172	178	-6	124	123	1	75	100	-25	87	91	-4	83	78	5	47	51	-4	128	141	-13
B105	358	330	28	233	195	38	119	142	-23	183	172	11	184	175	9	97	87	10	218	219	-1
97.3 FM	320	334	-14	211	198	13	143	167	-24	197	199	-2	172	189	-17	65	88	-23	198	217	-19
FM104 MMM	308	305	3	225	201	24	137	153	-16	200	204	-4	168	175	-7	70	80	-10	240	222	18
NOVA 106.9	399	392	7	304	269	35	183	208	-25	244	223	21	241	210	31	132	123	9	267	264	3
ABC612	241	285	-44	169	186	-17	105	123	-18	134	147	-13	130	148	-18	77	96	-19	198	234	-36
4RN	82	94	-12	54	52	2	26	30	-4	38	39	-1	42	41	1	34	30	4	63	57	6
NEWSR	81	91	-10	50	65	-15	27	27	0	27	27	0	30	29	1	30	36	-6	50	60	-10
4JJB	166	197	-31	104	111	-7	83	111	-28	91	124	-33	113	129	-16	68	74	-6	129	132	-3
ABC CL-FM	75	70	5	38	38	0	45	32	13	42	35	7	36	34	2	24	23	1	66	60	6
ALL	1514	1510	4	1336	1278	58	947	1038	-91	1091	1080	11	1068	1068	0	613	625	-12	1274	1302	-28