



2007 SURVEY DATES

SURVEY ONE
January 14 - February 10

SURVEY TWO
January 28 - March 17

SURVEY THREE
February 11 - April 28

SURVEY FOUR
March 25 - June 9

SURVEY FIVE
May 6 - July 28

SURVEY SIX
June 24 - September 1

SURVEY SEVEN
July 29 - October 20

SURVEY EIGHT
September 16 - November 24

Brisbane

SURVEY No. 2 2007

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Station Profiles

Shares %

Cumes (000's) & Averages (000's)

Shares by Session

Shares by Age Group

Single Source Categories

BRISBANE

SURVEY #2, 2007



4BC

NEWS TALK 1116 – Brisbane 4BC

4BC is Brisbane's only commercial talk station, featuring news, interview opinion, sport and calls.

Target audience is 40+.

Personalities include: Peter Dick, Ross Davie, John Laws, Greg Cary, John Miller, Rod Tiley and Rupert McCall, Chuck Brooks, Ian Maurice, Dave Downie, Col Campbell, Dr Cam Day, Kevin Turner, Moyd Kay, Tony Murphy, Ray Hadley and Continuous Call Team, Chris Adams and Sharina and Steve Andrews.

77 Southgate Avenue, Cannon Hill, Qld 4170. PO Box 10116 Adelaide Street, Brisbane, QLD, 4000
Phone: (07) 3908 8200 Fax: (07) 3908 8210



882 4BH

THE BEST SONGS OF ALL TIME 882 4BH

Blending contemporary music and timeless favourites with entertainment, competitions and Brisbane's Best News, Traffic reports and local info all day on weekdays and weekends. Kim & Loretta for Breakfast and the Best Songs of All Time, all day. Target audience 40+.

77 Southgate Avenue, Cannon Hill, Qld 4170. PO Box 10116 Adelaide Street, Brisbane. QLD. 4000
Phone: (07) 3908 8200. Fax: (07) 3908 8210.



4KQ 693AM

Good Times and Great Classic Hits.

Non-stop Classic Hits of the 60's, 70's & 80's. Brisbane's best news and traffic. Focused 40-59 with a commitment to families and fun.

P O Box 693, Coorparoo DC, 4151
444 Logan Road, Stones Corner, QLD, 4120
Phone: (07) 3394 0693



97.3 FM

Brisbane's Best Mix

Brisbane's feel good adult contemporary hits station.
Target is 25-54 females with a promise of more music and less talk.

444 Logan Road, Stones Corner, Qld, 4120
PO Box 973, Coorparoo DC, Qld, 4151
Phone: (07) 3421 4973 Fax: (07) 3397 8757



B105 FM

B105 – Now playing Every Hit Under the Sun.

B105's New Breakfast Show is Gabby, Mike and Stav and we play the Hits You Can't Get Out of Your Head, with Kyle and Jackie O to drive you home. Continuous high profile promotional activity. Must listen radio for people 18-39.

William Jolly Place, 309 North Quay, Brisbane, 4000
GPO Box 105, Brisbane, 4001
Phone: (07) 3837 1053 Fax: (07) 3837 1022



FM104 Triple M

Triple M – You never know what we'll play next.

The Cage Breakfast Show with Ian Skippen is only on Triple M. Mick Malloy gives you a laugh at lunch time with Tough Love. The Shebang get you home with comedy and music totally random music.

William Jolly Place, 309 North Quay, Brisbane, 4000
GPO Box 1041, Brisbane, 4001
Phone: (07) 3361 0104 Fax: (07) 3243 1154



NOVA 106.9

Sounds Different

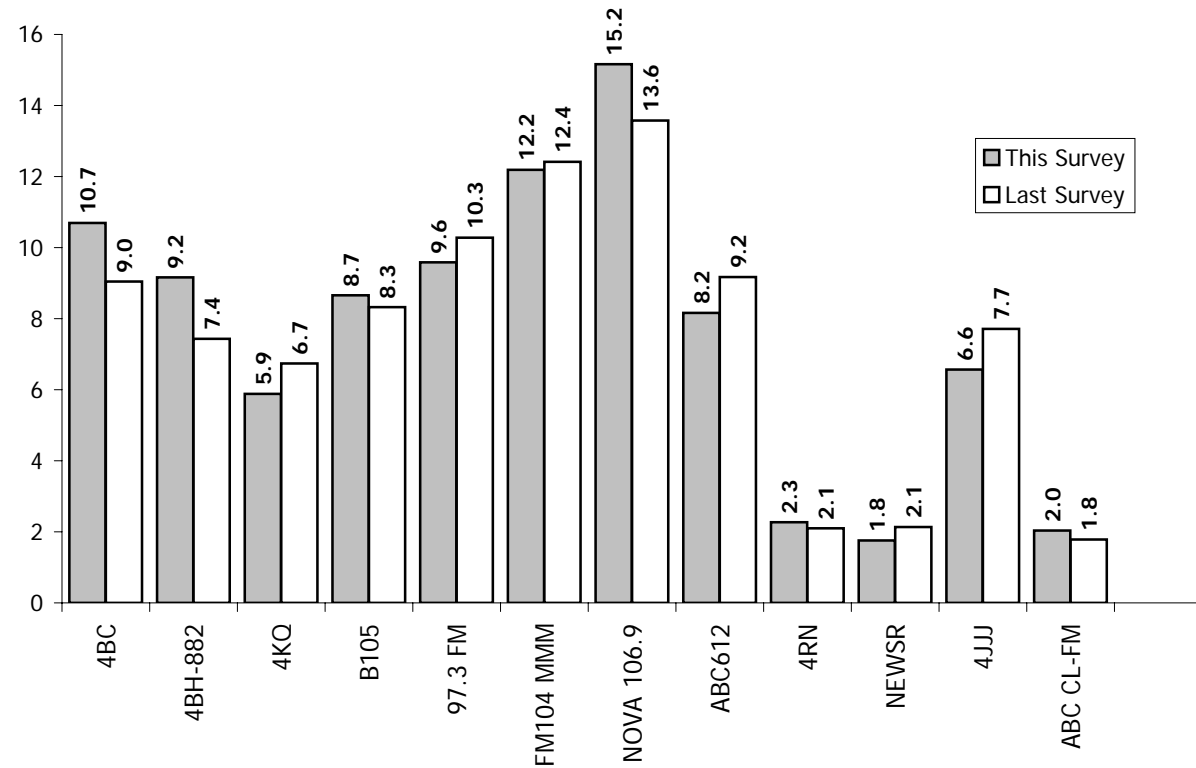
Nova 106.9 is Brisbane's newest radio station, with never more than 2 ads in a row! Meshel, Ash & Kip with Luttsy start the day with breakfast. Whippy and Emily Jade get you through the workday, and funny guys Dan & Ken get you home, with the help of Merrick & Rosso at 6pm. From 7pm Nova counts down the Nova 19s with Michelle and Smallzy, Brissy's only local suburban countdown. Hit music and all the fresh new stuff and never more than 2 ads in a row...Nova 106.9

Level 3, 130 Commercial Road, Teneriffe, QLD, 4005
Phone: (07) 3872 6999 Fax: (07) 3872 6962

Nielsen Media Research SURVEY No. 2 2007

MONDAY - SUNDAY 5:30am-12:00mn ALL PEOPLE 10+ (Previous Survey in Brackets)

	SHARE %	
4BC	10.7	(9.0)
4BH-882	9.2	(7.4)
4KQ	5.9	(6.7)
B105	8.7	(8.3)
97.3 FM	9.6	(10.3)
FM104 MMM	12.2	(12.4)
NOVA 106.9	15.2	(13.6)
ABC612	8.2	(9.2)
4RN	2.3	(2.1)
NEWSR	1.8	(2.1)
4JJJ	6.6	(7.7)
ABC CL-FM	2.0	(1.8)



Brisbane

Nielsen Media Research
SURVEY No. 2 2007

MONDAY - SUNDAY 5:30am-12:00mn ALL PEOPLE 10+ (Previous Survey in Brackets)

	CUME (000's)	
Potential	1649	(1,649)
4BC	206	(175)
4BH-882	209	(195)
4KQ	197	(205)
B105	415	(381)
97.3 FM	355	(369)
FM104 MMM	366	(356)
NOVA 106.9	433	(430)
ABC612	288	(334)
4RN	101	(105)
NEWSR	88	(97)
4JJJ	196	(222)
ABC CL-FM	91	(83)

	AVERAGE (000's)	
Potential	1649	(1,649)
4BC	26	(21)
4BH-882	22	(17)
4KQ	14	(16)
B105	21	(19)
97.3 FM	23	(24)
FM104 MMM	30	(29)
NOVA 106.9	37	(32)
ABC612	20	(21)
4RN	6	(5)
NEWSR	4	(5)
4JJJ	16	(18)
ABC CL-FM	5	(4)

Brisbane

**Nielsen Media Research
SURVEY No. 2 2007**

MONDAY - FRIDAY 5:30am-12:00mn ALL PEOPLE 10+ SHARE BY SESSION (Previous Survey in Brackets)

	5.30am-9.00am		9.00am-12.00Noon		12.00Noon-4.00pm		4.00pm-7.00pm		7.00pm-12.00Mdnt	
4BC	11.9	(10.1)	13.6	(10.5)	8.4	(7.4)	6.9	(6.8)	17.0	(14.4)
4BH-882	7.2	(6.2)	10.1	(8.1)	9.1	(7.1)	8.7	(7.2)	8.5	(6.2)
4KQ	7.7	(8.0)	4.8	(6.7)	5.0	(6.0)	4.5	(5.2)	3.4	(3.8)
B105	9.5	(7.6)	6.9	(7.8)	8.0	(8.1)	11.3	(10.6)	10.9	(9.9)
97.3 FM	8.6	(9.5)	11.1	(10.9)	13.3	(12.3)	9.6	(11.4)	5.8	(7.3)
FM104 MMM	11.9	(11.7)	11.7	(13.2)	13.8	(15.2)	12.5	(12.5)	9.1	(9.9)
NOVA 106.9	14.0	(13.2)	16.1	(14.7)	17.8	(15.6)	16.3	(13.1)	13.4	(11.6)
ABC612	10.1	(12.3)	6.1	(6.6)	5.0	(5.8)	8.1	(7.9)	9.9	(11.0)
4RN	3.2	(2.6)	1.3	(1.4)	1.3	(1.3)	3.2	(2.6)	2.3	(2.8)
NEWSR	1.9	(3.0)	0.6	(0.9)	0.9	(0.7)	1.5	(1.4)	5.0	(5.5)
4JJJ	5.5	(5.8)	6.5	(8.6)	6.9	(10.3)	8.8	(10.6)	6.2	(6.0)
ABC CL-FM	1.6	(1.9)	2.3	(1.7)	2.0	(1.3)	2.0	(1.7)	2.2	(1.8)

Nielsen Media Research
SURVEY No. 2 2007

MONDAY-SUNDAY SHARE BY AGE GROUP (Previous Survey in Brackets)

	10-17		18-24		25-39		40-54		55+		Buyer	
4BC	1.1	(0.7)	0.3	(0.6)	1.8	(1.4)	8.4	(5.8)	24.1	(23.0)	12.8	(10.8)
4BH-882	0.2	(0.4)	1.0	(0.8)	1.0	(1.3)	5.2	(5.2)	22.6	(18.4)	11.3	(10.1)
4KQ	1.3	(3.8)	0.9	(1.4)	1.5	(1.8)	10.1	(11.9)	8.1	(8.9)	6.8	(7.8)
B105	29.2	(31.6)	15.9	(10.1)	8.4	(10.2)	9.9	(8.1)	1.9	(1.4)	7.5	(7.3)
97.3 FM	10.4	(10.0)	10.0	(12.5)	12.5	(12.1)	16.4	(15.8)	1.7	(3.2)	8.9	(10.9)
FM104 MMM	10.1	(11.2)	15.3	(11.5)	20.1	(20.2)	16.3	(18.0)	2.5	(1.9)	10.2	(11.2)
NOVA 106.9	34.2	(31.7)	41.0	(37.9)	25.3	(21.0)	9.3	(6.6)	0.6	(0.4)	11.4	(7.7)
ABC612	4.3	(1.1)	0.7	(1.2)	4.1	(3.4)	8.8	(8.2)	13.7	(19.4)	9.5	(10.4)
4RN	0.1	(0.3)	0.1	(0.0)	0.6	(0.6)	1.8	(1.6)	5.0	(5.0)	3.0	(3.0)
NEWSR	0.4	(0.3)	0.1	(0.1)	1.3	(1.0)	1.4	(2.0)	3.2	(4.4)	2.1	(2.6)
4JJJ	6.0	(5.1)	12.8	(19.3)	15.3	(17.1)	2.4	(2.3)	1.6	(1.0)	6.1	(7.1)
ABC CL-FM	0.1	(0.0)	0.0	(0.1)	1.2	(0.8)	1.7	(1.6)	3.9	(3.7)	2.4	(2.1)

Brisbane

SINGLE SOURCE

Radio Single Source is compiled from the Nielsen Media Research Lifestyle Questionnaire. It allows Radio Advisor users to combine normal re-analysis routines with additional data collected from radio diary respondents on product and service usage.

Product usage and purchase intention categories are currently available for:

- Newspaper read in last 7 days
- Hours spent viewing television
- PAY-TV subscription
- Video/DVD rent/download in last 7 days
- Visit cinema in past month
- Attend a major sporting event
- Shopped for fashion/clothing accessories
- Type of pet
- Buy whitegoods in next 12 months
- Buy general furniture in next 12 months
- Buy audio/visual equipment in next 12 mths
- Buy small electrical goods in next 12 months
- Finance and investment in next 12 months
- Buy motor vehicle in next 12 months
- Buy computer/video games in next 12 months
- Buy PC and/or hardware/accessories 12 mnths
- Buy PC software in next 12 months
- Buy MP3 played/iPod in next 12 months
- Restaurant eating out in past month
- Takeaway food bought in last 4 weeks
- Takeaway food type bought
- Service Station/convenience store purchase
- Hardware store/Garden nursery purchases
- Pharmacy/Chemist purchases
- Department store purchases
- Discount retailer purchases
- Buy other PC hardware/accessories
- Internet access when and where
- Type of Internet Connection
- Time spent on internet per week
- Purchase goods/services over internet
- Access to personal computer
- Travel intention & destination next 12 months
- Interstate/overseas air travel intentions
- Mobile phone ownership
- Mobile phone network carriers
- Furniture/appliance store purchases
- Newsagency/book store purchases
- Music/record store purchases
- Sell/buy house/unit in next 2 years
- Home renovations in next 12 months
- Visited hotel/licensed club in last 7 days
- Regular buyers of takeaway alcohol
- Type of alcohol purchased
- Participate in TAB betting
- Visit casino
- Internet Gambling
- Participate in lotto/lotteries/scratchies
- Mortgage with bank/credit union
- Have comprehensive car insurance
- Have Credit Card
- Have a personal loan
- Have private health insurance
- Amount of investments