

# Brisbane Radio - Share Movement (%) by Demographic

Mon-Sun 5.30am-12.00Mndt

Survey #3 - 2008

Survey Period: Sun February 10 - Sat March 15, 2008 and Sun March 23 - Sat April 26, 2008

| 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        | 8.0  | 8.6  | -0.6 | 0.9    | 1.5  | -0.6 | 1.1    | 2.5  | -1.4 | 0.9    | 0.8  | 0.1  | 6.6    | 8.0  | -1.4 | 20.7 | 21.1 | -0.4 | 9.5           | 9.6  | -0.1 |
| 4BH-882    | 7.5  | 6.7  | 0.8  | 1.7    | 1.0  | 0.7  | 0.1    | *    | 0.1  | 1.9    | 1.5  | 0.4  | 8.1    | 5.1  | 3.0  | 16.8 | 17.5 | -0.7 | 9.6           | 9.4  | 0.2  |
| 4KQ        | 8.0  | 7.4  | 0.6  | 1.3    | 1.8  | -0.5 | 3.1    | 4.6  | -1.5 | 3.0    | 1.0  | 2.0  | 12.0   | 13.1 | -1.1 | 13.0 | 11.1 | 1.9  | 9.0           | 8.8  | 0.2  |
| B105       | 9.7  | 11.3 | -1.6 | 22.4   | 29.1 | -6.7 | 21.3   | 27.1 | -5.8 | 13.4   | 13.9 | -0.5 | 6.5    | 7.4  | -0.9 | 1.3  | 1.3  | 0.0  | 7.5           | 9.0  | -1.5 |
| 97.3 FM    | 11.9 | 10.0 | 1.9  | 16.4   | 12.2 | 4.2  | 7.9    | 9.9  | -2.0 | 15.6   | 12.7 | 2.9  | 15.7   | 14.0 | 1.7  | 5.4  | 3.4  | 2.0  | 12.8          | 10.9 | 1.9  |
| FM104 MMM  | 12.4 | 12.0 | 0.4  | 12.1   | 8.3  | 3.8  | 16.4   | 15.1 | 1.3  | 17.1   | 20.6 | -3.5 | 17.6   | 14.6 | 3.0  | 1.5  | 0.9  | 0.6  | 10.0          | 8.5  | 1.5  |
| NOVA 106.9 | 13.9 | 14.1 | -0.2 | 32.9   | 36.1 | -3.2 | 29.7   | 28.3 | 1.4  | 21.6   | 21.4 | 0.2  | 8.2    | 8.0  | 0.2  | 0.4  | 1.1  | -0.7 | 10.4          | 10.2 | 0.2  |
| ABC612     | 8.4  | 8.3  | 0.1  | 1.1    | 0.8  | 0.3  | 0.8    | 0.8  | 0.0  | 3.6    | 3.8  | -0.2 | 7.6    | 8.6  | -1.0 | 18.6 | 17.5 | 1.1  | 10.4          | 10.2 | 0.2  |
| 4RN        | 2.9  | 3.0  | -0.1 | 0.1    | 0.3  | -0.2 | 0.1    | 0.4  | -0.3 | 1.3    | 1.6  | -0.3 | 3.5    | 4.4  | -0.9 | 5.5  | 5.0  | 0.5  | 4.0           | 3.9  | 0.1  |
| NEWSR      | 1.1  | 1.5  | -0.4 | *      | 0.1  | -0.1 | *      | *    | 0.0  | 0.7    | 0.7  | 0.0  | 1.3    | 2.0  | -0.7 | 2.1  | 3.0  | -0.9 | 1.0           | 1.2  | -0.2 |
| 4JJJ       | 6.4  | 5.5  | 0.9  | 2.4    | 1.4  | 1.0  | 13.2   | 6.6  | 6.6  | 14.4   | 13.9 | 0.5  | 2.5    | 3.1  | -0.6 | 0.2  | 0.2  | 0.0  | 5.7           | 5.8  | -0.1 |
| ABC CL-FM  | 2.5  | 3.0  | -0.5 | 2.0    | 1.3  | 0.7  | 0.8    | 0.9  | -0.1 | 1.0    | 1.2  | -0.2 | 1.7    | 1.5  | 0.2  | 5.3  | 7.2  | -1.9 | 2.7           | 3.2  | -0.5 |

# Brisbane Radio - Share Movement (%) by Session

10+

Survey #3 - 2008

| Station    | Mon-Fri<br>5.30am-12.00Mndt |      |      | Breakfast<br>5.30am-9.00am |      |      | Morning<br>9.00am-12.00Noon |      |      | Afternoon<br>12.00Noon-4.00pm |      |      | Drive<br>4.00pm-7.00pm |      |      | Evening<br>7.00pm-12.00Mndt |      |      | Saturday & Sunday<br>5.30am-12.00Mndt |      |      |
|------------|-----------------------------|------|------|----------------------------|------|------|-----------------------------|------|------|-------------------------------|------|------|------------------------|------|------|-----------------------------|------|------|---------------------------------------|------|------|
|            | THIS                        | LAST | +/-  | THIS                       | LAST | +/-  | THIS                        | LAST | +/-  | THIS                          | LAST | +/-  | THIS                   | LAST | +/-  | THIS                        | LAST | +/-  | THIS                                  | LAST | +/-  |
| 4BC        | 8.0                         | 8.8  | -0.8 | 9.5                        | 11.0 | -1.5 | 8.1                         | 9.2  | -1.1 | 6.2                           | 6.3  | -0.1 | 6.4                    | 6.6  | -0.2 | 11.2                        | 12.1 | -0.9 | 7.9                                   | 8.0  | -0.1 |
| 4BH-882    | 6.9                         | 6.2  | 0.7  | 7.0                        | 6.0  | 1.0  | 7.8                         | 8.1  | -0.3 | 6.2                           | 6.6  | -0.4 | 6.5                    | 4.9  | 1.6  | 7.3                         | 3.0  | 4.3  | 9.4                                   | 8.7  | 0.7  |
| 4KQ        | 7.7                         | 7.5  | 0.2  | 9.4                        | 8.7  | 0.7  | 8.3                         | 8.0  | 0.3  | 8.1                           | 7.8  | 0.3  | 4.9                    | 5.7  | -0.8 | 2.7                         | 3.3  | -0.6 | 9.2                                   | 7.2  | 2.0  |
| B105       | 10.1                        | 11.6 | -1.5 | 8.9                        | 10.7 | -1.8 | 8.1                         | 9.3  | -1.2 | 10.1                          | 11.6 | -1.5 | 16.0                   | 16.7 | -0.7 | 9.0                         | 11.0 | -2.0 | 8.3                                   | 10.3 | -2.0 |
| 97.3 FM    | 12.0                        | 10.0 | 2.0  | 10.6                       | 9.2  | 1.4  | 12.4                        | 9.9  | 2.5  | 13.9                          | 11.4 | 2.5  | 12.0                   | 9.9  | 2.1  | 9.9                         | 9.6  | 0.3  | 11.8                                  | 9.9  | 1.9  |
| FM104 MMM  | 13.6                        | 13.0 | 0.6  | 12.8                       | 12.7 | 0.1  | 15.8                        | 15.5 | 0.3  | 15.8                          | 15.4 | 0.4  | 10.2                   | 8.4  | 1.8  | 9.7                         | 8.2  | 1.5  | 8.3                                   | 8.2  | 0.1  |
| NOVA 106.9 | 14.8                        | 14.6 | 0.2  | 14.0                       | 13.8 | 0.2  | 14.6                        | 13.9 | 0.7  | 15.3                          | 15.3 | 0.0  | 16.2                   | 16.3 | -0.1 | 13.1                        | 13.9 | -0.8 | 11.0                                  | 12.2 | -1.2 |
| ABC612     | 8.0                         | 7.8  | 0.2  | 10.3                       | 8.8  | 1.5  | 6.7                         | 7.1  | -0.4 | 5.8                           | 6.4  | -0.6 | 6.5                    | 7.5  | -1.0 | 13.1                        | 10.8 | 2.3  | 9.8                                   | 10.2 | -0.4 |
| 4RN        | 2.9                         | 3.0  | -0.1 | 3.8                        | 3.9  | -0.1 | 1.7                         | 2.2  | -0.5 | 2.0                           | 2.0  | 0.0  | 3.6                    | 3.6  | 0.0  | 3.8                         | 3.6  | 0.2  | 2.9                                   | 3.3  | -0.4 |
| NEWSR      | 1.1                         | 1.6  | -0.5 | 1.7                        | 2.0  | -0.3 | 0.5                         | 1.0  | -0.5 | 0.7                           | 1.5  | -0.8 | 0.9                    | 1.4  | -0.5 | 1.6                         | 1.9  | -0.3 | 1.3                                   | 1.4  | -0.1 |
| 4JJJ       | 6.5                         | 5.6  | 0.9  | 5.0                        | 4.9  | 0.1  | 6.9                         | 5.4  | 1.5  | 7.4                           | 5.5  | 1.9  | 7.4                    | 7.2  | 0.2  | 6.9                         | 6.6  | 0.3  | 6.0                                   | 5.0  | 1.0  |
| ABC CL-FM  | 2.0                         | 2.6  | -0.6 | 1.4                        | 2.5  | -1.1 | 2.4                         | 2.9  | -0.5 | 1.9                           | 2.2  | -0.3 | 2.5                    | 2.8  | -0.3 | 2.8                         | 2.7  | 0.1  | 4.0                                   | 4.4  | -0.4 |