



2009 SURVEY DATES

SURVEY ONE
January 18 - February 14

SURVEY TWO
February 1 - March 21

SURVEY THREE
February 15 - May 2

SURVEY FOUR
March 29 - June 13

SURVEY FIVE
May 10 - August 1

SURVEY SIX
June 28 - September 5

SURVEY SEVEN
August 2 - October 24

SURVEY EIGHT
September 20 - December 5

BRISBANE

Survey #6 2009

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

Shares by Session

Shares by Age Group

Single Source Categories

BRISBANE

SURVEY #6, 2009



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: Jamie Dunn, Ian Calder, Victoria Carthew, Greg Cary, Peter Dick, Michael P Smith, Billy J Smith, Ian Maurice, Dave Downie, Col Campbell, Kevin Turner, John Miller, Alex Bernard, Chris Adams and Sharina.

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



4BH 882

THE BEST SONGS OF ALL TIME 4BH 882

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. Moyd & 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 is Brisbane's Hit Music Station

Wake up with Labby, Camilla & Stav for breakfast, with the Gotcha Calls. At work, get Brisbane's biggest hits with no ads for 50 minutes every hour with B105's AD Free 50's. Get a lift home with Hamish & Andy from 4, followed by Kyle & Jackie O's Hour of Power at 6. Then , Tim Lee and Biggy host the Hot 30 from 7.

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 – Brisbane's widest variety of music

The Cage for breakfast with Ian Skippen, Marto, Sully and Emily-Jade. Start the workday with Triple M's 104 minute music marathon. On Mondays and Fridays 4pm-7pm have a laugh on the drive home with Roy & HG's "The Life".

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



NOVA 106.9

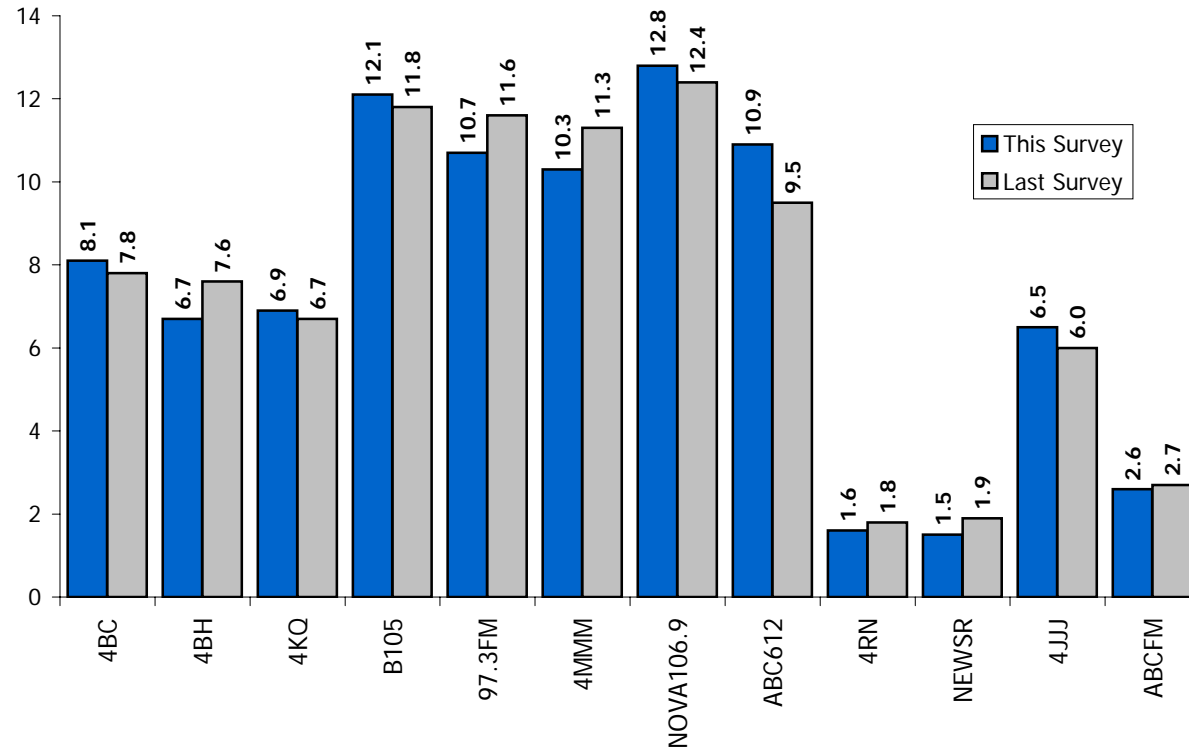
Sounds Different

Nova 106.9 is Brisbane's station for new music first, with never more than 2 ads in a row! Meshel, Ash & Tim start the day with breakfast. Whippy and Cat Lynch get you through the workday, and Ryan, Monty & Wippa get you home, with the help of Merrick & Rosso & Kate Ritchie at 6pm. From 7pm Nova's Launchp@d the place to hear new music first with Michelle and Smallzy. Hit music plus all the new stuff first 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

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

	SHARE %	
4BC	8.1	(7.8)
4BH	6.7	(7.6)
4KQ	6.9	(6.7)
B105	12.1	(11.8)
97.3FM	10.7	(11.6)
4MMM	10.3	(11.3)
NOVA106.9	12.8	(12.4)
ABC612	10.9	(9.5)
4RN	1.6	(1.8)
NEWSR	1.5	(1.9)
4JJJ	6.5	(6.0)
ABCFM	2.6	(2.7)



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

	CUME (000's)	
Potential	1714	(1,714)
4BC	154	(160)
4BH	178	(189)
4KQ	180	(161)
B105	528	(522)
97.3FM	407	(410)
4MMM	355	(358)
NOVA106.9	471	(471)
ABC612	299	(309)
4RN	66	(76)
NEWSR	83	(90)
4JJJ	218	(221)
ABCFM	78	(83)

	AVERAGE (000's)	
Potential	1714	(1,714)
4BC	20	(18)
4BH	16	(18)
4KQ	17	(16)
B105	29	(28)
97.3FM	26	(28)
4MMM	25	(27)
NOVA106.9	31	(29)
ABC612	26	(23)
4RN	4	(4)
NEWSR	4	(5)
4JJJ	16	(14)
ABCFM	6	(7)

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	8.5	(8.4)	10.0	(10.0)	8.4	(7.8)	5.4	(5.6)	10.1	(8.6)
4BH	7.1	(7.1)	6.7	(7.4)	5.8	(6.8)	5.1	(6.2)	7.0	(9.8)
4KQ	8.0	(7.8)	7.6	(7.8)	7.3	(6.4)	4.6	(4.2)	4.6	(4.4)
B105	11.3	(11.0)	9.8	(9.6)	12.3	(11.1)	20.2	(18.9)	11.0	(14.1)
97.3FM	9.9	(9.9)	10.8	(12.7)	12.3	(13.3)	11.1	(11.4)	8.4	(8.3)
4MMM	9.9	(11.6)	13.1	(14.4)	12.5	(14.6)	8.4	(8.6)	9.1	(7.9)
NOVA106.9	12.5	(12.3)	12.9	(13.5)	14.6	(14.5)	15.1	(13.9)	11.3	(10.1)
ABC612	13.4	(12.3)	9.4	(7.2)	7.5	(6.7)	8.8	(7.8)	16.9	(13.1)
4RN	2.3	(2.8)	1.5	(1.4)	1.2	(1.2)	1.6	(1.6)	1.2	(2.8)
NEWSR	2.3	(3.0)	0.7	(1.3)	0.8	(1.2)	0.6	(1.1)	2.7	(3.0)
4JJJ	5.8	(5.2)	5.8	(4.5)	6.2	(5.2)	7.5	(8.4)	6.6	(7.8)
ABCFM	2.0	(2.1)	2.7	(3.4)	2.3	(2.7)	2.6	(2.7)	2.3	(2.4)

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

	10-17		18-24		25-39		40-54		55+		Buyer	
4BC	0.2	(0.4)	0.5	(0.1)	1.2	(1.6)	9.2	(4.9)	17.7	(19.5)	10.3	(9.6)
4BH	2.0	(1.2)	0.3	(0.5)	0.5	(1.5)	6.3	(7.5)	15.8	(16.6)	8.3	(10.2)
4KQ	3.0	(3.4)	0.3	(0.3)	2.6	(2.3)	8.6	(7.0)	12.6	(13.1)	8.3	(8.0)
B105	33.1	(34.2)	25.7	(25.0)	17.2	(15.5)	8.4	(10.1)	1.2	(1.2)	9.5	(10.1)
97.3FM	18.6	(19.9)	8.5	(9.2)	13.2	(14.2)	14.8	(16.5)	4.2	(4.4)	10.1	(11.5)
4MMM	5.4	(5.7)	10.7	(13.0)	16.8	(18.6)	12.8	(13.9)	3.8	(3.6)	10.1	(11.4)
NOVA106.9	26.6	(24.8)	34.6	(33.5)	18.6	(19.3)	8.2	(7.7)	0.6	(0.8)	8.8	(9.4)
ABC612	2.6	(1.3)	1.3	(0.5)	4.4	(5.2)	8.2	(8.0)	24.1	(19.3)	12.4	(9.2)
4RN	*	(0.1)	1.1	(0.2)	0.8	(0.9)	2.5	(2.8)	2.2	(2.7)	1.5	(2.1)
NEWSR	0.7	(0.4)	0.2	(1.3)	0.8	(1.0)	1.9	(1.7)	2.4	(3.4)	1.6	(1.9)
4JJJ	3.5	(1.9)	10.9	(9.6)	12.9	(10.8)	6.7	(7.4)	0.1	(0.4)	7.5	(6.4)
ABCFM	0.3	(0.4)	0.1	(0.1)	1.2	(1.3)	1.7	(2.9)	5.8	(5.2)	2.7	(2.7)

SINGLE SOURCE

Radio Single Source is compiled from the Lifestyle Questionnaire included in the Nielsen Radio Diary. 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 activity
- Visit cinema in past month
- Attend a major sporting event
- Type of pet
- Buy whitegoods in next 12 months
- Buy air conditioner/heater 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
- Buy digital radio receiver in next 12 months
- Access to personal computer
- 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
- Fashion/clothing store purchases
- Buy other PC hardware/accessories
- Internet access when and where
- Type of Internet Connection
- Internet access frequency
- Purchase goods/services over internet
- 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